

CLIMATE CHANGE ADAPTATION PLANNING GUIDEBOOKS

FOR INDIGENOUS COMMUNITIES



GUIDEBOOK 1

**STARTING THE
PLANNING PROCESS**

These Guidebooks were created by the Centre for Indigenous Environmental Resources in partnership with Sioux Valley Dakota Nation in Manitoba and Peter Ballantyne Cree Nation, Deschambault Lake Community, in Saskatchewan. The Centre for Indigenous Environmental Resources updated the guidebooks in 2020 with guidance from T-Sou-ke First Nation in British Columbia and Fox Lake Cree Nation in Manitoba.

Please contact earth@yourcier.org for any questions or comments on these Guidebooks.

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CENTRE FOR INDIGENOUS ENVIRONMENTAL RESOURCES

CLIMATE CHANGE ADAPTATION PLANNING GUIDEBOOKS

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GLOSSARY

Adaptation: The process of adjustment to actual or expected climate change and its effects.

Ability to Adapt: how easy or difficult it will be for the community to adjust to the resulting changes (before implementing any forms of adaptation).

Climate: The word “climate” refers to a region’s long-term weather patterns. The conditions that make up the weather in an area – precipitation, temperature, wind and so on – are measured daily, whereas climate describes what the weather is like over a long period of time (often based on thirty-year averages). Weather can change dramatically day-to-day, but climate is expected to be relatively consistent over time. This is summed up by the old saying, “climate is what you expect, weather is what you get”.

Greenhouse Gases (GHGs): Life on Earth is possible because various gases in the atmosphere trap heat and keep the planet at a livable temperature. These gases that keep the Earth warm are called greenhouse gases (GHGs). When the amount of GHGs increase, the Earth gets warmer.

Indigenous Knowledge: For the purpose of this guide, Indigenous Knowledge is defined as: “A holistic system of knowledge acquired over time through experience or observation and is tied to the cultural, linguistic, spiritual and subsistence ways of Indigenous peoples” (CIER and UBC, 2011).

Magnitude: the importance or size of the effect of the climate change impact on the system or community (e.g. an out of control forest fire in the community could have a large effect on the community’s infrastructure)

Mitigation: An intervention that either reduces the sources or enhances the sinks of greenhouse gases. This may also include reducing the sources of ozone altering substances (e.g. Carbon monoxide, Nitrogen Oxides, etc.)

Sensitivity: the characteristics of the system or community (e.g. a small drinking water source would be highly sensitive to drying up if climate change caused severe drought)

Sustainability: sustainability can be thought of as the ability of a community to adapt and become more resilient to climate change impacts, allowing the community to continue thriving well into the future.

Vulnerability: In this document we will specifically be using the term vulnerability to describe any predispositions (tendencies) your community may have that could increase its likelihood of being adversely (negatively) affected by climate change (IPCC, 2014).

ABOUT THE GUIDEBOOKS

The Climate Change Adaptation Planning Guidebooks for Indigenous Communities consists of a series of guidebooks. The guidebooks provide an overview of the six-step climate change adaptation planning process

The goal of the six guidebooks is to provide a user-friendly and culturally appropriate climate change and adaptation resource to assist Indigenous communities with adaptation planning in order to avoid, minimize, or adapt to the impacts caused by climate change. The planning process outlined in the guidebooks allow for wide application, local adaptation, and ongoing modifications.

Understanding the Planning Process

Each of the guidebooks focus on one of the six climate change adaptation planning steps. The six guidebooks (and accompanying activities included in each guidebook) focus on the following topics:



GUIDEBOOK 1: STARTING THE PLANNING PROCESS

Understanding the importance of climate change adaptation and assembling a team of community leaders and members to assist with the climate change adaptation planning process.

Activities:

1. Meet with Community Leadership: create briefing note for your community's leadership that explains the project and the importance of including climate change adaptation in community plans and decisions for the long-term success of the community.
2. Set-up a Working Group: develop a pamphlet that outlines Working Group member roles and responsibilities and recruit potential Working Group members.
3. Hold a Community Event: inform the community about climate change adaptation planning and provide an opportunity for community members to share their ideas and provide suggestions and direction by hosting an outreach activity or event.



GUIDEBOOK 2: CLIMATE CHANGE IMPACTS IN THE COMMUNITY

Understanding the impacts of climate change and its effects on Indigenous communities, learning about adaptation (adjusting to climate change impacts) versus mitigation (reducing or preventing climate change impacts), and identifying climate change impacts in your own community.

Activities:

1. Gather Background Information: compile information on nature and the environment in your community, including how people currently use and live on the land (e.g. current and past settlements and subsistence, commercial and traditional uses of land, water, wildlife, and plants)
2. Brainstorm Local Observations of Climate Change: generate a list of climate change impacts that have been observed by community members and how these observations have affected the activities people do in the community.



GUIDEBOOK 3: IDENTIFYING COMMUNITY SUSTAINABILITY AND CLIMATE CHANGE VULNERABILITIES

Developing a community vision for a climate resilient future, understanding the difference between community sustainability and vulnerability to climate change, and developing different community climate change scenarios (e.g. no adaptation versus successful adaptation).

Activities:

1. Community Vision: gain a sense of community members' vision for the future, including what should be preserved, what should be added (that is currently missing), challenges that the community is facing and would like to resolve/remove, and things to keep out of the community to ensure it remains healthy/successful.
2. Sustainability Brainstorm: understand how the community is sustainable in relation to the environment, economy, society, and culture.
3. Vulnerability Brainstorm: understand how the community may be vulnerable to the climate change impacts that were identified in guidebook 2 and during the previous Sustainability Brainstorm activity.
4. Vulnerability Ranking: understand areas where the community may be most vulnerable to the predicted impacts of climate change
5. Identifying Connections: understand if/how vulnerabilities to climate change are related to more than one area of sustainability (environment, economy, society, culture)
6. Influence Diagram: develop a list of final climate change effects on the community (i.e. illustration of the changes that may occur in the community due to predicted climate change impacts)
7. Scenario Building: gain an understanding of what the community could look like if climate change impacts occur and no adaptation is implemented, if climate change and community development occur with no adaptation, and if successful adaptation is implemented.



GUIDEBOOK 4: IDENTIFYING SOLUTIONS

Identifying and prioritizing solutions for adapting to climate change and determining the feasibility of different solutions.

Activities:

1. Revisiting the Influence Diagram: generate a list of possible adaptation and coping solutions to help community minimize/eliminate negative effects and enhance positive effects
2. Revisiting the Scenarios: alternate method for generating list of possible solutions
3. Determining Feasibility: shortlist of feasible adaptation solutions
4. Setting Priorities for Climate Change Planning: from the list of feasible solutions, a list of priority solutions that community members would like to see implemented first
5. Creating a Comprehensive List of Priorities: a comprehensive list of all the priority solutions that were identified from previous activity working with different groups of community members that are feasible for implementation within your community.



GUIDEBOOK 5: TAKING ADAPTIVE ACTION

Understanding past successes in your community, developing an action plan to implement your climate change adaptation solutions, ensuring ongoing community participation in the climate change adaptation process, and celebrating your achievements.

Activities:

1. **Decision-making in Your Community:** learn more about the community's past successes and decision-making processes to learn how it might inform the current climate change adaptation planning process in a positive way
2. **Developing an Action Plan:** work with leadership and the Working Group members to create a detailed action plan that outlines how each of your adaptation solutions can be implemented in the community, including level of priority, resources required, roles/responsibilities, milestones, budgets, timelines, and measures of success.
3. **Challenge Tree:** share your action plan with the broader community and identify ways in which community members can support or help implement the different adaptation solutions and actions.



GUIDEBOOK 6: MONITORING PROGRESS AND CHANGE

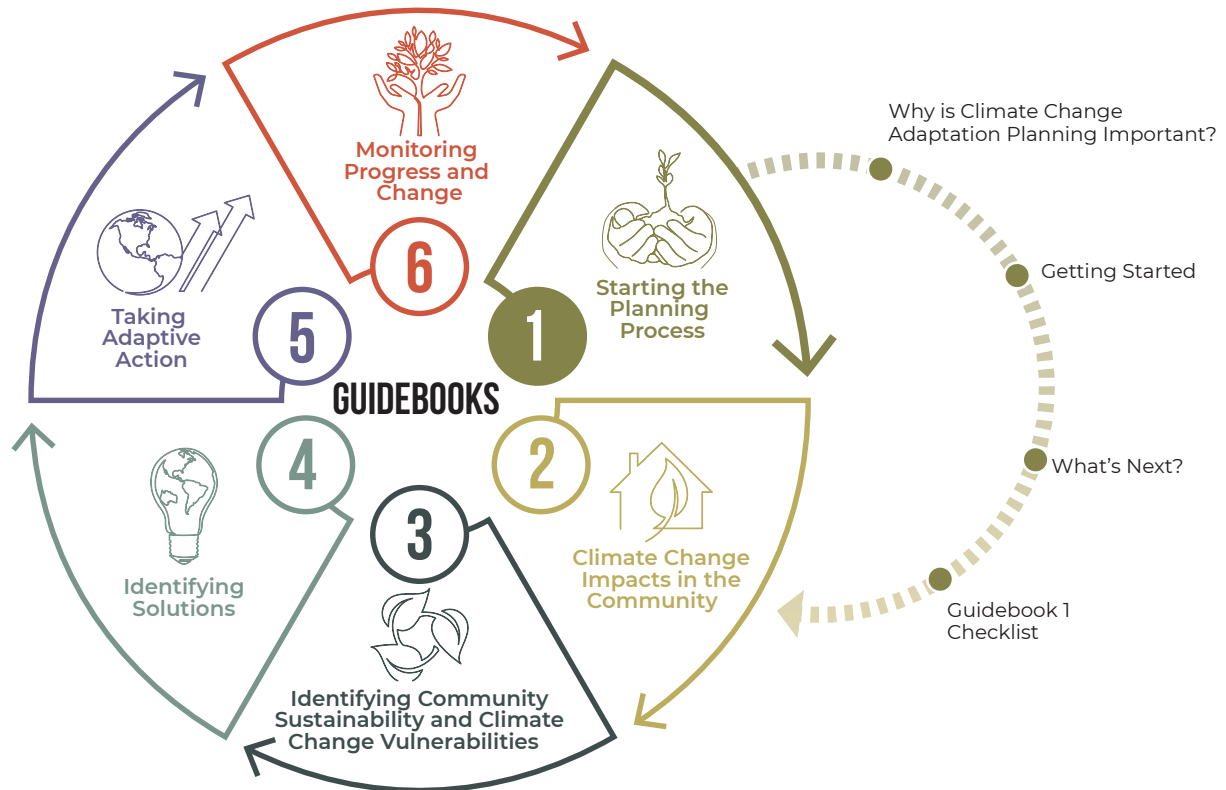
Tracking and evaluating the success of your climate change adaptation action plan, adjusting your activities and actions (as needed), and understanding the importance of revisiting the climate change adaptation planning process in the future to ensure it is still useful for your community.

Activities:

1. **Evaluating Your Action Plan:** evaluate your adaptation action plan and determine if progress has been made in reaching the community's adaptation goal.

UNDERSTANDING THE PLANNING PROCESS

The guidebooks build on one another and are intended to be used in order (from 1-6). Each guidebook provides information, considerations, and activities to walk the user through each step of the planning process and prepare them for the next step of planning. The activities included in the guidebooks are designed to engage community members during the planning process. These activities are suggestions. However, you may decide to change or adapt certain activities to better fit your community's needs.



HOW TO USE THE GUIDEBOOKS

In each guidebook, you can expect to find relevant background/introductory information related to the topic and planning step covered in that guidebook and key considerations, tips, and activities to assist you in completing that step of the planning process.

Note: the suggested activities included in the guidebooks are designed to engage community members during the planning process, however, you may decide to change certain activities to better fit your community's needs.

Checklist

In each of the six guidebooks, you'll find a checklist, like the example below, to help you stay on track and work through each of the planning activities that are required to complete that step of the climate change adaptation planning process. The project coordinator can use the checklists as a tool to see how many tasks need to be completed, who is responsible for completing them, and what progress has been made. Checklists are located at the end of each guidebook or you can refer to Annex I for a complete set of checklists from all six guidebooks.

Task	Recommended to complete task	Progress
Designate a Project Coordinator		Complete
Meet with Leadership	Coordinator	Complete
Set up a Working Group	Coordinator	In progress (meeting scheduled)
Inform Community Members	Coordinator	Not completed

Symbols Used in the Guidebooks

Throughout the guidebooks, there are a series of symbols (shown below) to indicate where a particular type of meeting or activity is suggested. The symbols include the following:

				
Activity	General Meeting Note: the "general meeting" symbol suggests a meeting with other groups not specifically listed below: <ul style="list-style-type: none"> • Elders Meeting • Community Meeting • Youth Meeting 	Working Group Meeting	Materials	Checklist
				
Important Information	Indigenous Knowledge	Environmental	Economic	Social
				
Cultural	Winter	Summer	Spring	Fall

Text Boxes

In coloured text boxes throughout the guidebooks, you will find stories and examples of climate change and community planning in Indigenous communities, as well as examples of CIER and community participants working through the activities suggested to engage people in the project.

WHAT WILL YOU LEARN IN THIS GUIDEBOOK?

In guidebook 1, you will learn more about the climate change adaptation and why it is important. You will be provided with helpful information for assembling a team to help with the climate change adaptation planning process in your community. Guidebook 1 includes considerations for identifying a project coordinator, tips for meeting with leadership and assembling a working group to guide the project, information and suggestions for involving community members in the process, and examples from other communities that have done similar work.

WHY IS CLIMATE CHANGE ADAPTATION PLANNING IMPORTANT?

All people will be affected by climate change, however, Indigenous people all around the world are likely to be the first to feel the negative effects. Indigenous communities, those that have contributed least to climate change, are already being impacted by effects of climate change such as forest fires, flooding, rising sea levels, and melting snow and permafrost.

Indigenous communities in Canada are particularly impacted by climate change for a number of reasons. This includes Indigenous peoples' intrinsic connection with the land and water for sustenance and transportation, preserving and continuing their cultural way of life, and exercising Aboriginal treaty rights such as hunting and fishing. Additionally, some communities are remote in relation to essential services or may have limited human and financial resources. For example, communities with northern territories rely on long, cold winters for hunting and trapping, travel over ice, and transportation of goods and services in and out of the community over winter roads. Communities like these are already being impacted by shorter, warmer winters that are increasing the dangers of travelling over ice and reducing the length of the winter road season.

Given that change is inevitable, there is a need to adapt to the impacts of climate change. Through community planning, communities can create a vision of the future and develop a plan to achieve that future through actions related to the land, water, economic development, a healthy society and culture, education, and governance. This gives Indigenous communities a tool for change.

Community planning allows communities to set their own priorities and work together to achieve them. A wide range of questions guide the decisions we make when we are engaged in community planning: Is our population growing? Is our population young? Is traditional language a priority? What natural resources exist on our lands? What areas are significant and need protection from development? These Guidebooks are about how to make climate change one of the factors in this decision-making.

“Indigenous peoples have lived sustainably for thousands of years on this continent and remain the natural custodians of these lands, rivers, plants and animals. What are the values and practices that your community has used to live sustainably? Think of how these values and practices could lead not just Indigenous people, but all people back to more sustainable livelihoods.”

—Andrew Moore, T'Sou-ke Nation

To help ensure that communities remain strong and continue to thrive in the future, it is important to think about the impacts of climate change when making decisions as some decisions will be made as a direct result of climate change impacts. For example, if rising sea levels are causing a community's land to erode into the ocean, then the community will need to decide how they are going to adapt to rising sea-levels. Perhaps the community will decide to build a sea wall, or they may decide they need to move their community's infrastructure to higher ground. Other decisions will have climate change as one of many factors. For example, if a new housing development is being planned, and climate change will result in more frequent and heavier rainstorms in the summer, then the land that is selected for those new houses needs to be far away from any potential flooding, or designed in a way to tolerate flooding.

While vulnerability is a key term used in climate change adaptation planning, it is also used in other contexts such as medical and psychological terminology (Cardona, 2012). In this document we will specifically be using the term vulnerability to describe any predispositions (tendencies) your community may have that could increase its likelihood of being adversely (negatively) affected by climate change (IPCC, 2014).

Thinking about climate change means looking at where the community may be vulnerable to climate change, including which areas of the land could be affected, which activities could change that will influence the community's economy and culture, as well as where the community's strengths lie and where there are opportunities for improvement. Considering climate change as the community makes decisions and plans for the future will make the community stronger and better able to adapt to change. Actions that are taken to address climate change will also bring Indigenous communities closer to sustainability and support sustainable development. Indigenous peoples have lived and adapted to change for millennia, and will continue to learn from Mother Earth, Elders, Indigenous Knowledge and wisdom, as well as western science to continue thriving in the future.

GETTING STARTED

Designate a Project Coordinator

Guiding your community through climate change adaptation planning is a big job. It is a good idea to designate one person as a project coordinator to be responsible for representing the project, collaborating with community members, gathering data and drafting the community adaptation plan. If the community has someone who works on community planning, emergency management planning, or land-use planning, then perhaps that person would make a good project coordinator as they have a good understanding of the community's plans and have probably already met with people in the community to work on planning. If the community has done climate change research, then perhaps someone involved in that work could make a good project coordinator.



CHECKLIST | Reminder – don't forget to refer to the end of this guidebook (or Annex I) for the accompanying checklist. The Project Coordinator can use this checklist to help work through the planning steps and activities in guidebook 1.

MEET WITH COMMUNITY LEADERSHIP



GENERAL MEETING | As you undoubtedly know, leadership is often very busy as there are usually a number of competing needs and interests in a community that make it difficult for people, particularly your community's leadership (e.g. Chief and Council, hereditary leaders), to dedicate time to new initiatives. It may take some time to get a meeting with Chief and Council, but be patient and persistent. Use the following information to create a one-page briefing note for your community's leadership that explains the project and the importance of including climate change adaptation in community plans and decisions for the long-term success of your community.

Note: if you plan on securing funding for your climate change adaptation planning project, particularly from a government-funded program, it would be helpful to obtain written approval from leadership in the form of a Band Council Resolution (BCR) or letter of support. This will help to strengthen your funding application and demonstrate to the funder that your community's leadership is in support of the project.

Tip: use CIER's *Indigenous Climate Change Adaptation Planning Guidance Document* for examples and resources. Available as part of CIER's *Indigenous Climate Change Adaptation Planning Toolkit*. You can access the toolkit by downloading it from CIER's website (www.yourcier.org) or by emailing CIER (earth@yourcier.org) and requesting a copy.

- Highlight the impacts of climate change that you are seeing now (e.g. drought, increased forest fires, flooding). See the Guidance Document for examples and resources).
- Highlight how these impacts are affecting people, buildings, activities, etc. (e.g. water contamination, damage to houses, loss of traditional practices such as hunting and harvesting).
- Emphasize how your community's leaders can take initiative to plan and adapt to climate change to help keep the community healthy and thriving.

Set up a meeting with leadership in your community so that you can share your one-page briefing note, discuss the need for climate change adaptation planning in your community, and ask for their support. After you have met with your community's leadership, you may also want to share the briefing note with community members.

Informing Community Members: Fox Lake Cree Nation

The local newspaper is a great way to inform community members what is happening in the community. The Fox Lake Climate Change Adaptation and Awareness project coordinator wrote a newspaper article for the local paper, Fox Tracks, that provided background on the project, an overview of what has been accomplished to date, as well as some of the project goals.

Another option is to have a call-in show on the local radio station where project members provide background information about the project and encourage people to call in with questions or information about the topics being addressed through the project. This could help gather feedback about topics and issues identified by Working Group members or activities with the youth, Elders and other groups in the community.



SET UP A WORKING GROUP

It is a good idea to set up a Working Group of people who can meet on a regular basis to work together and support the project coordinator or anyone else who is guiding the process. The group should include people with different knowledge and experience so that a cross-section of the community is involved. There is a tendency to select people who we know personally. Your goal is to get the best people who will contribute to the project. The Working Group members must also have the time and willingness to attend meetings. Their input and suggestions are valuable as you set out to create a resource which is reflective of your community. Try to include community 'doers' (who get things done), but don't be afraid to also include a community 'naysayer' (who thinks nothing will work) – it is helpful to hear these views as well, address them, and hopefully change naysayers' opinions.

Working Group Roles and Responsibilities

Spend some time reviewing all six of the Climate Change Adaptation Planning Guidebooks to ensure you have a clear understanding of the roles and responsibilities of the Working Group before you start recruiting. You may consider creating a Working Group Roles and Responsibilities handout to use when speaking with a potential Working Group member. Think of specific project activities that you would need the Working Group to support. Use the template below to get started.

WORKING GROUP ROLES AND RESPONSIBILITIES

[Insert Community Name]

The **[Insert Community Name] Climate Change Adaptation & Awareness Project** is a community engagement-based initiative positioned to produce a climate change adaptation plan. The Working Group and Project Coordinator will foster community engagement, advocate for community perspectives, and engage with community members to identify community climate change impacts, concerns, and adaptation goals. These project activities will take place through a series of meetings and activities with community leadership, Working Group members, community members, and skill-development workshops. Over the course of the project, the Working Group and Coordinators will work together to develop the [Insert Community Name] community climate change adaptation plan.

Your role will be to:

- Attend and participate in Working Group meetings and workshops;
- Attend and participate in community meetings;
- Provide advice and feedback to help develop a community climate change needs assessment and community engagement plan;
- Maintain communication with the Project Coordinator, [Insert Community Name] and other Working Group members;
- Work with [Insert Community Name], the Project Coordinator, and other Working Group members to help develop a community climate change adaptation plan;

Requirements:

- Must be reliable; and,
- Must be able to commit to working with [Your Community Name], the Project Coordinator, and other Working Group members to support the completion of project activities.

When you talk to potential Working Group members it could be useful to share the one-page briefing note you previously created on why the community is interested in bringing climate change into its planning and decision-making processes.

Here are some suggested people you may want to include in your working group:

- 5-10 people
- 1-2 people involved in the community's administration
- 1-2 hunters or trappers
- 1-2 Youth
- 1-2 Elders
- 1-2 Councilors
- 1-2 people with knowledge of the community's history
- 1-2 people with knowledge of climate change and/planning
- Other (for example, consider involving other relevant band office/departmental staff, such as representatives involved in community infrastructure, health and social services, lands and environment, and emergency management)

You will probably come up with an initial list of more than ten people. You might have to decrease the number of people to create a manageable size for the Working Group. A group of five to ten people is a good size. In order to do this, it is helpful to develop criteria to help select the 'best' people for the project. The Guidebooks suggest many different ways that you can involve other people in climate change planning, so if you have a long list of people for the Working Group, consider who has the time and the knowledge you need for the Working Group and who can be involved through other activities and meetings.

There are several other considerations that you should think about when identifying and selecting group members.

- **Minimize conflict within the group.** Think about group dynamics. Open dialogue is essential to promote effective working sessions. Tension between group members can slow down the exchange and flow of ideas. Respect for other people's opinions and recommendations are important in the process. Sometimes it is a good idea to include people who may speak negatively about the process so they can understand it from the inside - these people can turn out to be your strongest supporters!
- **Other agendas.** Be clear about the purpose of the Working Group. Individuals who use these sessions to push their own agendas distract from the purpose of the Working Group. It is important to hear the views and opinions of the entire group and provide everyone an opportunity to express their own viewpoints. However, at the meeting, develop a 'code of conduct' or 'meeting principles' to set the ground rules for respectful behaviour.
- **Fun.** These sessions are meant to be fun and engaging. The best ideas are generated when people are relaxed and sharing their thoughts and viewpoints.

Establishing a Working Group: Fox Lake Cree Nation

Fox Lake Cree Nation is working on developing a climate change adaptation plan. One of the first steps in the planning process was to establish a Working Group. To encourage people to join a Working Group, the project team met with interested community members and created a short handout that provided people with an introduction to the Climate Change Adaptation and Awareness project, as well as the roles and responsibilities of a Working Group member. It can be difficult to find people to participate in sessions like this; conducting outreach to share information with different community groups and budgeting to be able to provide honorarium to each of the Working Group members was helpful. The group met in the boardroom of the Fox Lake Cree Nation Band Office to conduct a project introduction and discuss our shared project goals. A community member was hired as a caterer to provide both a lunch and breakfast for this half day meeting. Both meals were greatly received by the group, and many other community members were invited to come and eat and learn more about the project as well. The Working Group created and planned a series of events for the fall that were designed to introduce the project to the general community, their youth and Elders. The events included discussion and feedback sessions and time for community members to describe their observations of local climate change impacts. The diversity of the Working Group meant that various perspectives were utilized in the planning process, which is integral when trying to reach and engage different audiences.



Helpful Hint: consider using social media to help recruit Working Group members. See page 15 for more ideas!

HOLD A COMMUNITY EVENT

In addition to the Working Group and these smaller group meetings it will be important to have some community events to let everyone know about climate change planning and to give people an opportunity to share their ideas, comment on the ideas of the Working Group, and provide suggestions and direction. Ideas to involve the whole community are suggested in each of the Guidebooks (e.g. Brainstorming local observations of Climate Change in Guidebook 2 and Community Visioning in Guidebook 3).

Choose an event that is most appropriate for your community and spend time before the event and in between activities talking about the community's Climate Change Planning initiatives and let people know how to get more involved. In this particular example, Fox Lake Cree Nation held a community fishing derby (see story page 14).

Holding a Community Event: Fox Lake Cree Nation

Many people in Fox Lake Cree Nation enjoy fishing. To introduce the project to as many people in the community as possible, and to initiate a community discussion on their vision for the future, the coordinator decided to host a free community fishing derby.

They chose an accessible fishing spot on the shores of the Nelson River (where people are used to fishing), set a date, purchased prizes, arranged for food, and put up posters around the community.

The project coordinator started the afternoon with an information session on the project and the partners involved. 50 people from the small community of Fox Lake came out to participate. Attendees were encouraged to share feedback, ideas, concerns, and anything else they wanted to say about the project. People shared their thoughts and the climate change impacts they have noticed in the community. Community members also shared their vision for the community's future.

Following the productive information session, they began the fishing derby. Participants spread out along the shoreline and started bringing in fish for measurement almost instantly! 45 fish were caught during the fishing derby. Some fish were kept for a fish fry after the derby. The Elders sat nearby while the fish were being cleaned. They guided the process and told stories while the cooks prepared the meal.

The community fishing derby in Fox Lake was a huge success. Think about what would work in your community. What do people like to do? When do they get together (e.g. for community dinners, at the arena, for pow-wows)? Use methods that already work to bring people together to talk to them about climate change planning.



ADVERTISE YOUR COMMUNITY EVENT

Once you have decided on a community event, there are lots of ways to engage community members to let them know about the upcoming event and the climate change adaptation planning initiative. For example:

- Printed resources – create a community newsletter, flyer, or pamphlet that you can distribute to members or put up in the band office to help advertise the project and increase community participation at your event.
- Radio station – if your community has a radio station, you can use radio as another means to engage community members and let them know about your project and community event. Radio can be a good way to engage community members who may not be as likely to see a flyer or pamphlet.
- Website/Social Media – if your community or band office has a website or social media page, see if you can include some information on your initiative and upcoming event on the website/social media page. This may be helpful for engaging community members who live off reserve/out of town. See below for more information on using social media as part of your climate change adaptation planning process!

USE SOCIAL MEDIA

Social media can be a great way to update, invite, and receive feedback from your community!

Update the Community:

Social media can be an effective tool for updating your community about the climate change adaptation planning process.

Try creating a Facebook page for your project. You can use your social media page to:

- Let people know what you're doing;
- Let people know how they can help or participate in the process;
- Provide a space where community members can share their thoughts and feedback; and
- Inform people about upcoming events and activities related to the climate change adaptation planning process

Tips for Creating a Facebook Page

- When creating a page, you'll be given the option of creating a "business or brand" page or a "community or public figure." Selecting the Community Page option will let Facebook know that you're not trying to advertise products. We suggest using the "Community Group" category, but there are lots of options you could use.
- Invite your friends and community members to like your page and get your team members to do the same.
- Your page name should be relevant and make it easy for people to find your page when they search for it.
- Add a picture of your team or your community to make your page look inviting!
- If it would be helpful, consider developing or using a social media policy to help outline respectful engagement on your social media page/posts.
- If your community has a main Facebook page, be sure to share the link for your new Climate Change Adaptation Planning group so that individuals who check the main community page regularly will see, and learn about, the Climate Change Adaptation Planning group.

Types of updates: you can use your social media page to:

- Provide information and updates about the climate change adaptation planning process. It can be particularly helpful to provide some introductory information at the beginning of the planning process to explain the goals, timelines, etc. and introduce the project to the community;
- You can use social media to recruit Working Group members. For example, include information about the Working Group, including any time (or other commitments) that would be expected from Working Group members, and provide contact details for anyone who may be interested in learning more or joining;
- You can provide regular updates and information about the climate change adaptation planning process;
- You can use social media to help advertise activities and events that you would like the community to participate in (see below for more information on inviting community members to events); and
- You can use social media to share milestones and celebrate achievements!

What information to include in a post:

When creating social media posts, it's good to remember the Five W's: Who, What, Where, When, and Why:

1. **Who** is doing the work/project/activity?
2. **What** are they doing?
3. **Where** are they doing it?
4. **When** is it being done?
5. **Why** are they doing it?

You don't have to include every 'W' in every post, but try to include at least two or three if you can.

Helpful hint: adding photos to your post isn't necessary, but it can make your posts more interesting and engaging.

How often to post:

- Try to post an update at least once a week, whenever you complete a step in the planning process or move to the next phase of planning, or if you have something to announce.
- Try to be consistent with your posts so that community members know when to expect an update. This will also allow community members to engage with you, ask questions, provide feedback in a regular, consistent manner.

Invite the Community:

Since Facebook lets you create events and invite people to them, it's a great tool for reminding people about upcoming events and activities related to the climate change adaptation planning process!

- When creating an event, you can choose to create a public or private event. Public events mean that anyone can see the event and event details. Private events mean that only people you invite can see the event. Public events are a good option because people can search for your event.
- Instead of hosting the event with your personal Facebook account, you can make your Facebook group the event host. This means that people who like your group will be able to see your event, if it's public.
- There are lots of different event categories, so feel free to choose one that you think fits your event best.
- Remember to share a link to your event or activity to the community's main Facebook page to help increase participation.

Example of an Effective Social Media Post

An example of a social media post that incorporates the 5Ws, in order to provide you with an idea of the type of information you can include in your own post(s):



Username
2 hours

Join us for a Community Open House to learn more about our new Climate Change Adaptation Planning initiative! The [Community Name] Climate Change Working Group will be hosting an Open House at 6:00pm on May 15 at the Band Office (Room 204) to provide information on the climate change adaptation planning initiative, share some of the ideas and activities we have planned, and hear your feedback and thoughts!

The Open House will include a brief presentation on climate change adaptation, an information booth, games (prizes included), and refreshments! There will be an opportunity to ask questions and to share your ideas and feedback to help shape the planning process. We hope to see you there!

If you have any questions or would like more information, please contact [name, phone number, email address].



👍❤️😄 23k

4.1k Comments 3.1k Shares

👍 Like 💬 Comment ➦ Share

Write comment...

Receive Feedback:

- Social media can allow you to receive community feedback during the planning process, either from comments on your posts or through private messages.
- Remember to check and respond to these replies as you may receive some helpful feedback from community members, particularly those who are not able to attend in-person events.

You can explore other social media platforms too – **Instagram** and **Twitter** can also be used as tools for engaging with community members. For more information on how to get started using Instagram and Twitter, refer to: **Getting Started on Instagram** and **Using Twitter**.

WHAT'S NEXT?

In guidebook 1, you learned about the importance of climate change adaptation and assembled a team of community leaders and members to assist with the climate change adaptation planning process. In guidebook 2, you will learn more about the impacts of climate change, explore the effects it has had on different Indigenous communities, learn about climate change adaptation (adjusting to existing climate change impacts) versus mitigation (reducing or preventing climate change impacts), and begin to identify climate change impacts in your own community.



GUIDEBOOK 1 CHECKLIST

The Project Coordinator is the one responsible for coordinating the following checklist of tasks. It is their responsibility to ensure meetings with the proper groups takes place. The Working Group should assist the coordinator as much as possible as they are the group driving the project.

The checklist below may be useful in ensuring the tasks outlined in this guidebook are accomplished. Remember, these Guidebooks provide suggestions on how to accomplish tasks but your community may have other methods that work best.

Task	Recommended to complete task	Progress
Designate a Project Coordinator		
Meet with Leadership	Coordinator	
Set up a Working Group	Coordinator	
Informing Community Members	Coordinator	

REFERENCES

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