

Eco-Challenge Communication Plan Template

Official Name

Community EcoAction Challenge

Goal of the Challenge Provincially

To reduce Alberta's residential impact on the environment with the implementation of a friendly, province-wide eco-challenge.

Individual City/Town/County's Goal

To shift a winning number of residents' behavior to take actions in their daily lives to be more environmentally friendly.

Objectives

1. Use the challenge as a tool to educate residents on energy conservation and environmentally friendly practices in the home, workplace and schools so that people adopt them into their lives beyond the challenge end date.
2. Use the Mayor's and elected officials profile to encourage participation in the challenge
3. Build our municipality's reputation as an environmental leader among Alberta municipalities
4. Win in our category!

Target Audience

1. Residents

Channels include: Schools, businesses, existing City communication tools, local clubs and activity groups.

2. City Council

Encourage Council members to discuss the challenge whenever possible, use examples of changes they've made in their daily lives to encourage others.

Key Messages

- (your city) is a leader in environmentally friendly municipalities and we're going to prove it.
- Making small changes in our daily lives is easy and makes a big difference
- Let's celebrate the environmental efforts made by our residents.
- Inspire others to make changes in their lives.

Communication Tools

- AUMA meetings, newsletters, and website to let other municipalities know what you are doing
- E-mail list to mayors/reeves to encourage participation of other municipalities
- One Simple Act website (www.onesimpleact.alberta.ca) for more information

Use your existing communication tools – you know what works best for your community. But, to get your creative juices flowing, here is a short list of the types of tools Airdrie will be using to get their residents involved:

- Posters (up in businesses around the City)
- reader boards
- www.airdrie.ca
- local media (print and radio)
- E-newsletters (Airdrie Today, Airdrie @ Work)
- Airdrie today feature on the Range 106.1 FM
- E-mail fan-out lists
- Flyers for schools
- Social Media (twitter, Flickr, Facebook)
- Link to partners e-mails (OSA, AUMA, Earth Day Canada)

Timeline

Phase	Date	Who	What
Municipal Participation Building	April 27	Airdrie, & OSA	Launch Challenge to other municipalities (e-mail from Mayor Bruce to other Mayors, website goes live for municipalities to find more info on www.airdrie.ca , also on one simple act website, both sites will have the same info).
	April 28	AUMA	AUMA follows up with Digest article
	May 5	AUMA and Airdrie	Update on any municipalities committed, keep up momentum to encourage participation (via another letter from Mayor Bruce and AUMA digest article)
	May 12	AUMA and Airdrie	Update on any municipalities committed, keep up momentum to encourage participation (via another letter from Mayor Bruce and AUMA digest article)
Public Participation Building	May 19	Airdrie	Send out news release to our local media (early for weekly papers May 24-28 and May 24 is a holiday) Website information
	May 25-28	Airdrie and other participating municipalities	Officially launch challenge to our public (newspapers, radio, posters, public information on the website goes live on May 25)
	May 31— June 30	Airdrie	Keep up momentum and encourage more participants via (engaging schools, using social media and implement all tools available)
	July 7		Announce winners in each of the 3 categories (via news release, website update)

Evaluation

- Number of
 - Municipalities participating
 - Residents participating – did we win?
- Amount of behavioral change in residents
- Number of hits to your website
- Positive feedback on the challenge
- More residents taking on their own initiatives to educate others regarding environmental issues.
- Long-term, ongoing decrease in energy use in your community