


Chapter 2

Strategic Communications for Climate Resilience: European Goals, Local Policies, and Best Practices

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ABSTRACT

The development of society in recent years has unequivocally demonstrated that finding solutions for the effective sustainable management of climate change is critically important for the entire world. The success of these efforts depends on the engagement and motivation of the participants involved. The aim of this study is to explore the significance and role of strategic communications in managing climate change and building resilient local communities. The authors emphasize the necessity of a comprehensive vision and commitment from all participants for

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the success of sustainable policies. The primary focus is on the need to adopt an effective strategic approach in communicating local public policies with stakeholders, aimed at addressing climate challenges.

INTRODUCTION

The development of contemporary society clearly underscores the necessity for effective and sustainable solutions to address climate change an issue of critical global significance. The success of such efforts largely depends on the awareness, engagement, and motivation of all stakeholders involved. In this context, there is a growing need to recognize the role of strategic communication in enhancing public understanding and awareness of climate-related challenges, particularly within the framework of institutional practices in Bulgaria. Effective communication, coupled with a coherent vision for managing this complex process, is a key factor for success.

The research interest in the topic “Strategic Communication for Climate Resilience” is driven primarily by the desire to explore the interconnections between programmed communications across European objectives, national and local policies, and the practical application of best practices aligned with the mission of achieving climate resilience. In this regard, defining the parameters of the study’s scholarly relevance involves clarifying the core concepts and their corresponding components in order to construct a principled framework for analyzing the evolving landscape of environmental change. The research design integrates desk research with a sequence of empirical and theoretical analysis, employing a deductive approach and culminating in a proposed applied model for strategic communication for climate resilience. The study puts forward arguments in support of rethinking traditional hierarchical structures in favor of “networked” models that link supranational objectives with national and local implementation in institutional agendas. The issue of environmental, and more specifically, climate resilience is broadly addressed within the agendas of global and European institutions, as well as numerous civil society organizations. While it often intersects with domains such as corporate social responsibility, sustainability, marketing, and other social disciplines, the leading principle from macro to micro levels remains the creation of dialogical, motivated, and constructive governance. Such governance must play a decisive role in fostering inclusive public thinking and action aimed at realizing the European climate vision.

This approach necessitates a shift toward innovative, two-way communication and meaningful relationships with both citizens and businesses within the broader context of effective sustainability. The evolving modalities of information accumulation and dissemination are transforming institutional and community life, shaping new ways of thinking, living, and working. Demands and expectations are

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