

Let's Engage about Climate Change

The Climate Change Engagement Guidebook

Latornell Symposium

November 3, 2025

Kate Goodale and Lauren Moretto



Lake Simcoe Region
conservation authority



Member of Conservation Ontario

Land Acknowledgement



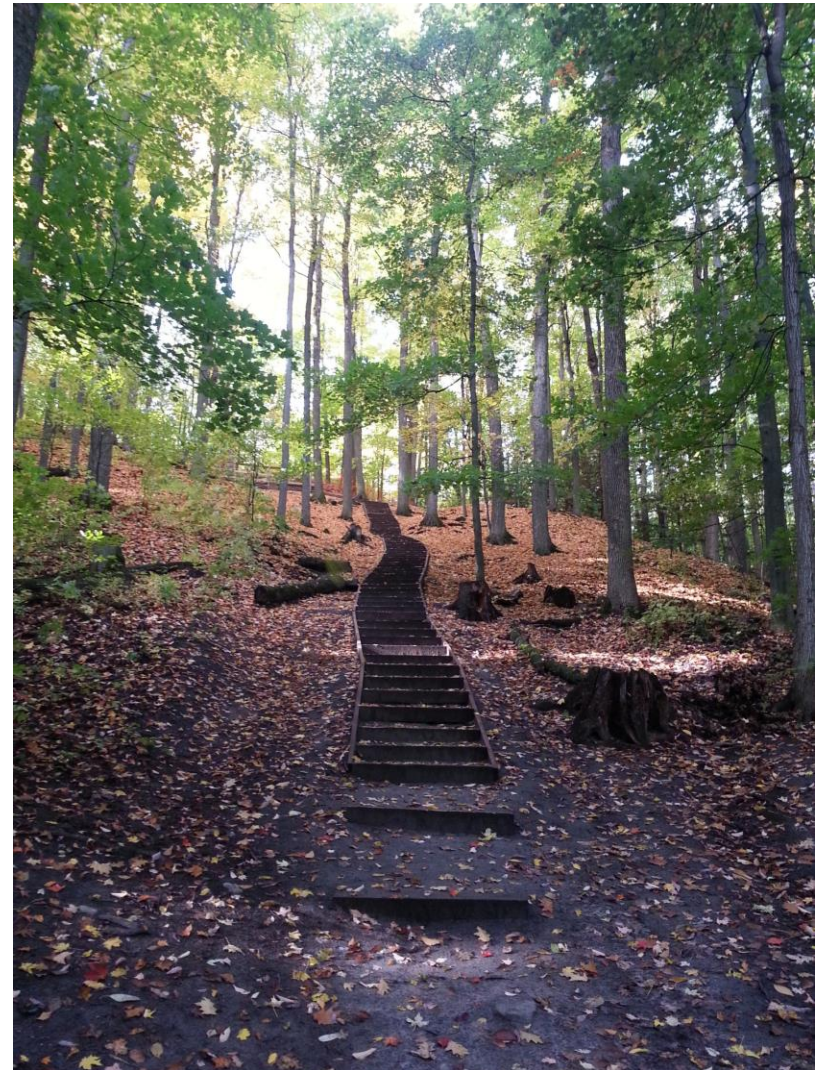
The Lake Simcoe watershed has been inhabited by Indigenous Peoples since time immemorial.

We recognize the Williams Treaties First Nations, including the Chippewas of Georgina Island, Rama, Beausoleil, the Mississaugas of Alderville, Curve Lake, Hiawatha, the Credit and Scugog Island, as well as the Huron Wendat and the Metis Nation of Ontario – Region 7.

We deeply appreciate their historic connection and unwavering care for this land and water, and we are committed to renewing our relationships and working together on climate action.

Outline

1. How we got here...
2. Introducing the Climate Change Engagement Guidebook
3. Using the Guidebook



Climate Communications Now



We are behavioural beings: connect using feelings and perception
Meeting people where they are...



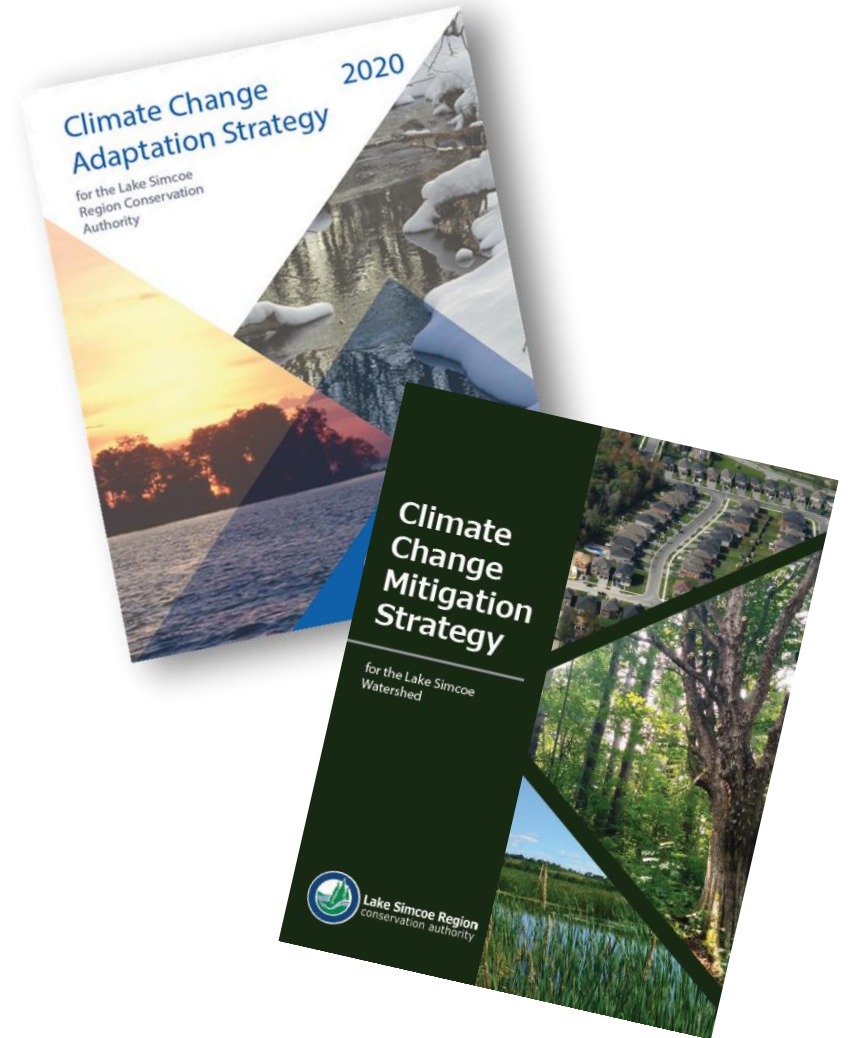
Background



Strategic Direction One
Champion Watershed Health and
Climate Resilience



Strategic Direction Two
Drive Evidence-Based Decision-Making





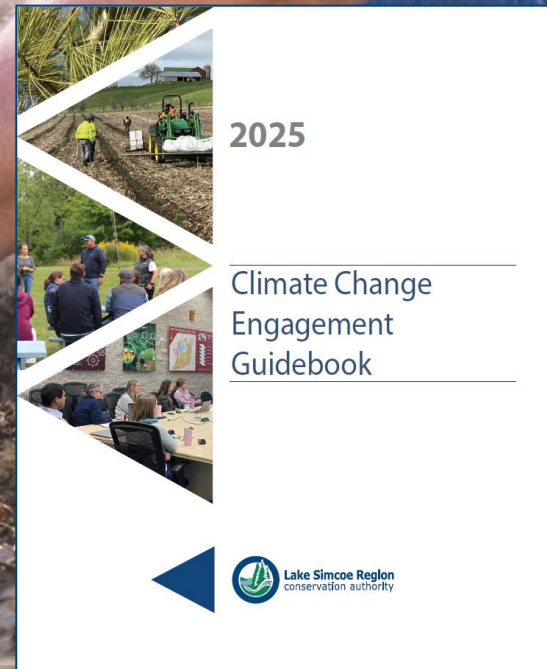
Climate Actions with Engagement

Table X. Summary of climate actions from the Climate Change Mitigation and Adaptation strategies with an engagement component, with team leads and supports.

Climate Action	Team Lead (Support)
Complete a corporate risk scan to identify Conservation Authority functional areas, operations, and assets that are vulnerable to extreme weather events. Support Conservation Authority departments in incorporating climate impacts into their programs, services, and products.	Watershed Plans and Strategies
Provide guidance to Conservation Authority staff about how to incorporate climate change projections into their programs and services.	Watershed Plans and Strategies
Convene a meeting of partners of the Low Water Response Program to determine how to improve the program in light of climate change.	Monitoring
Undertake research to map potential impacts of climate change on groundwater levels.	Watershed Plans and Strategies
Screen for water quality and quantity risks to municipal surface water intakes from contamination as a result of extreme events under climate change conditions.	Watershed Plans and Strategies
Explore options to increase coordination and collaboration with partners on existing early detection and rapid response programs to harmful algal blooms.	Monitoring
Support municipalities in understanding the impacts of climate change on intensity-duration-frequency curves and flood risk modelling.	Watershed Plans and Strategies (Engineering)
Map depth and extent of design storm or event-based flooding that considers climate change impacts (e.g. based on	Engineering

Climate Change Engagement Guidebook

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Bill Thompson, Kristen Yemm, Aynsley Klassen (ORCCA)



2025

Climate Change
Engagement
Guidebook

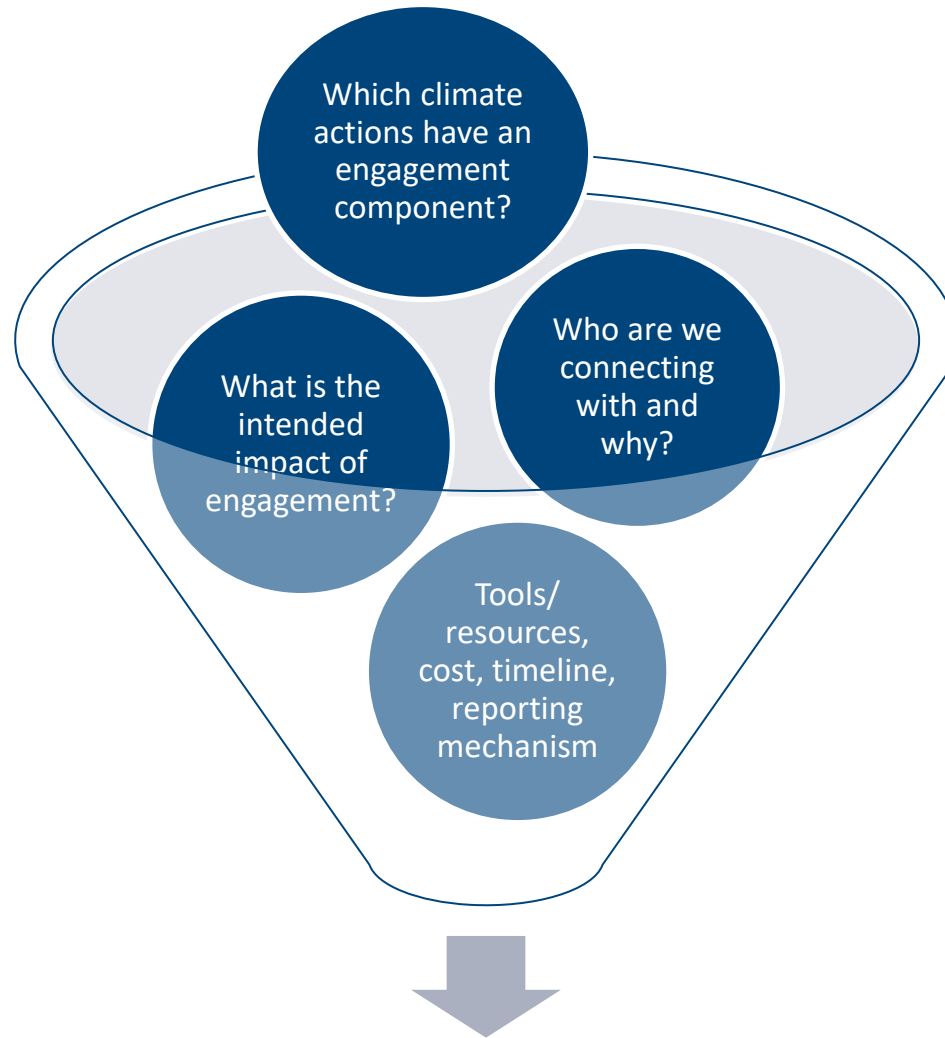
Lake Simcoe Region
conservation authority

Purpose

- To **guide staff** through each step of the **climate engagement process** to help **advance climate actions** (mainly with practitioners)
- We engage a variety of groups on climate action:

Governmental	Non-governmental	The Public
<ul style="list-style-type: none">• Indigenous Communities, federal, provincial, and municipal governments	<ul style="list-style-type: none">• other conservation authorities and not-for-profit groups	<ul style="list-style-type: none">• landowners, residents, farmers, schools, donors, etc.



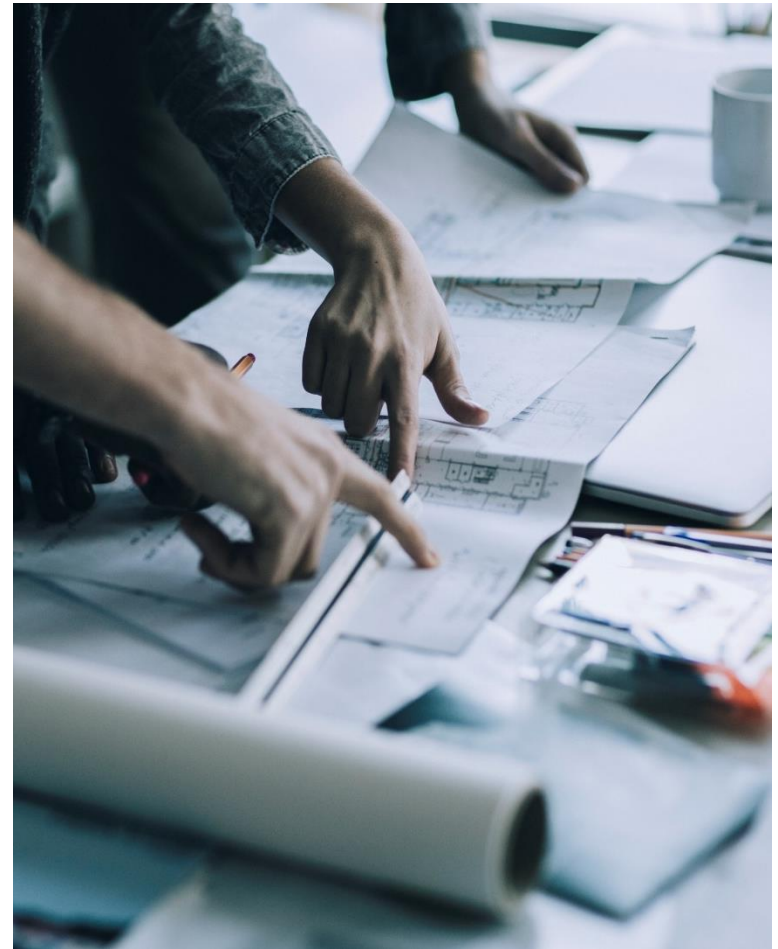


...Propose the **best-suited engagement approach** to implement each action

What's in the Guidebook?

Guiding staff through effective climate engagement by:

1. Defining **types** of engagement
2. Defining **levels** of engagement
3. Outlining **five steps** for effective engagement
4. Climate Engagement Planning Template



1. Types of Engagement

Communication

- Transmit information
- Often **one-way**, but can invite feedback

Outreach

- Proactive effort to connect with specific audiences, often to build relationships
- Often **two-way**, fostering dialogue and responsiveness

Partnership

- Collaborative, interactive, and participatory, working together to co-develop solutions
- **Ongoing commitment**



Examples: Types of Engagement

Communication

- Webinars/informative presentations
- Technical guidelines/reports
- Social media posts/newsletters

Outreach






- Workshops
- Surveys

Partnership

- Working/advisory groups
- Collaboration to co-develop strategies
- Climate risk assessments with groups



2. Levels of Engagement

Communications	Outreach		Partnership	
Inform	Consult	Involve	Collaborate	Empower
				

3. Five Steps for Engagement

Step 1: Determining Purpose

Step 2: Understanding Audience

Step 3: Identifying Desired Outcomes

Step 4: Methods of Engagement

Step 5: Key Performance Indicators



Example Action

Host workshops about equitable, nature-based climate solutions to **share knowledge and provide support** for Indigenous communities and municipal partners in climate action across the Lake Simcoe watershed.



Step 1: Determining Purpose

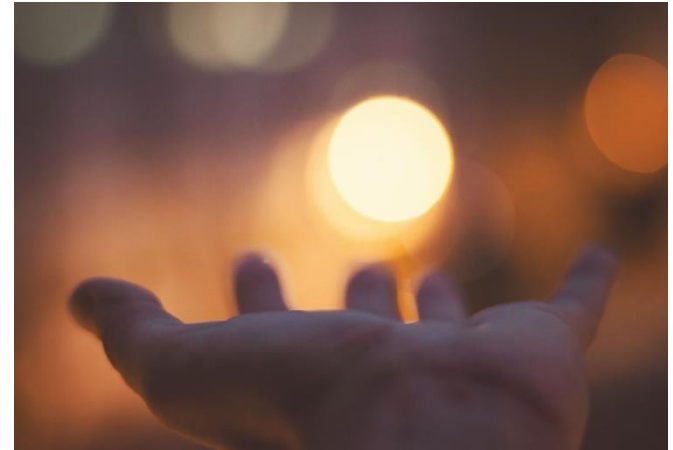
- **Clearly linking** to action in LSRCA's climate strategies
- Will help guide the **level of participation** to pursue
- There are **many reasons** why staff might engage with an audience...



Example: Determining Purpose

EXAMPLE ACTION: Host workshops about equitable, nature-based climate solutions...

- Deliver workshops about equitable, nature-based climate solutions
- Promote implementing equitable, nature-based climate solutions



Step 2: Understanding Audience

- **What matters** to the audience?
- What are their **attitudes and values**?
- Key considerations include:
 - Who they are
 - Interests/concerns
 - Preferred communication
 - Barriers to participation
 - Opportunities for collaboration



Example: Understanding Audience

EXAMPLE ACTION: Host workshops about equitable, nature-based climate solutions...

Who are we engaging with?

- Municipalities
- First Nations

What is our relationship with this audience?

What are their interests?

Preferred communication methods?

Are there barriers to communication?



Step 3: Identifying Desired Outcomes



- Should align with original **purpose** and support **climate action**
- Ensures that engagement efforts are **intentional, focused, and impactful**
- Define **SMART** outcomes



Example: Identifying Desired Outcomes



EXAMPLE ACTION: Host workshops about equitable, nature-based climate solutions...

Specific: knowledge exchange, partnerships, climate action

Measurable: see key performance indicators

Achievable: implementing equitable nature-based solutions

Relevant: connects to Strategic Directions 1 + 2 in Strategic Plan

Time bound: project-dependent



Step 4: Methods of Engagement

- Consider the level of participation that aligns with the purpose
- Other key factors include timing, location, available resources, and accessibility
- Audience and urgency of issue



Example: Methods of Engagement

EXAMPLE ACTION: Host workshops about equitable, nature-based climate solutions...

- Online workshops using tools such as Mentimeter
- A small number of in-person workshops
- Communication via email



Step 5: Key Performance Indicators



- Ongoing measurement can help with assessment of effectiveness, document progress, and adjusting the approach as needed
- Sharing results shows accountability and builds trust with those engaged
- Process-based VS. Outcome-based indicators

Example: Key Performance Indicators



EXAMPLE ACTION: Host workshops about equitable, nature-based climate solutions...

Process-based Indicators

- Number of workshops
- Number of attendees
- Number of unique First Nations/ Municipalities

Outcome-based Indicators

- Number of equitable nature-based climate solutions implemented

4. The Guidebook Template



4.0 Climate Engagement Planning Template

Step 1: Determining Purpose

Climate Strategy Name
Climate Strategy Goal
Climate Action
Climate Action Step (if applicable)
PURPOSE OF ENGAGEMENT
<u>What</u> am I trying to achieve?
<u>Why</u> do I want to achieve this?
What is my desired outcome? If you identify more than one desired outcome, consider whether all can be achieved through the same engagement or if they are best achieved through different engagement(s).

Implementation of the Guidebook and Next Steps



We **delivered staff training** on how to use the guidebook



We are **implementing engagement actions** with partners **strategically**



We will continue to identify **other engagement opportunities** within LSRCA staff. How can we provide support?



Thank you!

Thanks to project team:

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