

Notes from the field: My Climate Plan

Engaging climate-impacted Canadians to protect their communities

My Climate Plan is a savvy new initiative using different market research data and strategies to bring together a broad coalition of audiences to create safe communities in the face of the climate crisis. The social values, common threads and effective messengers identified through [EcoA's National Segmentation Survey](#) and [Re.Climate's focus group work](#) have helped My Climate Plan develop a unified approach that effectively engages multiple audiences.

Project details

Where: Across Canada, with particular focus on swing and climate-impacted/at-risk regions (ie. Ontario storm corridor, Atlantic Canada, Greater Toronto Area, BC's Lower Mainland)

When: Launched in 2023, ongoing

Target audience: Broad coalition of target audiences, with shared values, especially those overlapping with *Civic nationals* (an important segment identified in EcoA's recent [research on social values and behaviour](#)).

Project: My Climate Plan

[My Climate Plan](#) is an online community helping Canadians adapt to and protect themselves from climate change. The digital platform is membership-based and encourages connection and awareness about the most effective things we can do to protect the people and places we love, using the voices of those already most impacted by climate change (farmers, fire-fighters, wildfire survivors, etc.). These personal stories are engaging Canadians well beyond the usual supporters of ENGOs, helping “non-environmentalists” prepare and support each other in the face of climate change, and ultimately, building towards a climate-voting supermajority. Its recent campaign “Don't let Canada Burn” reached 1.5 million Canadians, ultimately delivering a petition to the Minister of the Environment and Climate Change with 6,800 signatures demanding a doubling of financial support for wildfire fighters.

Q&A

Interview with Jamie Biggar, Co-founder, My Climate Plan

What are your short and long term goals for the project?

In broad terms, our goals are to mobilize Canadians around the two biggest ways Canada impacts climate change on a global scale: our burning forests and fossil fuel excavation; and to support Canadians on a life-long journey towards climate safety. To that end, we want to directly mobilize diverse Canadians on campaigns that address both adaptation and mitigation. “Don't Let Canada Burn” was the first of these.

How do you identify and engage with your audiences?

First we identified the places that are impacted by climate change (using insurance data and other sources), then we identified which of those places are swing ridings (using Elections Canada data), then we overlaid the social values segments identified in [\[EcoAnalytics'\] segmentation research](#) to get a Venn diagram of the common values, issues, interests and demographics in these ridings. Based on these, we chose Facebook as the appropriate platform to engage with these audiences. We spot-checked to ensure we were reaching the right folks and are now building out look-alike audiences, to expand our reach. Then, using communications guidance drawn from Re.Climate's focus groups, we developed an approach to speaking with these audiences in ways they want to be spoken to on topics that are of interest to them. Specifically, we use personal stories and voices of those most impacted by climate change, forest fires in this case.

What's next?

We are beginning to have an offline presence in some communities through billboards, and are now working with community members interested in more direct interaction with their MPs. Campaign-wise we will be looking at something focused on winter, followed by another wildfire campaign in the summer, as well as some get-out-the vote work for upcoming provincial and federal elections.

For further detail, check out Re.Climate's interview with Jamie Biggar, in its blog about My Climate Plan: [Success Story: How a Campaign Found New Audiences](#)