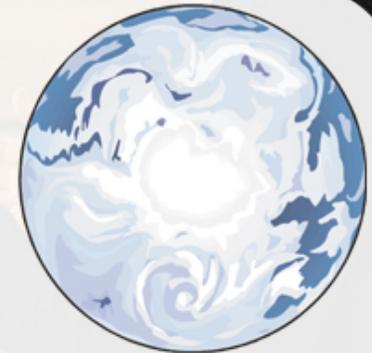




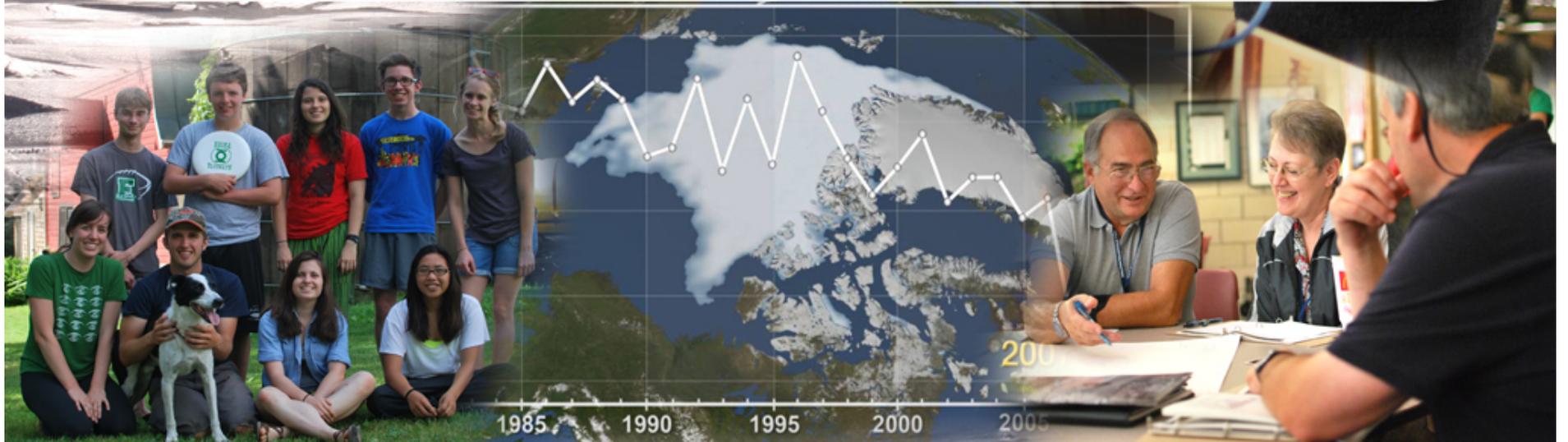
WILL STEGER

F O U N D A T I O N

willstegerfoundation.org



Arctic Sea Ice Area





Will Steger Foundation

The Will Steger Foundation's unique story stems from our founder, Will Steger, a recognized authority on the Polar Regions and an eyewitness to the effects of climate change. Established in 2006, the Will Steger Foundation is a nationally connected and trusted partner for innovative climate change solutions.





Will Steger Foundation

The Will Steger Foundation educates and empowers people to engage in solutions to climate change.



Emerging Leaders



Policy



Education





Education Mission

We support educators, students and the public with science-based, interdisciplinary educational resources on climate change, its implications and solutions to achieve climate literacy.



Educators



Students

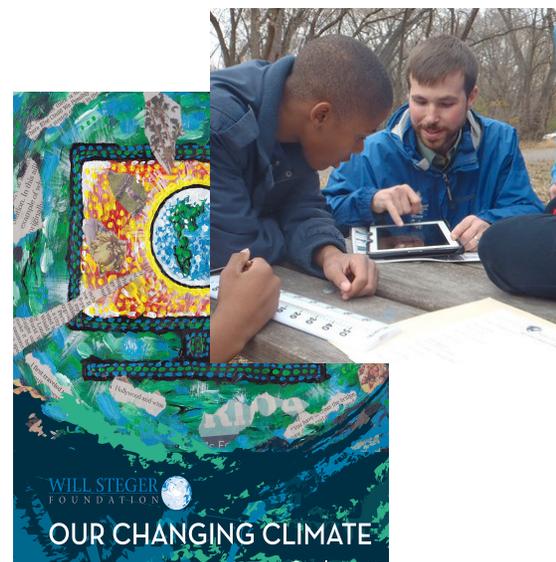


WILL STEGER
Public ACTION 



Mission realized through...

- the sharing and development of curriculum and online resources
- offering professional development opportunities for informal and formal educators
- hosting public outreach events
- maintaining and growing regional and national partnerships





CLIMATE MINNESOTA



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.



Educating Minnesotans about Potential Impacts of a Changing Climate Logic Model

Objectives	Resources	Outputs		Intended Outcomes	
		Activities	Products/Deliverables	Short-term	Medium and Long Term Outcomes
<p>Increase climate literacy of Minnesotans of all ages, economic levels and backgrounds statewide</p> <p>Highlight and share knowledge of local climate science and solutions experts</p> <p>Build community capacity in climate change engagement</p> <p>Positive behavior change related to climate change mitigation and adaptation</p>	<p>ENRTF Allocation (\$325,000 total)</p> <p>Contract and Paid Staff</p> <p><i>Minnesota's Changing Climate Project</i> and other WSF curriculum Assets</p> <p>TPT TV Production Experts</p> <p>Established contacts statewide of Educators, Faith and community leaders, scientists, university and colleges</p>	<p>Plan, implement and support forums, workshops and trainings statewide</p> <p>Revise Minnesota's Changing Climate Curriculum</p> <p>Develop research based Behavior Change Activities and Peer Support Group Facilitation Norms</p> <p>Develop Discussion Guide for <i>Minnesota Stories in a Changing Climate (MSCC)</i> 60 minute TV program</p> <p>Develop TPT 60 minute Television Program and Six Information Shorts</p> <p>Develop climate literacy and behavior change evaluation tools</p>	<p>Revised <i>Minnesota's Changing Climate Curriculum Materials</i> for Grades 3-12</p> <p>12 statewide public forums including municipal leaders</p> <p>2-4 educator workshops</p> <p><i>TPT</i> 60-minute TV program and Information Shorts for statewide broadcast and web</p> <p><i>MSCC</i> discussion guide for educators, forum and municipal leaders</p> <p>Support of Peer Behavior Change Support Groups</p> <p>Evaluation Report Results</p>	<p>All Contact Participants; includes Forum, Workshop Attendees, TPT Viewers</p> <ul style="list-style-type: none"> Increased climate literacy Awareness of local climate science and solutions resources <p>Educators</p> <ul style="list-style-type: none"> Comfort, confidence, competence integrating climate change into their curriculum <p>Municipal Leaders</p> <ul style="list-style-type: none"> Comfort, confidence, competence communicating about climate change with their constituents <p>Peer Support Group Members</p> <ul style="list-style-type: none"> Commitment to climate change action project and/or telling climate stories Connected with peers with similar commitment Connected with resources to implement 	<p>All Contact Participants; includes Forum, Workshop Attendees, TPT Viewers</p> <ul style="list-style-type: none"> Positive behavior change related to climate change mitigation and/or adaptation Access community climate change resources Identification of barriers to behavior change <p>Educators</p> <ul style="list-style-type: none"> Regularly include climate change as a topic, including solutions based activities and/or mitigation projects <p>Municipal Leaders</p> <ul style="list-style-type: none"> Use <i>MSCC</i> with constituents as a tool to connect them with mitigation/adaptation measures <p>Peer Support Group Members</p> <p>Implement climate change action projects and/or tell climate stories</p>



Funding From:



Convened By:



Regional Sustainable
Development Partnerships
UNIVERSITY OF MINNESOTA
EXTENSION

THE MCKNIGHT FOUNDATION

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





1) **Convenings:** Throughout 2015 and into 2016, we will hold a series of 12 public convenings across the state that will connect communities through local science, stories, and solutions that encompass the broad range of impacts that Minnesotans are seeing now. In addition we will hold two to four educator workshops that highlight local resources and build capacity.

2) **Climate action teams:** Each convening will culminate in the establishment and ongoing support of peer groups in all of the 12 communities. These groups will focus on sharing their “climate stories” and implementing community projects that advance climate change solutions.

3) **Storytelling Collection:** We’re inviting Minnesotans across the state to share their stories of how climate change has impacted their lives, either in blog or podcast form. We will present these stories online and encourage them to be shared statewide as educational resources and as inspiration for climate action.

4) **Television production:** Twin Cities Public Television (TPT) is creating a TV production and video segments that examine the different ways that climate change is affecting Minnesotans in various settings.



CLIMATE MINNESOTA



LOCAL STORIES, COMMUNITY SOLUTIONS

CONVENINGS



CLIMATE MINNESOTA

LOCAL STORIES, COMMUNITY SOLUTIONS

The Will Steger Foundation is launching Climate Minnesota: Local Stories, Community Solutions to communicate about climate change through local science, stories, and solutions that encompass the broad range of impacts that Minnesotans are seeing now. Join us for a local convening to hear from experts, community members, and storytellers to learn about local impacts and commit to real solutions.

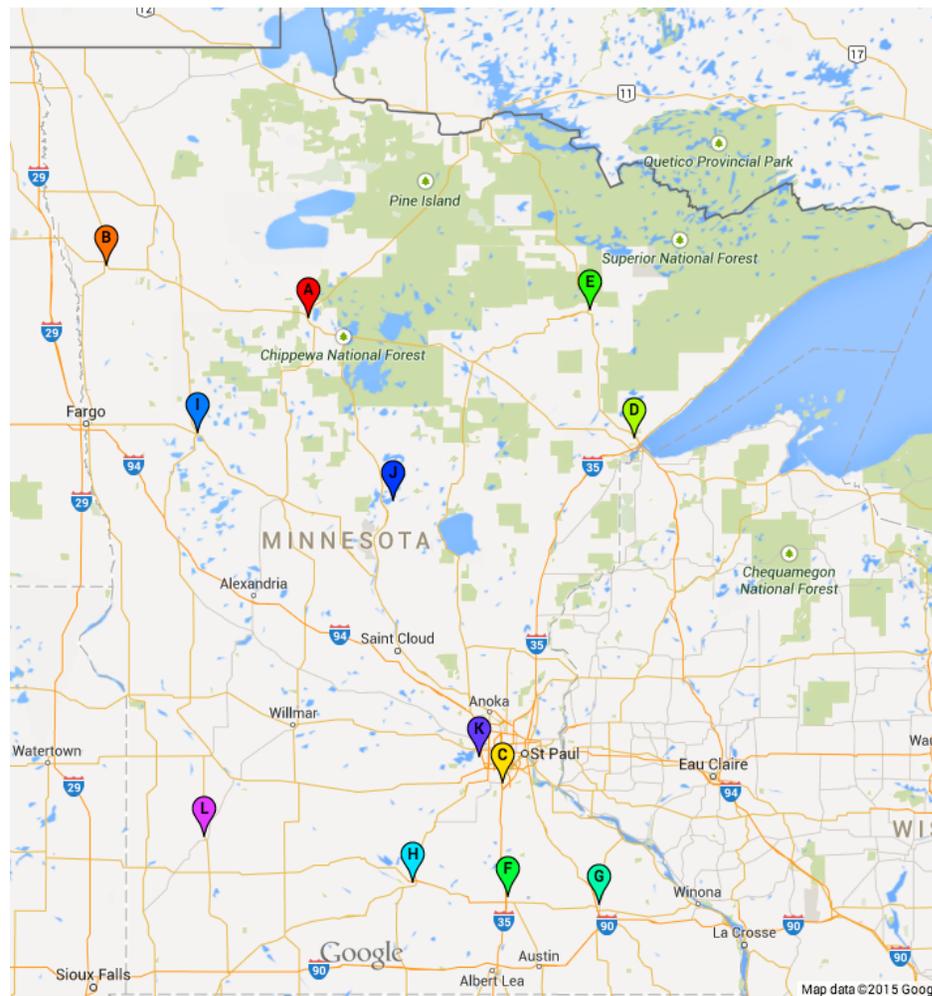
- BEMIDJI APRIL 14, 2015
- CROOKSTON APRIL 15, 2015
- BURNSVILLE MAY 12, 2015
- DULUTH MAY 18, 2015
- DWATONNA SEPTEMBER 15, 2015
- NORTH MANKATO SEPTEMBER 17, 2015
- VIRGINIA SEPTEMBER 24, 2015
- ROCHESTER OCTOBER TBD, 2015
- BRAINERD NOVEMBER 2, 2015
- DETROIT LAKES NOVEMBER 2, 2015
- MINNETONKA NOVEMBER 12, 2015
- MARSHALL JANUARY TBD, 2016

For more information and to RSVP:
www.climateminnesota.org

Made possible through funding from



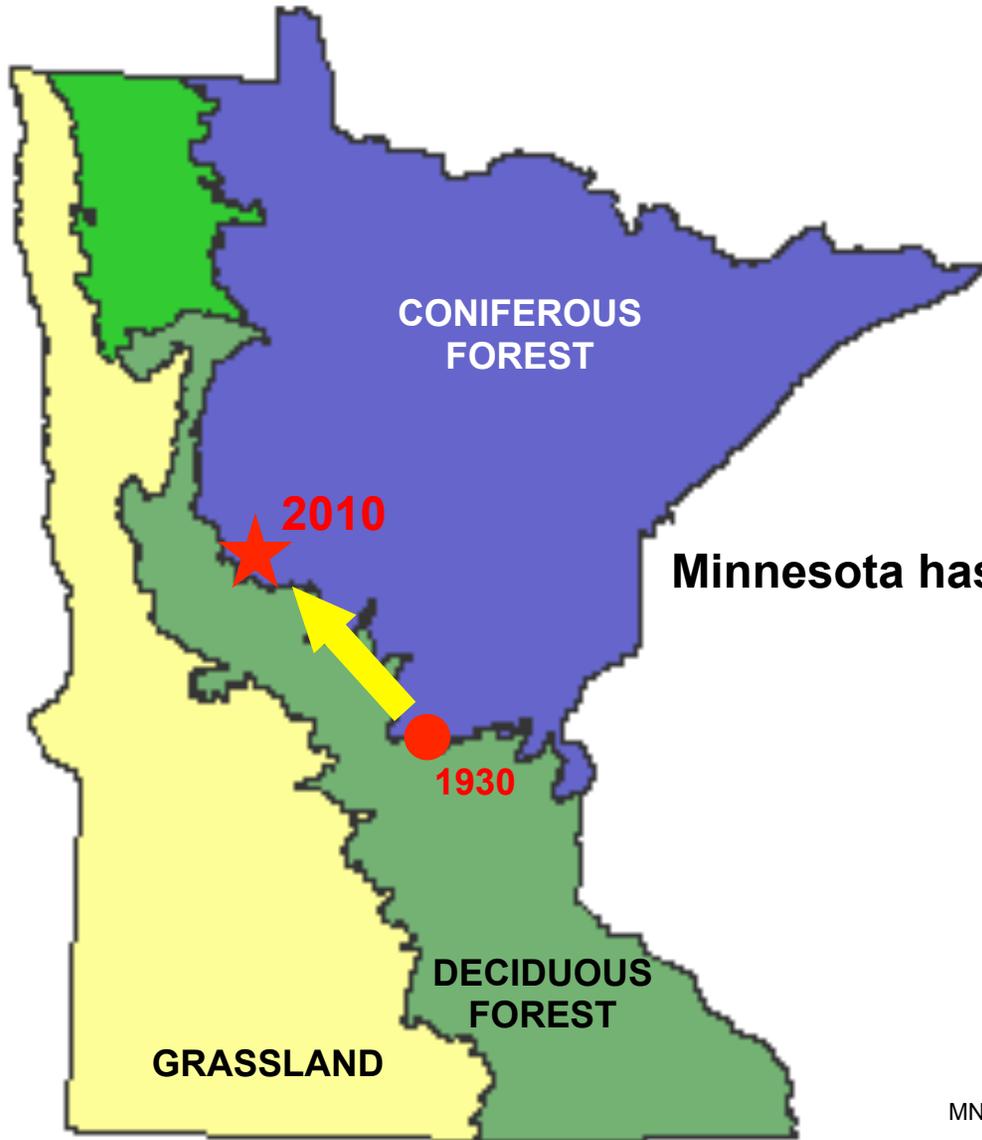
Convened by





Rationale and Theoretical Framework

MINNESOTA BIOMES



About a
100 mile
shift

Minnesota has, is and will change.



Minnesota is part of the problem AND the solution

The Midwest has a highly energy-intensive economy with per capita emissions of greenhouse gases more than 20% higher than the national average. The region also has a large and increasingly utilized potential to reduce emissions that cause climate change.

Key Message 4, Midwest Region National Climate Assessment



Instead of being mere receivers of climate change messages, public engagement means that the public needs to actively take part in learning and action on climate change; engagement involves ‘minds, hearts and hands’ (Wolf and Moser 2011, 550)



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.



Coordination and Outreach

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





Partnerships

Regional Sustainable
Development Partnerships

UNIVERSITY OF MINNESOTA
EXTENSION





Convening

Resource Fair (30 minutes)

Welcome

Connecting with Neighbors

Climate Change Bemidji: The Big Picture

Community Reflection

Storytelling Panel

Provocative Question

Solutions Workshops



Trusted Messengers

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

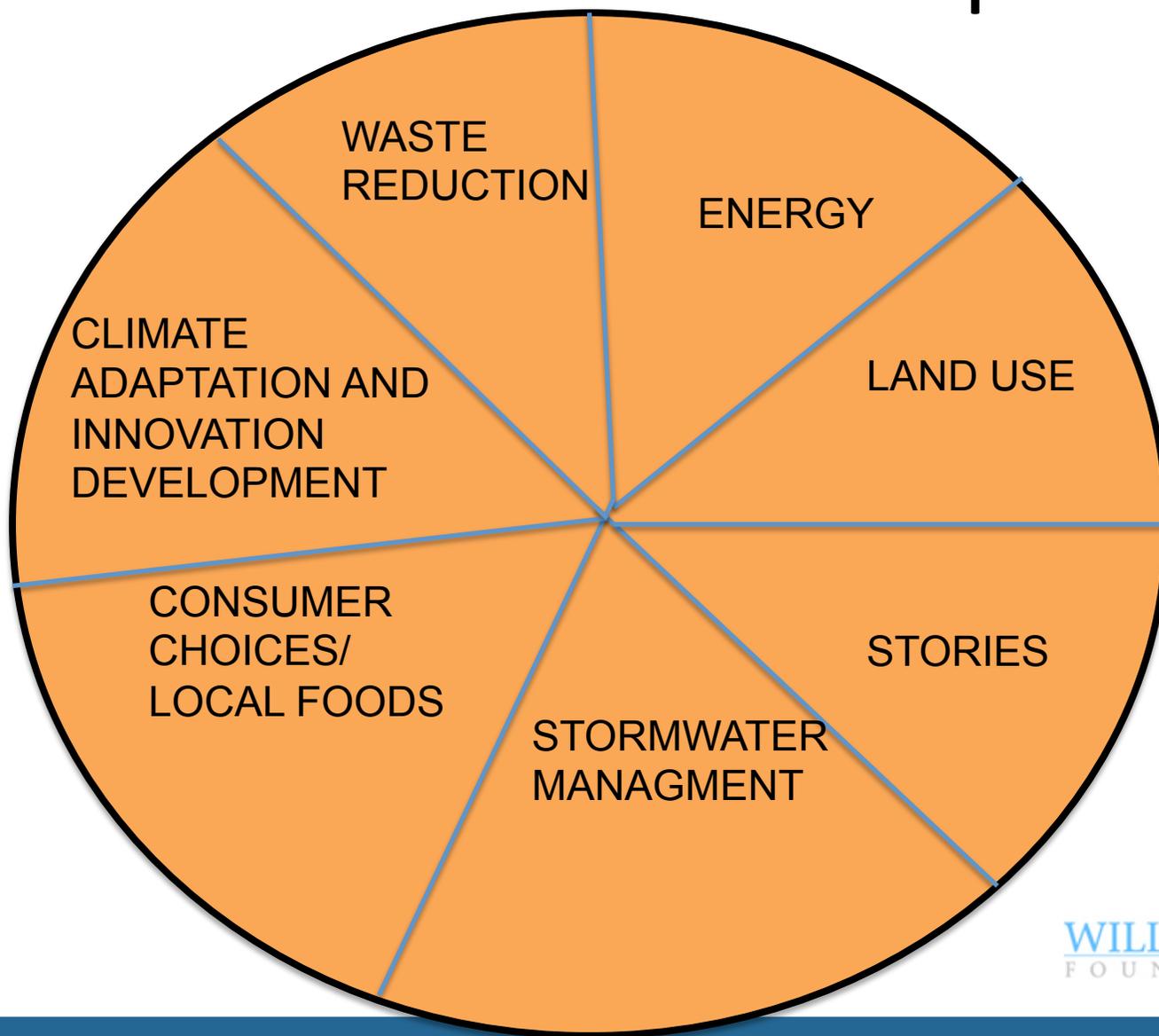


Storytelling Panel

- Panel selection- Identifying key champions
- 3, 5 minute lightning talks
- Helping individuals think about how their story IS relevant



Solutions Workshops





Follow Up

- Postcards
- Follow Up with Solutions Workshops and Climate Action Teams
- Website Resource
- 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
- Engagement Thru Webinars
- Post-Post Survey



Successes

- Positively overwhelmed by abundance of great stories
- 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.)
- Climate deniers? Are we ready?

A grayscale photograph of a group of approximately 12 people, including men, women, and children, posing on a sandy beach. They are dressed in outdoor or casual attire. The background shows a calm body of water and a line of trees. A large, semi-transparent circular graphic is overlaid on the center of the image, serving as a backdrop for the text.

WE HAVE

EXCITING

NEWS!



Questions?

Kristen Poppleton, Director of Education

Jothsna Harris, Education Coordinator

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Leiserowitz A et. al. (2014) The genesis of climate change activism from key beliefs to political action.

Leiserowitz A et. al. (2014) How to communicate the scientific consensus on climate change: plain facts, pie charts or metaphors?

Wibeck, Victoria. (2013) Enhancing learning, communication and public engagement about climate change—some lessons from recent literature.

Climate Access Storytelling Collection

<http://www.climateaccess.org/>

ecoAmerica communication reports <http://ecoamerica.org/research/>

CCEP Projects

<http://ccepalliance.org/>

Climate Stories Project

<http://www.climatestoriesproject.org/>

Climate Futures Forums

<http://www.theresourceinnovationgroup.org/>

Rural Climate Dialogues: Morris

<http://www.ruralclimatenetwork.org/content/rural-climate-dialogue-morris-mn>

MN IPL Climate Conversations

<http://mnipl.org/programs/climate-conversations.html>

