

Exercise 1: Developing an Audience-Specific Communication Strategy

Climate change scenarios for Seychelles

SCENARIO 4

You just attended a staff meeting where your boss announced that your agency is going to put climate change at the centre of all of its work, even though yours is not an “environmental” agency. This will mean reworking all of your plans, strategies, projects and budgets to make sure they take into account both climate change mitigation (reducing carbon emissions) as well climate change adaptation (preparing for and managing the growing climate risks). It will take a lot of time and effort but you are excited, as you believe climate change is a major challenge and every organisation needs to take action.



Source: Shutterstock

Leaving the meeting you chat with a colleague about how excited you are about this shift, and to your surprise your colleague feels very differently about it. He is very annoyed about the announcement. She tells you climate change has nothing to do with your sector and it’s just a bunch of political nonsense and greenwashing, and will cost a lot of money. Besides, why should Seychelles have to take action – it’s a tiny country and didn’t cause the problem – larger industrialised countries should sort it out. What is your response? (Please consider your goal(s), message, approach, channel of communication, timing, any additional participants, and who the best messenger is.)