



## Create Your Community's Climate Vision Statement

As you embark on the path to lead by example and engage others on climate change, having a concrete vision and purpose statement in place will help you communicate with others about the values and benefits of making your commitment. This statement supports your authentic voice and communicates your purpose for joining Path to Positive Communities. Additionally, it can help demonstrate that working towards climate solutions is practical and applicable to your existing goals and plans.

This worksheet will help you get started by guiding you through a series of questions to shape your climate commitment and vision statement.

### Step 1: Discuss The Meaning of Your Commitment

Take some time to think about and document your thoughts on why you have decided to lead on climate solutions in your county, city, or community. This will inspire you to discuss your plans to take steps to prioritize climate change with your colleagues, partners and staff. You may want to consider asking yourself a few discovery questions that we recommend, below, and perhaps, discuss other similar questions at your next meeting to help broaden your story. If appropriate, you can engage others in an interactive exercise and invite colleagues to write their answers to each of the questions privately first, and then share together as a group, question by question. We recommend taking notes in order to complete the next steps of the process: developing key talking points and crafting a purpose statement.

Stories give meaning and purpose to our work and lives. The following questions may help you to begin crafting your story as you prepare to communicate with your stakeholders and community members about your commitment to lead on the path to a positive future.

1. Why are you compelled to lead on climate as a local leader? What is your personal motivation? What made you decide that making a commitment to prepare for and help prevent further climate change was the right path?



2. What are the core values and needs of the population you serve? How can you help meet those needs with your leadership on climate solutions?

What other issues are members of your staff or community concerned about right now and is there overlap among these issues and climate change?

3. What are the stories that your community leaders and citizens tell about creating a prosperous future? Are they concerned about climate change?

4. What do you plan to do to lead on climate solutions and what do you hope to achieve in your organization and community?

## Step 2: Develop Your Talking Points, Key Values, and Action Items

Once you have considered and discussed the true meaning behind why climate solutions are important to you and your organization, you can begin to narrow down your thoughts by developing a list of key values or principles that will guide your efforts.

What are the key words that arose that you would use to describe your commitment to make the connection between climate and your community? What principles define your actions for moving toward solutions?

You can start to identify which common themes, values and principles felt most resonant to you and your group. Perhaps you found that you're most motivated by the fact that climate change will affect the stability of our communities or that climate solutions can generate financial benefits for your agency, organization or community. Focus on the three or four areas that generated the most excitement and enthusiasm. These values and principles can inform how you put your story into short statements, or talking points, that can then, be woven into an eloquent vision statement in the next step.

Next, make a list of the things you plan to do to lead by example. Will you be starting a climate committee? Increasing your energy efficiency? Hosting climate change awareness or educational events? Think about your specific goals so that you can incorporate them into your vision statement. (see ideas in Tools to Make and Impact section)

### Step 3: Craft Your Final Climate Solutions Vision Statement

Now that you have explored your purpose and established your key points, you can use these insights to guide the development of your purpose statement. A purpose statement is a succinct paragraph that states the purpose and rationale behind your initiative. It should briefly describe what concrete steps you plan to take and the meaning behind why you are committed to taking those steps. You may decide to include or refer to any existing statements you have regarding sustainability. Be sure to include your team in developing the vision statement and collect feedback from other stakeholders to get the necessary buy-in to move forward with your projects.

With a thoughtful vision statement in-hand, the next step is to strategize how you will share your story and communicate your purpose with others. Check out our guide on creating a climate engagement strategy, available in the “Resources to Engage Others” section at [www.pathpositive.org](http://www.pathpositive.org).