

“On the surface, climate change communication is about educating, informing, warning, persuading, mobilizing and solving this critical problem. At a deeper level, climate change communication is shaped by our different experiences, mental and cultural models, and underlying values and worldviews.”

- [Yale Program on Climate Change Communication](#)

Education, Communication and Outreach

2023 Work Plan

EDUCATION

Identify opportunities for the Commission to support climate change education for both K12 and college level. Option to join in the 2023 Worldwide Teach in coordinated by Bard College at the end of March, just before Earth Month. Watch the [2023 WWTI Launch video](#) (10 minutes)

Produce webinars/videos that will educate the public on issues of Climate Change.

COMMUNICATIONS

ECO leadership and members are available to all working groups to provide guidance and/or assistance. In turn, it is important that the other working groups come to ECO with special public-facing project ideas to plan the marketing and communication facilitation of the projects.

Build a small “speakers’ bureau” of MCCC members willing to speak at events on behalf of the MCCC or a working group.

Climate Talk series: Produce up to Four webinars a year for the working groups and produce and ECO will again produce and host an Annual Report webinar in December. Simple marketing materials for social media will be needed.

Produce a One Minute MCCC Intro Video for the MCCC homepage and to use at events.

We will update the Fact Sheets currently housed on the website.

OUTREACH

With the passage of the Inflation Reduction Act, the state will soon have billions of dollars available to help Marylanders purchase electric vehicles and improve the energy efficiency of their homes; but people need to know how to take advantage of all these federal (and state) incentives. Part of an outreach campaign could include the design of a website that would be the one-stop-shop for all incentives, ideally with a calculator that does all the work to help people see how different incentives can stack together. Maybe this one-stop-shop could even connect people with state-approved contractors who can offer state-backed loans to implement low-cost home energy retrofit projects. ECO will manage a public awareness campaign to assist Marylanders in helping to understand and meet Maryland's GHG emissions reduction goals of 60% reduction by 2031 and net-zero by 2045. (If we are funded, per our annual report recommendation.)

ECO will continue to set up Commission opportunities to speak at MML and MACo conferences and business meetings, other events. ECO members are asked to contribute knowledge of any conference or public events where the Commission speaker might be a good fit.

ECO leadership asks Commission members (including working group members) to share Climate Change-related events information (that are free of cost) for possible use for the online Commissions event calendar. Please email event information to susan.casey1@maryland.gov. Please include as much information as possible. ECO members are asked to continue to support each other by amplifying messages through our social networks.

Partnerships: Throughout the year, members can suggest partners who will post our new logo on their pages. For instance, Sustainable Maryland, Dr. Sara Via's Climate Corner, The Center for Climate Change Communication at George Mason University, NE Energy Efficient Partners, Clean Energy Center, DMV Climate Partners, et al.