

Delivering local priorities

A practical communications toolkit

Problem

- Polarisation and misinformation increasing
- Confusion over terms like “Net Zero”
- Public support underestimated
- Trust gaps widening

Solution

- Help colleagues frame messages more effectively
- Align with shared public values
- Move from ideological tension to practical delivery

Before

Focused on achieving Net Zero and sustainability targets, with co-benefits being improved health and energy efficiency.

Now

Focus is on local benefits (health, energy, reducing cost of climate adaptation), with national and international targets being co-benefits.

01 Understand your audience

What matters to them?

People respond more to values than to facts. Before drafting any message, ask:
What does my audience care about—safety? savings? control? pride in place?

If we want messages to land, we need to start by recognising the identities and norms that shape behaviour — and work with them, not against them.



People respond positively when messages reflect what they already care about.

02

Start where your goals overlap

Want to talk climate without triggering defences?

Listen first: What values are they expressing? What roles matter to them (parent, worker, faith leader)?

Avoid labels: Don't lead with "climate crisis" or "net zero." Use shared outcomes ("safe homes," "cheaper bills").

Match the moral language: If they value freedom, talk autonomy. If they value care, talk protection.



03 Deliver outcomes, not ideology

Whether it's energy, housing or transport, people want to know what this means for them. Avoid jargon. Frame work as smart investment in community wellbeing. Don't lead with 'climate'—lead with local benefits.

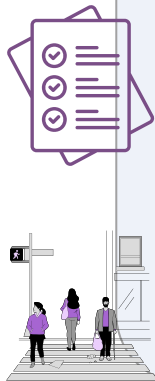
04 Choose your words (and pictures) wisely

Words

- Be active, positive, outcome-focused
- Avoid jargon
- Keep it clear, inclusive, and practical
- Highlight positive solutions, not distant problems
- Tell stories of real people making positive changes

Pictures

- Use local people, relatable scenes
- Emphasise people, place, change



05 Example message swaps

✗ Policy-led messaging

✓ Benefit-led messaging

Instead of...	Say this ...
Net Zero strategy	Investing in clean local energy to control bills and supply
Green jobs	Local jobs that last
Climate targets	Upgrading infrastructure so it works for the next 20 years
Behaviour change	Helping residents save money and stay healthy
Biodiversity gains	Protecting local green spaces and cleaner air

No one has an epiphany after one meeting, but steady, respectful communication can gradually move conversations forward.

[See the full toolkit here](#)