

Connect your project to existing plans

Municipalities already work within approved plans, policies, and budgets. Your project should connect directly to these existing frameworks rather than operating outside of them.

Project / initiative	Date
Community / organisation	Municipality

1. Which municipal objectives does your project contribute to?

Tick all that apply, and write one line on how your project contributes.

OBJECTIVE	HOW YOUR PROJECT CONTRIBUTES
☐ Climate action	
☐ Energy resilience	
☐ Local economic development	
☐ Other:	

2. Where does the municipality already commit to this?

Tick the plans you have checked, and note the section, page or target that your project supports.

PLAN	SECTION, PAGE OR TARGET
☐ Integrated Development Plan (IDP)	
☐ Municipal budget	
☐ Municipal climate or energy strategy / action plan	
☐ Other plan or policy:	

KEY MESSAGE

If your project supports what is already in the plan, it becomes harder to ignore.

Keep this sheet. You will use your answers again in Part B: Strategic Framing.

Speak their language

Tie the framing directly to municipal goals, such as renewable energy, efficiency, and equitable access. Align community energy projects with the municipality's existing renewable energy targets and goals.

Carry forward from Part A
Copy in the objectives you ticked and the plans you found.

Objectives (Part A, question 1)	Plans and targets (Part A, question 2)

3. How will you position your project?

Tick the ones that are true for your project.

☐ Supports renewable energy targets	☐ Other:
☐ Creates jobs	
☐ Improves affordability	
☐ Reduces losses	
☐ Supports climate commitments	

4. Reframe it

Turn what you want into how it helps the municipality meet its goals.

NO "We want solar"	YES "We help meet your targets"
What we want	How it helps the municipality

5. Your one-sentence pitch

Example: "We propose a community solar project aligned with your renewable targets and job creation goals."

KEY MESSAGE
You are not outside the system, you are helping deliver it.

Next: take your pitch to Make a Formal Ask.