

# Climate Change Community- level Solutions: Moving from “Me” to “We”

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**NNOCCI** National Network for Ocean and  
Climate Change Interpretation



# IMPACT BY DESIGN



BEHAVIOR CHANGE | MONITORING & EVALUATION | INTERPRETATION

# Goals for today



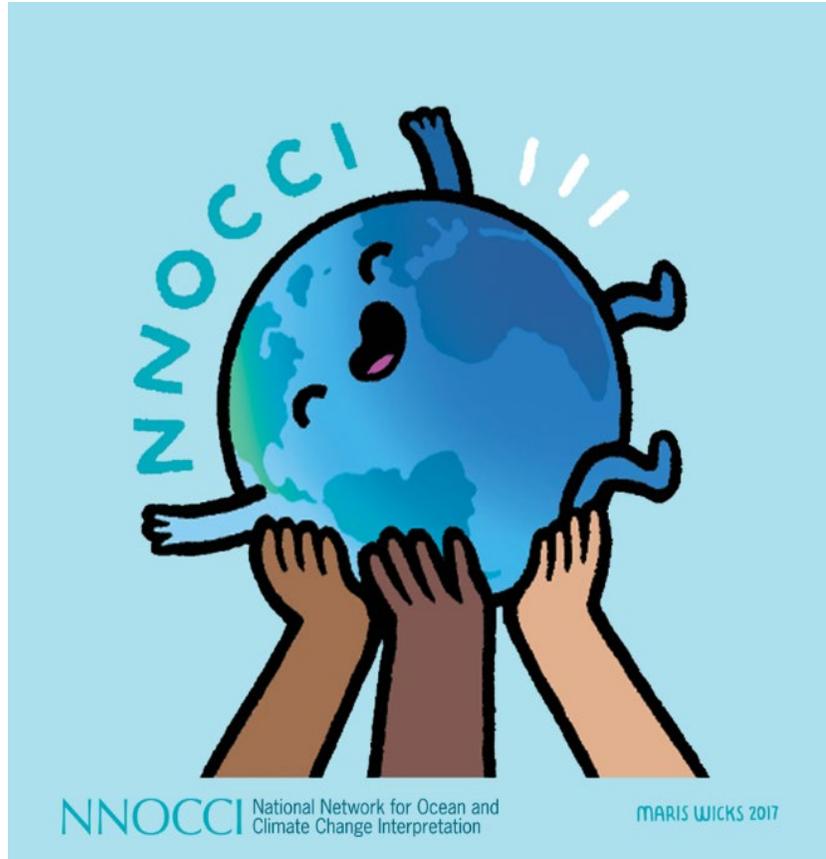
- Introduce you to **why we need to tell a different story about climate change** and some tools to help you start telling that story.
- Engage in activities that **develop ideas around solution messaging** that provides tools to engage in constructive dialog that leads to action on climate change.

# Effective climate action requires productive public discourse and civic engagement



- 70% of Americans think climate change is happening now.
- Yet, 65% of Americans discuss climate change only occasionally or never.

# Our Mission

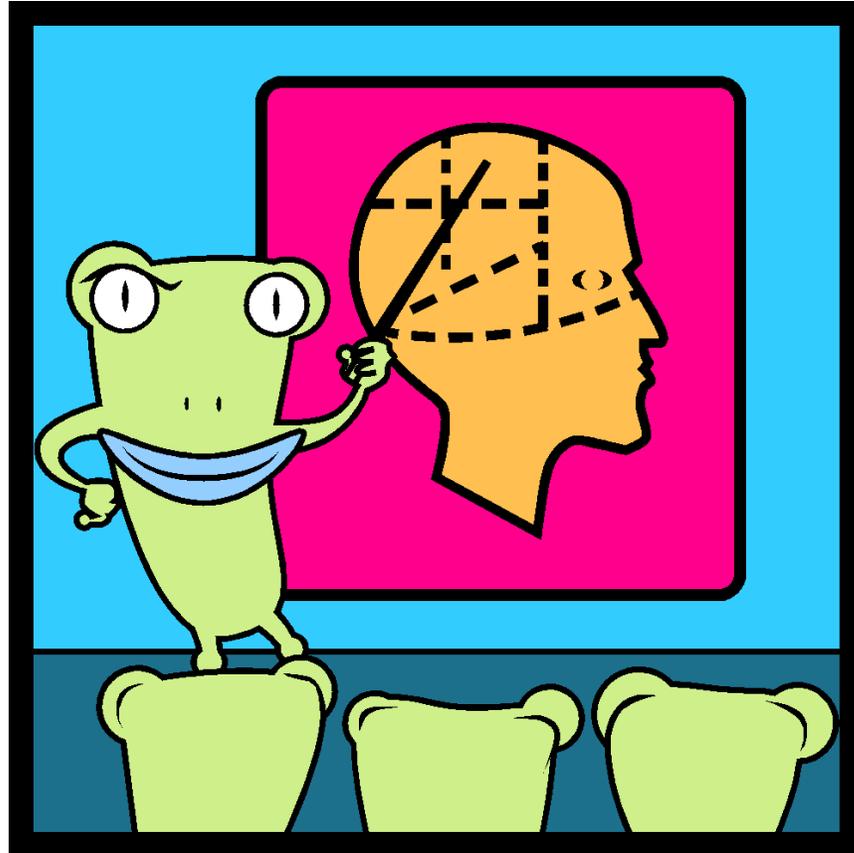


Together we can train enough voices in proven communication techniques to shift the national conversation about climate change to be more positive, civic-minded and solutions-focused.

# The NNOCCI Story



# Where do we start?



Knowing how people think helps us construct and deliver our messages for highest impact.



# Strategic Framing is...

A research-based approach that is proven to:

- **Bridge the gap** between scientist and public understanding
- Help the public understand the **mechanisms of climate change**
- Show the public how they can **be 'heroes'** of the climate change story
- Leave them with a **sense of hope**

# The Core Story of Climate Change

Why does this matter to society?

How does it work?

How do we improve the situation?

**Take a moment to think  
about something you  
value.**

Beauty

Health

Providing for  
Others

Home

Interdependence

Happiness

Money

Security &  
Safety &  
Protection

Nature

Right to Exist

Science

Love

Learning

Family

Adventure

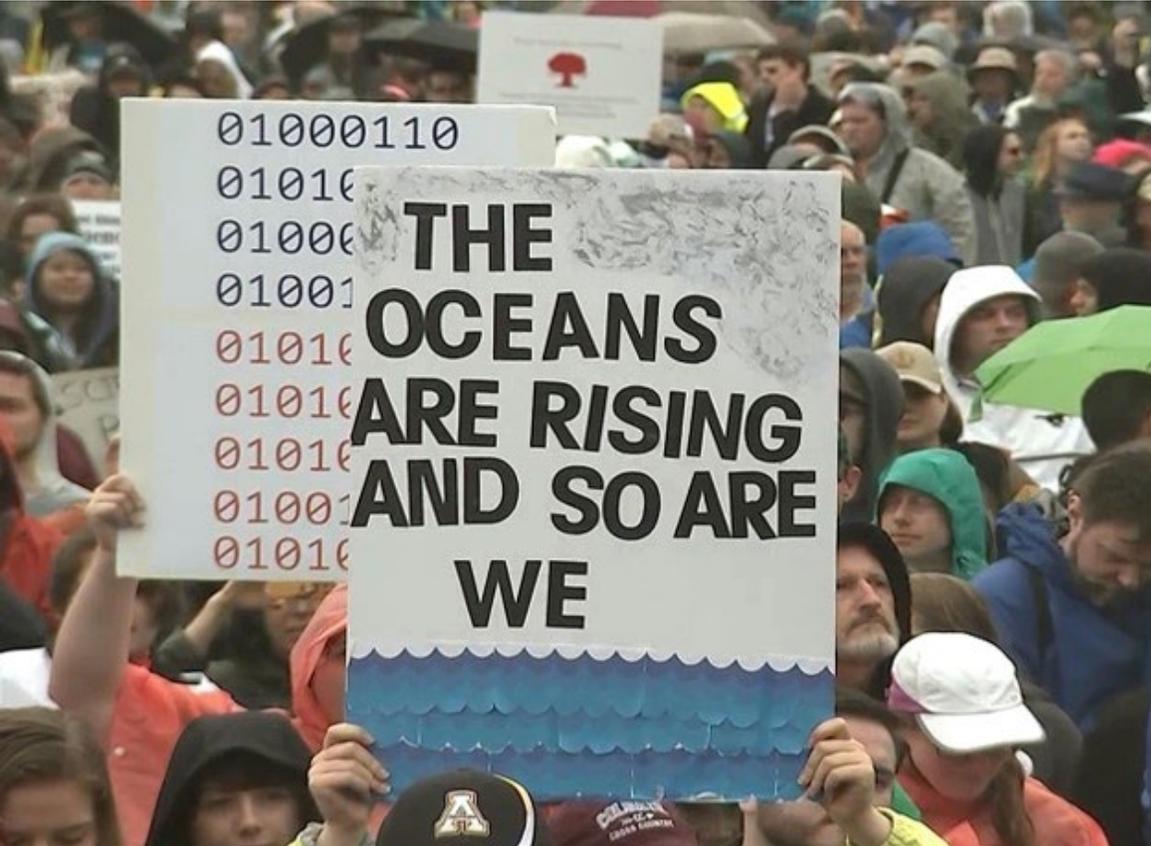
# Why Does This Matter to Society?

The first part of your story is **why someone should care about climate change**. If you don't clue them into this first, **they will tune you out**.

Align climate change with an issue someone already cares about so it's not competing for time and attention with other issues in their lives.



# Why Does This Matter to Society?



We can't assume that everyone cares about the environment and climate change for the same reasons we do!

We did research to find out how to best connect with people...

# Our Toolbox

Why Does  
This Matter  
to Society?



*Responsible  
Management*



*Protection*

How Does it Work?



*Regular &  
Rampant CO<sub>2</sub>*



*Heat-trapping  
Blanket*



*Osteoporosis  
of the Sea*



*Climate's Heart*



*Explanatory Chains*

How Do We  
Improve the  
Situation?



*Community-  
level Solutions*

# Introducing Values



Value

## Protection

Why does it matter? What's at stake?



The story you're telling:

We must protect people and places from being harmed by the issues facing our environment.



Strategically redirects thinking away from patterns such as:

- Bottomless Grocery Store
- Change Is Natural/Fatalism
- Individualism
- Nature Will Fix Itself
- Nature Works in Cycles
- Solution = Recycling

# Protection



*'x' matters because we have a duty to safeguard the wellbeing of people and places*

- We must protect and preserve the habitats and ecosystems we depend on
- Showing concern for others is the right thing to do
- Stepping in to ensure peoples' safety and well being
- Let's take measures to eliminate or reduce risks
- Let's be vigilant in shielding people and places from harm

# The Core Story of Ocean & Climate Change

Why does this matter to society?

**Values** (Protection & Responsible Management)

How does it work?

How do we improve the situation?

# The guessing machine has consequences...



# Let's revisit our toolbox...

Why Does This Matter to Society?



*Responsible Management*



*Protection*

How Does it Work?



*Regular & Rampant CO<sub>2</sub>*



*Heat-trapping Blanket*



*Osteoporosis of the Sea*



*Climate's Heart*



*Explanatory Chains*

How Do We Improve the Situation?



*Community-level Solutions*

# How does it work?

Many climate communications focus on the impacts of climate change and do not specify how it happens.

Without this crucial piece of information, people arrive at the wrong solutions. People are more likely to act when they know how something works.

# A good explanation will:

- Walk people through the mechanism at work
- Connect the science to the solutions and the story to the subject at hand
- Motivate productive consideration of multiple solutions
  - Give people a role in the story

# Explanatory Metaphors

- Make an abstract idea concrete and sticky
- Help people understand the mechanisms at work
- When linked to causes and impacts, they motivate productive consideration of multiple solutions

# Introducing Scientifically Tested Metaphors



Explanatory Metaphor

## Heat-Trapping Blanket

A metaphor for the basic mechanism of climate change



The story you're telling:

When we burn fossil fuels for energy, we add more and more carbon dioxide into the atmosphere. This buildup acts like a blanket that traps heat around the world, which disrupts the climate.



Strategically redirects thinking away from patterns such as:

- Change Is Natural/Fatalism • It's About the Ozone, Isn't It? • Nature Will Fix Itself
- Nature Works In Cycles • Solution = Recycling

# The Core Story of Ocean & Climate Change

**Why does this matter to society?**

**Values** (Protection & Responsible Management)

**How does it work?**

**Explanatory Metaphors** (Heat Trapping Blanket, etc...)

**How do we improve the situation?**

# Back to our toolbox...

Why Does  
This Matter  
to Society?



*Responsible  
Management*



*Protection*

How Does it Work?



*Regular &  
Rampant CO<sub>2</sub>*



*Heat-trapping  
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*Osteoporosis  
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*Climate's Heart*



*Explanatory Chains*

How Do We  
Improve the  
Situation?



*Community-  
level Solutions*

# How do we improve the situation?



Community-level solutions  
foster hope and instill a sense of agency and efficacy.

# Solutions as a frame element

- Involves describing evidence-based policies, programs, or initiatives that address the **scale of the problem**
- Foster **engagement and hope** by framing climate change as a problem that can be addressed at a **collective level** through practical steps by an informed, engaged citizenry

# Solutions – Moving from “Me” to “We”

This can get a little sticky...  
... and that's ok! We are all friends here! :)

## What we are saying:

Collective solutions that engage communities match the *scale of the problem*.

## What we are **not** saying:

Individual solutions don't matter, or don't make a difference.

This collective action can change things *(again)*.



# Solutions – “Me” to “We”

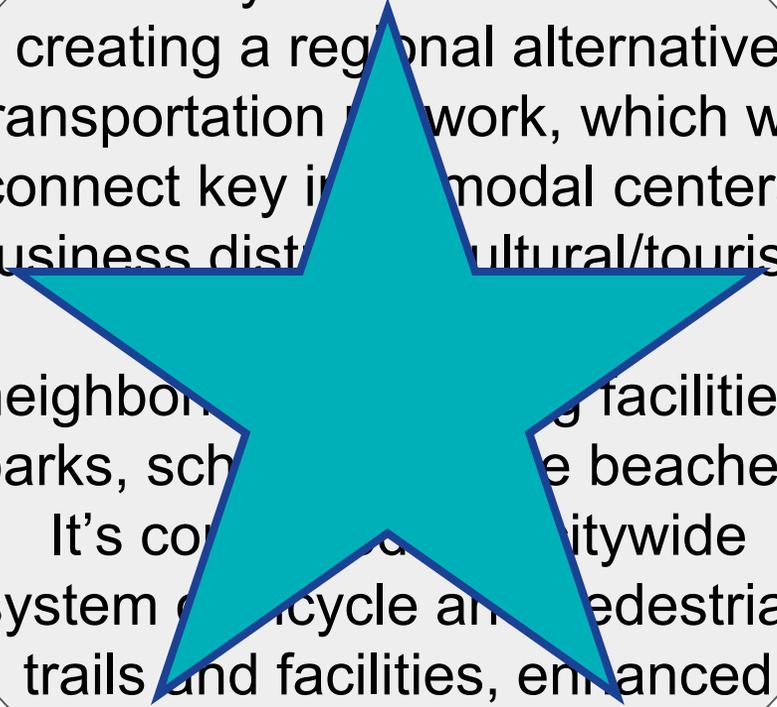
Can you spot the  
collective solution?  
*(sometimes it's a gray  
area...)*



# Solutions – “Me” to “We”

## Southeast

After seeing viral footage on social media of a struggling sea turtle with a straw stuck in its nose - students in Jacksonville, FL hosted a booth downtown asking people to sign commitments not to use plastic straws at restaurants.

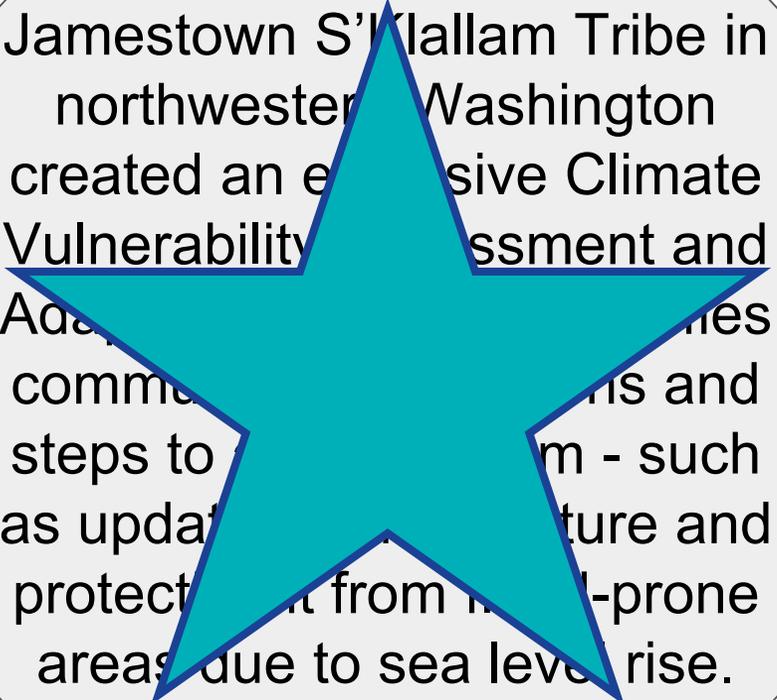


The City of Miami Beach is creating a regional alternative transportation network, which will connect key intermodal centers, business districts, cultural/tourism neighborhoods, and recreational facilities, parks, schools, and beaches. It's connecting a citywide system of bicycle and pedestrian trails and facilities, enhanced public transit facilities and more.

# Solutions – “Me” to “We”

## Northwest

The Oregon Department of Energy Alternative Fuel Vehicle Revolving Fund provides loans at low or no-interest rates for the incremental cost of Alternative Fuel Vehicles to provide incentives for buying eco-friendly cars.



Jamestown S’Klallam Tribe in northwestern Washington created an extensive Climate Vulnerability Assessment and Adaptation Plan. The tribe has committed to various steps to reduce risk - such as updating its fire and flood insurance and protecting its most vulnerable areas due to sea level rise.

# Solutions – “Me” to “We”

## International



Traditional cooking practices produce 2 to 5 percent of annual greenhouse gas emissions worldwide. Clean Cooking Alliance for Climate Solutions (CCAS) works with state partners to move towards universal, affordable, effective, and clean cooking technologies around the world through multiple projects at various scales.

A group of chefs in Spain started participating in the ‘Meatless Monday’ movement. They offer a special menu on Mondays and advertise in the community to try to nudge people to stop eating meat one day per week.

# Solutions – “Me” to “We”

## Midwest

In Iowa, a nonprofit conducted home visits to teach people about home energy conservation and asked them to publicly commit to reducing their energy consumption. The program resulted in 20% energy reduction among participants.

Michigan voters enacted the *Clean, Renewable, and Efficient Energy Act* (Public Act 295), requiring the state's alternative energy sources, electric utilities, and municipalities to generate 10% of their retail electricity sales from renewable energy resources by 2021.

# Solutions – “Me” to “We”

## Northeast



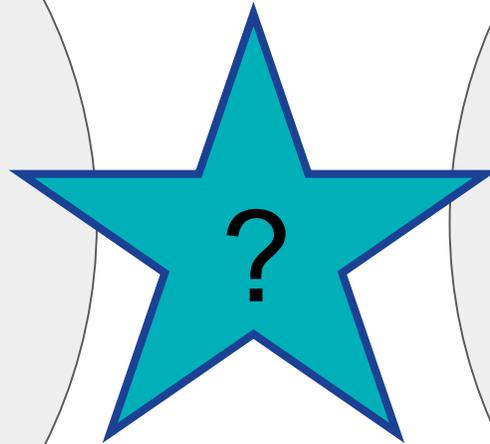
Parents, students and teachers use Schools for Climate Action resources to petition the school board to adopt a climate change resolution. Competition works, school board passes resolution that requires multiple-level action on climate change in the school district.

Each year in southern Maine, a town holds a Children’s Water Festival to promote household and personal water consumption reduction. Children give presentations, host booths, and participate in water reduction activities.

# Solutions – “Me” to “We”

## West Coast

A county in California is providing curbside recycling at no cost to residents to boost recycling rates in a neighborhood with poor program participation.



The people of the City of Sacramento vote in law 10.36.090 that prohibits people from leaving a car unattended without first turning off the engine and removing the ignition key - therefore reducing idling.

# Putting it all together

**Why does this matter to society?**

**Values** (Protection and Responsible Management)

**How does it work?**

**Explanatory Metaphors** (Heat Trapping Blanket, etc.)

**How do we improve the situation?**

**Solutions**

## Today's Example

Like many people, we at the Aquarium, believe in safeguarding people and places from harm -for the well-being of animals and people. Our use of fossil fuels, like coal, oil and natural gas, for our energy needs is releasing excess carbon dioxide into the atmosphere. In the atmosphere CO<sub>2</sub> acts like a heat-trapping blanket, preventing Earth's heat from escaping and warming the planet, including the ocean. Many animals thrive in very specific temperature ranges, and as the ocean warms they are moving towards the poles or deeper. The relocation of species is messing with all levels of the food chain as predators are having trouble finding their prey. The key to protecting our planet is reducing our fossil fuel consumption at a community level.

Fortunately, we have Solarize MA, a program that increases the adoption of small-scale solar electricity systems by leveraging community engagement to lower purchase prices. 58 communities have joined this effort. You can share what you've learned with your town and connect them with the step-by-step plan for getting involved.

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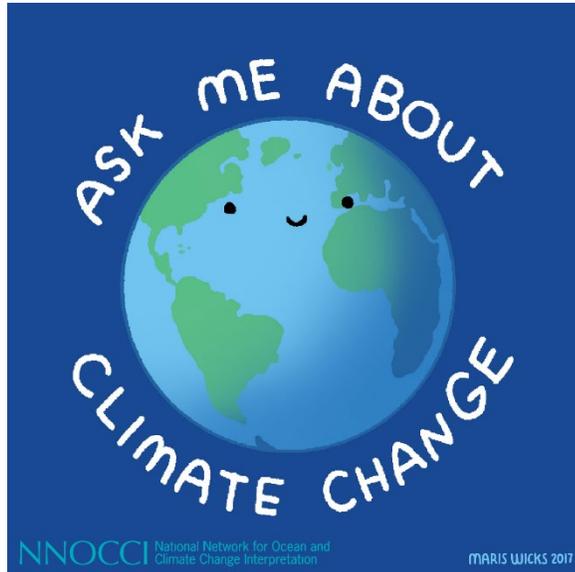
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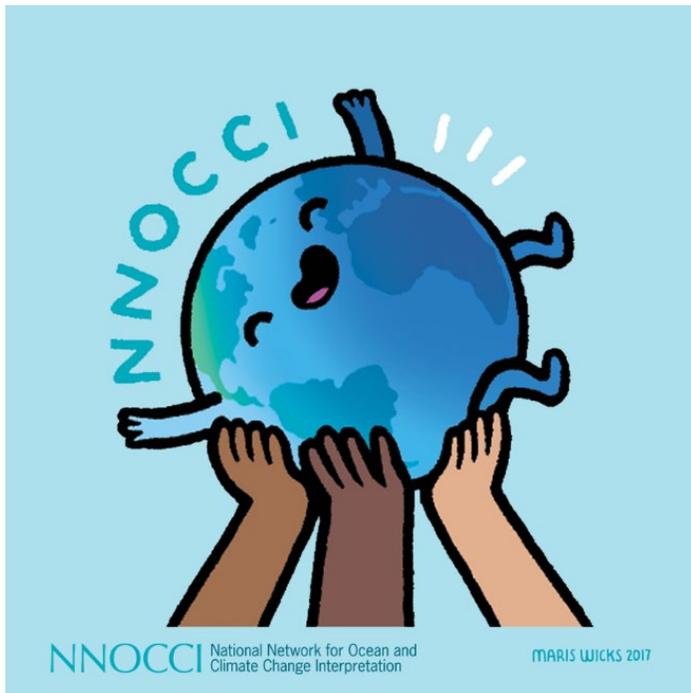
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# Continue your framing practice with these resources:



- Resources from today:  
<https://tinyurl.com/NSSClimateChange>
- Set up a profile on [ClimateInterpreter.org](https://ClimateInterpreter.org)
- Try our Free Online Course as a refresher:  
<https://tinyurl.com/NNOCIfree>
- Find time to meet up with the folks in this room and practice!

# Stay connected to our community



- [www.climateinterpreter.org](http://www.climateinterpreter.org)
- Follow us on Facebook: National Network for Ocean and Climate Change Interpretation
- Follow us on Twitter: @\_NNOCCI
- Lauren Watkins  
[lauren@impactbydesigninc.org](mailto:lauren@impactbydesigninc.org)