



Introducing the Climate Access Network

CARA PIKE

Director, the Social Capital Project of
The Resource Innovation Group

November 15, 2011

+ background

The Resource Innovation Group's Social Capital Project

Climate Communications and Behavior Change

A Guide for Practitioners



CARA PIKE

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American Climate Attitudes

An Analysis of Public Opinion Trends and Recommendations
for Advancing Public Engagement on Global Warming



CARA PIKE

Director, the Social Capital Project of The Resource Innovation Group

MEREDITH HERR

Senior Associate, the Social Capital Project of The Resource Innovation Group

May 2011



+ The Challenge

- Building public support is critical.
- Practitioners are often isolated, with few resources.
- Research can be applied more effectively.
- Best practices on the ground are not being tracked.



+ What Practitioners Want

How Climate Access Delivers

1. Synthesize & analyze the fire hose of information.
2. Illustrate how ideas play out.
3. Create a network of networks.

ClimateAccess
SHARING WHAT WORKS

The network for those engaging the public in the transformation to low-carbon, resilient communities.

Navigation: About Us | Blog | Resource Hub | Campaign Gallery | Tips and Tools | Member Forums | Contact | Logout

Social Media Links: facebook | twitter | SEARCH

LOOK WHO'S TALKING:

Average Facebook Posts Per Week
Average Tweets Per Week

Exploring how nonprofits are using social media.

Who Rules Social Media? A Look At Social Media Impact By Nonprofit Issues

This article (with accompanying infographic) explores how nonprofits across a range of issue areas use social media and what impact they have with their audiences, including Facebook and Twitter statistics and staffing data.

[Read more](#)

BLOG

November 11, 2011
Taking the Long View on Keystone
Cara Pike

When you work on climate, time is usually of the essence; every moment of delay makes the problem worse and harder to reverse. Yesterday's decision by President Obama to order a second environmental review of the Keystone XL pipeline is unusual in that it buys the climate movement a tiny bit of time. Time not only to work out a strategy that will ultimately halt the pipeline

FEATURED RESOURCE

The Environment: Public Attitudes and Individual Behavior — A Twenty-Year Evolution — GfK Roper Consulting (commissioned by SC Johnson)

An update of the 1990 Green Gauge® survey that investigates shifts in U.S. green

MY MEMBER FORUMS

Southeast Climate & Energy Network-USCAN
Climate Access (all) Forum
Connect U.S. Fund - USCLQ
Forum Example

[VIEW ALL FORUMS](#)

NETWORK DIRECTORY



1.

**Synthesize & analyze the
fire hose of information.**

BLOG

The Climate Access blog is the place for leading climate thinkers and doers to highlight and respond to key developments and findings on climate communications and behavior change. The blog's objective is to be a filter and a translation service for those working on the ground.

► [Apply to be part of the network](#) or [log in](#) to join the discussion.

CLIMATE ACCESS BLOG



November 12, 2011

Taking the Long View on Keystone

Cara Pike

When you work on climate, time is usually of the essence; every moment of delay makes the problem worse and harder to reverse. Yesterday's decision by President Obama to order a second environmental review of the Keystone XL pipeline is unusual in that it buys the climate movement a tiny bit of time. Time not only to work out a strategy that will ultimately halt the pipeline and rapid development of the Tar Sands, but, most critically in my view, that will increase long-term public engagement on climate.

[Read more](#)



November 10, 2011

There's Action Out There

Meredith Herr

By working on climate change, I know that spending each day confronted by news of increasingly harmful impacts and political polarization can be dispiriting to say the least. It's important for all of us (myself included) to be reminded of the innovative ways that people are taking action to raise awareness and inspire change. That's why I'd like to direct your attention to the Climate Access Campaign Gallery.

[Read more](#)



November 4, 2011

Winning the Story Wars with Freaks, Cheats

RECOMMENDED BLOGS

[Alchemy of Change: Gideon Rosenblatt](#)

[Climate Central](#)

[Climate Progress: Joe Romm](#)

[Free-range Thinking: Andy Goodman](#)

[Grist: David Roberts](#)

[Inside Climate News](#)

[New York Times Dot Earth: Andrew Revkin](#)

[Sightline Institute: Anna Fahey](#)

[The Climate Desk](#)

[Treehugger: Brian Merchant](#)

[U.S. Climate Action Network](#)

PARTNER BLOG: STONEHOUSE STANDING CIRCLE

[ClimateAccess.org Launches!](#)

[Climate Shorts: Picks from the Climate Reality Project](#)

[Global Warming along Party Lines: New Report from YBCA](#)

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Stina David Marge Erika



Cory Eric Andy Cara

RESOURCE HUB



Photo: Creative Commons - photo bank

Your source for essential research, news articles, and commentary on climate change communications, behavior change, and public opinion. It is one of the ways we help you synthesize and analyze the fire hose of information coming out these days. Browse resources by category or search by entering publication information or keywords into the fields below.

In addition to the library of materials, we have created special **collections** on various topics, including recommended reading lists from leading experts.

We invite you to explore and download resources. In order to post and view comments, **apply to join the network** or **log in**. Also, as a member you can share resources with the Climate Access network. Don't forget to **send us your suggestions** for items to keep the Resource Hub current and relevant to your work.

UNDERSTANDING THE ISSUE

Climate Science, Public Awareness

ENERGY CHOICES

Other, Renewable Energy, Fossil Fuels, Energy Efficiency

IMPACTS AND ADAPTATION

Jobs and the Economy, National Security, Species and Habitat, Adaptation Strategies, Impacts, Food and Agriculture, Public Health, Extreme Weather

WHAT THE PUBLIC THINKS

Public Opinion Trends, Polling

PUBLIC ENGAGEMENT STRATEGIES

Social Media, Media, Framing and Messaging, Digital and Visual Communications

Title

Author

Resource Type

Collection

THEORIES OF CHANGE

Social and Behavior Change

POLICY AND PUBLIC SUPPORT

United Kingdom, United States, Australia, Canada

Keyword

Organization/Publication

FEATURED RESOURCE

The Environment: Public Attitudes and Individual Behavior — A Twenty-Year Evolution

The Environment:
Public Attitudes and
Individual Behavior —
A Twenty-Year Evolution

An update of the 1990 Green Gauge® survey that investigates shifts in U.S. green consumer attitudes and behavior.

COLLECTIONS

ECOPSYCHOLOGY & CLIMATE RESOURCES

CLIMATE JUSTICE RESOURCES

BOB DOPPELT'S BEHAVIOR CHANGE

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Jessie Margery Julie John

COLLECTION

CLIMATE JUSTICE RESOURCES



Photo: Creative Commons - daniel a.

A collection of guides and reports on taking action to address the disproportionate impact of climate change on low-income communities and communities of color.

COLLECTION RESOURCES

Organizing Cools the Planet

Joshua Kahn Russell, Hilary Moore, 2011

This guidebook outlines a climate justice framework and offers tools for organizations to apply when engaging those who are most impacted by climate change (low-income communities, communities of color and Indigenous peoples).

Value: 0

ACT NOW for Climate Justice

Young Friends of the Earth Europe, 2009

A handbook created in preparation for building a climate justice campaign for COP15 that includes messaging and outreach recommendations (including an action plan template) that are still relevant for organizers.

Value: 0

Climate Change and Gender Justice

Geraldine Terry, 2009, Oxfam

An exploration of the complex relationship between gender and climate change that applies a gender lens to issues of vulnerability to climate impacts, adaptation, mitigation, and advocacy.

Value: 0

Climate Justice Initiative Toolkit

NAACP, 2010

This toolkit highlights the disproportionate impact of climate change on communities of color and includes recommendations for taking action to ensure an equitable green economy.

COLLECTIONS

ECOPSYCHOLOGY & CLIMATE RESOURCES

CLIMATE JUSTICE RESOURCES

BOB DOPPELT'S BEHAVIOR CHANGE RESOURCE PICKS

CLIMATE SCIENCE MESSAGING RESOURCES

CLIMATE ENGAGEMENT GUIDES

STORYTELLING RESOURCES

EXTREME WEATHER MESSAGING RESOURCES

SEGMENTATION STUDIES

MORE COLLECTIONS ►

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Jessie Andy Cara David



John Eric Stina Julie

TIPS AND TOOLS



Photo Credit: Commons - LA GreenSource

To help climate communicators effectively engage the public, we are compiling expert recommendations that can be applied to campaigns and programs.

These "Tips and Tools" include user-friendly tip sheets from TRIG's Social Capital Project publications and other sources, archives of Climate Access roundtable discussions ([apply to become a member](#) to be part of these invite-only events), case studies of public engagement campaigns, and interviews with leading thinkers and doers.

If you've produced, or know of, a resource that could be turned into a helpful tip sheet, a campaign that would make a good case study, or inspiring individuals to interview or include in our roundtable discussions [let us know](#).

LATEST TIPS AND TOOLS

Communication Tips for Public Health Professionals

November 10, 2011

A summary of the Center for Climate Change Communication's recommendations for why, with whom, and how public health professionals should communicate about climate change.

Tip Sheet: The 5-D Staged Approach

October 4, 2011

A five-staged model of change to understand where people are in the process of shifting toward a more sustainable mindset.

Tip Sheet: Ten American Worldviews

October 4, 2011

The social values that shape individuals' understanding of environmental issues.

Tip Sheet: Challenges in Building Tension, Efficacy and Benefits

October 4, 2011

How outreach strategies can incorporate three fundamentals of change.

VIEW TIPS AND TOOLS



Tip Sheets

Quick communication and outreach strategy tips.



Interviews

Conversations with the field's leading thinkers and doers.



Roundtables

An archive of the Climate Access webinar series.



Case Studies

In-depth examples of public engagement efforts.

FEATURED TIP SHEET

["Selling" a Positive Vision](#)

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Stina Julie David Andy



TIP SHEET: "SELLING" A POSITIVE VISION

A four-step process from Futerra Sustainability Communications on how to "sell" the vision of a low-carbon future.



(From: Futerra, *Sell the Sizzle*)

File(s): T&T Selling a Positive Vision.pdf

Average:

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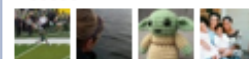
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Eric Marge Erika Marce



Stina Julie David Jessie



2.

Illustrate how ideas play out.

CAMPAIGN GALLERY

We track not only what the research is saying, but also how individuals, communities and organizations are taking action to address climate change. We're gathering innovative and compelling communications and public outreach campaigns in this gallery. It's essential to know what's working and what's not, so we want to hear from you.

► [Apply to become a Climate Access member](#) or [log in](#) to get behind the scenes and discuss these campaigns with experts. You can also submit campaign examples and discuss best outreach practices in the [Member Forums](#).



Member's Pick

Bangladesh Climate
Justice Day 2011



Alliance for Climate
Education: Do One Thing
TO HELP THE ENVIRONMENT



Farming First: The Story
of Agriculture and the
Green Economy



Portland Green Building:
June Key Delta
Community Center



A Kit
A Plan
A Place
CDC: Zombic Emergency
Preparedness



Conversations with the
Earth: Indigenous Voices
on Climate Change



Tar Trek: A teenage take
on Alberta's Tar Sands



The Crazy Sustainable
Commute & Dogwood
Initiative: 'What's
Crazier?'



City as Living Laboratory:
'Broadway: 1000 Steps'

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FEATURED MEMBER



Hunter Cutting
Director of
Strategic
Communications,
Climate Nexus

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Are you involved in - or do you
know of - an interesting
campaign? Submit examples of
campaigns here to share with the
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BROWSE THE CAMPAIGNS

CAMPAIGN

November 1, 2011

ALLIANCE FOR CLIMATE EDUCATION: DO ONE THING

Meredith Herr



The Alliance for Climate Education is encouraging students to pledge to "Do One Thing" to help the environment and cool the planet.

It's easy to feel overwhelmed when talking about ways to address climate change. The Alliance for Climate Education's **Do One Thing (DOT)** campaign wants young people to focus on one simple daily action that they can take to reduce their impact on the environment. Campaign suggestions include recycling, unplugging gadgets, driving less, carrying reusable water bottles, and supporting green businesses. They also enable students to propose their own actions.

DOT participants are encouraged to "connect the DOTs" by forming teams with their peers. The Alliance for Climate Education provides guidance for how these teams of high school students can initiate school-wide projects to address climate change.

Learn more about the Do One Thing campaign [here](#).

And watch the DOT music video "**Plastic State of Mind**" (spoofing Jay-Z's "Empire State of Mind"), that cleverly describes the problem of single use plastic bags and how discontinuing their use is interconnected with protecting personal health and the environment.

Image from www.acespace.org/dot.



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Are you involved in - or do you know of - an interesting campaign? Submit examples of campaigns here to share with the Climate Access network.

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3.

Create a network of networks.

MEMBER FORUMS

► [Browse the Network Directory](#) to connect with colleagues. **401 members and counting!**

► [View the Member Guide](#) for more information about member-only features. [Contact us](#) for more information about setting up a private forum for your group.

CLIMATE ACCESS (ALL) FORUM



This is a password-protected place for all members of Climate Access to share best practices and discuss the most important climate communications and behavior change issues.

FORUM TOPICS

[Occupy Climate](#)

[Seven Reasons Why the Public is Not Engaged on Climate](#)

RECENT ACTIVITY IN THIS FORUM

October 23, 2011 by [Climate Access](#)

How can we partner with the Occupy movement without co-opting it?

Gideon Rosenblatt had this to say about Occupy and co-optation when Climate Access interviewed him for the Taking...

2 hours 1 min ago by [David Minkow](#)

I'm not entirely sure that we can - or should. Some of the worst sins of the environmental movement, in my...

2 weeks 6 days ago by [Cat Lazaroff](#)

[Respond](#) | [View All Responses \(2\)](#)

October 19, 2011 by [Climate Access](#)

RECENT RESOURCES

November 7, 2011 by [Climate Access](#)

Connecting the Dots: A Communications Guide to Climate Change and Extreme Weather

A messaging guide to help communicators convey the relationship between climate change and extreme weather events, including framing recommendations and sample language. <exclusive for members>

Author(s):

[Hunter Cutting](#)

[View Responses](#)

November 7, 2011 by [Climate Access](#)

Extreme Weather Talking Points

Talking points on communicating the link between greenhouse gas emissions and extreme weather trends. <exclusive for members>

Author(s):

[Hunter Cutting](#)

[View Responses](#)

November 4, 2011 by [Cara Pike](#)

An introduction to breakthrough storytelling

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MEMBER FORUMS

CONNECT U.S. FUND - USCLG



This Climate Access forum is a private space for the Connect U.S. Fund's U.S. Climate Leadership Group (USCLG) to develop communication strategies, share information and best practices, and coordinate efforts within and across working groups.

FORUM TOPICS

[US Climate Leadership Group](#)

[Climate Finance Working Group](#)

[Fast-Action Mitigation Working Group](#)

[Green Climate Fund Working Group](#)

[Climate-Smart Development Working Group](#)

[Fossil Fuel Subsidies Working Group](#)

RECENT ACTIVITY IN THIS FORUM

October 21, 2011 by [Climate Access](#)

[How do we constructively engage the private sector?](#)

RECENT ACTIVITY IN CLIMATE ACCESS (ALL) FORUM

[How can we partner with the Occupy movement without co-opting it?](#)

Sunday, October 23, 2011 - 23:21

Author: [Climate Access](#)

[What are some other reasons for the lack of public engagement on climate?](#)

Wednesday, October 19, 2011 - 09:00

Author: [Climate Access](#)

[Keystone XL campaign](#)

Friday, November 11, 2011 - 10:05

Author: [Climate Access](#)

[Right to Survive Is Non-Negotiable](#)

Saturday, November 12, 2011 - 09:51

Author: [masudbd](#)

[Bangladesh Climate Justice Day 2011](#)

Friday, November 11, 2011 - 23:24

Author: [Hasan Mehed](#)

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Organizational Type	Area of Expertise / Interest	City
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Province	<input type="button" value="Apply"/>	



Jon Baron
Jon Baron
EDU | University of Pennsylvania
Professor of Psychology



Wendy-Lin
Wendy-Lin Bartels
GainesvilleFlorida
EDU | The Florida Climate Institute and
Southeast Climate Consortium
Science Communication, Anthropology,
Process design and facilitation Work in
southeast USA and Brazilian Amazon



Stacy Barter
Stacy Barter
VictoriaBritish Columbia
NGO | BC Healthy Communities
Community Engagement, Behaviour
Change, Multi-sectoral Collaboration



Elizabeth Bast
Elizabeth Bast
NGO | Oil Change International
Managing Director



davebaumann
David Baumann
MontrealQuebec
NGO | Taking Root
Community Based Reforestation



Nidia Bautista
Nidia Bautista
SacramentoCalifornia
NGO | Coalition for Clean Air
Climate Change Equity Cars
Transportation Energy Health Impacts



cindy
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Auckland
NGO | Greenpeace, climate analytics,
and others (self employed)
Climate communications and media
research on deniers and the fossil-fuel
industry think tanks that fund them



William Becker
William Becker
NGO | E3G
Senior Associate



toddbeer
Todd Beer
BloomingtonIndiana
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climate justice



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+ Outcomes

- Tools for practitioners to apply the latest thinking & provide information to researchers.
- Track the field and develop best practices.
- Better uptake on campaigns to build public support.
- Effective frames are adopted, distributed, and integrated.





THE Social Capital PROJECT
of The Resource Innovation Group

RUTGERS
Climate and Social Policy Initiative



+ Opportunities

- Climate literacy feed
- Discussion group/private forum



www.climateaccess.org

Contact

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