

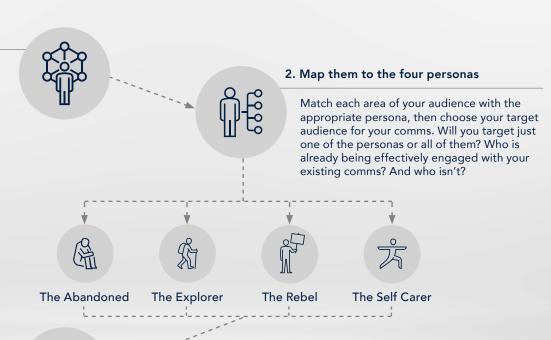


Want to create climate communications that will engage and inspire positive behavior change and actions within your Gen Z audience?

Using personas is a powerful way to do this. Reference this cheat sheet and the four personas, tips, and insights we provide in our full guide to create your next climate communications.

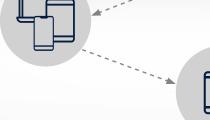
1. Understand your audience and define your aims

Thoroughly research your audiences and understand what you want people to know, how you want them to feel, and what you want them to do as a result of your climate comms.



3. Choose your channel

Go to where your audience is – use the personas to understand how and when to best communicate with them.



4. Develop your messaging

Make your chosen persona the person you are talking to as you write. Focus on their needs, not yours. Use the tips and takeaways in the full guide to shape your creative approach for the relevant persona.

5. Assess and understand impact

Assess and understand the impact of your messaging and then adjust your future communications approach accordingly if required.



For more support in creating impactful climate communications, contact ICF Next here.