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.
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 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

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| **Increase climate literacy of Minnesotans of all ages, economic levels and backgrounds statewide** | ENRTF Allocation ($325,000 total) | Plan, implement and support forums, workshops and trainings statewide | **All Contact Participants; includes Forum, Workshop Attendants, TPT Viewers**  
- Increased climate literacy  
- Awareness of local climate science and solutions resources | **Educators**  
- Comfort, confidence, competence integrating climate change into their curriculum |
| **Highlight and share knowledge of local climate science and solutions experts** | Contract and Paid Staff | Revise Minnesota’s Changing Climate Curriculum | **Municipal Leaders**  
- Comfort, confidence, competence communicating about climate change with their constituents |
| **Build community capacity in climate change engagement** | Minnesota’s Changing Climate Project and other WSF curriculum Assets | Develop research based Behavior Change Activities and Peer Support Group Facilitation Norms | **Peer Support Group Members**  
- Commitment to climate change action project and/or telling climate stories |
| **Positive behavior change related to climate change mitigation and adaptation** | TPT TV Production Experts | Develop Discussion Guide for Minnesota Stories in a Changing Climate (MSCC) 60 minute TV program | **All Contact Participants**  
- Commitment to climate change action project and/or telling climate stories |
| | Established contacts statewide of Educators, faith and community leaders, scientists, university and colleges | Develop TPT 60 minute Television Program and Six Information Shorts | **Support of Peer Behavior Change Support Groups**  
- Connected with peers with similar commitment |
| | | Develop climate literacy and behavior change evaluation tools | **Evaluation Report Results** | **All Contact Participants**  
- Connected with resources to implement |

**Short-term**  
- 12 statewide public forums including municipal leaders  
- 2-4 educator workshops  
- TPT 60-minute TV program and Information Shorts for statewide broadcast and web  
- MSCC discussion guide for educators, forum and municipal leaders

**Medium and Long Term Outcomes**

- Increased climate literacy  
- Awareness of local climate science and solutions resources  
- Access to community climate change resources  
- Identification of barriers to behavior change  
- Regularly include climate change as a topic, including solutions based activities and/or mitigation projects  
- Use MSCC with constituents as a tool to connect them with mitigation/adaptation measures  
- Buy in from constituents on measures  
- Implement climate change action projects and/or tell climate stories
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.
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
BURNNEVILLE MAY 12, 2015
DULUTH MAY 18, 2015
OWATONNA SEPTEMBER 15, 2015
NORTH MAKATO SEPTEMBER 17, 2015
VIRGINIA SEPTEMBER 24, 2015
ROCHESTER OCTOBER TBD, 2015
BRainero 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

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Convened by

WILL STEGER FOUNDATION

MINNESOTA POLLUTION CONTROL AGENCY
REGIONAL STAKEHOLDERS DEVELOPMENT NETWORK
CORNELL UNIVERSITY EXTENSION

WILL STEGER FOUNDATION

MINNESOTA WILDLIFE SERVICES
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

City of Burnsville

One91 District Environmental Committee

GLISA

BES Burnsville Eagan Savage

Minnesota Environmental Quality Board

Climate Center University of Michigan

WILL STEGER FOUNDATION
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
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?
WE HAVE EXCITING NEWS!
Questions?

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References

Kellstedt et. Al. (2008) Personal efficacy, the Information Environment, and Attitudes Toward Global Warming and Climate Change in the United States

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?


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