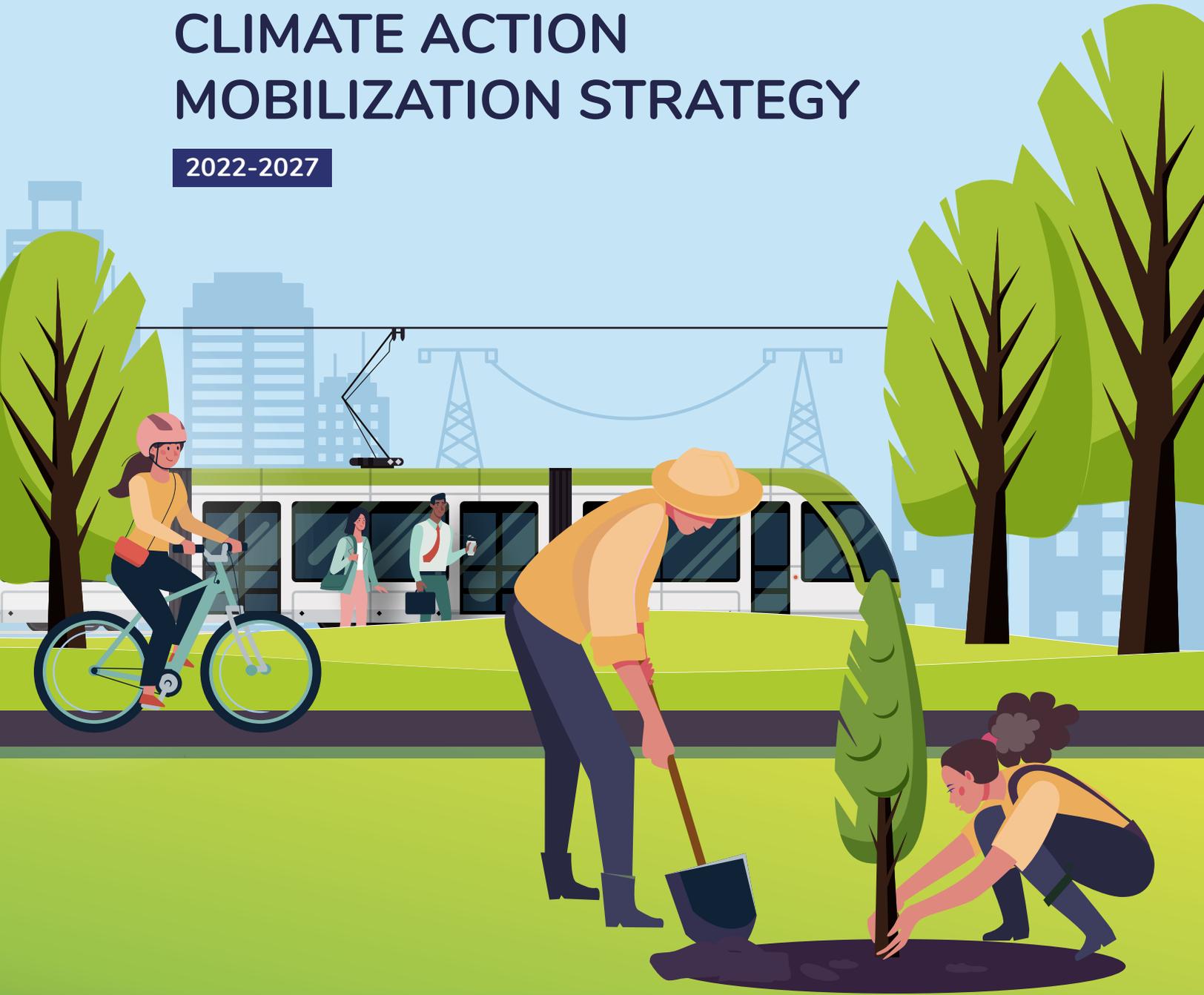


# CLIMATE ACTION MOBILIZATION STRATEGY

2022-2027



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This publication was prepared by the Direction du développement des programmes, de l'innovation sociale et des collectivités in the Ministère de l'Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs (MELCCFP). It was produced by the Direction des communications du MELCCFP.

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Plan for a  
Green  
Economy 

# CLIMATE ACTION MOBILIZATION STRATEGY

2022-2027

## Message from the Minister of the Environment, the Fight Against Climate Change, Wildlife and Parks and Minister Responsible for the Laurentides Region



Since I took up my position, we have adopted strategic initiatives and made significant advances to tackle climate change in Québec.

We first adopted The 2030 Plan for a Green Economy (2030 PGE). This initial major policy framework is guiding the government's initiatives to combat climate change and establishing the conditions necessary to make Québec a leader in the green economy. The implementation plan of the 2030 PGE is giving concrete expression to its key directions. To ensure that the measures implemented successfully produce the anticipated outcomes, the implementation plan has a substantial, targeted budget with specific goals that are reviewed annually.

To reduce our greenhouse gas (GHG) emissions and adapt our living environments to growing climate change impacts, several major projects have also been launched and will continue in the coming years. Some examples are the wide-ranging electrification of transportation, the decarbonization of buildings and large industrial enterprises, and significant investments to accelerate the climate transition in Québec municipalities.

However, we know that society as a whole must collaborate to make further progress and attain Québec's ambitious climate targets. It is in this perspective that we are implementing **The 2022-2027 Climate Action Mobilization Strategy**, which fully reflects the key objectives of the 2030 PGE. Since Québec's climate and energy transition poses both a technical and a social challenge, the Strategy seeks to foster commitment by businesses, institutions, organizations, the municipalities, and individuals in the fight against climate change. It also seeks to support the climate action of the Indigenous communities more broadly.

Quebecers must support the strategic projects to tackle climate change that are carried out in the coming years. Moreover, all civil society stakeholders will be asked to act in keeping with their capacities and responsibilities. Through the initiatives implemented in the context of the Strategy, the government also hopes to better support Québec as a whole in this sweeping movement aimed at meeting the climate challenges that we are facing.

The Intergovernmental Panel on Climate Change (IPCC) emphasizes that the fight against climate change must absolutely display a social dimension and that structural and cultural changes are necessary if we are to meet the challenges that climate disruption poses. The Strategy will enable Québec to pursue these recommendations. Few governments in the world have adopted such an approach. I am proud of this Strategy, which reconfirms Québec's commitment and leadership in the realm of the fight against climate change at home and abroad.

Québec's successful attainment of the energy and climate transition must be an integral part of our major collective project. By marshalling all the strengths of all stakeholders in society, I am convinced, more than ever, that we will successfully meet this considerable challenge. Let us work together to ensure that Quebecers enjoy a sustainable, low-carbon, prosperous future.

Minister of the Environment, the Fight Against Climate Change, Wildlife and Parks  
and Minister Responsible for the Laurentides Region

A handwritten signature in blue ink that reads "Benoit Charette". The signature is fluid and cursive.

Benoit Charette

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## GLOSSARY

**Adaptation to climate change:** The entire array of initiatives aimed at limiting the adverse impacts of climate change or taking advantage of the opportunities stemming from such impacts.

**Awareness-raising:** An action that seeks to spark a reaction to a problem, encourage adherence, raise consciousness, or affect individuals.

**Climate action mobilization:** An action that seeks to engage society in the transformations required to confront climate change.

**Climate change education:** Initiatives intended to enable individuals to pinpoint the causes and consequences of climate change, make enlightened choices, and adopt the appropriate measures to confront such changes. Education can target young people or adults and be offered in formal environments such as schools, or non-formal environments such as museums, parks, and community organizations.

**Climate transition:** The transformation of a society and its economy such that it ceases to contribute to climate change and achieves resilience to such change.

**Commitment:** An attitude or action motivated by a sense of civic duty contrary to apathy, cynicism, and denial.

**Just transition:** A climate transition whose costs and benefits are fairly distributed between a society's stakeholders and current and future generations.

**Mitigation of climate change:** The entire array of initiatives aimed at limiting climate change that consist mainly in reducing greenhouse gas emissions at the source and increasing their absorption by wells.

**Organization:** Structured public or private groups of individuals such businesses, municipalities, labour unions, chambers of commerce, educational institutions, non-profit organizations, media, or cultural associations that share interests and common goals.

**The fight against climate change:** The entire array of initiatives that seek to mitigate climate change or adapt to it.

# WHY ADOPT A MOBILIZATION STRATEGY?

The climate emergency and the transition to a resilient, low-carbon society pose tremendous challenges. Substantial transformations are required to meet them. They demand an unprecedented level of awareness-raising and preparation. They also require public support for ambitious, bold action by the government and organizations, including businesses. Accordingly, **the mobilization of Québec society is a key condition for the success of climate change mitigation measures and adaptation to such change.** It has the potential to bolster the collective and individual desire to act.

## An international commitment to foster public participation

In 2016, the Québec government declared itself bound by the Paris Agreement, which reaffirms the importance of public mobilization to bolster climate action.

Mobilization is similar to what the United Nations calls action for climate empowerment, comprising six strategic priorities: education, training, public awareness, public participation, public access to information, and international cooperation. This *Climate Action Mobilization Strategy* (the Strategy) is part of the initiatives that Québec has undertaken to carry out.

### Which target group?

Québec society is multifaceted. It comprises individuals from varied backgrounds who experience different realities, have different worldviews, and belong to numerous groups. All Quebecers have a role to play in the climate transition, whether as the residents of a municipality, the employees of a business, the members of an association, managers, or elected representatives.

Through their decisions and practices, numerous Québec organizations influence our collective choices and modes of development. They too must act and must even lead the way.

The Strategy therefore seeks a commitment by society as a whole. To this end, the attendant initiatives are aimed at stakeholders in the transition, at individuals who act and through whom the climate transition can progress, whether public or private sector decisions-makers or individuals.

Through the implementation of the initiatives contemplated, the target groups will be clarified and periodically adjusted in light of what is learned

## ***The 2030 Plan for a Green Economy* poses a challenge that calls for a contribution from all Quebecers**

[The 2030 Plan for a Green Economy](#) (2030 PGE) is Québec's electrification and fight against climate change policy framework. It seeks to attain the greenhouse gas emission reduction target that Québec has set and strengthens our capacity to adapt to climate change.

**“ Everyone must hear the call, feel committed, and contribute to the best of their abilities. Progress will only be possible if everyone supports the choices that need to be made now and in the coming years.(2030 PGE, page 29)”**

The 2030 PGE states that the desired progress in the realm of the climate transition can only be achieved through concerted effort and the participation of all stakeholders in Québec society.

The 2030 PGE specifies the principles and key directions that the government has adopted to attain its goals. The implementation plan, updated annually, presents climate-related measures and initiatives that the partner government departments and bodies will carry out.

## **A mobilization strategy included in the implementation plan**

The comments made during the public consultation organized in conjunction with the elaboration of the 2030 PGE inspired the inclusion of a climate action mobilization strategy in the [2021-2026 implementation plan](#). All told, 34 briefs submitted during the consultation recommended allocating sufficient funds to mobilize all stakeholders in society and to bolster their capacity to act.

The Strategy falls within the scope of initiative 4.2.1.1 of the implementation plan and has a budget of \$46.4 million for the 2022-2023 to 2026-2027 fiscal years. Additional funding could be provided when the implementation plan is updated each year.

## The Ministère de l'Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs is overseeing the Strategy

The *Climate Action Mobilization Strategy* is departmental in scope. It specifies that the Ministère de l'Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs (MELCCFP) will implement climate action mobilization in the context of initiative 4.2.1.1 of the implementation plan.

The *Act mainly to ensure effective governance of the fight against climate change and to promote electrification (SQ 2020, C-19)* confers on the Minister responsibility for ensuring the coherence and coordination of government climate action. The Strategy calls for initiatives to promote consensus building and support the other government departments and bodies in the realm of climate-related communications and mobilization. This initiative complements the MELCCFP's regular consultation process focusing on the implementation of the measures in the 2030 PGE overseen by other government departments and bodies.

Certain measures in the implementation plan<sup>1</sup> and other government initiatives will contribute to the attainment of the Strategy's objectives. For example:

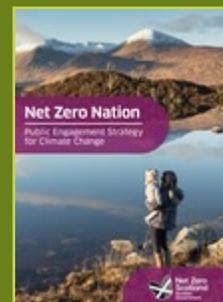
- ▶ support for Indigenous community leaders in the climate transition (measure 4.2.2 of the implementation plan);
- ▶ the elaboration of new occupational, technical, and university training that incorporates the knowledge necessary to achieve the climate transition (measure 2.4.1 of the implementation plan);
- ▶ the acceleration of the local climate transition (initiative 4.2.1.2 of the implementation plan);
- ▶ the communication of the outcomes of the implementation plan.

Québec society cannot be fully mobilized without efforts in addition to those in the Strategy. Climate change and mobilization concern numerous stakeholders who are essential to the achievement of the perspective that the Strategy has adopted.

### The example of Scotland's mobilization strategy.

The Scottish government's strategy, *Net Zero Nation; Public Engagement Strategy for Climate Change* one of framework to commit the Scottish people to the transition to a carbon-neutral nation that is prepared for climate change impacts. Launched in 2021, the strategy spells out the measures that the Scottish government has adopted to foster awareness and education, encourage participation, and spur all sectors of society to act to combat climate change. It guarantees that mobilization efforts are coordinated, coherent, and permanent.

Source: Government of Scotland, 2021



1 To consult the measures in the [implementation plan](#), please visit [Implementation | Gouvernement du Québec \(quebec.ca\)](#).

# THE ROLE OF MOBILIZATION IN TACKLING CLIMATE CHANGE

The attainment of the 37.5% reduction target in greenhouse gas emissions in relation to their 1990 level would represent a reduction of 31 Mt of CO<sub>2</sub> eq. by 2030. The measures anticipated to date will lead to a reduction of 15.9 Mt of CO<sub>2</sub> eq.<sup>2</sup> The government's initiatives must be increasingly ambitious, which poses the challenge of rallying society as a whole.

In a study conducted in 2021 at the request of the Québec government,<sup>3</sup> Dunsy indicates that it will be essential to examine the choices that influence our consumption, travel, construction, or dietary habits. Using these levers to control energy demand **could, in particular, reduce GHG emissions by 20% by 2050 in relation to the reference scenarios.**

At the same time, Québec society must prepare to contend with current and future climate change impacts. Our resilience stems by and large from the government's impetus and, ultimately, the choices that organizations and the public make. Additional mobilization efforts must be made to consider the environmental, economic, health, and public security challenges that climate change is posing.

## More robust collective action

Public participation in the fight against climate change is reflected in the adoption of new low-carbon ways of life that contribute to society's resilience. To modify lifestyle habits, recent knowledge on behavioural change demands greater reliance on values, identities, and social norms, rather than focusing solely on individual motivation.

“ To support the government's climate action and the new measures to be put forward, Quebecers must feel that they can make a difference, that their contribution is essential, and that they are empowered to act. ”

Moreover, the approach that relies first on individual accountability often flouts external factors that condition ways of life. Individual choices pertaining to housing, transportation, and so on, are greatly influenced by public policies such as those governing land-use planning, transportation planning, or energy.

Accordingly, the combined climate action of individuals, the Indigenous communities, the municipalities, businesses, and the government are mutually reinforcing. The government must not only contribute to creating a context that fosters the commitment of society as a whole but also facilitate low-carbon choices

2 Gouvernement du Québec, (2022). *Plan de mise en œuvre 2022-2027*, [En ligne]. <https://cdn-contenu.quebec.ca/cdn-contenu/adm/min/environnement/publications-adm/plan-economie-verte/plan-mise-oeuvre-2022-2027.pdf>

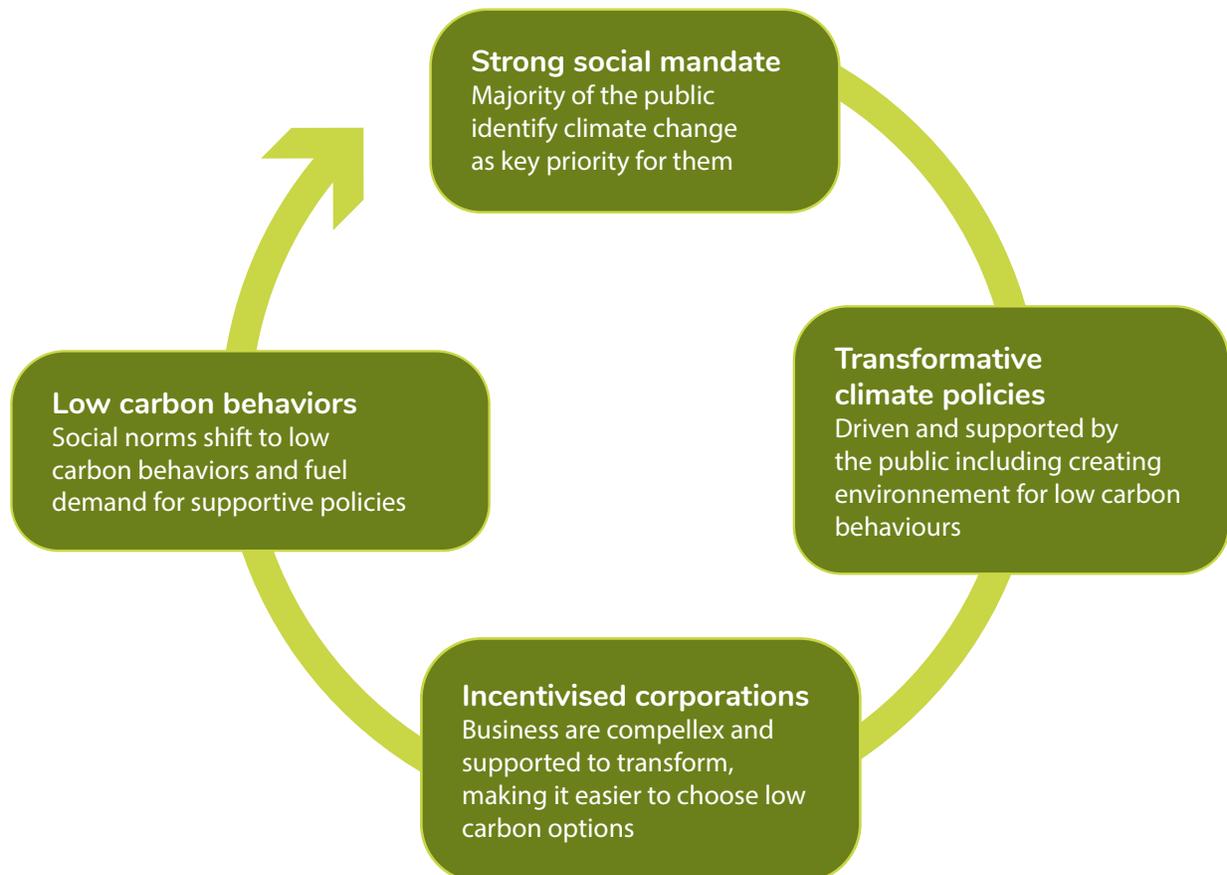
3 Dunsy Énergie + Climat (2021). *Trajectoires de réduction d'émissions de GES du Québec - Horizons 2030 et 2050, Rapport final*, (updated in 2021). [online] [[https://www.dunsy.com/wp-content/uploads/2021/09/Rapport\\_Final\\_Trajectoires\\_QC\\_2021.pdf](https://www.dunsy.com/wp-content/uploads/2021/09/Rapport_Final_Trajectoires_QC_2021.pdf)]

to encourage resilience.<sup>4</sup> To do so, it is essential that it establish structuring public policies, guide the operations of businesses, and make the requisite investments to offer choices to individuals. Only in this way will the government create the conditions conducive to the transformation of practices.

Public mobilization also depends on individuals' adherence to transitional measures since they must support government action to legitimize and, ultimately, bolster it. It is not, therefore, a question of mobilizing the public so that individuals do their share but so that the effort is concerted and mutually shared in keeping with the capacity and responsibility of each stakeholder.

**FIGURE 1**

Mobilization for a robust climate action social mandate generates a virtuous circle



Source: Climate Outreach, 2020<sup>5</sup>

4 The International Panel on Climate Change (IPCC) maintains that **individual behavioural change is insufficient for climate change mitigation unless embedded in structural and cultural change.**

Source: Contribution of Task Force III to the *Sixth Assessment Report of the IPCC* (2022). *Climate Change 2022: Mitigation of Climate Change* [online] [[https://report.ipcc.ch/ar6wg3/pdf/IPCC\\_AR6\\_WGIII\\_FinalDraft\\_FullReport.pdf](https://report.ipcc.ch/ar6wg3/pdf/IPCC_AR6_WGIII_FinalDraft_FullReport.pdf)].

5 Clarke, J., Webster, R., et Corner, A. (2020), *Theory of Change; Creating a social mandate for climate action*. Climate Outreach, [En ligne]. [<https://climateoutreach.org/reports/theory-of-change/>]



## MOBILIZATION-RELATED CHALLENGES

### 1. Mobilization based on fairness

According to the latest report from the Intergovernmental Panel on Climate Change (IPCC),<sup>6</sup> social fairness bolsters the public's capacity and motivation to commit itself to the fight against climate change. A fair transition implies acknowledging that participation by different stakeholders in climate action should be fair and reflect the capacity to act, resources, and each stakeholder's level of responsibility.

Climate change affects more specifically certain groups such as children and the elderly, the Indigenous communities, women, and the materially and socially underprivileged. Young people today will be affected longer and more intensely than their elders. The transitional measures can also more extensively affect certain social groups, especially workers in sectors that will have to transform themselves. In the perspective of a fair transition, it is important to focus particularly on the most vulnerable groups when the initiatives under the Strategy are rolled out, ensure that their voices are heard, and to support them.

### 2. Local initiatives to be intensified and publicized

In Québec, numerous innovative initiatives that are contributing to accelerating the climate transition are already under way, especially at the local and regional levels. The municipalities, the Indigenous communities, organizations in civil society, and businesses are acting on a small and large scale and playing a role in the transformation of their respective communities. The general public in Québec is, unfortunately, largely unaware of their initiatives, which can inspire other individuals and organizations that are prepared to do their share. It is, therefore, crucial to support existing initiatives and publicize them throughout Québec.

The Strategy must, accordingly, support local and regional capacities and rely on the networks already active in the field.

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6 Contribution of Task Force III to the *Sixth Assessment Report* of the IPCC, *ibid.*

### 3. Science and knowledge as a foundation

The measures adopted to combat climate change must hinge on scientific studies or locally acquired knowledge. The decisions made must rely on expertise, data analysis methods stemming from the relevant disciplines, and Indigenous knowledge, for example.

In this context, the Strategy considers multidisciplinary, recent knowledge in the realms of communications, education, and climate mobilization. It relies on documented experience and learning to ensure that principles and effective approaches sustain the efforts.

### 4. Climate literacy is necessary but insufficient

What do Quebecers think about climate action? Studies<sup>7</sup> have drawn the following conclusions from their responses to this question:

- ▶ a strong consensus exists on the seriousness of the challenge that climate change poses and the importance of acting to contend with it;
- ▶ there is a preference to proceed in small steps, which contradicts the climate emergency and the need for decisive solutions;
- ▶ the public is unaware of or misunderstands the causes of climate change and collective and individual action that has a genuine impact in the fight against climate change.

What is more, the same studies show that, while it is necessary to do so, informing and raising awareness among individuals on the question of climate challenges is insufficient to alter perceptions and lifestyle habits.<sup>8</sup> Commitment, preparedness to act, and acting also stem from numerous determinants such as infrastructure, regulations, standards, values, beliefs, and habits.<sup>9</sup>

Consequently, even if the public is informed of the causes of climate change and the collective and individual initiatives to be implemented to deal with it, the Strategy must do even more if we are to achieve genuine societal mobilization.

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6 a) V. Champagne St-Arnaud, C. Lalloz, M. Alexandre, P. Daignault, and P. Poitras (2021). *Baromètre de l'action climatique 2021 : Disposition des Québécoises et des Québécois envers les défis climatiques*. Québec, Laboratoire de l'action climatique.

b) SOM (2022). *Évaluation de la campagne « Repensons nos transports »*, preliminary report submitted to the Ministère de l'Environnement et de la Lutte contre les changements climatiques.

7 Contribution of Task Force III to the *Sixth Assessment Report* of the IPCC, op. cit.

8 Andrew Darnton and David Evans (2013). *Influencing Behaviours: A Technical Guide to the ISM Tool*, The Scottish Government.

## 5. Disinformation and polarization

The IPCC identifies disinformation as one of the key risks weighing on the fight against climate change in North America.<sup>10</sup> While action must be prompt and ambitious, disinformation curtails it by casting doubt on the need to intervene and the procedures to be followed. It sustains the risk of polarizing public debate and politicizing climate issues.<sup>11</sup>

While there has until now been a broad-based consensus on climate action in Québec, we must remain vigilant. The health crisis related to COVID-19 has revealed to what extent misinformation can harm adherence and the application of the measures that public authorities have put forward.<sup>12</sup> The social media are accelerating the spread of misinformation the world over. Their current economic models, which essentially hinge on the monetization of the audience's attention, foster disinformation and radicalization to the detriment of democratic debate.<sup>13</sup>

The Strategy must, therefore, contribute to preventing disinformation and polarization by reaching the general population and supporting open dialogue with individuals and stakeholders in Québec society.

### The example of climate dialogue in Alberta to act against polarization

The Alberta Narratives Project is a major community-based initiative aimed at heightening public awareness to the polarization of debate on the climate transition and counteracting such polarization<sup>14</sup>. A constructive conversation has been established based on Albertans' shared values and identities by means of group discussions. Some 75 organizations have hosted 50 workshops across the province, drawing a broad range of participants, including workers in the agriculture and oil sands sectors, and immigrants. The principles of a fair transition were the focus of the discussions.

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10 Contribution of Task Force III to the *Sixth Assessment Report of the IPCC (2022)*. *Climate Change 2022: Impacts, Adaptation and Vulnerability* [online] [<https://www.ipcc.ch/report/sixth-assessment-report-working-group-ii/>].

11 Contribution of Task Force III to the *Sixth Assessment Report of the IPCC*, op. cit.

12 Jeffrey D. Sachs, Salim S Abdoool Karim, Lara Akinin, Joseph Allen, Kirsten Brosbøl, Francesca Colombo, Gabriela Cuevas Barron et al. (2022). *The Lancet Commission on lessons for the future from the COVID-19 pandemic* [online].

13 S. Lewandowsky, L. Smillie, D. Garcia, R. Hertwig, J. Weatherall, S. Egidy, R.E. Robertson, et al. (2020). *Technology and Democracy: Understanding the influence of online technologies on political behaviour and decision-making* [online] [<https://publications.jrc.ec.europa.eu/repository/handle/JRC122023>].

14 G. Marshall, A. Bennett, and J. Clarke (2018). *Communicating climate change and energy in Alberta - Alberta Narratives Project*, Climate Outreach [online]. [<http://albertanarrativesproject.ca/>]

## 6. The challenge that coherence poses to win public trust

Public trust in collective climate action is decisive to achieve mobilization. In order for individuals to be prepared to assume their share of responsibility, they must be convinced that individual efforts are part of a broader movement to which other people are contributing in keeping with their capacities to do so<sup>15</sup>.

The public expects the government to consider the principles of sustainable development in government action and to display transparency and coherency. The government's choices, like those of the municipalities, businesses, and civil society, must focus on the same objectives. The government has a duty to make known its initiatives and to set an example. To act otherwise could, indeed, hamper the adoption of the requisite measures, undermine mobilization, and sustain cynicism and a wait-and-see attitude.

In the Strategy, this is a critical issue since it has the potential to hamper mobilization efforts.

## 7. Ecoanxiety

The current climate crisis is threatening our ways of life and engendering negative feelings such as fear or anxiety in certain individuals. Ecoanxiety is an emerging public health problem that can lead to demobilization, or a feeling of powerlessness faced with the scope of climate challenges.

The Strategy must contribute to mitigating human distress in light of the deregulation of ecosystems by developing, for example, a feeling of individual and collective empowerment and by establishing a relationship of trust between the stakeholders in the transition and the government.

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15 The World Bank (2015). *World Development Report 2015: Mind, Society, and Behavior* [online]. [<http://www.worldbank.org/en/publication/wdr2015>]



## THE PERSPECTIVE

The Strategy must, at the same time, facilitate and accelerate the climate transition by committing society to act and encouraging everyone to adhere to the necessary measures.

### Vision 2030

“**By 2030, Québec’s ambitious developmental initiatives to contend with climate change will mobilize support. There is a consensus in Québec society on the climate transition, which is perceived as a fair, desirable, necessary, responsible collective project that fosters prosperity. All Quebecers acknowledge their role in the transition and are contributing to achieving it.**”

More specifically, in 2030:

- ▶ the overwhelming majority of Quebecers understand the causes of climate change and are aware of the collective and individual gestures to be made to mitigate and adapt to it;
- ▶ Québec society supports government initiatives to counter climate change, including investments and public policies;
- ▶ low-carbon lifestyles and practices or that enhance resilience to climate change are widespread.

Time frame of the Strategy: 2022-2027, then evaluation and fine-tuning for the subsequent phase to be pursued until 2030.



## KEY DIRECTIONS

The Strategy hinges on four complementary key directions, each one comprising specific objectives and initiatives. The key directions are mutually reinforcing as the implementation of the initiatives progresses.

By documenting the determinants of climate action in Québec, we are seeking to create the tools necessary for effective climate-related communications and mobilization. By equipping the stakeholders in the transition and promoting joint action among them, we are bolstering their capacities and enhancing the impact of their efforts. By engaging in communications and awareness-raising activities, we hope to arouse interest among an array of groups in climate action. Lastly, by supporting and highlighting their initiatives, we are fostering a spill-over effect and strengthening the feeling of collective empowerment.

The process is intended to be repeated since the learning drawn from the implementation of the initiatives will sustain reflection and improve initiatives on an ongoing basis. Climate change is a complex problem for which, by definition, no perfect, definitive solution exists. In a constantly evolving society, initiatives must be constantly adjusted

### Document and understand

To ensure that action to combat climate change pays off and leads to the desired changes in society, it is important to shrewdly define the individual, social, and material factors<sup>16</sup> that influence acting. The collection at regular intervals of such information, which changes over time, will facilitate the refinement of the initiatives and establish intervention sequences based on the relevant data. At the same time, existing organizational or collective initiatives focusing on climate action warrant further study to highlight what can be learned from them. By documenting conditions for success and the collective determinants of climate action, it is possible to pinpoint the most promising approaches and, ultimately, to enhance intervention under real-life conditions.

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<sup>16</sup> Andrew Darnton and David Evans (2013). "Influencing Behaviours: A Technical Guide to the ISM Tool", The Scottish Government, 2013 [online]. [<https://www.gov.scot/publications/influencing-behaviours-technical-guide-ism-tool/>]

## Provide consensus-building tools and foster joint action

It is essential to bolster the mobilization capacities of active organizations to ensure that the efforts expended have a genuine impact, which depends, moreover, on the pooling of resources, knowledge, experience, and good practices. The reinforcement of capacities also requires broader joint action between the organizations to promote collaboration and enhance the coherence and efficacy of intervention. We must ultimately link existing or anticipated initiatives to ensure that current or impending efforts complement each other.

## Communicate and raise awareness

While there is a broad consensus on the seriousness of climate change and the importance of acting to address it, some people find the topic abstract and occasionally remote. Certain individuals do not feel concerned by the problem or do not identify with the solutions. The Strategy therefore seeks to reach a greater number of groups, command the attention of as many people as possible, and broaden understanding of climate challenges. This implies major communications initiatives, the production of inspiring, diversified content, and the mobilization of the cultural sector.

## Encourage action and emulation

Individuals and organizations sometimes have the impression that climate change is not a priority issue in their living environments or areas of activity. What is more, it must be acknowledged that a commitment to climate action does not represent a dominant social norm. An array of solutions must be combined if we hope to generate a collective ripple effect. First, it is important to support mobilization initiatives stemming from civil society or elsewhere on different scales and in different sectors. It is also essential to publicize the progress achieved, promote the individuals and organizations involved, and afford visibility to the transformations being carried out. Lastly, by offering the public opportunities to discuss and pool their experience, the topic of climate change will be democratized and personified closer to individuals and their daily lives.

## Summary of the initiatives

1. Document and understand	2. Provide consensus-building tools and foster joint action	3. Communicate and raise awareness	4. Encourage climate action and emulation
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# INITIATIVES

## Key direction 1. Document and understand

### 1.1. Surveys on individuals' perceptions and expectations

#### Objectives

- ▶ Identify and better understand the determinants of climate action from the standpoint of adaptation and mitigation among Quebecers, e.g., expectations, impediments, motivation, facilitators, and values.
- ▶ Pursue research aimed at better defining the climate profile of different target groups, including their level of climate literacy, to establish the most appropriate communications strategies for each one.
- ▶ Understand the perceptions of individuals who reject the fight against climate change to properly guide certain communications approaches and prevent polarization.
- ▶ Measure progress in the public's commitment (follow-up and evaluation).

#### Description

This initiative seeks to develop and update specific knowledge on Quebecers' expectations and practices faced with climate change, through surveys and action research projects whose findings will be regularly updated and shared. The anticipated outcomes must be:

- ▶ refined and broken down to ensure a better understanding of the factors that promote adherence to measures to tackle climate change;
- ▶ segmented according to the target groups to get a better sense of the groups and encourage them to act;
- ▶ geared to specific themes intended to convince, by way of an example, those segments of the population least inclined to support the fight against climate change;
- ▶ updated regularly to renew understanding of the determinants of climate action in Québec.

Body responsible	▶ MELCCFP, in collaboration with Futur simple and other partners
Targeted stakeholders	▶ Research teams ▶ Government departments and bodies
Time frame	▶ 2021-2027

## 1.2. Characterization of the climate action ecosystem

### Objectives

- ▶ Map stakeholders in key fields of intervention in Québec's climate transition ecosystem.
- ▶ Pinpoint the conditions necessary to better guide and rally all stakeholders in Québec society and ensure their collaboration.
- ▶ Propose new mobilization initiatives jointly with the stakeholders to contribute to the acceleration of the climate transition in Québec.

### Description

The characterization of Québec's climate action ecosystem consists in producing a structured list of stakeholders in the transition, especially those with the potential to exercise strategic influence in certain key fields. This will serve as a status report on existing strengths that can inspire climate action, mobilization, and commitment. It also considers the Indigenous communities and conditions in Québec's regions.

The initiative will document the challenges and conditions necessary for mobilization and lead to potential solutions to facilitate the coordination of efforts. It will also contribute to the development and implementation of other initiatives in the Strategy, in particular by systematically identifying the stakeholders whose collaboration must be sought and foster consensus building.

### Body responsible

- ▶ Futur simple

### Targeted stakeholders

- ▶ Organizations
- ▶ Research teams
- ▶ Government departments and bodies

### Time frame

- ▶ 2022-2023

## 1.3 Research and expertise pertaining to mobilization

### Objectives

- ▶ Support research and the creation or pooling of concrete knowledge applicable in the field.
- ▶ Learn through action by documenting success factors and pinpointing the guiding principles to enable the stakeholders to continually adjust their initiatives.
- ▶ Contribute to characterizing the levers by means of which mobilization can accelerate the climate transition.
- ▶ Strengthen the network of research teams to enrich the expertise developed and enhance the efficacy of mobilization initiatives.

### Description

This initiative will support climate mobilization research hinging on two priorities:

- ▶ pooling knowledge through work conducted jointly by research teams from different disciplines and environments;
- ▶ collaboration between the research sector and interveners in the field through the creation of the relevant applied knowledge for the stakeholders on site or that contributes to the scaling of local initiatives.

Such work could, for example, consist in:

- ▶ documenting the rollout of Québec mobilization initiatives through action research projects;
- ▶ observing and analyzing the transformations of the social context that influence mobilization;
- ▶ ensuring international monitoring of avant-gardist approaches aimed at societal mobilization to ascertain what might be applied in Québec;
- ▶ pinpointing impediments, accelerators, and tipping points that might motivate or demotivate Quebecers;
- ▶ studying avenues to act against disinformation and polarization, for example, by conducting surveys to test the reception of different guidelines.

Body responsible ▶ MELCCFP and a partner to be determined

Targeted stakeholders ▶ Research teams

Time frame ▶ 2023-2027

## Key direction 2. Provide consensus-building tools and foster joint action

### 2.1 A community of practice in climate-related communications

#### Objectives

- ▶ Ensure the transfer and application of the most recent knowledge to enhance the impact of communications, commitment, and mobilization activities.
- ▶ Equip the stakeholders from different sectors and bolster their capacities, especially through networking, information sharing, and best practices.
- ▶ Support the efforts of organizations and groups active in the realm of the climate transition to effectively reach their target groups and foster mobilization in communities throughout Québec.

#### Description

A community of practice is a network of professionals from various organizations who wish to share and develop their knowledge in the field of climate-related communications to enhance their capacity to mobilize their respective target groups, including decision-makers.

The community enables its members to develop a shared understanding of the context in which they are acting and to concentrate on their initiatives. It links research teams and professional staff. It also acts as a hub in which research and experience in the field intersect and mutually sustain each other.

The community also includes a training section focusing on presentations and workshops devoted to various themes such as the best communications practices to mobilize the public, the challenges to be considered, and the tools available. The activities afford the members an opportunity to share their learning. Personalized guidance will also be offered to the members who wish to examine the approach in greater depth.

Body responsible	▶ Fondation en environnement et développement durable
Targeted stakeholders	▶ Organizations ▶ Research teams ▶ Government departments and bodies
Time frame	▶ 2023-2025

## 2.2 The interdepartmental climate-related communications and mobilization committee

### Objectives

- ▶ Ensure the coherence and efficacy of climate-change-related government communications and mobilization initiatives.
- ▶ Develop the capacities of government departments and bodies through the pooling of knowledge, experience, and sound communications and mobilization practices pertaining to climate challenges.
- ▶ Link and ensure the complementarity of the initiatives of each government department and body.
- ▶ Bolster within the government the importance and credibility of mobilization against climate change.
- ▶ Explore innovative approaches and foster collaboration.

### Description

The committee will comprise communications and mobilization professionals from government departments and bodies. It will enable them to discuss their respective initiatives and promote the sharing of learning.

During the meetings, the team from the MELCCFP will share strategic information such as research findings that facilitate more effective communication on climate challenges.

Through meetings planned at regular intervals and strategic times, e.g., during the annual planning of government communications campaigns, the government departments and bodies concerned can ensure that coherence is maintained between their respective campaigns and the projects under way.

Body responsible ▶ MELCCFP

Targeted stakeholders ▶ Government departments and bodies

Time frame ▶ 2023-2027

## Key direction 3. Communicate and raise awareness

### 3.1 Government communications campaigns

#### Objectives

- ▶ Inspire confidence in the government's and society's ability to take charge of the problem.
- ▶ Rally the public around a desirable shared perspective of the climate transition and what the Québec of tomorrow could be.
- ▶ Contribute to the acceptance of mitigation and adaptation measures and the establishment of conditions that facilitate the rollout of new developmental initiatives.

#### Description

Communications activities are planned over several years to support Québec climate action because the changes targeted take time and only materialize at the conclusion of sustained, repeated campaigns that are coordinated with other measures.

Such activities will maintain constant, coherent public discourse, which will contribute to the mobilization of Québec society.

The campaigns could include television, radio, and Internet advertising, publications in the social media, sectoral media content, and collaboration with disseminators in the Indigenous communities.

The campaigns will be elaborated in light of the most recent knowledge, drawn, in particular, from Initiative 1.1 Surveys of Public Perceptions and Expectations and Initiative 1.3 Mobilization-related Research and Expertise, and best practices in the realm of climate-related communications.

Body responsible ▶ MELCCFP

Targeted stakeholders ▶ Individuals and the general public

Time frame ▶ 2022-2026

## 3.2 Média Unpointcinq, a solution-based medium specializing in climate action

### Objectives

- ▶ Publicize the climate solutions introduced in Québec, inspire confidence in our collective problem-solving ability, encourage action, and contribute to overcoming ecoanxiety.
- ▶ Show that individual, organizational, municipal, and community efforts are useful because they reflect a collective effort.
- ▶ Encourage the development of knowledge, attitudes, and social norms that are consistent with the fight against climate change and foster commitment.

### Description

Média Unpointcinq produces and disseminates journalistic and educational content on climate action in Québec. It presents inspiring stories, practical solutions, and original initiatives. It highlights the efforts of individuals, businesses, municipalities, the Indigenous communities, and community-based organizations.

The content is disseminated on the Unpointcinq.ca website, which assembles resources to inspire, equip, and support the transition to action. It contains articles and computer graphics, as well as comic strips, video reports, and podcasts. The contents can be filtered by region and theme.

The content produced by Unpointcinq is also disseminated on other platforms through partnerships with various stakeholders or media to broaden its reach among Quebecers.

Média Unpointcinq operates with complete editorial independence in relation to the objectives and activities of the MELCCFP.

Body responsible ▶ Média Unpointcinq

Targeted stakeholders ▶ Individuals and the general public

Time frame ▶ 2021-2025

### 3.3 Awareness-raising through cultural action

#### Objectives

- ▶ Mobilize the cultural sector to broaden and diversify the groups concerned by the fight against climate change.
- ▶ Overcome indifference, appeal to the emotions, and retain attention long enough to generate reflection.
- ▶ Vary the contexts in which climate change is mentioned and adhere to other registers of experience.

#### Description

This initiative will consist in funding the production and dissemination of cultural content that creatively presents topics related to climate change that merit debate in Québec society. Such content will, by way of an example, enable us to imagine the future that climate change holds for us and the consequences of the choices that we make. The activities funded will seek to interest, inform, heighten awareness, and raise consciousness among individuals with regard to the societal phenomena that demand reflection. They can be part of an informal educational context.

The goal is to facilitate understanding, alter perceptions, and propose solutions. Through the contents produced and disseminated, the public must recognize itself and share a common vision of the future.

The initiative could be organized in diverse ways, e.g., the implementation of a standards-based program that relies on calls for proposals, association with an existing major production or event, funding for a specific production, or the conclusion of targeted partnerships with cultural institutions.

The activities funded can include exhibitions, videos (documentaries and films), exploratory circuits, participatory theatre events, serious games, or podcasts. When possible, the integration of climatic dialogue facilitation (cf. Initiative 4.3) could be contemplated.

Body responsible ▶ MELCCFP and a partner to be defined

Targeted stakeholders ▶ Individuals and the general public

Time frame ▶ 2023-2027

## Key direction 4 Encourage climate action and emulation

### 4.1 The Programme Action-Climat Québec

#### Objectives

- ▶ Support, promote, and ensure the scaling of civil society’s mobilization initiatives.
- ▶ Bolster the capacity of individuals and organizations to act.
- ▶ Encourage adherence to coherent approaches that foster the transition to a resilient, low-carbon society.
- ▶ Commit individuals and organizations beyond awareness-raising and the dissemination of knowledge.
- ▶ Foster, on different scales and in several environments, the creation of environments conducive to changes in behaviour, norms, and social practices.

#### Description

The Programme Action-Climat Québec supports the initiatives of civil society that mobilize communities to engage in climate action (mitigation or adaptation). In practical terms, it funds projects that hinge on participation by individuals and organizations and focus on bolstering capacities. The projects must inform, mobilize, and offer preparation and support in action.

The projects selected are situated in all regions of Québec and are aimed, in particular, at businesses, young people, and the municipalities.

Action-Climat Québec seeks to change norms and practices in organizations and among decision-makers, which has a structuring effect and sustains in return individual changes.

The program emphasizes a bottom up approach rather than a top down approach, i.e., the projects stem from organizations in civil society. What is more, such organizations are thoroughly familiar with the needs in their areas of activity and know how to grasp the opportunities that present themselves. They are, therefore, well placed to intervene in the field.

Body responsible ▶ MELCCFP, in collaboration with organizations in civil society

Targeted stakeholders ▶ Individuals and the general public  
▶ Young people  
▶ The municipal sector  
▶ Businesses

Time frame ▶ 2023 for the launching of the call for projects

## 4.2 Events focusing on recognition and heightening ambitions

### Objectives

- ▶ Encourage emulation, collaboration, and healthy competition.
- ▶ Strengthen the feeling of collective effectiveness to combat climate change.
- ▶ Accelerate dissemination and contribute to the scaling of successful initiatives.
- ▶ Mobilize decision-makers in the public and private sectors by offering them an opportunity to publicize progress made in Québec.

### Description

This measure will promote successful initiatives and inspiring, noteworthy projects.

It will also take stock of Québec society's progress through, by way of an example, government measures, under a transparent approach. It will act as a platform for the stakeholders to announce their new commitments and measures or to publicize possible adjustments to existing measures.

Body responsible ▶ MELCCFP and a partner to be defined

Targeted stakeholders ▶ Individuals and the general public  
▶ Indigenous communities  
▶ Young people  
▶ Organization

Time frame ▶ 2023-2027

### 4.3 Climate-related dialogue

#### Objectives

- ▶ Afford individuals an opportunity to discuss climate change by bringing the topic to the fore in communities and organizations.
- ▶ Establish a link between climate action and the public’s concerns.
- ▶ Reveal consensuses on the initiatives to be carried out to mitigate the causes of climate change and to adapt to its impact.
- ▶ Avert the polarization of opinion and rally individuals around a shared perspective of the climate transition.
- ▶ Steer individuals who wish to act to realistic, significant individual and collective initiatives.

#### Description

Climate-related dialogue provides a forum to discuss climate challenges. It affords the participants an opportunity to express themselves among their peers, learn more about other viewpoints, and compare their ideas. Such dialogue offers an opportunity to more specifically target groups that are usually less extensively heard, less aware, or subject to broader resistance to the climate transition.

Climate-related dialogue can take the form of discussion forums, thematic workshops, or coffee klatches. Dialogue draws individuals closer together, whether in a neighbourhood, an organization such as a business or a labour union, or through a community group. Climate-related dialogue relies on an array of adapted facilitation tools and is carried out in collaboration with significant individuals in each community.

It is also possible to program other complementary activities, in particular workshops focusing on a practical commitment to climate action. It is important for the participants to find forms of commitment that reflect their interests and are geared to their capacities.

Dialogue also sustains other initiatives in the Strategy, in particular research devoted to mobilization (Initiative 1.3) and the segmentation of target groups (Initiative 1.1). They afford an opportunity to collect information on individuals’ perceptions of certain measures and the initiatives that will be deemed fair, reasonable, and promising.

Body responsible ▶ MELCCFP, in collaboration with partners to be determined

Targeted stakeholders ▶ Individuals and the general public  
▶ Indigenous communities  
▶ Young people

Time frame ▶ 2023-2024 for the trial phase  
▶ 2024-2026 for the rollout if the trials are conclusive

## Examples of mobilization initiatives under way

### **The Climate Action Barometer**

The Climate Action Barometer, which stems from collaboration between a Université Laval research team and Média Unpointcinq, presents an overview of Quebecers' attitudes toward climate challenges. The report, published annually since 2019, provides data specific to Québec concerning Quebecers' public attitudes and perceptions faced with climate change, their knowledge of the issues, and their level of commitment. The project is essential to document and understand the determinants of climate action and benefits all the stakeholders in the fight against climate change.

[www.unpointcinq.ca/barometre-de-laction-climatique-2021](http://www.unpointcinq.ca/barometre-de-laction-climatique-2021)

### **Unpointcinq, a solution-based medium specializing in climate action in Québec**

Unpointcinq presents to the general public the diversity and beneficial impacts of climate action by demystifying an array of issues and putting forward concrete, accessible solutions. In addition to publishing annually hundreds of inspiring articles and features, it produces podcasts that reach a broader audience. In particular, Unpointcinq is collaborating on the series *En cinq minutes* on QUB radio, where different concepts and themes are succinctly presented in plain language. The series explains, for example, the economic benefits of Québec's energy transition, the weight of air travel in the climate score card and solutions to alleviate it, or the means to reduce the carbon footprint of clothing. Unpointcinq thus succeeds in informing a broad audience and heightening its awareness of climate action. The project has received financial support from the Electrification and Climate Change Fund since 2018.

[www.unpointcinq.ca](http://www.unpointcinq.ca)

### **The Programme Action-Climat Québec**

In the wake of an initial program that supported projects between 2008 and 2013, the Programme Action-Climat Québec was established in 2016 to support initiatives in civil society. During the first two phases of the program, 84 projects received financial assistance totalling \$34 million from the Electrification and Climate Change Fund (formerly the Green Fund). A third phase is planned in 2023. The projects are situated throughout Québec and affect an array of fields related to the fight against climate change. Projects focusing on education on cycling in the schools, guidance for farmers to improve the resilience of farms, a community recycling plant, and citizen science to monitor watercourses offer support and commit organizations and individuals to climate action.

[www.environnement.gouv.qc.ca/programmes/ActionClimat](http://www.environnement.gouv.qc.ca/programmes/ActionClimat)



## COORDINATION, FOLLOW-UP AND EVALUATION

The successful implementation of the Strategy implies the skillful coordination of several initiatives by relying on an array of internal and external partners.

To ensure that the objectives are attained and that the initiatives produce results, follow-up and evaluation processes will be planned. They will be implemented from the outset and continue until the conclusion of the activities.

The evaluation of the Strategy must be flexible in order to adapt it to ongoing changes in the context and knowledge. The learning drawn from the implementation of the initiatives will sustain reflection and improve initiatives on an ongoing basis. Follow-up and evaluation are part of an iterative approach that seeks to reveal the principles and recognize the influence of the stakeholders and their choices on the course of events. The evaluation of the Strategy is facing the intrinsic difficulty of establishing causal links between actions taken and the changes observed.

### General coordination

The Direction du développement des programmes, de l'innovation sociale et des collectivités in the Bureau d'électrification et de changements climatiques in the MELCCFP will coordinate the Strategy. The director du développement des programmes, de l'innovation sociale et des collectivités will supervise a professional team, which will be responsible for planning, implementing, and monitoring the initiatives. When the realization of certain initiatives requires the participation of other partners, the team will oversee them to attain the desired results. Furthermore, it will ensure the coherence of the measures and linkage between the initiatives.

### Strategic policy committee

A strategic policy committee will be established to periodically take stock of advances under the Strategy and advise the general coordination team on the best means to be implemented to achieve the desired changes.

## Follow-up and evaluation methods

The follow-up and evaluation methods will support the efforts made and reveal successes and failures while considering the changing context in order to adjust the initiatives. The methods will rely on qualitative and quantitative approaches.

- ▶ *Implementation indicators (outputs)*

Such indicators are useful to regularly report on the initiatives carried out and on certain outcomes. The indicators will be assembled in a dashboard that will be updated annually.

- ▶ *Indicators of effect*

The indicators of effect in the Strategy will be linked to the indicators of effect in the 2030 PGE that concern the dissemination of knowledge, awareness-raising, and the mobilization of society in the climate transition.

- ▶ *Impact assessment*

The team responsible for coordinating the Strategy will also design evaluation approaches to determine more subtly the attainment of the changes targeted and the relevance of the initiatives put forward. The team's strategic follow-up committee and experts in the realm of evaluation can support the team.



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