

“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. Join the 2023 Worldwide Teach-in coordinated by Bard College at the end of March, just before Earth Month. [2023 WWTI Launch video](#)

ECO's 4 webinars/videos continuing series, Commission Talk, to 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. Keep a running list of possible events on file. 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 a Commission speaker might be a good fit. Please email event information to [susan.casey1@maryland.gov](mailto:susan.casey1@maryland.gov).

Please include as much information as possible. (We have a speaker's form for event planners to fill out when it appears we can accommodate the request)

Climate Talk series: Produce the webinars, marketing materials, registration, etc.

Create and distribute news releases on MCCC activities such as the annual report and webinars. Create and distribute marketing materials as needed for our events. Create annual report cover and format.

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

Update the Fact Sheets currently housed on the website.

ECO members are asked to continue to support each other by amplifying messages through our social networks.

## 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.)

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.