

How to talk about Community Planning for Climate Disruption

The
Workshop

Te Kaunihera o
Tāmaki Makaurau
Auckland Council



Framing and
messaging
guide

About The Workshop

The Workshop is a not-for-profit narrative research and strategy organisation based in Te Whanganui-a-Tara, Aotearoa New Zealand.

We use our research into how people think and reason (our mindsets) and talk (framing and narratives) to find more helpful ways of talking about complex issues. Our aim is to use evidence-based narratives and framing to deepen public understanding, leading to better engagement and decision making.



About Auckland Council and the Resilient Tāmaki Makaurau programme

Auckland Council wants to work alongside the people of Auckland to plan for and prevent further harm to our communities from climate disruption while improving our lives now.

Auckland Council has commissioned The Workshop to research and develop communications tools that help people understand and participate in planning for the lives we can live in a future disrupted by climate.

How to use this report

This framing and messaging guide brings together three phases of research into how to frame **community planning** for **climate disruption**.

It is designed to be a practical tool communicators can use to make their stories easier to hear, understand, and share so that people engage with and support collective planning action. The full research report ‘How to talk about community planning for climate disruption’ has the detailed research findings and recommendations.

You can use the messages and examples in this guide **word for word** or adapt them for different mediums, messengers, campaigns, and content using the **recommendations** and **checklist** as a guide.



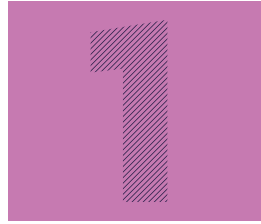
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Read the full research report [How to talk about community planning for climate disruption on The Workshop's website](#) 



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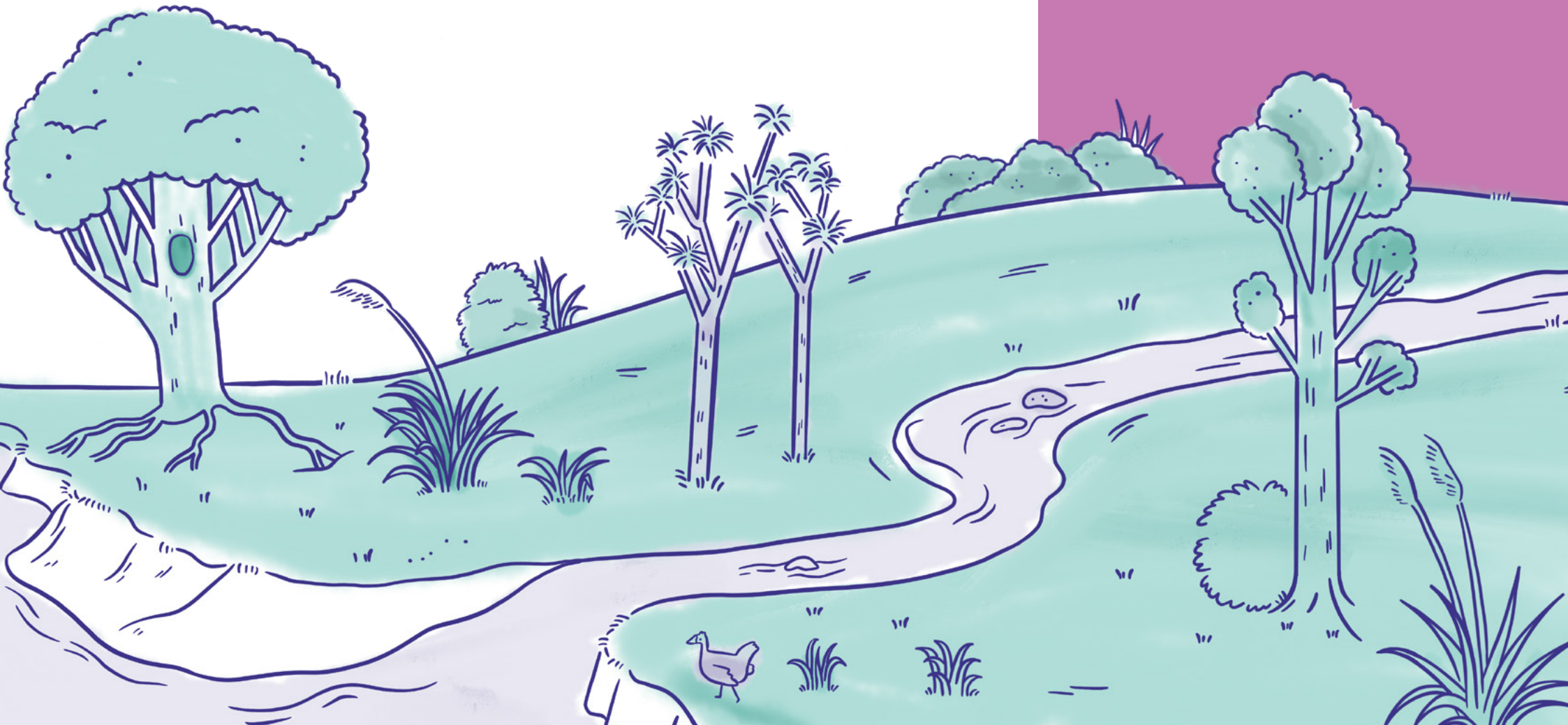


A checklist to help you make your
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understand and share

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Unlock understanding
and support through
framing and narratives

1



Frames and narratives are enormously impactful in influencing how people think and reason about complex issues.

The frames and narratives we choose help open the door to particular information or knowledge being considered and shut the door to other information. As a consequence, frames and narratives strongly influence the actions, solutions, policies, and political decisions people are willing to support.

There are many existing shared ways of thinking (mindsets), often with opposing ideas at the heart of them. The information context — for example, who has framing and narrative power — determines which shared mindsets are switched on and used most frequently. We can use our collective narrative and framing power strategically to connect people to the best knowledge and evidence, building support for the solutions that will make the biggest difference.



Switch on helpful thinking

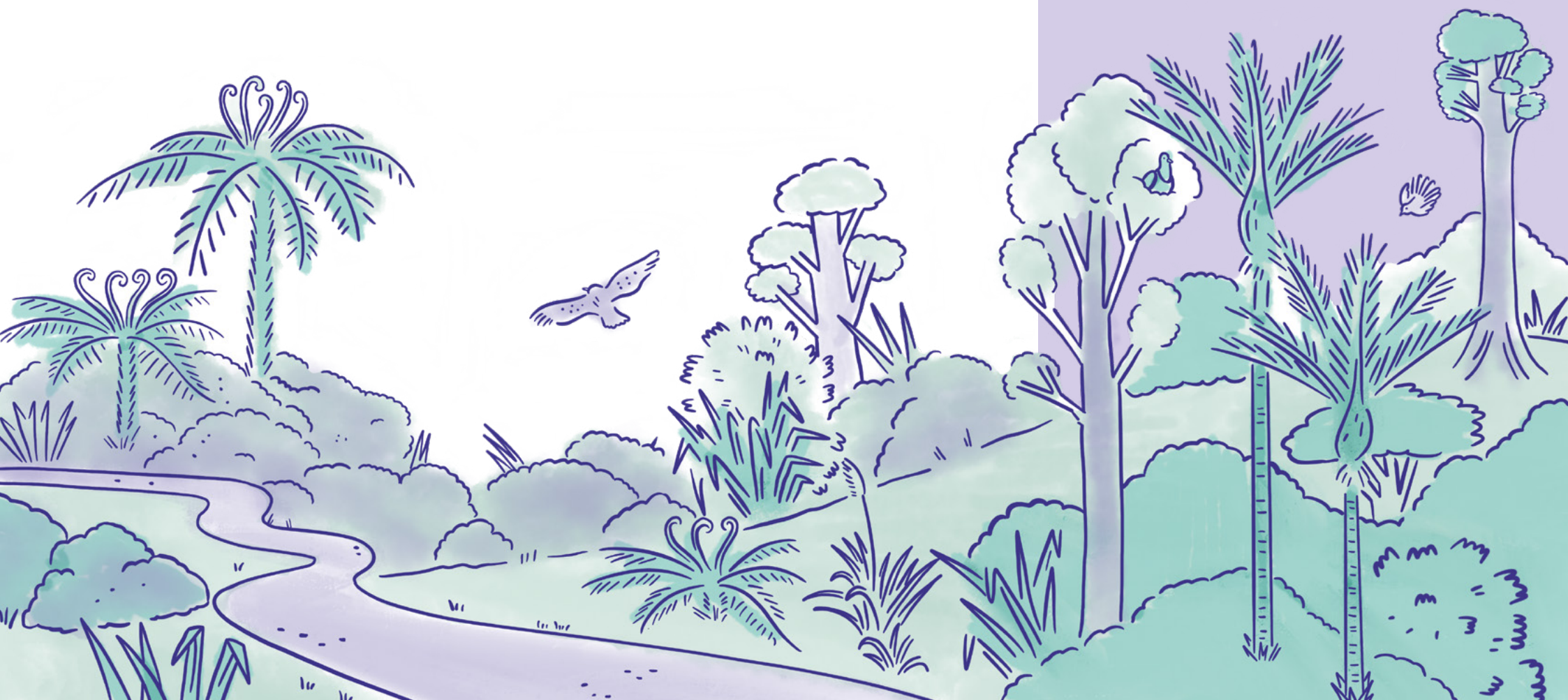
Threading a narrative throughout messages and **stories of acting together on climate planning** switched on people's thinking about the role of governments in acting on climate and their own desire to be involved.



Read more about how narratives and frames unlock change
on [The Workshop's website](#)

Putting our recommendations into action

2



Our recommendations at a glance

Unlock change by shifting to helpful narratives in all your communications and stories



- 1 Frame the benefits of collective and civic climate action in your stories
- 2 Paint a positive vision about the opportunities for our better life
- 3 Highlight the interconnections between people and the places they love
- 4 Frame climate solutions as bold, necessary, and achievable

Apply these strategic shifts to make your communications and stories easy to hear, understand, and share



- 5 Start with shared values when talking about community climate planning
- 6 Talk to those who are most open to understanding climate planning
- 7 Explain climate disruption and community climate planning in simple terms
- 8 Explain that it is wise to choose protections that also prevent worsening climate disruption
- 9 Put local government into stories about climate action
- 10 Build a collective 'we' on community planning climate action

How you can put our recommendations into action

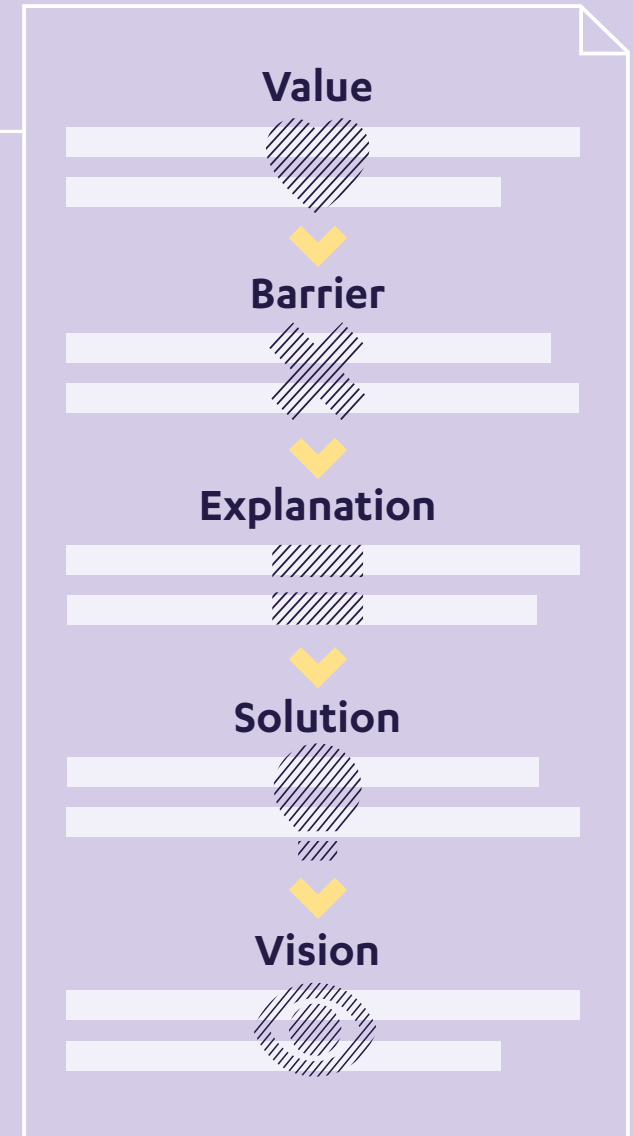
Narratives and frames come to life in the stories and communications we share. We can be intentional and strategic about how we frame community planning for climate disruption.

Use a structure that makes your stories easy to hear and share

The order of our story elements really affects whether people stay engaged. This simple structure works with how our brains process stories, making them easier to hear, understand, and share.

This structure will help create stories that centre on your own helpful narrative and avoid mythbusting or inadvertently amplifying the unhelpful or opposition narratives.

The example stories in this document all follow the story structure.



Recommendation

1

Frame the benefits of collective and civic climate action in your stories

Create a pattern of communication that highlights the benefits of collective and civic action (coming together to care for one another). This framing contributes to shifting thinking away from less-impactful actions at the individual consumer level and overcomes fatalism.



Switch on

Helpful framing about coming together to care for one another, highlighting our deep motivations to care and contribute.

Collective action.

Deeper thinking about what collective and civic action looks like — filling a 'cognitive hole' in public thinking.

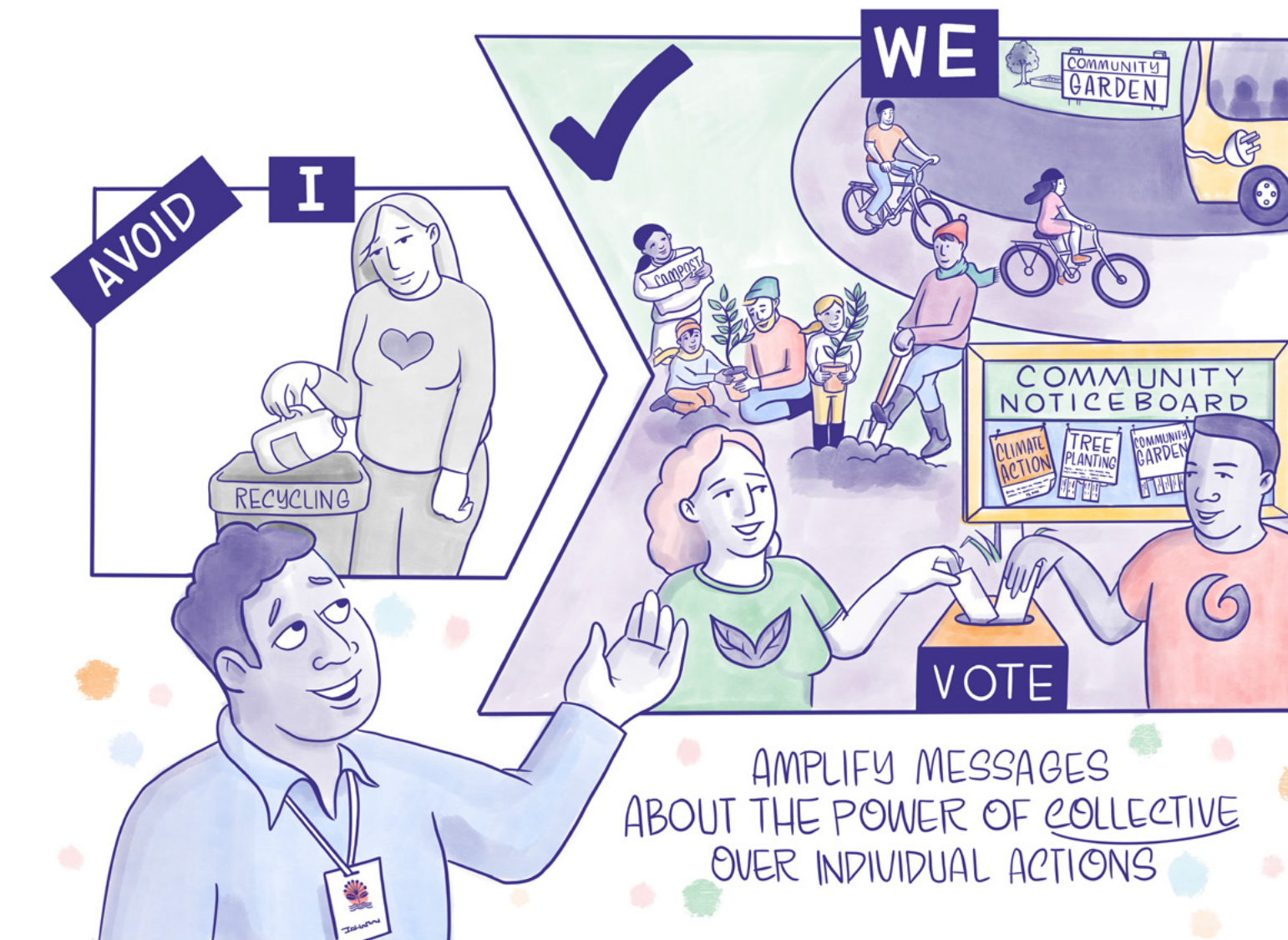


Switch off

Unhelpful framing that focuses on the individual consumer level.

Individualism.

Narrow view of solutions that only focus on individual consumer action.



Read the full recommendation in our report [How to talk about community planning for a climate disruption](#) on [The Workshop's website](#)

Here is an example of a story that frames collective and civic climate action and tested well in our research:

“

Imagine the lives we can all live when across our communities we are empowered to take the bold climate actions we need and know are feasible.

Right now, many communities don't have access to the resources or connections they need to walk this path, including ways to come together and to plan for climate disruption.

People in council will support our community's climate-planning journey by providing more resources to help communities understand the impacts of different climate solutions and supporting collective decision making about what action to take with processes such as citizen juries.

We all face a climate-disrupted future. Better lives for everyone are possible through bold community climate planning. As people in council, we will walk alongside our communities as we make it happen.

”

Copy & paste!



Embrace

‘We are taking bold but feasible action.’

‘We want to make the best thing for the planet the easiest thing for people.’

‘People need more options.’

‘Climate action will improve many people's lives.’

‘People living a full life breathing clean air in our cities.’



Avoid

‘People need to make tough or hard choices.’

‘Choose to ...’

‘People need to change their behaviour.’

‘People need to give up ...’

‘People don't care about climate disruption.’

Recommendation

2

Paint a positive vision about the opportunities for our better life

When our messages focus on the opportunities that collective climate planning offers all of us, we help people think about and act on what is possible. We avoid leading with risk and fear.



Switch on

Helpful framing about the opportunities collective climate planning offers all of us.

A deeper understanding of what our lives can look and feel like if we plan collectively.

What we can gain together.

Solutions that are fair and just, that meet everyone's needs. Recognising that different people need different things based on their context.



Switch off

Unhelpful framing that leads with the risks — these are best placed as part of your explanation.

Fear that lifts our thinking caps off, making it hard to think about complex actions or what the future might be like.

The things we might give up or lose.

Thinking about one-size-fits-all solutions.

Here is an example of a story that includes a vision of the better life responding to climate disruption can help create:

“

Taking necessary and bold action on climate disruption means creating communities, environments, and ways of living many of us want.

However, many communities don't yet have access to the resources they need to make this future a reality.

People in council are focused on providing more resources to support local people to identify shared goals, make decisions, and take bold action in their communities to achieve the better lives we want.

Better lives for everyone are possible through bold community climate planning. When we are supported by people in council, we can have clean air to breathe, plentiful green space, clear waterways, and peaceful streets open to riding, walking, and public transport where and when we need it.

”

Copy & paste!



Embrace

‘Creating better.’

‘We can invest in the things that matter most.’

‘People living a full life breathing clean air in our cities.’

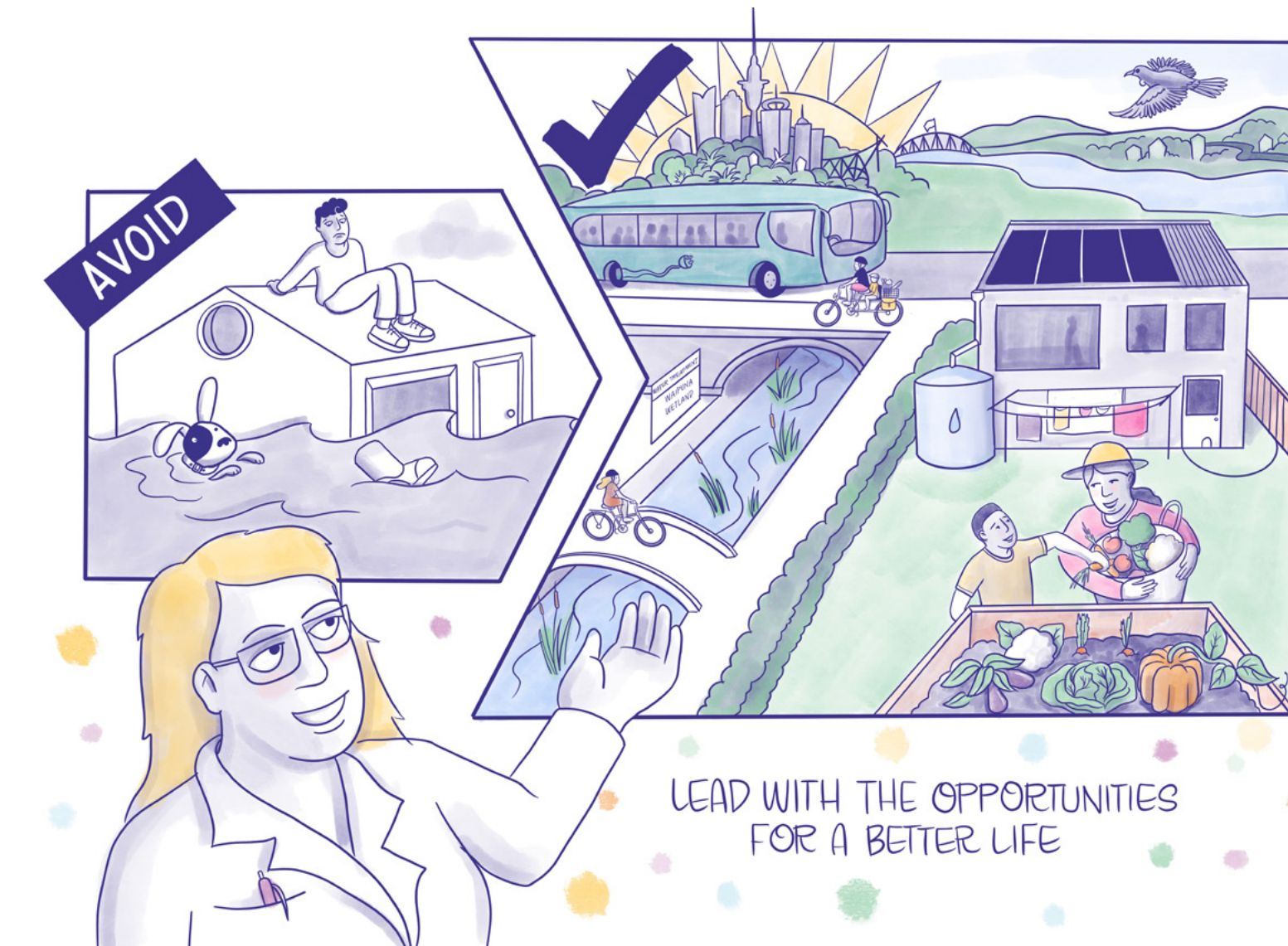


Avoid

‘Avoiding costs.’

‘We will save millions in climate costs.’

‘We will avoid many deaths from pollution.’



LEAD WITH THE OPPORTUNITIES
FOR A BETTER LIFE

Read the full recommendation in our report [How to talk about community planning for a climate disruption on The Workshop's website](#)

Recommendation

3

Highlight the interconnections between people and the places they love

When our stories show people that our solutions protect the places they love and rely on, we can shift them towards more-hopeful ways of thinking about climate planning and collaborative action and away from self-interest and fatalistic narratives.



Switch on

The great connection and value most people place on our natural world as a source of wellbeing.

Our connection to the land and the shared places we love like beaches, rivers, and green spaces. Our desire to lift the burden that many human activities have overloaded our natural world with.

Acknowledgement of mana whenua expertise and leadership.

Collective responsibility and benefits of planning together.



Switch off

Saying people don't care about climate change.

A sole focus on protecting and limiting risks to private property.

We can't fix this — all we can do is protect our own.

Self-interest.

Example messages that helped connect people to the places they love and mana whenua expertise:

“

Most of us know living in harmony with nature is essential to our life on Earth. We can have a future where all people thrive if we protect and care for the natural systems that support us.

We are supporting leadership from mana whenua who have expertise in living in harmony with natural systems.

”

Copy & paste!



Embrace

‘We can protect the places we love.’

‘People in council are supporting our communities to care for and live with the land.’

‘Māori knowledge and experience help us care for our environment and people together now and into the future.’



Avoid

‘People don’t care enough about climate change.’

‘People need to take responsibility for keeping their properties safe.’

‘We’re messing everything up, and if we don’t get on top of it, it’ll be too late.’

Read the full recommendation in our report [How to talk about community planning for a climate disruption on The Workshop’s website](#)

Recommendation

4

Frame climate solutions as bold, necessary, and achievable

When our stories and frames give people a sense that there are solutions and that we can choose to implement them, we create more mental space for people to think positively about complex collective action, including prevention of further climate disruption.



Switch on

Framing bold, feasible solutions using a tone that is positive but realistic.

Solutions that both plan for and prevent future climate disruptions. Get to them quickly to overcome fatalism.

Values such as wisdom, responsibility, creativity, and pragmatism.



Switch off

Urgency narratives — time is running out.

Planning for climate disruption impacts as the most pressing issue to the exclusion of preventing more harm.

Emergency response thinking that limits our ability to think collectively about long-term solutions and raises fear.

What this sounds like:

“

Making wise and bold decisions about climate disruption now ensures a positive future. However, many communities are not well supported to put their future-focused thinking into action. We can solve this problem together. People in local government will provide resources, tools, and support so communities understand their local challenges, including water and flooding risks, and have the option to take bold climate planning steps such as restoring wetlands, planting a lot more trees, and creating more spongy areas in the city.

”

Copy & paste!



Embrace

‘We have solutions. Let’s be bold and act on them now.’

‘We have time to plan for what comes next. Let’s use it wisely.’

‘Wise decisions now will prevent further disruption to the climate later.’



Avoid

‘We are in a crisis, we need to act like it.’

‘We are running out of time.’

‘Climate disasters are becoming more and more frequent.’

Read the full recommendation in our report [How to talk about community planning for a climate disruption on The Workshop’s website](#)

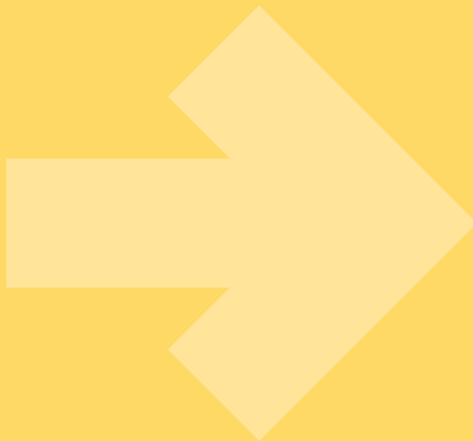


Recommendation

5

Start with **shared values** when talking about **community climate planning**

When we start our messages and stories with a widely shared value, we make our issue relevant to a broad range of people open to understanding.



Switch on

Leading with the pro-social values people hold that connect them to the issue: responsibility, care, connection, meeting everyone's different needs.

Shared mindsets that are helpful to the issue — values are embedded in shared mindsets.

A sense of purpose and confidence to act.



Switch off

Leading with self-interest values like wealth, success, status as a nation.

Leading with risks or facts that people find demotivating and make it hard for them to connect positively to the issue and take action.

Freeze, fight, or flight responses.

Planning for the big stuff — putting values of responsibility and pragmatism at the centre

People are very clear on the leadership role people in government need to take on climate disruption. Young people especially strongly believed in the responsibility and leadership of people in government. In our testing, people responded positively to a message about planning for the big stuff, which framed the values of responsibility and pragmatism and was delivered by the head of community climate planning for Auckland Council.

*Imagine the better future we could all have if we choose the **bold and necessary** solutions to the big challenges we all face — including a disrupted climate. Planning for the big stuff is the **responsible** thing to do and one that most of our communities want us to do.*

Here are some examples of shared values messages our testing showed were preferred:

Tested messages



Responsibility

Equity

Equity and social justice

Protecting the environment

Harmony, kaitiakitanga, mature love

Pragmatism and responsibility

Wisdom

Responsible climate action from people in council includes helping communities plan for climate disruption in ways that create a better city for everyone.

Together, we need to choose climate solutions that mean our children, grandchildren, and people that come after us will thrive.

Creating lasting solutions to climate disruption means meeting the needs of all communities, especially those most vulnerable to climate disruption

Staff at council know planning for the big challenges, like climate disruption, is the responsible thing to do.

When council, iwi, and communities act boldly to address climate disruption, we leave a positive legacy for future generations.

Bringing all communities' experiences and strengths to the climate challenge is a wise approach.

Taking necessary and bold action on climate disruption means creating communities, environments, and ways of living many of us want.

You can read more about values on The Workshop's website

Recommendation

6

Talk to those who are most open to understanding climate planning

Narratives can help most people shift their mindsets — but not all people. When we engage those who support community planning for climate disruption and those most open to understanding our issue, we use our precious communication time and energy to greater impact.



Switch on

Helpful narratives and framing — telling our story.

Supporters who want to share helpful stories to people open to understanding and persuasion.

Focusing resources towards those who are open to understanding and shifting their thinking.



Switch off

Repetition of unhelpful opposition frames and narratives through mythbusting and negating their story.

Dominance of unhelpful opposition stories in the information environment.

Resources spent trying to shift a group who are very unlikely to shift their thinking.



Focus your storytelling resources on **people open to understanding and persuasion**. They are the majority of people on most issues.

Your **supporters** need to like your stories and share them to people open to understanding and persuasion.



Avoid using your storytelling resources on people who are firmly opposed. They will not shift their mindsets and you risk repeating, mythbusting, and negating their unhelpful narratives. Repetition only serves to strengthen and reinforce the narratives of the firmly opposed.

When the firmly opposed say

“ ‘New Zealanders can’t stop climate change — it’s too big and out of our hands. Anything we do wouldn’t make a difference. No one else is doing what they need anyway. But we can protect ourselves. Now’s the time to do that.’

“ ‘Everything gets blamed on climate change. But this is just weather, which changes all the time. It’s making a generation of anxious kids. Just use common sense and prepare for bad weather.’

“ ‘For climate change, luxury projects — like protecting trees, making nice streams, or building cycle lanes — are just irresponsible when people need homes and jobs and better roads.’

“ ‘Council’s role on climate change is to give people information to make their own choices. When they remove car parks, restrict what people can do on their properties, or where they can live, that is dictating how we live.’

Avoid negating

✗ ‘We have the opportunity to show the world how this should be done. New Zealand’s a small but nimble country. Let’s lead on climate action.’

✗ ‘The data is clear — we risk our future lives and our kids’ lives with every 0.1 degree of warming. What we’re experiencing with the climate isn’t just weather or natural cycles. We can’t just hope it goes away.’

✗ ‘Acting on climate is not a luxury. If we don’t take action on the things that work now, we’re condemning our kids to a life of misery. It’s pointless to argue about the cost of this stuff if there’s no planet for them to live on.’

✗ ‘People need to understand that there will be sacrifices and trade-offs as we adapt to climate change. It’s just not possible to have everything we want. We need to change now before change is forced on us.’

Embrace this reframe

✓ ‘Responding sensibly now to climate disruption will help us reach the goals we share for a better life for ourselves and the people we love — cleaner air to breathe, more green spaces, clean waterways, streets open to children walking and riding bikes.’

✓ ‘People in council’s role is to think and act in dependable ways as we face big challenges as communities. As more severe weather events happen more often, we will use our resources to properly plan for and prevent more climate disruption.’

✓ ‘We can create a city that protects the people and places we love now and into the future altered by climate disruption. With support from council staff and people with knowledge and experience, we can do what is necessary to plan for and prevent climate disruption.’

✓ ‘People in our council need to do the responsible and challenging work to address the many big problems we are facing — a disrupted climate, housing issues, and transport problems. Addressing the cause of these problems is the necessary and practical thing to do to prepare for our future needs.’

AUDIENCE



In formal consultations, it is important to acknowledge what you have heard from all your audiences, including the firmly opposed.



However, don't use your storytelling resources to publicly negate an unhelpful narrative.

Read the full recommendation in our report [How to talk about community planning for a climate disruption on The Workshop's website](#)

Recommendation

7

Explain climate disruption and community climate planning in simple terms

When we use simple words, frames, and explanatory metaphors to explain complex issues like community planning for climate disruption, we give people a scaffold to build their understanding of this complex issue and create support for the solutions we offer.



Switch on

From our research

Explanatory metaphors, including the tested trip planning metaphor, that work with our fast-thinking brains to simplify complex issues.

Deeper understanding using stories that tell people:

- how the problem happened
- what the impact was
- who made it happen and therefore who can create change
- what works better.

Simple language that most people understand.

Tangible ways to show people what collective and civic action looks like.



Switch off

Long descriptions of the problems and untested metaphors that don't work to deepen understanding.

Fact-led descriptions that don't build understanding of causes and solutions we offer and leave gaps that people fill with existing assumptions or biases.

Technical language that many people don't understand.

Abstract descriptions that people can't picture or imagine.



Read the full recommendation in our report [How to talk about community planning for a climate disruption on The Workshop's website](#)

We need to explain climate disruption and community planning in simple terms.

1 Use these tested helpful explanatory metaphors

Tested metaphor

Trip planning metaphor

Community planning for climate disruption is like preparing for a challenging trip together. It means deciding a destination, figuring out how to get there, and making a feasible plan.

So when we plan as communities, iwi, and hapū for climate disruption, we come together to discuss the future we want and explore solutions that will get us there. We agree what actions are necessary and feasible to protect people and places in our community. We make bold decisions and identify what resources, guidance, and leadership we need from people in council. Together, with people working in council, we put the plan into action.

Like planning a trip together, community planning for climate disruption helps us get where we need to go while making sure everyone is taken care of in a future altered by climate disruption.

Infrastructure of care, connection, and contribution metaphor

At the council, we are building infrastructures of care, connection, and contribution. For example, our climate disruption planning programme enables local communities to fully contribute to deciding how we care for the places we love in the face of climate disruption.

2 Use simple language to explain big ideas about climate change

The following terms were tested with people open to understanding about climate disruption. In your communications, embrace the terms testing shows people prefer.

Tested messages



Embrace

Climate disruption.

Plan and prevent.

Disrupted climate.

Climate pollution.



Avoid

Climate damage.

Adapt and mitigate.

Extreme weather.

Climate emissions.

3 Use facts to highlight an explanation instead of describing a problem

When we see people struggling to understand the complexities of climate disruption, it is tempting to try and fill people up with a lot of facts. Researchers call this the information deficit model of communication. It isn't effective.

Instead of leading with facts, use them as part of providing a better explanation.

Example

During the development of the city in the 1950s, many of Auckland's natural streams and waterways were channelled into underground pipes by council and urban planners. This design can only cope with a limited amount of rain and wastewater — it can't absorb the amounts we will get now our climate has been disrupted.

Rampant carbon pollution has trapped heat like a blanket in our atmosphere and warmed the oceans, leading to a disrupted climate and more extreme weather events. A lot more water is one of the effects.

As we experience more extreme weather events more often due to climate disruption, communities like Northcote are experiencing repeated flooding and damage to

the places they care for. Due to the disruption to our climate, experts predict that 20–30% more rain will fall in short timeframes during weather events with nowhere for the water to soak into.

The council is working alongside mana whenua, communities, and urban planners to redesign our city to be more spongy to soak up this extra water. By uncovering our natural waterways and building more wetlands, urban ponds, and green spaces, we can give water space to flow and rise.

We've already seen this spongy city approach work. In the Anniversary Day floods, the newly redesigned spongy Greenslade Reserve accommodated 12 million litres of water that would have otherwise flowed over roads and into homes.

4 Show, don't just tell

When we show people in council already taking action on the things people find hard to see or express scepticism about, we build trust that people in government are doing what they say.

Use case studies or examples to show people successful community planning in concrete and specific terms using plain language and **highlighting the collective and joint decision-making aspects.**



Wellington City Council group rides

Wellington City Council hosted college students (and other community members) for guided group rides of new cycling paths. It used the group rides as a way of inviting young people into an issue that impacts them. By showing people the opportunities the new infrastructure offers, it enabled people who wouldn't

usually ride to experience the benefits of safe and comfortable cycleways. It then used extensive storytelling to broaden the reach of the experience as seen through the eyes of young citizens.

Read the full case study in our report [How to talk about community planning for a climate disruption](#) on [The Workshop's website](#)



Read the full recommendation in our report [How to talk about community planning for a climate disruption on The Workshop's website](#)

Recommendation

8

Explain that it is wise to choose protections that also prevent worsening climate disruption

When we talk about what is wise and sensible, we can help people understand the importance of planning in ways that prevent further climate disruption. This helps overcome unhelpful and fatalistic narratives about it being sensible to accept the worst.



Switch on

Thinking about planning in ways that prevent further climate disruption.

Wisdom and pragmatism values.



Switch off

Unhelpful and fatalistic narratives about it being sensible to accept the worst and abandon prevention efforts.

Fear and fatalism.

Tested messages

Simple language — testing showed ‘plan and prevent’ is preferred over ‘mitigate and adapt’.

Technical language such as mitigate and adapt, climate emissions.



We can switch people to think more about preventing worsening climate disruption.

Use the values of wisdom and pragmatism



Preventing more climate disruption while responding to the disruption we cannot prevent is the wise and sensible thing to do.

When we rebuild our transport infrastructure after big flooding and climate events, we can design infrastructure that prevents worsening climate disruption — infrastructure that supports transport that does not release carbon pollution, like bike paths, footpaths, trains, and shipping.

Use helpful metaphors



*When we prioritise preventing further climate disruption in our community planning, the **foundations we lay** for responding to serious events will stop things from getting worse.*

*By redesigning our cities to be **spongy**, with more green spaces and trees, we can be prepared for the additional water we know to expect. Planting more trees and having more green spaces also helps us prevent future climate disruption by reabsorbing carbon pollution already trapped in the atmosphere.*



Read the full recommendation in our report [How to talk about community planning for a climate disruption on The Workshop's website](#)

Recommendation

9

Put local government into stories about climate action

By putting local and central government processes into a recognisable story structure that includes barriers, explanations, and solutions, we give people a sense of what the council is doing to plan for the big stuff we all care about.



Switch on

Agency — naming the responsibility and power local and central government have to take action.

Building and maintaining trust by naming your role in what has and hasn't worked in the past and what you're doing differently now.

Deeper understanding about the different ways people in council can work with communities to take action.



Switch off

Individualism — stories with no clear person or organisation responsible for taking action make people default to individual responsibility and consumer-led solutions.

Fatalistic thinking and withdrawal from civic and democratic activity — 'they don't listen so why bother participating'.

Putting the **barrier and solution** in the story structure



Value

Across our communities, most of us want being cared for and caring for each other to come first in everything we do, including planning for climate disruption.

Barrier

However, communities we are part of and serve have not had everything needed from the council to make caring for everyone during climate events a reality.

Explanation

Our planning processes have not worked well for all people — for example, disabled people and their expertise and needs have been left out.

Solution

People in council support community climate planning that takes care of everyone. We are providing funds for communities already under pressure and empowering our communities to decide themselves where the funds should go when making climate plans.

Vision or values

Tāmaki Makaurau can be a city where our climate planning draws on the strengths and knowledge of all our communities and thrives in caring for all our communities.

Recommendation

10

Build a collective ‘we’ on community planning climate action

When people who share goals come together to use narratives and frames that work, we can have a greater impact on shifting mindsets and narratives.



Switch on

Many more stories all using helpful narratives and frames — influencing the information environment for the better.

A range of messengers who are trusted and listened to by different communities all using the helpful narratives and frames.



Switch off

Dominance of unhelpful narratives led by fear and facts.

The same few people talking about the issue in the same unhelpful way.

Creating a collective approach takes time, commitment, and consistency between people who have shared goals.



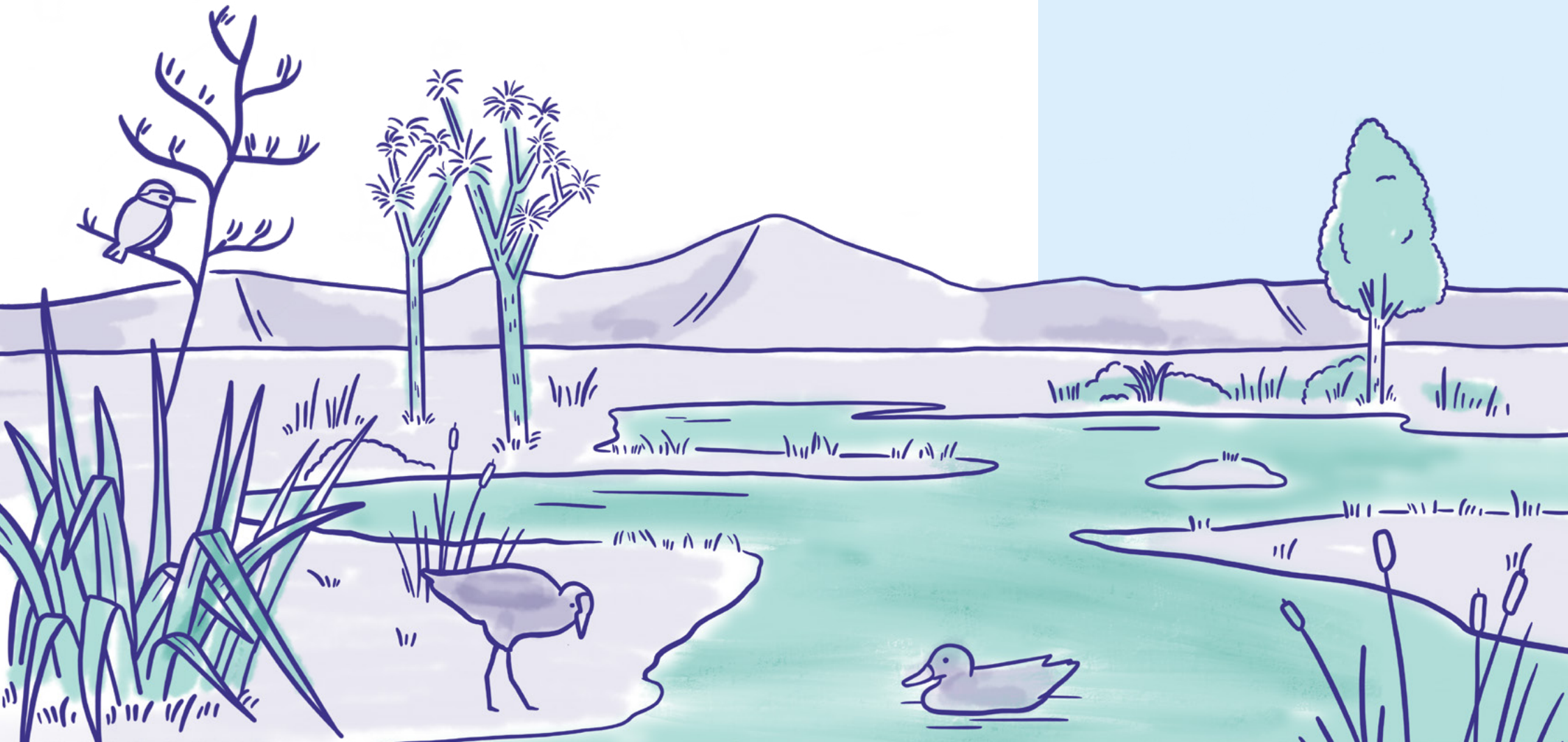
You don't need to be all working on the same solutions to take a collective approach. Instead, focus on the common cause you share — what you want people to understand and think about the issue and the unhelpful narratives you want to overcome so that the different solutions across the collective can be supported.

How to take a collective approach to framing and narrative shift work.



Four stories you can use to deepen understanding of community planning for climate disruption

3

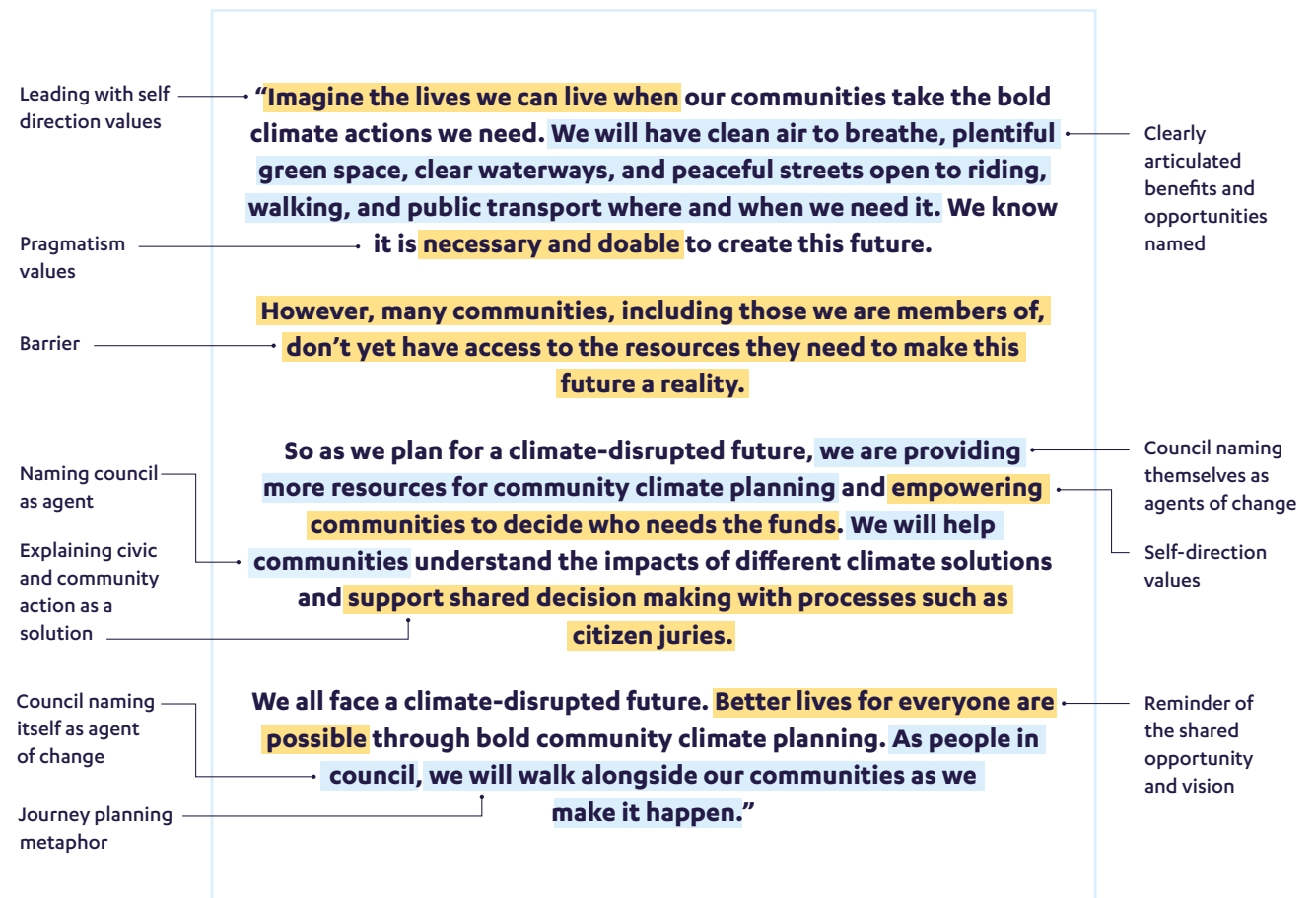


The following stories have been tested and worked well to help people engage with, and understand better, community planning for climate disruption.



Imagine the people we can be, the lives we can live

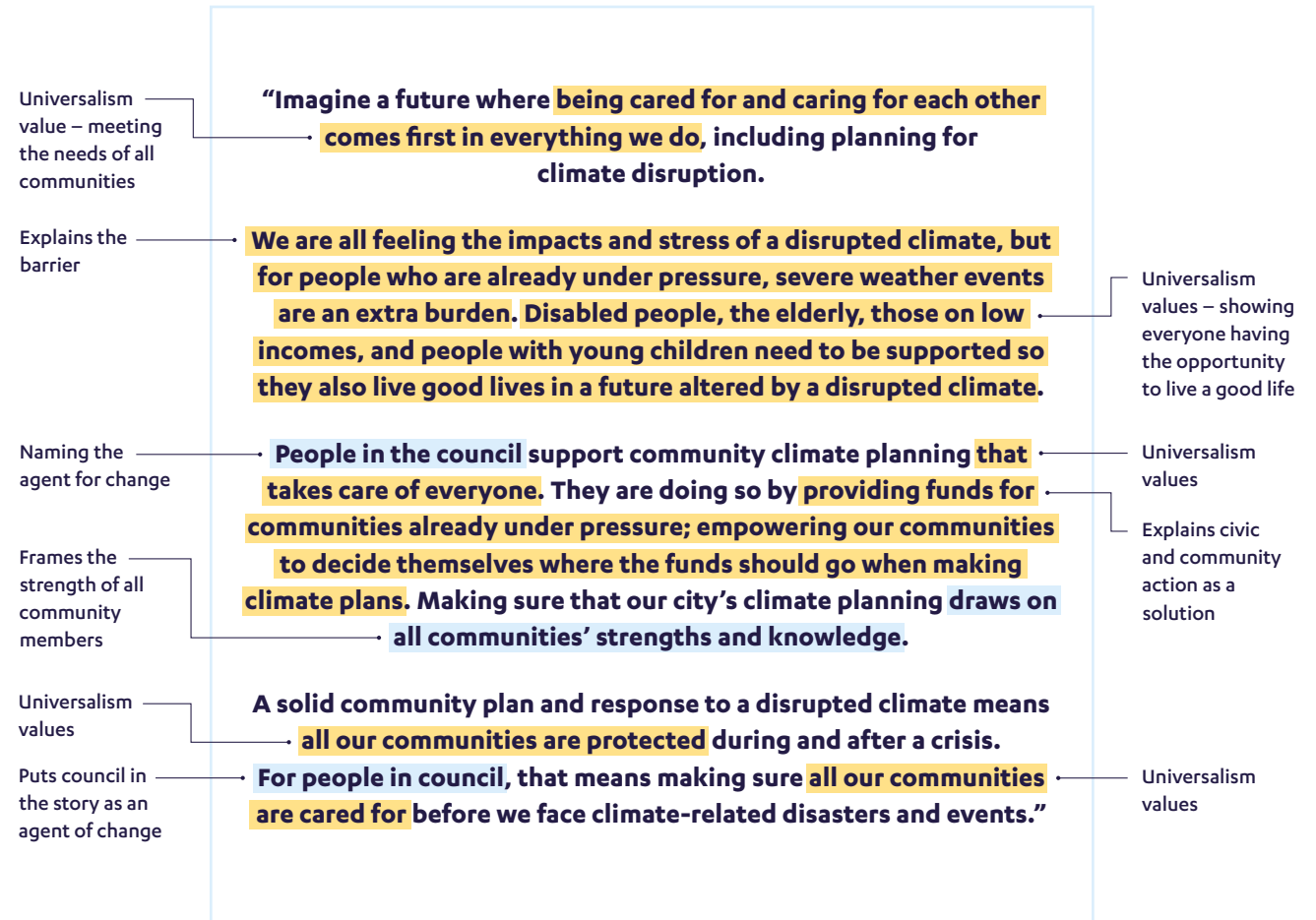
Imagine the people we can be, the lives we can live uses the opportunity and better life narrative, which is a counter to fatalism framing and narratives about climate planning and action. It uses self-direction (choosing own goals) values and a journey explanatory metaphor to explain the role of council. It positions the council as the mechanism that can help communities achieve their goals. The messenger for this statement was the head of community climate planning for Auckland Council.





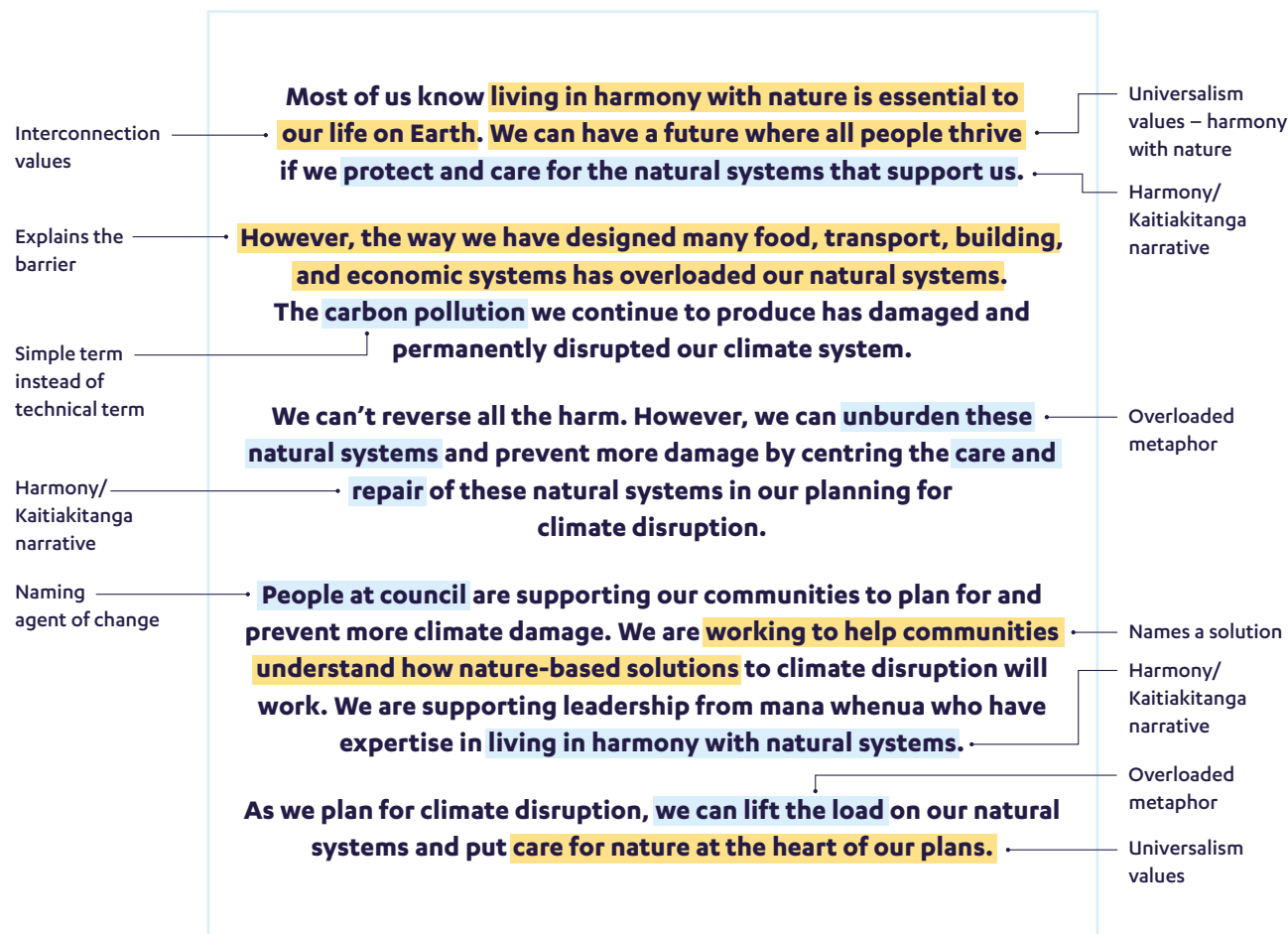
There are solutions we can all be part of

This message surfaces a public good and better together narrative, which can counter us versus them mindsets and narratives. It uses universalism — values of equal opportunity for all people no matter their background. The messenger was a community member who recently received support from Auckland Council.



Care for the land and the land cares for us

This message was delivered by a community member. It is an example of a harmony/kaitiakitanga narrative, conveying the idea that, if we care for the land, the land cares for us. It draws on the explanatory metaphor of overloaded and related terms like ‘unburden’ and ‘lift the load’. The message incorporates the preferred term ‘climate pollution’.



We are planning for the big stuff

This message deploys a pragmatism and responsibility narrative about taking pragmatic steps to prepare for upcoming weather-related challenges. It starts with a short vision and frames values of responsibility and dependability. The messenger was the head of community climate planning for Auckland Council.

Pragmatism and responsibility narrative

Explains the barrier and problem

Naming Council as the agent of change

Explaining civic and collective action as the solution

Pragmatism and responsibility narrative

“Imagine the better future we could all have if we choose the bold and necessary solutions to the big challenges we all face — including a disrupted climate. Planning for the big stuff is the responsible thing to do and one that most of our communities want us to do.

Responsibility values to emphasise the narrative

As severe weather events happen more often and we plan for a disrupted climate, the communities we are part of and serve don’t have everything needed to make these bold and sensible solutions a reality.

That is why we are supporting our communities to plan for climate disruption in ways that work best for them. We are providing resources for community climate planning and empowering communities to decide who needs the funds. We will help communities understand the impacts of different climate solutions and support shared decision making with processes such as citizen juries.

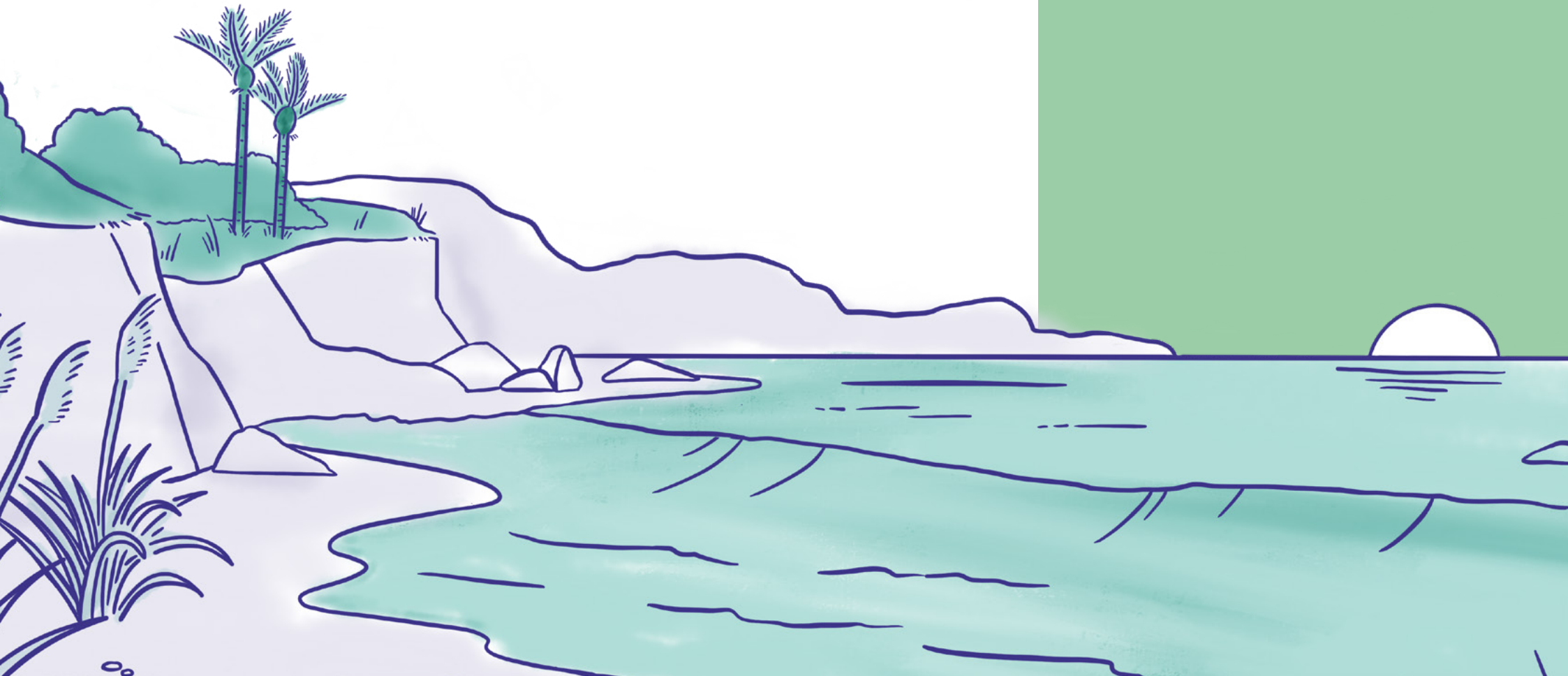
Pragmatism and self direction values

Preparing sensibly and responsibly for a disrupted climate means long-term solutions that prevent further harm to our communities while improving our lives now. We will support our communities to do so.”

Council naming their role in change

**A checklist to help
you make your climate
planning stories easy
to hear, understand
and share**

4





Check that your strategic communication:

- ✓ Talks to your audience most open to understanding and persuasion in ways that your supporters will want to share

- ✓ Draws on a helpful narrative

Better together — frame the benefits of collective and civic climate action

Better life — the opportunities for our better life from climate action

Protecting what we love — highlight connections between people and the places they love

We can and should do this — climate solutions are bold, necessary, and achievable

- ✓ Starts with shared helpful values

Pragmatism and responsibility — ‘bold and necessary action,’ ‘leaving a positive legacy,’ ‘acting responsibly’

Universalism — ‘create a better city for everyone,’ ‘meeting the needs of all communities’

Harmony and kaitiakitanga values — ‘people that come after us thrive,’ ‘protecting the places we love’

Wisdom values — ‘is a wise approach’

- ✓ Uses the effective story structure

Lead with values + explanation + solution + vision or values

- ✓ Uses a clear explanation about the barriers to your vision

How the problem happened

What the impact was

Who made it happen and therefore who can change it

What works better

- ✓ Uses helpful explanatory metaphors for climate and community planning

Trip planning

Infrastructure of care, connection, and contribution

Sponge city

Laying foundations

- ✓ Names the agent that can create change

Put local and central government into stories

Acknowledge previous negative experiences to build trust

Clearly state what action you’re taking



Check that your communication avoids:

- ✗ **Being entirely reactive to an unhelpful narrative**
- ✗ **Talking just to your base of supporters or those opposed**
- ✗ **Negating or mythbusting opponents' stories**
- ✗ **Drawing on unhelpful narratives**

Risk and sacrifice narratives — climate action is all about dealing with and avoiding risks, making hard decisions

Urgency narratives — we are running out of time

Individualism narratives — you need to change your behaviour, make different choices as consumers, property owners

Emergency/crisis narratives — we need to deal with the inevitable climate disasters right now

Fatalism narratives — people are not acting, they don't care (especially people in powerful positions)

Truth narratives — climate disruption IS a real thing

✗ **Leading with unhelpful values**

Success and achievement values —
New Zealand can lead the world on climate

Security values — notably the risks to individuals, communities, or the nation from not acting

Money values — acting to save costs, increase wealth

✗ **Leading with a series of facts**

- ✗ **Using a lot of facts to describe the problem or the solution to the symptoms of the issue rather than using facts to explain the causes of systems problems and solutions**

✗ **Using jargon or technical language**

- ✗ **Does not name an agent — or as a government or organisation with resources and responsibility, you name what individuals can do and not what you are doing**

