

Climate Communication Playbook Details: Guiding Climate Communication for Hong Kong Businesses

We recommend future research into producing a climate communication playbook that can be used by employees within the Hong Kong business sector. A playbook consists of strategies and methods for communication regarding the business's climate initiatives, sustainability strategy, and ESG strategy. The playbook will be presented as action options that employees can engage with and take ownership of. It will be a document that allows employees to learn and explore how they can contribute to the discourse surrounding climate change and sustainability issues as part of their daily work life and the business operation.

Target Audience

- Individual employees in any and all departments of a business

Purpose

- Educate employees on climate concepts in an easy to understand way
- Engage employees by creating and maintaining a connection between employees and their role in contributing to climate action
- Provide climate communication information that employees can reference

Features

- Easy to understand information to educate employees on climate-related concepts
 - Emphasis on use of data visualisation to convey technical information
 - Examples: infographics, flowcharts, etc.
- Engaging & interactive activities
 - Small tips & tricks that help with climate action
 - Focus on concrete actions that can be taken:
 - Individual goal tracking of simple daily tasks in office:
 - Turn off lights during lunch, bring lunch from home, bring reusable water bottle, etc.
 - Individual goal tracking of simply daily tasks in personal life
 - Turn off lights at home when not in use, recycling food containers, etc.
 - Group goal tracking within office communities (within departments, floors, etc.)
 - Leaderboard of goal tracking (incentive to participate)
 - Create sense of community with competition and engagement

Structure & Format

- Clickable PDF (if applicable)
 - Clear headers that can be clicked to jump to different sections
 - Can include links to provide additional information
- Concise and clear information:
 - Will avoid wordiness and too much technical information
- Accessible and visible information:
 - Information divided into individual subsections so that most relevant parts could be displayed separately

Implementation

- Playbook would be given to a company's sustainability department to distribute
- Sustainability department would determine which sections are most relevant to their employees
- Distribute in method that would be most effective for the company
 - Through email/intranet, message board, paper handout, workshop, social media, etc.

Why a playbook?

- Visual aspect would help with communication and means less of a language barrier
- Good tool to communicate concepts in simple terms. Climate change at its heart can be uncomplicated, so we want to avoid creating another complex research document
- Employees are less likely to read paper-based research, making a visual based approach such as a playbook important

The BEC WPI Project Team would like to acknowledge Vivian Yeung, Head of ESG Strategy at the BEC, who suggested the concept of a playbook. She also provided crucial insight about how sustainability departments in Hong Kong function, which is the inspiration behind most of our points.