

CLC Masterclass

A wide-angle photograph of Auckland, New Zealand, taken from a grassy hill. The foreground is a lush green hillside with a winding path. In the middle ground, the city of Auckland is visible, including the Sky Tower and various buildings. The background shows the harbor and the ocean under a blue sky with scattered clouds.

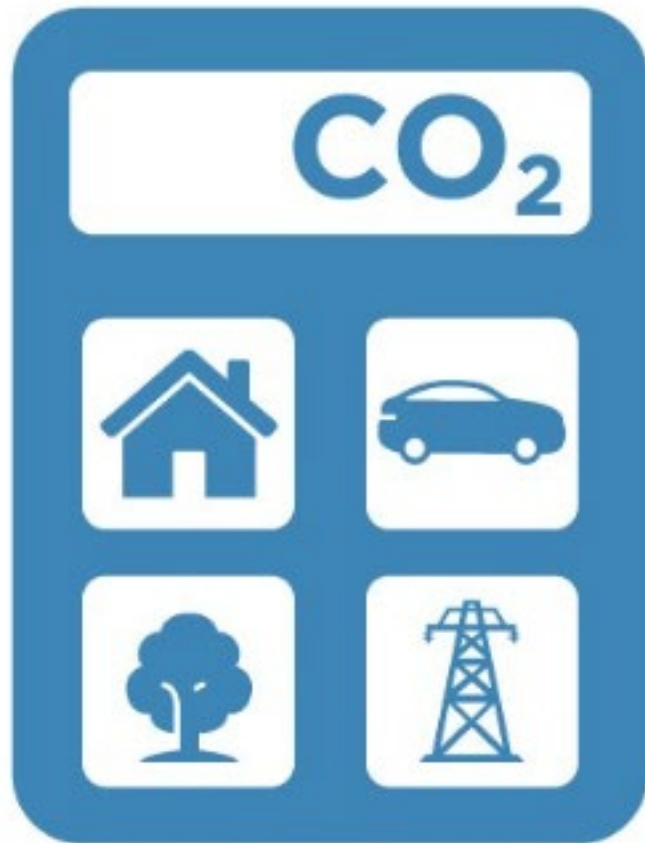
10 tips for getting media coverage
of your organisation's climate action

July 2022

#1

Make carbon reductions tangible





Greenhouse Gas Equivalencies
CALCULATOR

The 24 organisations who reduced their emissions did so by a combined 569,000 tonnes of CO₂ equivalent over last year's reporting period. This is the equivalent of taking

**264,618 petrol cars
off the road***

(*using EECA methodology).



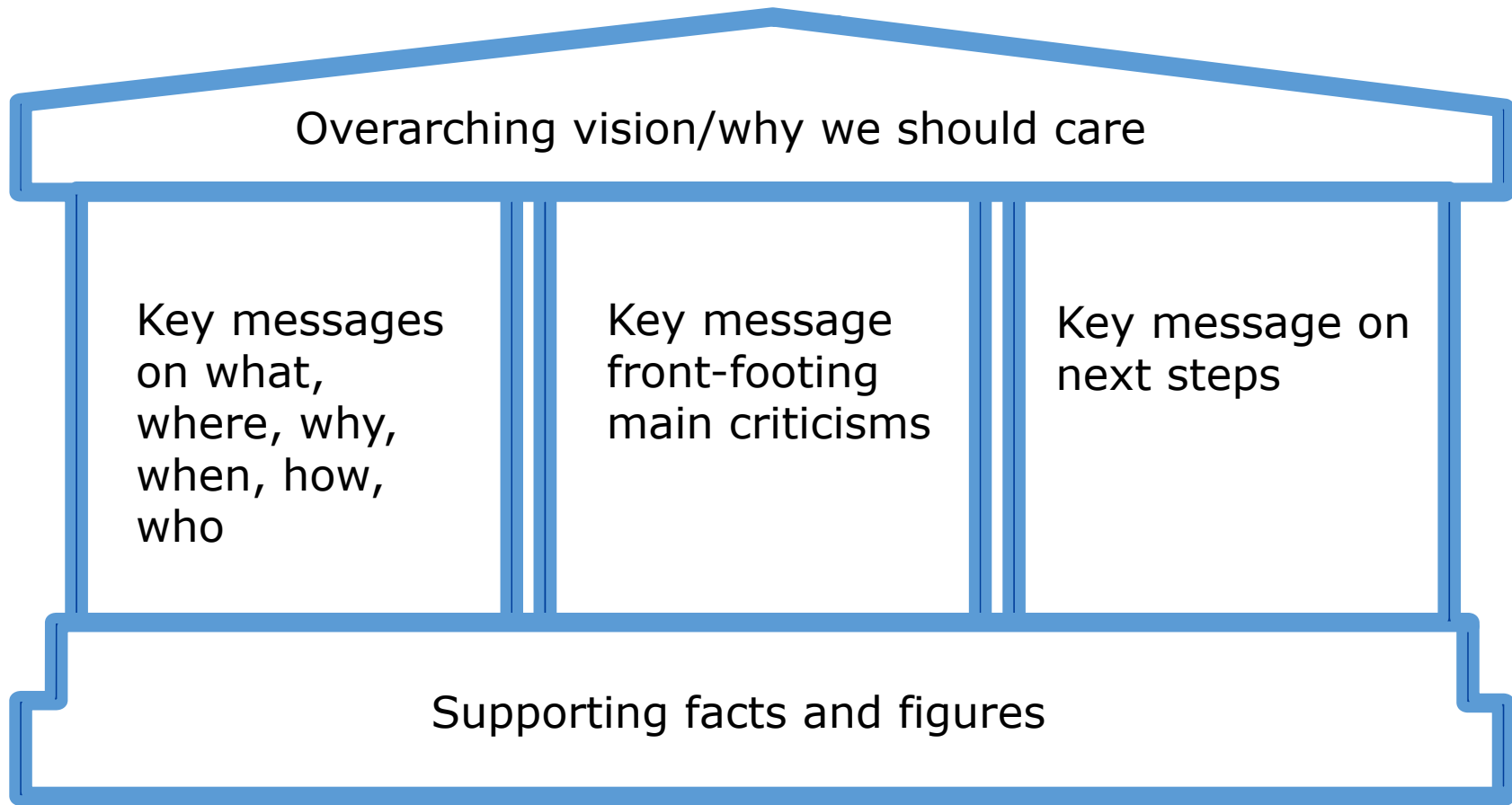
FUTURE FIT
BY AUCKLAND COUNCIL



#2

**If you can't explain it
simply, you don't
know it well enough**





#3

**Put it on a plate, not
just in a press release**





#4

Get creative



6 ways you can help with climate change

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Your 2022 sustainability workout programme!

So, there it is: your sustainability workout programme for 2022. We wish you well with it. And remember: the hardest step in any workout's the first one!



-thinkstep anz

What I've seen in five years of big business climate action

Mike Bennetts • 11:29, Jul 22 2022



#5

Be timely



#6

**Don't bury your
climate action in your
Annual Report**



#7

**Your staff are your
greatest
ambassadors**



#8

Third party support



#9

Ask for help



#10

Useful resources



Consumer insights:

- [IAG Ipsos Climate Change Poll 2022](#)
- [Exploring how New Zealanders relate to energy use and climate change | EECA](#)

Carbon calculators:

- [US EPA Greenhouse Gas Equivalencies Calculator](#) and [carbon footprint calculator](#)
- [Auckland Council's FutureFit](#)
- [EECA's Genless test yourself with the household challenge action scorecard](#)

Climate change storytelling:

- [The Workshop: how to talk about climate change cheat sheet](#)

General communications:

- [Community Comms Collective Resources](#) including effective messaging, reputation management, media relations, strategy and planning



A low-angle, upward-looking photograph of a modern urban environment. The image features several tall buildings: one with a prominent glass facade on the right, another with a dark, textured facade on the left, and a third with a grid-like window pattern at the top left. Lush green trees are visible at the top and left edges, framing the scene. The sky is a clear, bright blue with a few wispy white clouds. The word "Questions" is centered in the middle of the image in a large, white, sans-serif font.

Questions