

MEGACITIES PARTNERSHIP

Communications Plan Template

May 2021

**Overview:**

The **Communications Plan** lays out the specific goals and actions for communicating the findings of the Partnership to the public, policy/decision makers, and international donors. Communicating to different audiences can be complex; it is essential to curate and develop specific messaging to resonate with different potential audiences. In addition, developing a communication plan can be an important step in identifying potential supporters and planning for a range of public facing activities when the AQMP is final.

Previously, the template has been filled out during a working session at a Capacity Building Workshop, while relevant parties are present, and is refined afterwards. Coordination and agreement on responsibilities is often easier in person, with full representation of the stakeholders involved. Below, this template identifies and describes the various topics and steps to consider when developing a communications plan.

**Title of Action:**

Communications Plan – Month, Year

**Objectives:**

Short paragraph describing what the action is designed to do and/or what it will accomplish.

**Key Message(s)/Statement:**

2-3 bullets highlighting the most important pieces of information about this action. What two or three facts do you want the public to know. For example;

* Environmental/health benefits
* Emissions reduced
* New more effective approaches
* Can the public comment? If so, how?
* Is there a website for more information?

**Key Audiences:**

List specific audiences in this section. When creating this list, consider the following questions:

* Are any regions or specific communities especially impacted by this action? If so, list them here.
* Are any elected officials interested in this? If so, list them here.
* Are the sources located in or near environmental justice communities? If so, name them.
* Industries or trade associations particularly interested? If so, name them.

**Questions & Answers:**

Anticipate the kinds of questions you might get, either from the public or affected industry. Have these answers prepared in advance and have all relevant staff know the answers. Think about the main areas of opposition and what claims they might make or questions they may ask. Examples include:

1. **How much does it cost?**
2. **When does the action go into effect?**
3. **What about X, Y or Z reason why this won’t work/is a bad idea etc.?**

**Action Plan:**

* Identify key event or rollout location and date
* External Rollout Products/Materials:
  + Press Release
  + Printed materials
  + Updated/New Website
  + List serves
  + Newsletters / “one-pagers”
  + Maps
  + Data
  + Presentation slides
* Internal Materials
  + Talking points
  + Expanded Q and A
  + Call list for comments and feedback
  + Important numbers, e.g., statistics, costs, metrics

**Contacts for this Action:**

Who is the main point of contact:

Technical Lead:

Communications Lead:

**Call List:**

Are there any individuals or groups following this rule that should be contacted upon signature (any elected officials, non-governmental organizations, other ministries etc.)? Please add to the Table 1 below and provide numbers if available. Please note if they will support this product.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Who to Notify | When | Notifier | Contact Information | Supporter? |
| - | - | - | - | - |
| - | - | - | - | - |
| - | - | - | - | - |
| - | - | - | - | - |

Table 1: Call List of Contacts for Outreach Upon Signature

**Post Action Outreach Plan:**

What plans do you have for post-action stakeholder outreach? Check all that apply:

Conference calls ( )

Webinars ( )

Radio or Video ( )

Implementation support (checklists/videos) ( )

Conference attendance ( )

Other: