Module 6.2: Communicating your SEACAP to key stakeholders
CoM SSA
SEACAP Toolbox

6.2: Communicating your SEACAP to key stakeholders

What you will learn in this module:

• Communicating your SEACAP to Mayors
• Communicating your SEACAP to civil society
Communicating your SEACAP

A critical part of a city completing its Sustainable Energy Access and Climate Action Plan (SEACAP) is how it communicates its plans and actions with different audiences to raise awareness and gather support for action implementation.
**Communicating your SEACAP**

Best practices for communicating to Mayors

Convey key information such as the baseline, targets and actions as well as who needs to be involved, in a succinct form that can be read quickly, while on the move.

Examples of how to do this:

- Executive Summary
- Short briefing notes
- Short presentation
- Eye-catching infographic where the statistics ‘pop’ out.
Communicating your SEACAP

Best practices for communicating to civil society

Convey key information that is relevant for citizens and relates to something they can get involved in. Use the language and jargon that is familiar to citizens and avoid complicated messaging.

Examples of how to do this:

- TV and radio messaging
- Public participation forums
- Bill-board messaging of key actions citizens can undertake
- Eye-catching infographics/posters where the relevant statistics and actions citizens can undertake ‘pop’ out.
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Please note:
This module has been designed for local government officials and partners who are developing their SEACAP.

This module is one component of the SEACAP Toolbox. For the full Toolbox, please visit: https://comssa.org/
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Thank you

Find out more: http://comssa.org
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