

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Planning for a Solution

### Part 1: Identify Stakeholders and Possible Solutions

Who are the school or community stakeholders and which solutions might work best and why?

Stakeholder	Possible Solutions	Why they might work	Why they might not work

## Part 2: Choose a Targeted Solution

Identify one solution that will work for your school or community:

Why did you choose this solution? Why is this solution important to you and for changing CO<sub>2</sub> emissions?

### About the Solution

Describe the solution fully.

What will it take to implement?

Does it require any specialized technology, funds, or another requirement that would limit the ability for the community to adopt it?

### Part 3: Deciding How Stakeholders Will Adopt the Solution

Use the tables below to identify your stakeholders and determine what needs to be considered when deciding whether to adopt a new technology or behavior.

Which stakeholders are you targeting for this solution? What are some potential issues they could encounter? Do they require assistance? If so, who can assist them?		
Stakeholder	Potential constraints	What could increase their ability to adopt the solution?

What trustworthy sources do these stakeholders use to get their information?	
Stakeholders	Sources they use for trusted information

Consider your stakeholders. What do they need to know in order to be convinced to adopt the solution?	
Stakeholder questions:	Required information:
What is the solution and why/how does it work?	
Will it cost me anything?	
Do I need some kind of new thing to make it work?	
Are there any extra benefits that I get by adopting this behavior or technology? (Examples: save money, have more free time, cleaner air.)	
Others:	

#### Part 4: Developing Your Communication Plan

Now that you know more about the solution and community stakeholders, use the tables below to help you plan your communication strategy.

Communication Strategy for _____ (solution)	
Considerations	What we can do to help inform the stakeholder groups
What will you tell your stakeholders about the solution and why/how it works?	
What will you tell your stakeholders about why it matters for them to adopt it?	
What will you tell your stakeholders if they are skeptical?	
What media and strategies (visual, audio, etc.) will you use to present this information?	
How will you present the information so that it is informative and minimizes negative feelings?	