

DELAWARE'S
Climate Action Plan

The State of Delaware

Climate Action Plan - Communications & Engagement Support

Project Summary

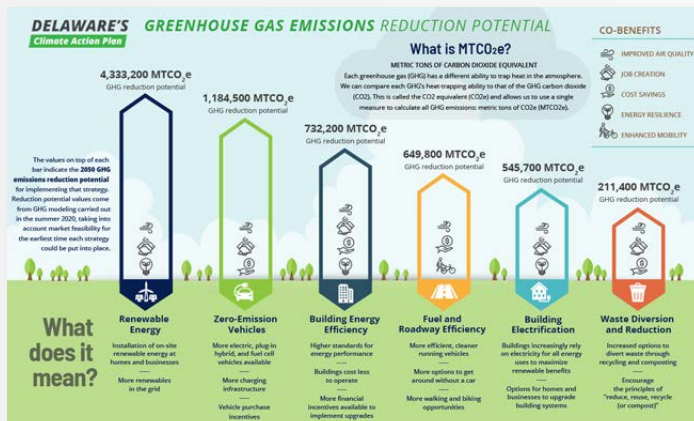
KLA was part of the consultant team selected to develop the State of Delaware's Climate Action Plan. KLA led the design and coordination of all public engagement associated with the planning process, including two rounds of workshops (in-person and online) and two online surveys. KLA also worked with the Department of Natural Resources and Environmental Control to develop a brand, logo, website, infographic, and several fact sheets designed to make the process accessible to as many Delawareans as possible.

Timeline: December 2019 - January 2021

Project Highlight

KLA developed a branding and communications campaign that resulted in the creation of a brand, logo, website, infographic, and several communication pieces.

Delaware's Climate Action Plan Infographic



Activities & Outcomes

- Facilitation of a branding process and the development of a brand and logo
- Design and implementation of interactive workshops that drew hundreds of participants from across the state focused on educating and collecting feedback from the public
- Design and implementation of technical workshops to solicit input from sector-specific stakeholders
- Development and analysis of two interactive online surveys
- Development and delivery of a website, infographics, and several communication pieces, including social media posts, posters, fact sheets, and other public engagement materials
- Creation of Climate Action Plan one-page overview document, public engagement survey results summary document, and climate change causes and consequences fact sheet

Photos of technical workshops that KLA supported to educate and receive input from key stakeholders

