

Leveraging behaviour change to Build a Shared Vision

Include actions towards communities and key stakeholders in your **communication strategies**, including:

- Communicating actionable steps and **examples of positive change**, emphasising **practical actions** stakeholders can take
- Provide localised **climate information and projections** relevant to stakeholders' specific contexts, making the data more relatable and actionable

Observe **collective behaviour** in social media and/or community spaces to identifying opportunities for intentional interventions that drive system transformation