



EU CITIES MISSION

The Communication Playbook



A guide to help
you communicate
your work with
the EU Cities
Mission and with
NetZeroCities



Funded by the
European Union



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A guide to help you communicate
your work with the EU Cities Mission
and NetZeroCities





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1. Summary

The work that you are doing with the EU Cities Mission and NetZeroCities is key to fighting climate change and its consequences at the local level. It requires involving many stakeholders in the process: including citizens, local companies, civil society representatives and all the urban stakeholders in your city on the climate neutrality journey is critical for success.

Yet, communicating climate issues and the responses to address them can be challenging.

This playbook aims to provide you with the materials and guidance you need to communicate your work as part of the EU Cities Mission.

It is a tool for you to **create buy-in and enthusiasm both with municipality stakeholders** (politicians, senior decision-makers, civil servants including the multiple city departments, etc.), **with local stakeholders** (citizens, local businesses, local public organisations, groups and associations, local funders, etc.) **and external stakeholders** (other regional authorities, stakeholders at national level, potential non-local funders, etc.).

In this playbook, you will find communication materials and guidance to help you communicate your work in an effective and inspiring way.

The playbook provides you with an **elevator pitch**, that is to say a short description of what the Mission and NetZeroCities are about and how these will help your city in reaching climate neutrality. The pitch comes with a series of **specific messages tailored for several audience types**, and an **editable slides deck** for you to present your work.

The playbook includes a **visual bank**, with graphics that explain the core features of NetZeroCities in a **simple and visual way** and customizable visuals for you to use across all communication channels. **Texts to describe the EU Cities Mission and NetZeroCities** in press releases and official communications are also provided.

The Playbook is designed to evolve over time, matching the evolution of your needs throughout your climate neutrality journey. It will be updated on a regular basis to provide you with additional resources tailored to your communication goals.





2. Communicating Climate Action

A few tips and
recommendations
to get started





Communicating Climate Action

Tips and best practices to get your messages across

- **Be honest and positive about change** – yes, addressing climate change at city level is challenging. Be honest that the process of change is not linear and demands patience and commitment. Yet, it is also an opportunity to change everyone's life positively in your city: make sure to let people know!
- **Focus on the local challenges and solutions...** – people tend to be more receptive to what is perceived as close to them and to what can concretely make a difference in their lives than to what is perceived as far-away problems. Use co-benefits to translate climate action at the local, and even personal level.
- **– but also link your local work to global issues at stake** to show how your actions fit into the bigger picture.
- **It is about people** – your city's actions to achieve climate neutrality are undertaken by people and will benefit people. To make your actions relatable, showcasing human beings rather than abstract concepts and figures is key.
- **Use success stories and examples** – when people have examples of other places where something is working, they tend to be more open to change.
- **Use plain and simple language** – catchy phrases, humorous tone, and the simplest language as possible are the best ways to reach a wider audience and translate complex technical information.
- **Use images and stories** – attractive visuals and a good story are generally more effective to catch people's attention and inspire action compared to technical information and the display of complex data.





Additional Resources for Communicating Climate Action

Communicating climate action in a clear, engaging, and actionable way is necessary but not always easy. Here you can find a selection of communication resources that you can use to best communicate on climate change-related issues:

Resources:

“Communicating the Climate Crisis”, ClimateXChange. [Link](#).

“Climate Visuals: Seven Principles for Visual Climate Change Communication”, 2016, Climate Outreach. [Link](#).

“12 Tools for Communicating Climate Change More Effectively”, 2015, The Guardian. [Link](#).

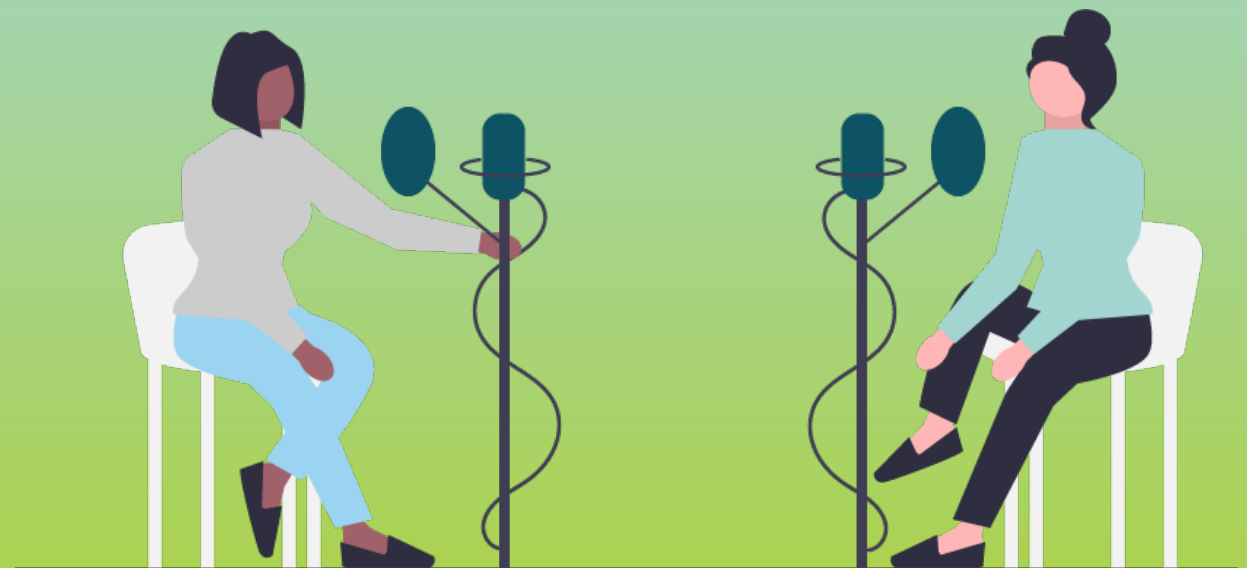
“Principles for effective communication and public engagement on climate change - A Handbook for IPCC authors”, 2018, Climate Outreach. [Link](#).





3. Tools to Promote your Work

Communicate your
Climate Neutrality
Journey as a
Mission City





You are part of the EU Cities Mission!

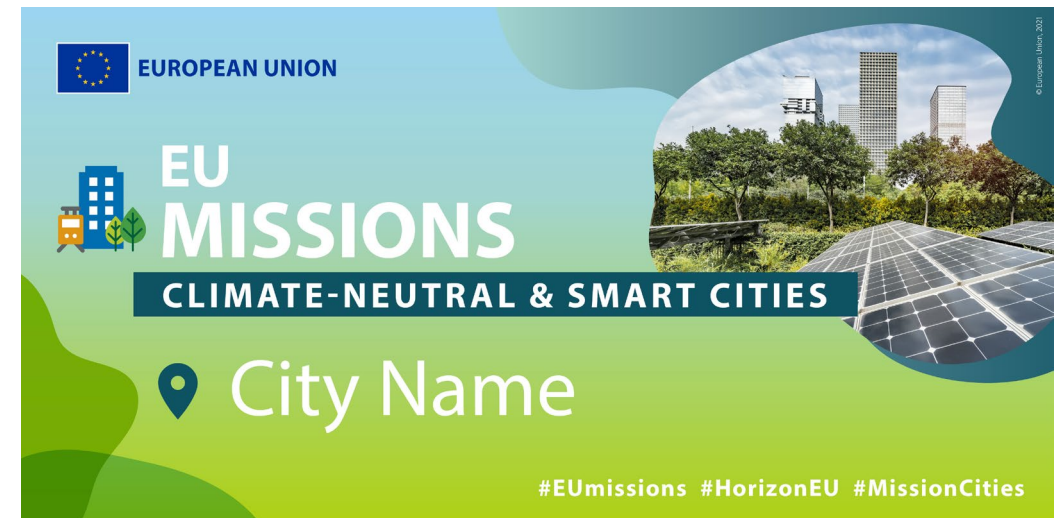
Let your audience know that your city is one of 112 European cities committed to reaching climate neutrality by 2030

Use the visual in your :

- Social Media Posts
- Email headers
- Website pages and articles
- As an illustration in documents

You can customize the visual :

- With your city's name
- Modify the picture to showcase your city



Download the editable visual [here](#)





Events are great opportunities to promote your work

You can print this editable banner and use it for a variety of purposes

Use the banner in your :

- Conferences and roundtables
- Fairs, expos and congresses
- EU Cities Mission related events

You can customize the visual :

- With your city's name
- Modify the picture to showcase your city



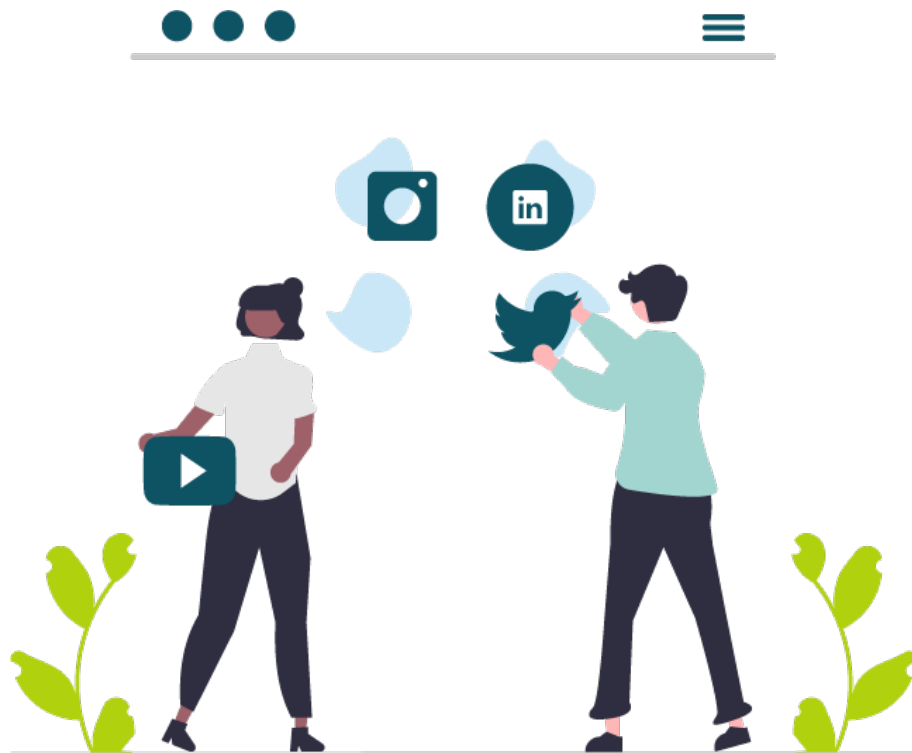
Download the editable visual [here](#)





On Social Media

Tags and hashtags



Hashtags to use

#MissionCities

#EUMissions

Accounts to tag – EU Cities Mission

 [@EUScienceInnov](https://twitter.com/EUScienceInnov)

 [@EU Science, Research and Innovation](https://www.linkedin.com/company/eu-science-research-and-innovation)

 [@EUScienceInnovation](https://www.youtube.com/channel/UC...)

 [@EU Science](https://www.instagram.com/eu_science)

Accounts to tag – NetZeroCities

 [@NetZeroCitiesEU](https://twitter.com/NetZeroCitiesEU)

 [@NetZeroCitiesEU](https://www.linkedin.com/company/net-zero-cities-eu)

 [@NetZeroCities EU](https://www.youtube.com/channel/UC...)

 [@NetZeroCities](https://www.instagram.com/netzero_cities)





On Social Media

Sample Post

MissionCity
@ClimateNeutralby2030

@XXX is proud to be one the 112 **#MissionCities** selected by the European Commission to achieve **#climateneutrality** by 2030! **#EUMissions**

EUROPEAN UNION
EU MISSIONS
CLIMATE-NEUTRAL & SMART CITIES
City Name
#EUmisions #HorizonEU #MissionCities

Comment, Retweet, Like, Download icons





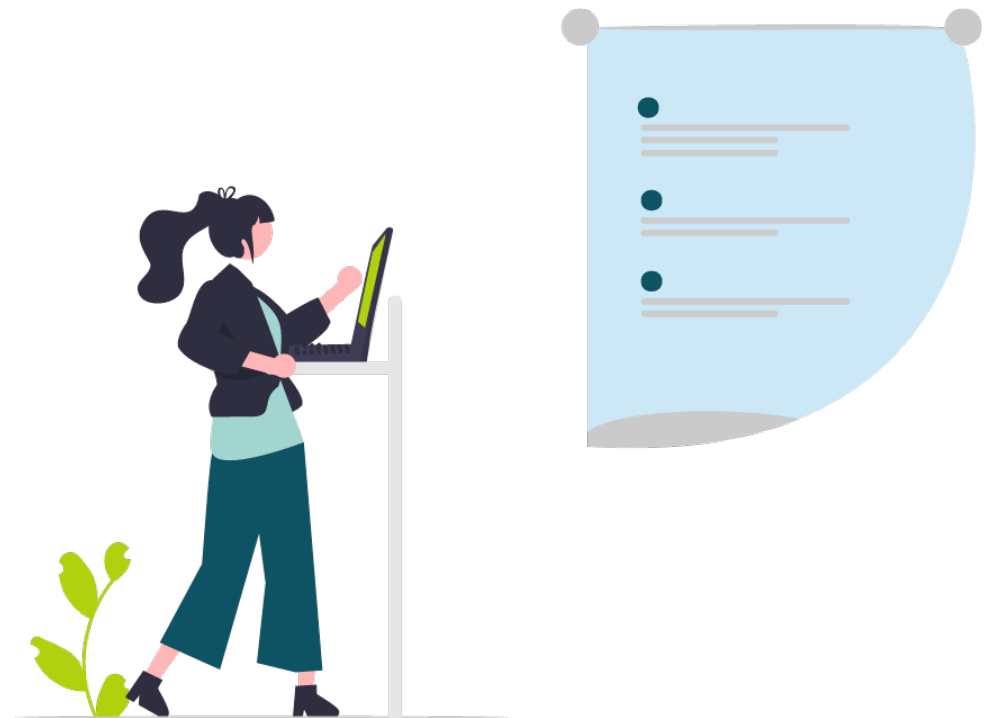
The Elevator Pitch

Present your work with the EU Cities Mission and NetZeroCities in a simple way

Have you ever wondered how to present something complex in just a few sentences?

The elevator pitch is a short and simple presentation of what being part of the EU Cities Mission and receiving support from NetZeroCities means for your city: why it matters, how it forms part of a global movement of more than 100 cities, and what your city will be working on to achieve climate neutrality by 2030.

The pitch comes with **additional keywords to present NetZeroCities to specific audiences**. This will enable you to easily tailor your presentation and wording depending on the type of person or group that you want to embark in your city's climate neutrality journey.



The Elevator Pitch



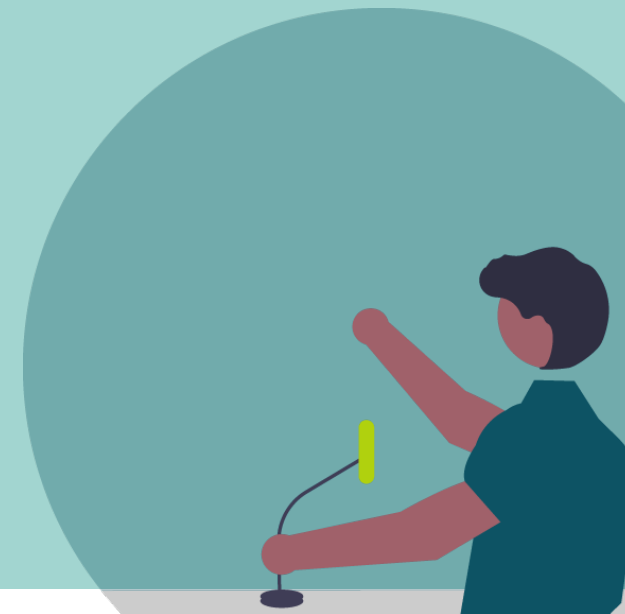
Climate change is affecting all of us and change is inevitable. Staying passive and coping with consequences is not an option. We can drive the type of change to save us and create a secure and prosperous future for all.

We know technical innovations won't be enough. We need to transform the way we live and work. Only a collective effort will be up to the task. We will succeed by doing it all together, in unprecedented collaborations and collective efforts around the core challenges on the table.

By joining the EU Cities Mission, we are rallying with other ambitious European cities to become the first 100 cities to reach climate-neutrality by 2030. With the support of the Mission Platform managed by NetZeroCities, we will accelerate this transformation by testing new ways of working and funding our collective action, figuring out the tough questions together with experts and peers.

We will mobilise a strong cross-sectoral team to lead and champion this change, rethinking our role, radically reshaping the way we do finance, procurement and collaboration.

This collective undertaking will help us build a better future for all in our city. Beyond climate, it will also positively change the way we live and work by improving transport, buildings, energy systems, our health, and more. To achieve this, we will partner with businesses, citizens and local actors in the long-term, multiplying the number of actors with us on this journey.



The Elevator Pitch



Adapting your speech to several audience types

Citizens

Joining the EU Cities Mission is a chance for our city to be at the forefront of climate action. We will transition to climate neutrality in an inclusive way, leaving no one behind. We are at work to build a better city and improve daily lives for all in terms of transport, energy, health, and more. You are needed to make this transition a success! Citizens will be consulted to integrate their needs and ideas at every step of the way.

Private Sector

Joining the EU Cities Mission is a chance for our city to be at the forefront of climate action. Be a frontrunner: you have the power to contribute to building the future of cities and open new business opportunities. To achieve climate neutrality by 2030, we need to align our goals and efforts, and to work together.

Elected Officials & Heads of Department within your city

Elected Officials

Joining the EU Cities Mission is the chance for our city to be at the forefront of climate action in Europe. We are part of an ambitious transformative movement of cities, showing the way forward towards an inclusive, thriving, climate resilient and sustainable future. This will help our city transition to climate neutrality in an integrated and inclusive way, reconnecting with citizens and engaging the private sector. Being part of the Mission will drive funding opportunities and investment, enabling a fair transition that will benefit both the climate and social cohesion.

Heads of Departments

Joining the EU Cities Mission is the chance for our city to be at the forefront of climate action in Europe. With the support from NetZeroCities, we will get access to expertise and tools to help us approach climate action in a systemic way. This will help breaking down silos and working across teams to accelerate our transition to climate neutrality. It is also the opportunity to learn from other cities, sharing knowledge and acting faster together.



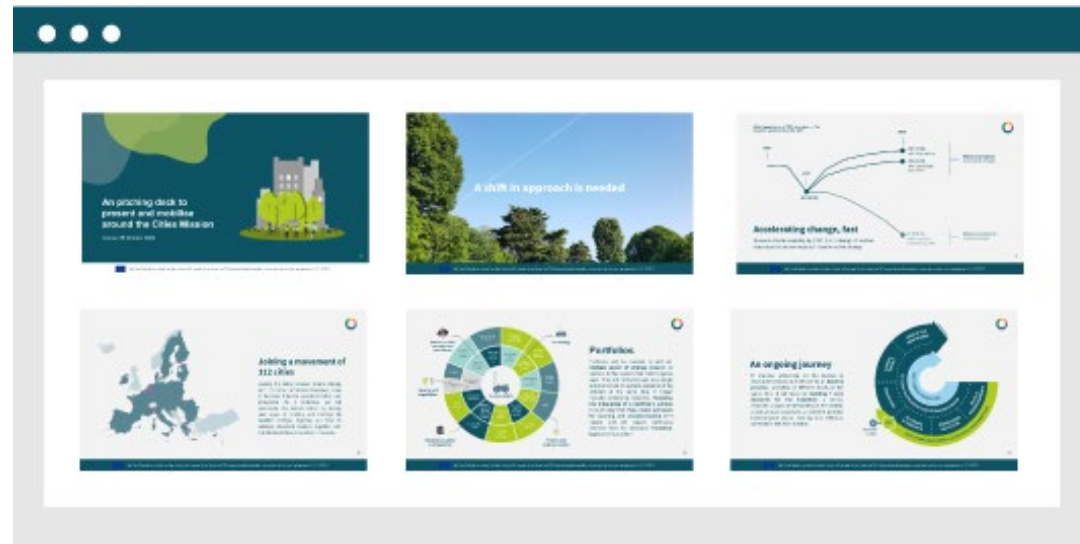


Pitching deck

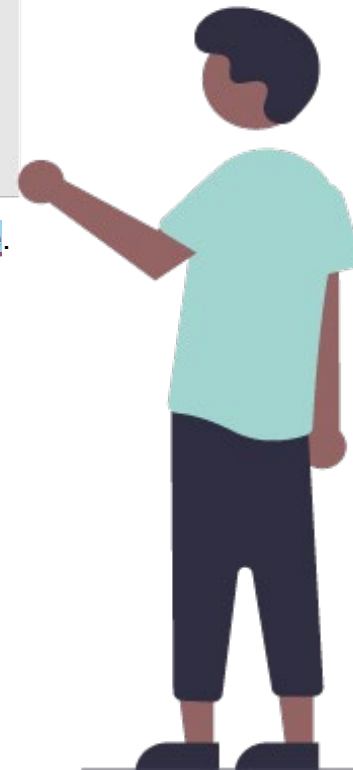
Slides to present your work with the EU Cities Mission and NetZeroCities

We have prepared a **visual support to the elevator pitch** for you to present and mobilise resources and actors around the EU Cities Mission. From the need to accelerate climate action in your city to joining the EU Cities Mission and getting support from NetZeroCities, the [pitching deck](#) covers some of the key steps of your work as a Mission City.

The deck is editable and can be fully customized to best assist you in presenting your journey towards 2030 climate neutrality.



Download the editable slides [here](#).





How to use the Pitching Deck?

- This deck is the **first part of a visual kit**, along with a **visual bank** where you will find the graphic elements used in the deck. It is meant as an **editable presentation for you to reuse and modify as needed** to present your city's selection as a Mission City and what this means for the future.
- **Text and figures can be directly edited** in the template to adapt them to your local context. If you need or want to **use our graphic elements directly in your own presentations**, then your visual designers might want to use the visual bank directly.
- Download the deck now! [Link](#)

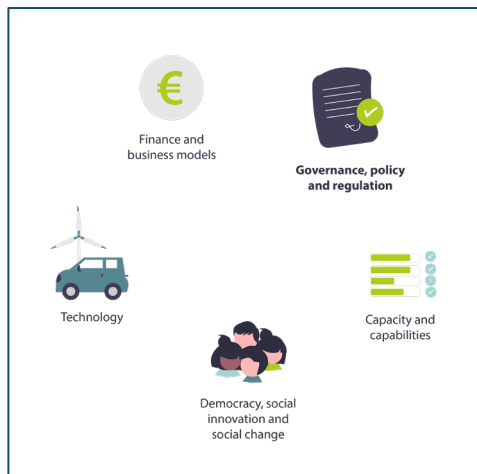




The Visual Bank

Graphics and Pictures to illustrate your climate neutrality journey

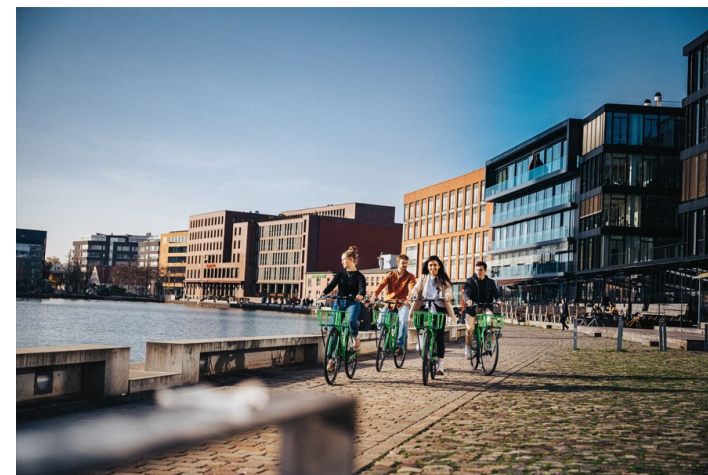
In the [visual bank](#), you can **find imagery for several types of purposes**: visuals to explain what NetZeroCities is about and how it works, and a selection of pictures for you to communicate visually on your city's ambition. The editable banners to promote your city being part of the Mission are also included.



- **Infographics**

These [visuals](#) have been created for you to **explain the core features the work** that you will be undertaking with NetZeroCities to achieve climate neutrality by 2030.

You can use all the graphic elements from the pitching deck directly in your own presentations, **editing figures and text, to adapt to the local language and context.**



- **Pictures**

These [pictures](#) can be used to illustrate what a climate neutral City might look like. They can be used in all communications as illustrations and are all free to use.

Uses can be as diverse as web article featured images, newsletter images, social media graphics, and more. **It is very much encouraged to use pictures from the actual work you are conducting in your city.**





Using pictures from your city

A few tips on how to choose pictures to illustrate your work as a Mission City:

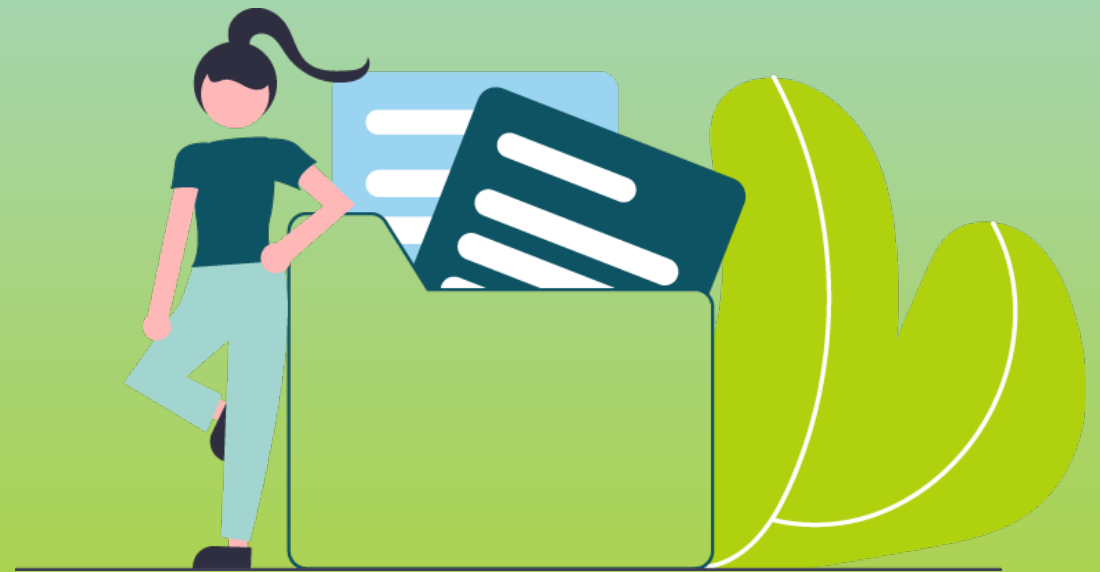
- Pictures with **people** are great! Make sure to collect their consent first before publishing the images though.
- **Diversity** – both in terms of people featured in the pictures and solutions to achieve climate neutrality – is important to accurately represent the changes at work in your city and to offer versatility. Make sure to diversify the type of images you are using in your communications to keep catching the audience's interest.
- Unless you want to illustrate a problem or a before/after item, we recommend **focusing on solutions** and inspiring pictures.





4. Referring to the EU Cities Mission and NetZeroCities

To feed into your
press releases and
official documents





About the EU Cities Mission

100 Climate-Neutral and Smart Cities by 2030



EU Missions are a new way to bring **concrete solutions to some of our greatest challenges**. They have ambitious goals and will deliver tangible results by 2030, by putting research and innovation into a new role, combined with new forms of governance and collaboration, as well as by engaging citizens. EU Missions are a novelty of the Horizon Europe research and innovation programme for the years 2021-2027.

Since climate mitigation is heavily dependent on urban action, we need to support cities in accelerating their green and digital transformation. The **EU Cities Mission** will involve local authorities, citizens, businesses, investors as well as regional and national authorities to:

- 1. Deliver 100 climate-neutral and smart cities by 2030**
- 2. Ensure that these cities act as experimentation and innovation hubs to enable all European cities to follow suit by 2050**

The EU Cities Mission takes a cross-sectoral and demand-led approach, creating synergies between existing initiatives and basing its activities on the actual needs of cities.

How to use this text?

Use this text in your press releases and official documents if you need to present the EU Cities Mission!

Additional useful resources:

- [Mission Cities Webpage](#)
- Factsheet: [Climate-neutral and smart cities: concrete solutions for our greatest challenges](#)
- [EU Cities Mission Video](#)



The EU Cities Mission in your language



Мисия „Неутрални по отношение на климата и интелигентни градове“



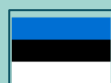
Klimaticky neutrální a inteligentní města



Målet om klimaneutrale og intelligente byer



Mission „Klimaneutrale und intelligente Städte“



Climate-Neutrali ja arukate linnade mission



Αποστολή κλιματικά ουδέτερες και έξυπνες πόλεις



Mission for climate-neutral and smart cities



Misión de ciudades inteligentes y climáticamente neutras



Ilmastoneutraaleja ja älykkäitä kaupunkeja koskeva missio



Mission « Villes intelligentes et climatiquement neutres »



Misean na gCathracha Aeráid-Uathracha agus Cliste



Misija za klimatski neutralne i pametne gradove - Poziv na iskaz interesa



Klímasemleges és intelligens városok Misszió



Missione Città intelligenti e a impatto climatico zero



Neutralaus poveikio klimatui ir pažangiųjų miestų misija



Klimata ziņā neitrālas un viedas pilsētas



Missjoni ta' Bliet Intelligenti u newtrali għall-klima



Missie voor klimaatneutrale en slimme steden



Misja na rzecz neutralnych klimatycznie i inteligentnych miast



Missão «Cidades Inteligentes e com impacto neutro no clima»



Misiunea „Orașe inteligente și neutre din punctul de vedere al impactului asupra climei”



Uppdrag för klimatneutrala och smarta städer



Misija za podnebno nevtralna in pametna mesta



Misia pre klimaticky neutrálné a inteligentné mestá





About NetZeroCities

EU Mission Platform | Climate Neutral and Smart Cities



NetZeroCities is a consortium consisting of **33 partners from 27 European countries**, managing presently the EU Cities Mission “[100 Climate-Neutral and Smart Cities by 2030](#)” platform. It is coordinated by [EIT Climate-KIC](#), Europe’s largest public- private innovation partnership focused on climate innovation to mitigate and adapt to climate change.

NetZeroCities supports the 112 European cities selected by the European Commission to join the EU Cities Mission in drastically reducing their greenhouse gas emissions to achieve climate neutrality. It works as a service-oriented platform supported by world-class practitioners to help cities overcome the current structural, institutional and cultural barriers they face in order to achieve climate neutrality by 2030.

NetZeroCities aims to enable European cities and citizens to show **the way forward towards an inclusive, thriving, climate resilient and sustainable future**. To do so, it tailors advanced capabilities related to systemic change, citizen engagement and democratic governance, capital and financial structuring, and social innovation, to ensure cities have access to the best expertise available anywhere in the world.

How to use this text?

Use this text in your press releases and official documents if you need to present NetZeroCities!

Additional useful resources:

- [The NetZeroCities website](#)
- [NetZeroCities explainer video](#)
- Press Release, 1st October 2021: [City networks and research organisations team up to accelerate the transition to net zero emissions by 2030](#)





5. More to come!

Future updates
and materials





More to Come!

Going forward, this Playbook will be regularly updated to match your evolving needs.

The Playbook is designed to adapt over time. It will be updated with additional text and visuals to match your needs for communication materials.

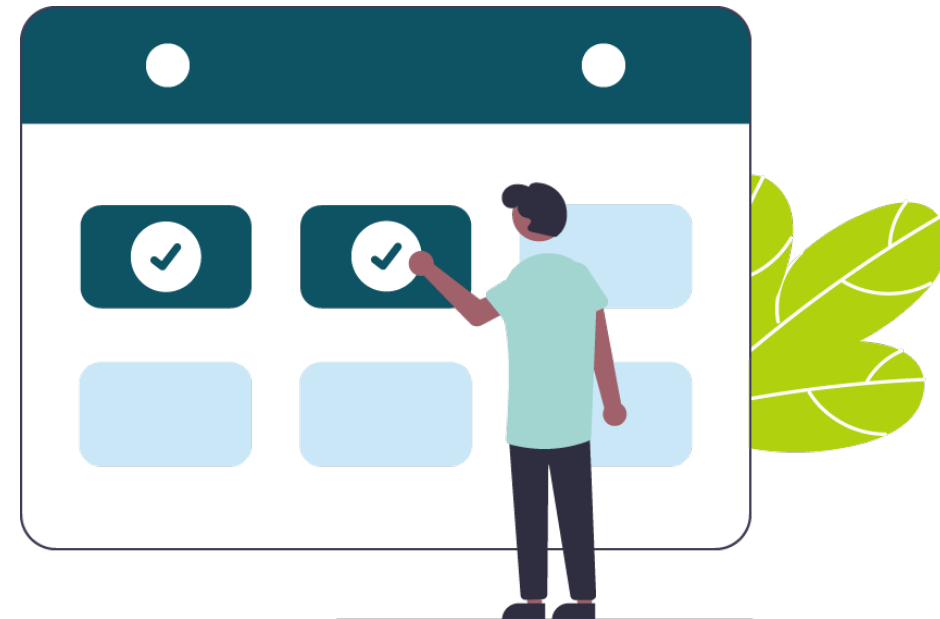
Future updates and materials:

We already have some new resources in the works!

- A **Climate City Contract Signature Communication Pack** to promote your work on the CCC.
- **Mission Label Communication Materials** are being discussed with the European Commission

Looking for a specific type of material? Having ideas for future materials and updates?

- Get in touch with us at missioncities@netzerocities.eu





Get in touch with NetZeroCities!



[@NetZeroCitiesEU](https://twitter.com/NetZeroCitiesEU)



[NetZeroCities](https://www.instagram.com/NetZeroCities)



[NetZeroCitiesEU](https://www.linkedin.com/company/NetZeroCitiesEU)



[NetZeroCities EU](https://www.youtube.com/NetZeroCitiesEU)



www.netzerocities.eu



hello@netzerocities.eu

