



Carleen Cullen
Founder & Executive Director

Climate Education and Family Behavior Change

Assembly

Action Coupons

Game for Change

Add-ons, Outcomes and Stanford University Evaluation



COOL the
earth™



Carleen Cullen

ccullen@cooltheearth.org

415-686-3373

Thanks for having me!

Background

Tech: founding team, Ovid Technologies (NSDQ: Ovid)
-Search engine for medical and scientific information

Nonprofit: founder and executive director, Cool the Earth

Nonprofit Boards: Chabot Space and Science Center, Valentines
Foundation, Cool the Earth

Summer Camp Counselor!

www.cooltheearth.org

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Mission

It is our mission to engage individuals in fighting climate change by motivating them to take simple, measurable actions to conserve energy. Collectively, these actions, and an increased civic engagement, will make a significant impact on global warming.



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WE'RE MAKING A BIG DIFFERENCE

 Total Actions **323,497**

 Carbon Saved **235,031,275 lbs**

 Total Schools **531**

 Total Students **198,565**



Climate Education and Family Behavior Change

Assembly

- K-5th and 6-8th
- Multi-year learning ladder



Koda



Mr. Methane



Climate Education and Family Behavior Change

Action Coupons

- Saving: CO2 and \$\$
- Multilingual, trading cards and incentives
- Collected and measured

35% child-directed; 65% family and/or parent

Energy, water, waste, meat, transportation

Nearly all actions are no or low-cost; suitable for suburban and urban; diverse income levels



Cold Water Wash ▾

save **Cold Water Wash**
1,500 lbs CO2! brrrr....

Fact: Washing clothes in warm or hot water requires energy to heat all that water. With today's detergents, cold water does the job. Well, maybe it won't get out every soccer field stain, but even hot water won't do that!

Act: Use the cold water wash cycle to save carbon. Try it today!

save \$100/year

Cold Water Wash
brrrr....

Student Name: _____

Grade: _____

Parent Initials: _____

We pledge to use cold water wash all year

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Climate Education and Family Behavior Change

Game for Change

Free app on Apple and Android

Over 20,000 users and 40,000 actions



Climate Education and Family Behavior Change

Delivery



- Internet delivered (except costumes)
- Cost: \$ 0 – 100 (costumes/prizes)
- Integrates easily with other eco-activities
- Led by parent and teacher volunteers
- Assembly by teachers, local HS, professionals
- Moving to Open Source

Outcomes



- Schools: 500+ schools, 36 states, 4 countries and 200,000 students
- App: 20,000 users, 40,000+ actions
- Energy Actions: > 300,000 self-reported



Cool the Earth Program Evaluation

Conducted by: Dr. June Flora, Sr. Research Scientist & ARPAe Project Coordinator, Stanford University

The primary research question driving this evaluation was whether participation in the CTE program is associated with developing and maintaining environmentally friendly behaviors for the entire family.

Three phase evaluation: Formative, Process and Outcome

Major findings

- Children and parents took new energy-saving actions as a result of the program
- Children monitor and engage in family actions
- Climate change salient to children and increases parent child discussion
- Parents enthusiastic about program and its goals.
- Program implementation and parent knowledge varies between schools.
- Use of the CTE coupon book is largely a mother-child activity
- Program gave parents and children a “language” around which to discuss global warming
- Children discuss with relatives, note actions at friend’s houses

Participation: 35%

Actions by grade: 6.8

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Awards



METROPOLITAN
TRANSPORTATION
COMMISSION

California Environmental Protection Agency
 **Air Resources Board**



JEFFERSON
AWARDS

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Thank you!



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