



# CLIMATEGENERATION

A WILL STEGER LEGACY

# Climate Generation

Climate Generation: A Will Steger Legacy educates and empowers people to engage in solutions to climate change.



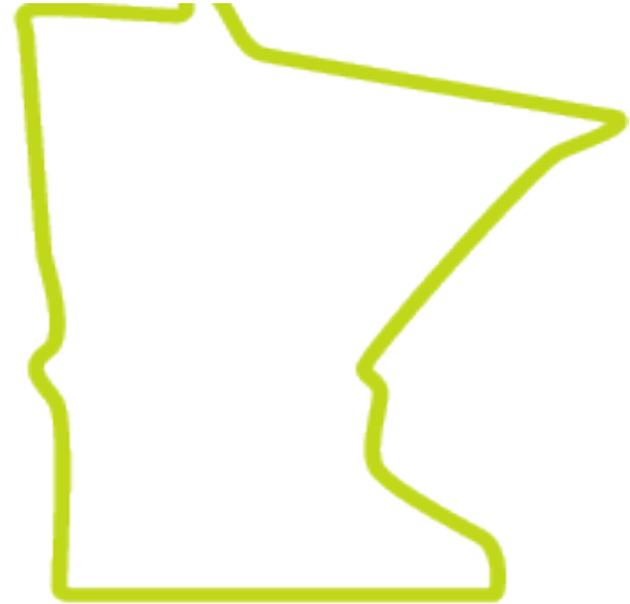
Emerging Leaders



Policy



# CLIMATE MINNESOTA



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LOCAL STORIES, COMMUNITY SOLUTIONS



Climate Minnesota responds to the urgent need to increase climate literacy and promote sustainable behavior change among Minnesotans by sharing the knowledge of local experts and the stories of individuals impacted by climate change. The project builds on the power of media for sharing stories and the importance of personal contact to reach a broader, more diverse audience.



## Funding From:



THE MCKNIGHT FOUNDATION



<http://www.lccmr.leg.mn/projects/2014-index.html#201409e>

## Convened By:



CLIMATEGENERATION

A WILL STEGER LEGACY

Regional Sustainable  
Development Partnerships

UNIVERSITY OF MINNESOTA  
EXTENSION



# Goals and Activities

## Goals

- Increase climate literacy of Minnesotans of all ages, economic levels and backgrounds statewide
- Highlight and share knowledge of local climate science and solutions experts
- Build community capacity and resiliency through climate change engagement
- Positive behavior change related to climate change mitigation and adaptation

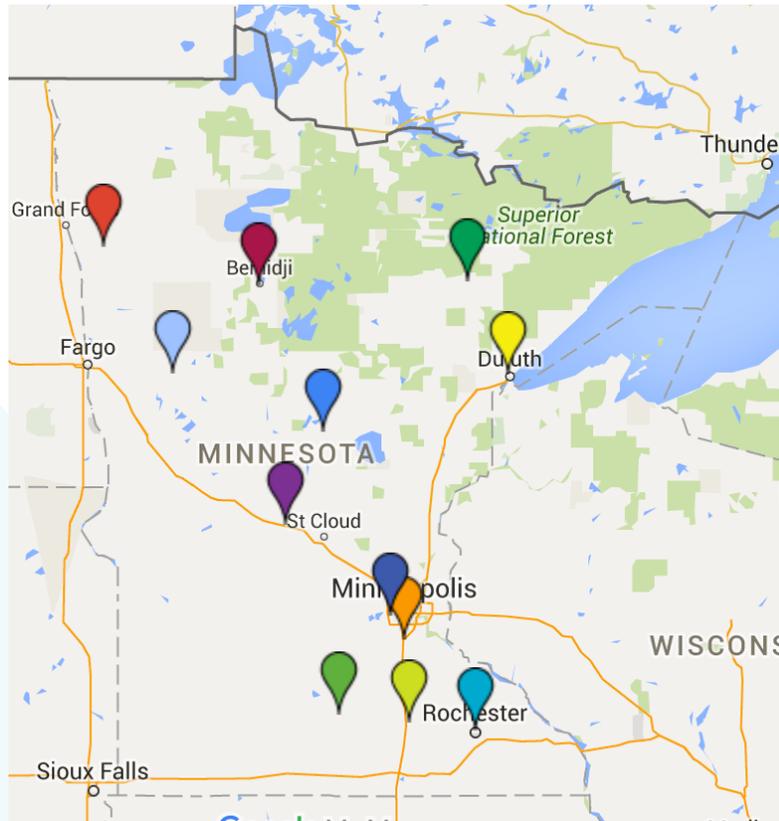


## Activities

- 12 Public Convenings
- Storytelling Collection
- Television production



# CONVENINGS



# Coordination and Outreach

- 🕒 Storytelling Collection
- 🕒 Community “Intelligence”
- 🕒 Partner Meetings
- 🕒 Climate Action Teams
- 🕒 Evaluation Development
- 🕒 Online RSVP and Pre-survey
- 🕒 Emails, Postcards, Flyers



# Resource Fair



# Convening

Resource Fair (45 minutes)

Welcome: Mayor/Official

Connecting with Neighbors: What do you value about your community?

Climate Change in Bemidji:

Trusted Messenger

Community Reflection: How does what you have learned impact what you value?

Storytelling Panel

Provocative Question: Are you ready to engage in solutions?

Solutions Workshops

Dessert Reception



# Trusted Messengers

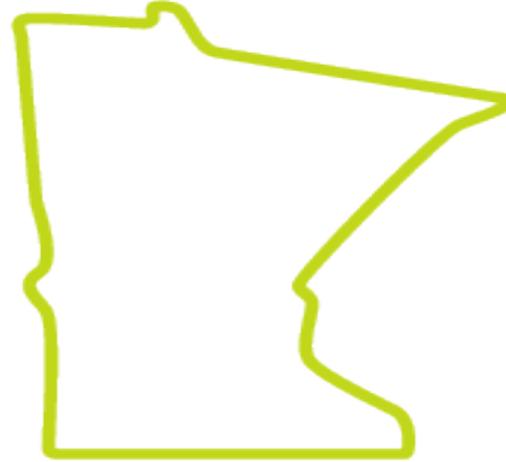
- Mayors
- State Climatologist, Mark Seeley
- Locally Know Scientist, John Abraham
- State Meteorologists, Paul Hutner and Paul Douglas
- Will Steger, Polar explorer
- Storytelling Panel
- Coaching all Messengers on Message



# Community Leader Opening



# CLIMATE MINNESOTA



LOCAL STORIES, COMMUNITY SOLUTIONS

[www.climateminnesota.org/mankatoarea](http://www.climateminnesota.org/mankatoarea)



**#ClimateMN**



# What do you value most about your community?



### BUILDING A MORE RESILIENT AND READY COMMUNITY

Climate change impacts so many things and affects our communities in so many different ways. To prepare for climate change impacts in the Mankato Area, we must work together to implement strategies to build a more resilient community, reduce future risks and provide benefits to our economy, health and natural resources. Learn how local governments are working together to create a model to assess vulnerability and to plan for adaptations. Actionable Item: Learn about what you can do personally to join in this community effort. Presented by the Region Nine Development Commission.

### CLIMATE STORYTELLING WORKSHOP

We all have a story to tell. What is your climate story? Learn how personal stories can build confidence in talking to peers about this seemingly complex issue. Actionable Item: Begin to develop your own climate story and learn about how the power of story can paint a compelling picture of how this issue is intertwined with our lives and why we should care. Presented by Climate Generation: A Will Steger Legacy.

### MANKATO AREA ENERGY SOLUTIONS

Reducing emissions that are contributing to climate change begins with understanding how we're using energy, where our energy comes from and how we personally can get behind smart energy choices. Actionable Item: Learn about what you can do to become engaged in solutions, ranging from home improvements to simple behavior changes. Presented by the Minnesota Department of Commerce, Energy Resources Division.

### MOVING MANKATO TO ZERO WASTE

While there isn't any one solution to climate change there are many small steps available to each of us, such as composting. Composting addresses climate change by sequestering carbon in the soil, reducing reliance on fossil fuel based pesticides and fertilizers, avoiding landfill methane and waste incinerator emissions. Actionable Item: Learn what composting is, why it's important and the particulars of our new household organics drop-off site in Mankato. Presented by Mankato Zero Waste.

### AGRICULTURAL SOLUTIONS IN A CHANGING CLIMATE

Agriculture is one of the most vulnerable industries to climate change, and climate change adaptation and mitigation strategies need to be economically efficient and reduce farmer risk. The University of Minnesota Forever Green Initiative is developing new winter annual and perennial crops that increase farmer economic returns, and simultaneously improve water quality, increase pollinator habitat, and improve agriculture's resilience to climate change. Actionable items: Learn about innovative ag solutions and the opportunities that exist for rural communities, that can boost economy and environment. Presented by the University of Minnesota's Forever Green Initiative.

Continue to connect with us, share your climate story, and learn more about climate change solutions at [www.climateminnesota.org/mankatoarea](http://www.climateminnesota.org/mankatoarea)

## MANKATO CONVENING



### CLIMATE STORYTELLING WORKSHOP

We all have a story to tell. What is your climate story? Learn how personal stories can build confidence in talking to peers about this seemingly complex issue. Actionable Item: Begin to develop your own climate story and learn about how the power of story can paint a compelling picture of how this issue is intertwined with our lives and why we should care. Presented by Climate Generation: A Will Steger Legacy.

### PHENOLOGY: CITIZEN SCIENCE IN YOUR OWN BACKYARD

Climate Change is affecting our seasons and species in Northern Minnesota and phenology reflects how we track these changes. Learn what phenology is and how you can be a part of creating a public record of what we are seeing on the "Range". Actionable items: Learn how to begin making observations of nature in your own backyards and how scientists may depend on these types of personal observations to ascertain trends in the natural world. Presented by John Latimer, KAXE - Northern Community Radio, Staff Phenologist.

### IRON RANGE ENERGY SOLUTIONS

Reducing emissions that are contributing to climate change begins with understanding how we're using energy, where our energy comes and how we personally can get behind smart energy choices. Actionable item: Learn about what you can do to become engaged in solutions, ranging from home improvements to simple behavior changes. Presented by the Minnesota Department of Commerce, Energy Resources Division and RREAL (Rural Renewable Energy Alliance).

### COMMUNITY SUSTAINABILITY INITIATIVE CONTEST

Each spring IRPS offers awards of \$500 to applicants who propose projects in our communities that will enable us to strive towards a more sustainable future. Actionable item: During this workshop we will explore ideas that could be submitted for the 2016 award cycle. Presented by the Iron Range Partnership for Sustainability (IRPS).

### OUR CHANGING FORESTS: COMMUNITY DRIVEN WILDFIRE RISK MANAGEMENT

Our identity in the Iron Range is strongly tied to our forests. However, nationally as well as locally we are seeing an increase in catastrophic wildfire events that are affecting people, homes, businesses, parks, utilities and other community assets. So, how we can protect our forestland in the midst of our changing climate. Join the discussion on how wildfire can affect not only our forests, but the entire community. Learn about the role that you can play to help your community be more resilient to wildfire. Presented by Fire Adapted Communities Learning Network Program, Dovetail Partners, Inc & U.S. Forest Service, Superior National Forest.

Continue to connect with us, share your climate story, and learn more about climate change solutions at [www.climateminnesota.org/ironrange](http://www.climateminnesota.org/ironrange)

## IRON RANGE CONVENING



# Special Guests included



Paul Huttner, Chief  
Meteorologist, MPR

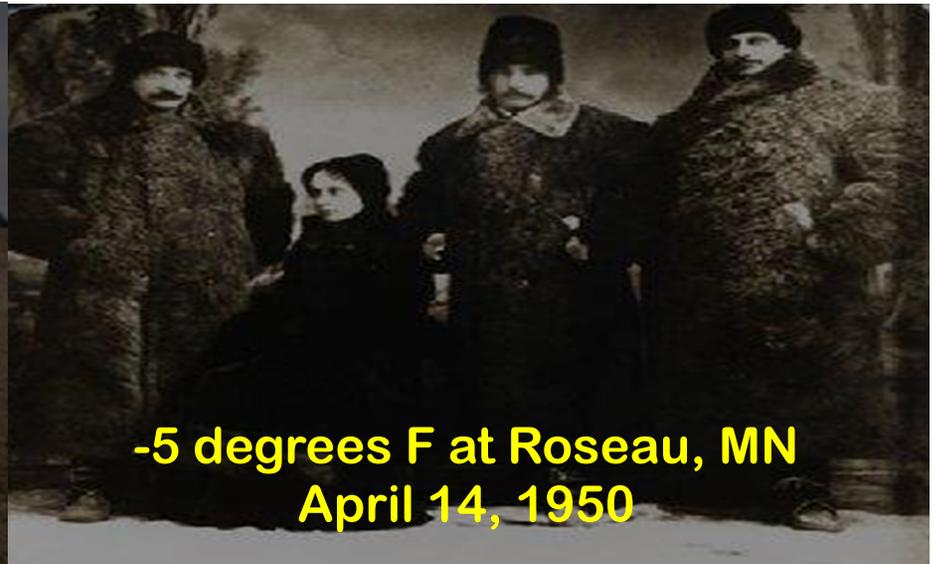


Mark Seeley, U of MN  
Climatologist





**94 degrees F at Benson, MN  
April 14, 2003**



**-5 degrees F at Roseau, MN  
April 14, 1950**



**Deadliest tornado in state history  
at Sauk Rapids  
April 14, 1886**

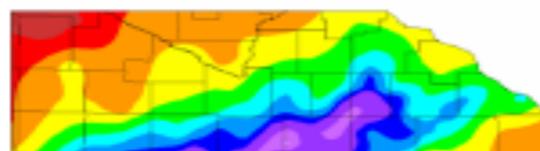


**16" of snowfall at  
Farmington, MN  
April 14, 1983**

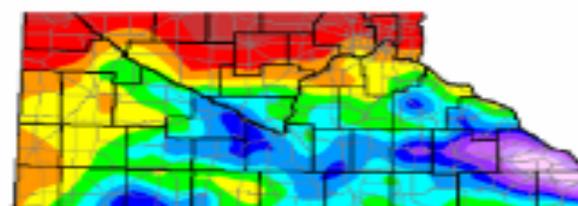
## Observed Increase in Heavy Rainfall Frequency in Minnesota

- 3"+ rainfall has doubled in frequency since early 1960s
- Three "1000-Year" rainfall events have occurred in southern MN since 2004
- 37% increase in heaviest precipitation events in the Upper Midwest since 1958

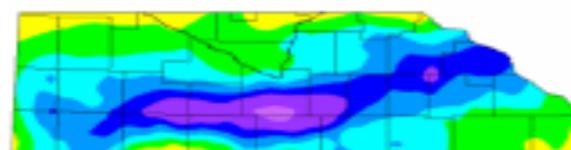
'1000-yr (approx.) events' in Southern Minnesota in the last decade.  
September 14-15, 2004



August 18 through August 20 (8:00 AM CDT), 2007



September 22-23, 2010



A "by-eye" estimate of the total area covered by 10" of rain over the 7 years of 2004-2010 appears to be near 3400 sq. mi. or about 300 sq. mi per year. Given that the area of the southern 3 counties looks to be approximately 20000 sq. mi. the areal fraction of the southern three counties covered by 10" per year appears to be approximately 1/100, i.e. at the rate of coverage for the last 7 years an area equal to the whole southern three county area could be covered in about 100 years.

In light of what you have learned, how does that threaten what you value most about your community?



# Storytelling Panel

Moving Mankato to Zero Waste

Betty Winkworth

Sustainable Action for Justice: A Spiritual Devotion

Lisa Coons

A young person's story of education and empowerment

Grace Brosnan



# Storytelling Panel

John Latimer

One Phenologist's Journey

Jason Edens

From Energy Assistance to Solar Assistance

Shawn Callahan

A Tale of Sustainable Tourism: A Passageway  
Nature's "Green Gate"



# Siri Berg-Moberg – Central, MN – “A Pond Hockey Story”

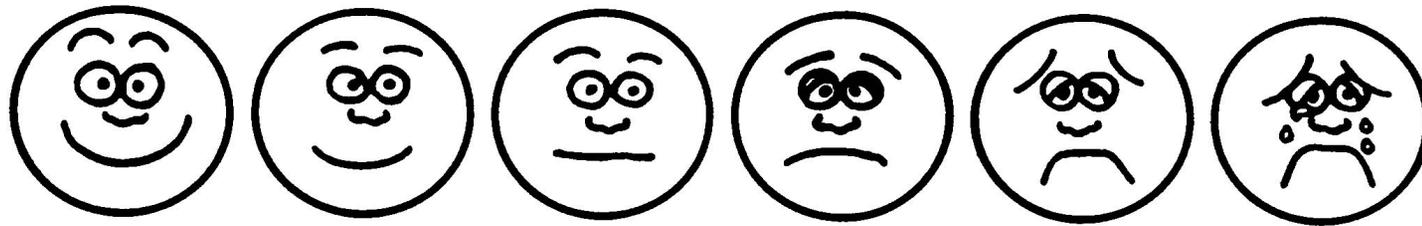








After hearing from your neighbors on the panel, how do you feel about tackling climate change?



# Now it's your turn.



# Follow Up

- 🕒 Postcards
- 🕒 Follow Up with Solutions Workshops and Climate Action Teams
- 🕒 Website Recaps
- 🕒 Webinars
- 🕒 Educator Workshops
- 🕒 Documentary on Public Television
- 🕒 Evaluation



# Evaluation

- 🕒 Pre-interviews in communities
- 🕒 RSVP with embedded pre-survey
- 🕒 Convening
  - Abridged Pre-survey for new registrants
  - Activities
  - Solutions Chosen
  - Favorite Part of the Convening
- 🕒 Post Survey
- 🕒 Post Interviews and Coaching for Stories
- 🕒 Engagement Thru Webinars

# Stories=Authentic Community Dialogue



# Participation

	Bemidji	Crookston	Burnsville	Duluth	Owatonna	Mankato Area	Iron Range	Rochester	Detroit Lakes	Brainerd	West Metro	Albany	TOTALS
Registered	42	45	51	57	19	63	38	50	14	52	85	15	516
Attended from Registration	29	22	15	36	16	46	36	40	12	45	70	12	367
Onsite Registration	37	49	17	37	13	38	20	36	15	20	22	20	304
Total Attendees Recorded	66	71	32	94	29	84	56	76	29	72	107	50	716
Total Attendees Head Count	100	105	90	125	60	120	80	100	40	90	120	50	1030
Filled out postcards	40	24	38	46	25	44	38	31	25	52	65	15	428
Outside Speakers	4	4	4	4	4	4	4	4	4	4	4	4	44
Resource Fair	10	9	10	14	7	10	10	11	9	14	14	8	118



Connections Culture Animals Progressive  
Forests Forward-thinking

**Nature** **Water** **People**

Opportunity Land  
Stability Friendship Environment Smallness  
Families know Involvement Connected Caring Beauty  
**Friends** **Trees** Sustainability Local Initiative great  
Welcoming Rural Neighbors Climate **Green** Resources  
Wilderness Wetlands Spirit Hunting Fishing Inclusivity future  
small space feel Safe Fresh Unity Wildlife needs **Parks**  
**Lakes** Love **Lake** Spaces world fire more Flandran **Clean**  
youth Togetherness quality friendliness Friendly **Superior**  
Acceptance Food peace Agriculture Opportunities Health **Wildness**  
Access Cooperation Infrastructure Everything **Diversity**  
Fellowship Freedom Connection Peaceful sense  
**Natural** **Family** **Relationships** **Safety** **Air**  
Rivers change Trails Education Livability Forest  
**Community** **Outdoors** **Support**  
Neighborhood



# Initial post evaluation results show:

- Participants leave the event and remember it in a positive light, hopeful, energized, and connected.
- Participants show an increase in their confidence to talk about climate change impacts and solutions
- Over 85% say they spoke with others about the event at least few times, with 36% of them saying they spoke about it frequently
- 90% of participants said they have taken some steps towards mitigating and/or adapting to climate change since the convening.



# Actions taken

- ⦿ Reducing energy and water use (66%)
- ⦿ Agricultural or Gardening Solutions (38%)
- ⦿ Community/larger solutions (21%)
- ⦿ Conversations (11%)
- ⦿ Political solutions (2%)

(Please note percentages add up to more than 100 because some responses fell into multiple categories)



## BUILDING CAPACITY

### Participants gained new connections to their network

	None	One or two	Three to five	More than five
<b>Call or text</b>	35%	46%	13%	6%
<b>Email</b>	20%	55%	16%	9%
<b>Meet in person</b>	29%	59%	10%	3%
<b>Ask over to your house or business to lend a hand</b>	65%	32%	1%	1%

**This number of new connections is remarkable for a one-time event.**



# Successes

- Positively overwhelmed by abundance of great stories
- Great media coverage
- Partnerships are key
- Building relationships with and within
- Leveraging opportunities- working in tandem not in parallel
- Opportunity to apply research
- Community Buy In
- Vested Interest from Partners



# Challenges

- ⦿ We can't share all these great stories at one convening. Packed and detailed Agenda.
- ⦿ Evaluation- length?
- ⦿ Attendance?
- ⦿ Ability to BE in the community
- ⦿ Equity- finding the right stories and participants that reflect the community
- ⦿ Focus on the public- how to support ALL people (day care, late night?, etc.)



# MINNESOTA STORIES IN A CHANGING CLIMATE



# Questions?

Kristen Poppleton

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# Theoretical Framework

1. Start with the community and what they care about- connect on common values.
2. Strive to make the event a mirror of the community.
3. Recruit peer groups.
4. Focus on local impacts.
5. Be solutions-focused.
6. Connect through stories.
7. Include trusted messengers of community, science and solutions.
8. Provide real, tangible solutions.
9. Provide multiple opportunities to engage in different ways.
10. Follow up.

