



# Climate Education and Opportunities Collective Impact Summit

Frank Niepold NOAA/CLEAN

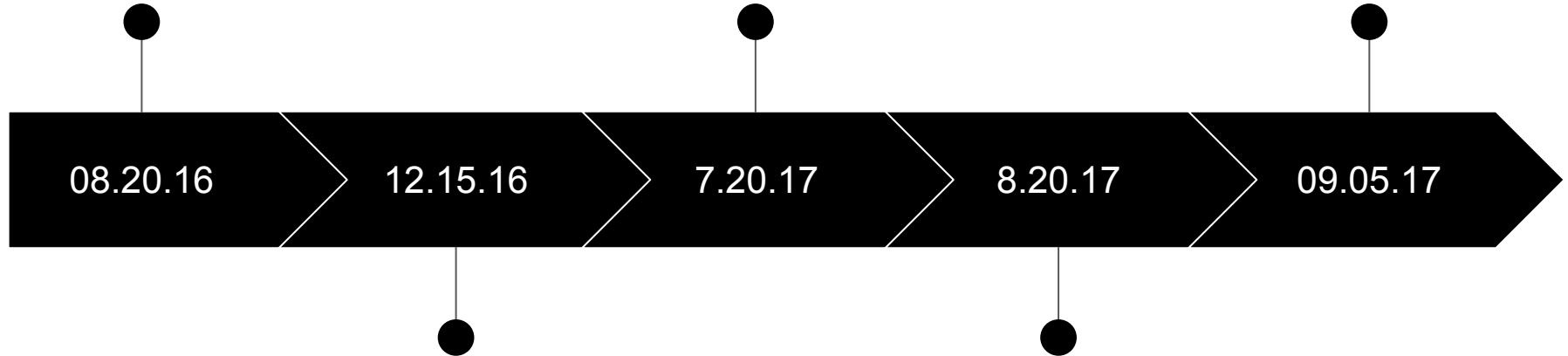
<http://ccepalliance.org/collective-impact-summit/>



ESIP Summer Meeting 2016:  
Climate Literacy Collective  
Impact-Develop a Strategy

Climate Change  
Education Effective  
Practices Interviews

Climate Education and  
Opportunities Collective  
Impact Summit



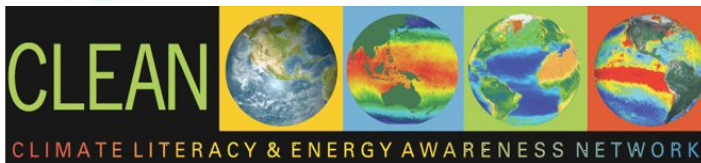
AGU Fall Meeting workshop: Increasing Our  
Capacity to Address Climate Change Through  
Collective Impact

Climate Education and  
Opportunities: Key Informant  
Interviews



# Summit Supporters

This Summit was primarily supported by the National Science Foundation funded [Climate Change Education Partnership \(CCEP\) Alliance](#), [Climate Education Partners- University of San Diego](#), the [National Wildlife Federation](#), [New Knowledge Organization Ltd](#), and the [Redford Center](#) in coordination with the [Tri-Agency Climate Change Education Collaborative](#) and the [Climate Literacy and Energy Awareness Network \(CLEAN\)](#). We were joined by colleagues from across the nation's climate education community who have synthesized a decade of federal agency and philanthropic literacy initiatives to support the Summit's outcomes.





# Collective Impact Summit Planning Committee

**John Fraser**, PhD, AIA President & CEO, NewKnowledge

**Andrea Gingras**, BS, Manager, Ocean Sciences Education, Inner Space Center, University of Rhode Island

**Kristen Iverson Poppleton**, MS, Director of Education, Climate Generation: A Will Steger Legacy

**Frank Niepold**, MSED, Climate Education Coordinator, NOAA Climate Program Office, Climate Literacy & Energy Awareness Network, Co-chair

**Gail Scowcroft**, PhD, Associate Director, Inner Space Center, University of Rhode Island

**Carey Stanton**, MS, Senior Director for Education, National Wildlife Federation

## **CEP Research Team:**

**Mica Estrada**, PhD, Assistant Professor- UCSF, Director & Co-PI of Climate Education Partners- USD, University of California, San Francisco, Department of Social & Behavioral Sciences

**Christiana DeBenedict**, MBA, Assistant Director Climate Education Partners (CEP), University of San Diego (USD)

**Christine Jaeger**, MA, Research Consultant



# The Challenge

## Low Priority

Few issues facing our society are more urgent than reducing our vulnerability to climate impacts and preparing for the staggering transitions to a low-carbon economy.

## Making the Case

Making the case for climate action is one of the leading challenges that cities face in undertaking ambitious urban climate action.

## Possible Capabilities

Our city and state schools, higher education, and free choice learning institutions can become better prepared or focused on this critical issue.





Climate Education Partners  
.....SAN DIEGO REGION  
*For San Diego's Future*

**Climate Education and Opportunities:  
Key Informant Interviews  
for 2017 Collective Impact Summit**



# Key Informant Interviews Project Overview

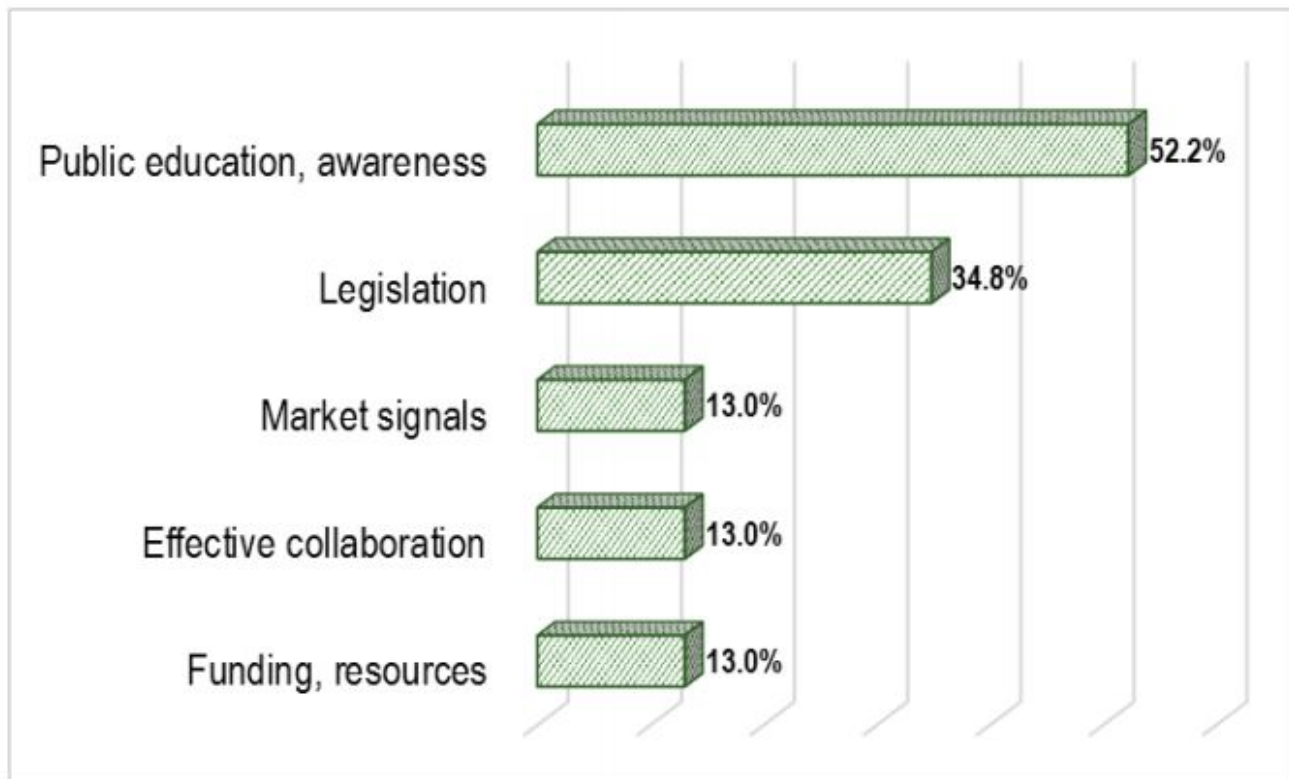
Climate Education Partners (CEP) conducted key informant interviews, following a tightly held protocol, to complement planning efforts for the 2017 Climate Education and Opportunities Collective Impact Summit.

Interviews were conducted with **national leaders from civic, business, philanthropic, and education sectors, as well as those representing climate action networks.**

Many of the interviewees have been invited to the Collective Impact Summit, which aims to provide a venue to share effective climate change education strategies, including related philanthropic and city efforts that support citizens, professionals, and other leaders (termed “Key Influentials”), to make informed decisions in their communities.



## What would help your group/organization/city to be more even more effective?



*Note.* Market signals refers to cap-and-trade and increasing prices of fossil fuels to reflect the “true” cost of these products.



## Potential Summit Topics of Interest





# CLEAN Network Interns

## Haley Crim

Haley Crim is an intern with the New Knowledge Organization and a rising junior at Bates College in Maine. She is majoring in environmental studies and minoring in physics and Russian.



## Gina Fiorile

Gina Fiorile is a Senior Environmental Studies major, Aiken Scholar, and member of the Board of Directors at The University of Vermont's Rubenstein School of Environment and Natural Resources.



## Samaa Eldadah

Samaa Eldadah is a junior at Sandy Spring Friends School. She is a goal-oriented and team-minded worker. Her interests include policy, advocacy, and education.





# Effective Climate Change Education Program Interviews

Haley Crim, Gina Fiorile, and Samaa Eldadah conducted interviews with various climate education organizations ahead of the Collective Impact Climate Summit on September 5-8<sup>th</sup>, 2017.

The purpose of the Summit Meeting was to share effective climate change education strategies, including related philanthropic and city efforts that support citizens, professionals, and other key-influentials to make informed decisions in their communities.

26 climate education organizations were interviewed on various topics:

- Background Information
- Scope and Breadth
- Efficacy and Impact
- State of Climate Education and Understanding
- Partnerships
- Scalability and the Future



## Backbone

## Indigenous communities

Informal

## K-16

Key  
Influential  
Multiple

## Youth

[illegible]



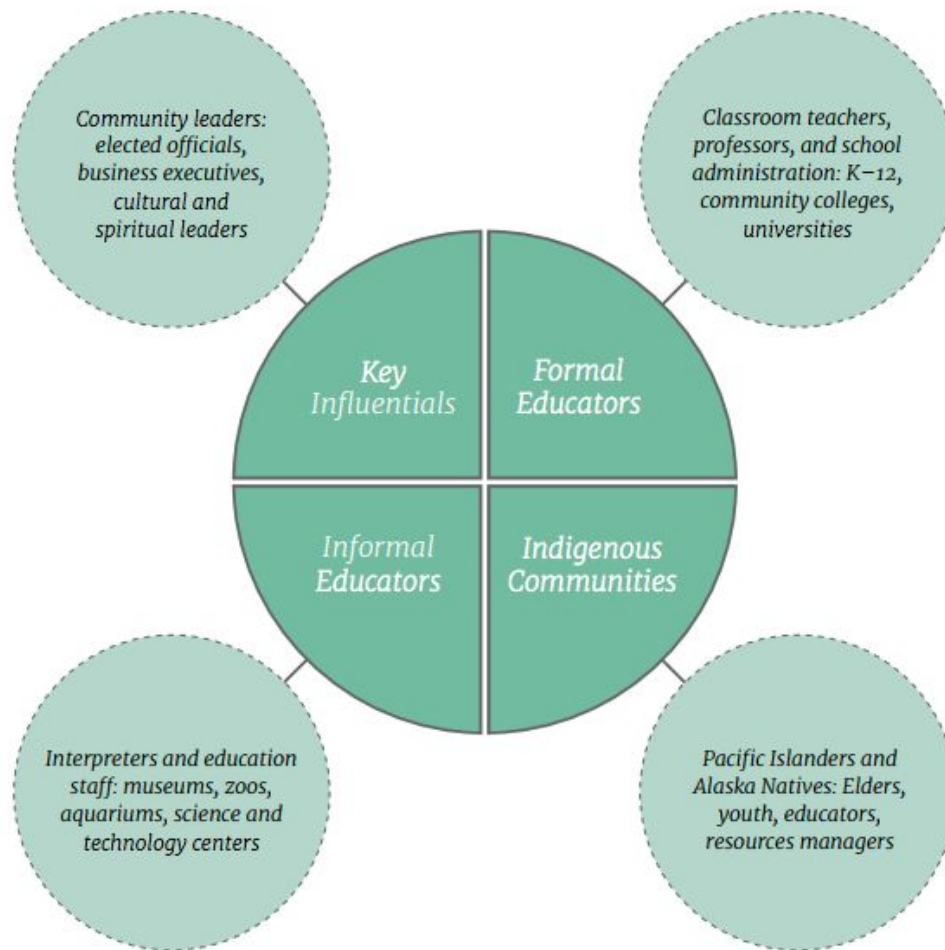


# CLIMATE CHANGE EDUCATION

EFFECTIVE PRACTICES FOR WORKING WITH EDUCATORS,  
SCIENTISTS, DECISION MAKERS AND THE PUBLIC



## CCEPA Stakeholders, Collaborators, and Audiences





# Climate Change Education Effective Practices For Working With Educators, Scientists, Decision Makers, Youth And The Public





## Climate Change Education Stakeholders, Collaborators, and Audiences





# Context

The issues discussed at this Summit are not raised in isolation, but in the context of social realities, including limited funds, political interests, and competing values of educational investments.

Cities, county councils, and states are now leading the American response to a changing climate, incubating social innovation and generating new experiments so that they can prevail in the face of unprecedented change.

**To support these ambitious climate change goals over the coming decades, investments in both making the case for climate action and creating inspirational and pedagogically sound climate education learning opportunities are a moral imperative and a great investment in our future.**



# Challenges deep-dive

## Challenge 1

### **Expand program models**

Extensive federal climate change education and related philanthropic investments can support state and local climate actions.

## Challenge 2

### **Activation of communities**

Extensive education systems can reveal the opportunity to showcase the adaptability of our cities, embrace a low-carbon future.

## Challenge 3

### **Increase sustained Progress**

Inspire our future leaders to create a healthy and prosperous America.



# Solution

Connect municipal leaders with national climate change education professionals to see if they can help them seize the opportunities of a post-carbon and climate resilient future.

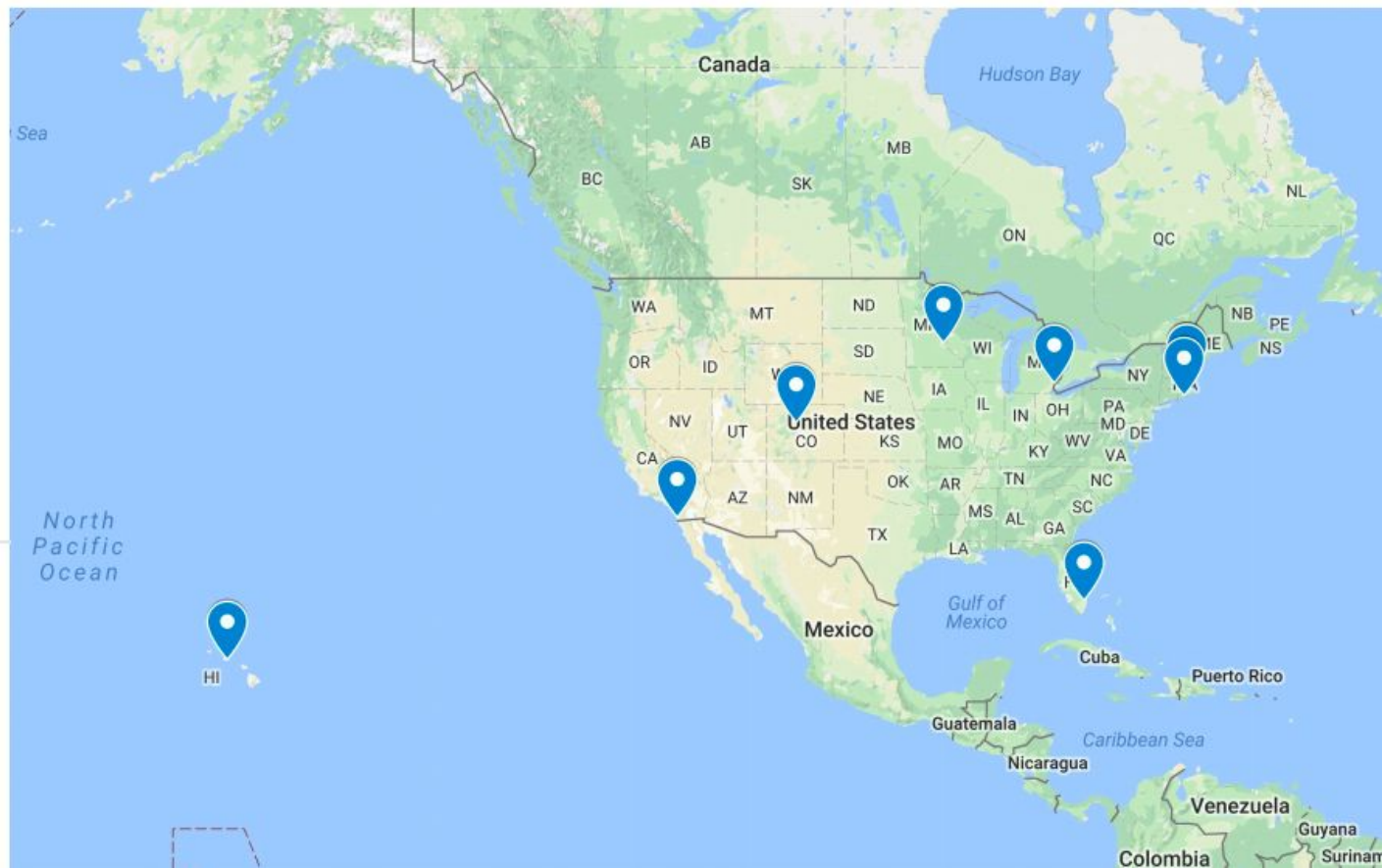




# Climate Education Summit

Untitled layer

- San Diego
- Vail
- Honolulu
- Somerville
- Broward County
- Detroit
- Boston
- Newport
- Saint Paul





# Approach

The environment in Sundance creates an atmosphere that fosters dialogue, questioning, and learning for all participants.

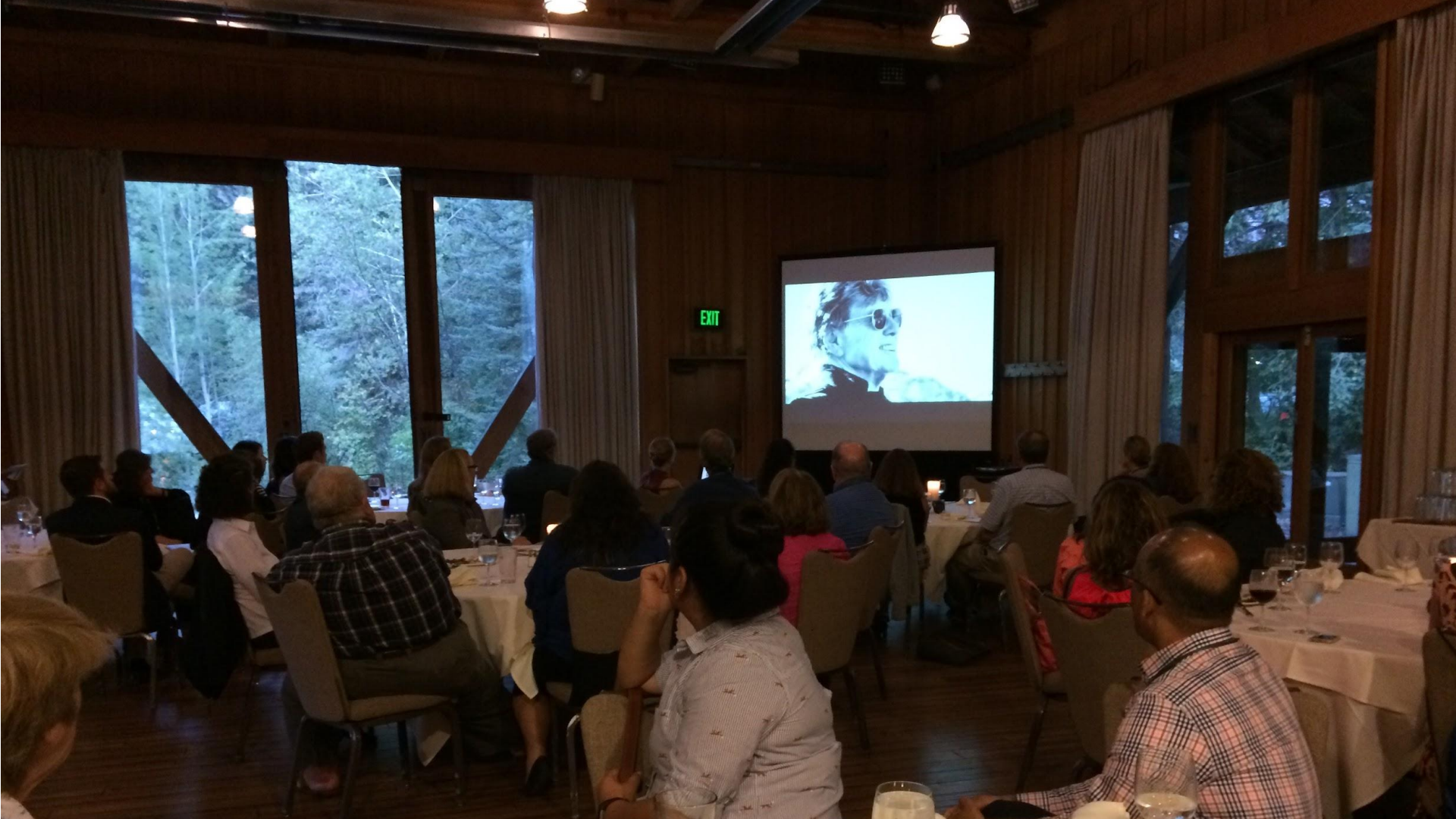
This is not a program where participants sit and listen to presentations. It is designed to engage everyone at the table, leading to a fuller understanding of the issues at hand.

Each attendee is challenged in a personal and professional way to explore how he/she can play a leadership role in shaping our post-carbon and climate resilient future.











# Implementation



# CLIMATE EDUCATION & OPPORTUNITIES

## COLLECTIVE IMPACT SUMMIT

THE REDFORD CENTER.  
SEP 6-8, 2017.

W.E.L.C.O.M.E

THIS IS A  
MEETING OF  
GREAT MINDS...

WE WANT  
TO KNOW  
HOW TO  
SUPPORT  
YOU

WE'RE HERE  
TO LISTEN  
TO YOU AND  
UNDERSTAND  
YOUR

NEEDS  
AMBITIOUS  
GOALS

EDUCATION  
CAN  
SUPPORT  
YOU!

WE'RE HERE TO COLLECTIVELY DETERMINE  
THE PATH FORWARD TOWARDS RESILIENCY

WE'RE PRIVILEGED  
TO MEET AT THE  
REDFORD CENTER TODAY...



THIS IS A LAUNCH-PAD  
FOR IDEAS!



THIS PLACE WAS DESIGNED FOR US TO...

TRULY  
CONNECT WITH  
NATURE

LET GO  
OF  
PRE-CONCEIVED  
NOTIONS

LISTEN  
&  
PARTICIPATE

OUR RESOURCES  
MAY BE LIMITED...  
... BUT THE  
HUMAN IMAGINATION  
IS UNLIMITED!

OUR COMMON VISION IS...

CITIES, COUNTIES  
AND COMMUNITIES THAT  
THRIVE, ARE RESILIENT &  
HAVE NET 0 ENVTL IMPACT



THIS MAY BE OUR LAST CHANCE...

WE NEED TO ACT BOLD AND  
ACT IMMEDIATELY

CHOICE IS THE MOST SACRED THING WE HAVE

PUBLIC  
OPINION &  
ENGT. MATTERS

BREAKTHROUGH  
BILLS  
AROUND SOLAR  
ENERGY IN  
NEVADA

ROBERT REDFORD

"THERE'S NO SOLUTION  
OR CLEAR PATH  
FORWARD...

... EXCEPT WHAT EACH  
OF US CAN COMMIT TO  
DOING OURSELVES...

CLIMATE GENERATION  
CASE STUDY...with NICOLE ROM

A WILL STEGER  
L.E.G.A.C.Y



INSPIRING  
INDIVIDUALS &  
COMMUNITIES TO  
ENGAGE IN  
CLIMATE  
CHANGE  
SOLUTIONS

WORKING  
WITH...

KEY DECISION  
MAKERS

YOUTH  
TEACHERS  
THE PUBLIC

OUR  
FOCUS  
EQUITABLE  
SOLUTIONS  
TO  
CLIMATE  
CHANGE



# KNOWLEDGE TRANSFER

Education professionals prepare for summit

POST-LUNCH INSIGHTS...

WE SHOULD  
FOCUS ON THE  
TOP PRIORITIES  
FROM THE  
LEADERS' PRIORITY  
LIST

LET'S NOT CONFUSE  
CAPACITY WITH  
EXCITEMENT!  
EVERY GROUP HAS  
A DIFFERENT  
STRENGTH

CLIMATE CHANGE LITERACY  
IS C-R-I-T-I-C-A-L  
TO ADDRESS...

FOR THE  
GENERAL  
PUBLIC

FOR THE  
KEY DECISION  
MAKING

HOW MIGHT  
WE, AS THE  
EDUCATION  
COMMUNITY, ROLE  
MODEL VALUES  
& COLLABORATION?

"KNOW-  
HOW"

ASSET MAPPING

ROLES  
AUDIENCES  
SOLUTIONS  
RESOURCES  
THREATS  
PARTNERSHIP  
POTENTIAL

CLIMATE LITERACY

IDENTIFY AUDIENCE  
SEGMENTS & TAILOR  
MESSAGE

BUILDING COALITIONS &  
BRIDGES  
CONNECT THE  
D.O.T.S.

GOVT.  
CITIZENS  
DECISION  
MAKERS

CORE VALUES AND  
THEORY OF CHANGE

STATE THE HOLISTIC  
VALUES OF THE WORLD  
WE WANT TO SEE

COMMON MESSAGES

IDENTIFY THE  
COMMON  
MESSAGES &  
LANGUAGE

HOW MIGHT WE  
BECOME COMPELLING  
STORYTELLERS?







# RECOMMENDATIONS FOR ACTION!

## 1 LISTEN



LEADERS

WHAT ARE YOUR NEEDS & SUPPORT YOU WANT?



OTHER GROUPS DOING THIS WORK

THANK YOU FOR YOUR GREAT WORK

UNDERSTAND THEIR MISSION, VISION & NEEDS...

## 2 BUILD BRIDGES BY MAKING PERSONAL CONNECTIONS...



WITH PEOPLE WHO ARE IN THE ROOM... AND THOSE WHO AREN'T

## 3 RESILIENCE IS NOT GOING BACK TO WHERE WE WERE...



IT'S ABOUT CREATING A NEW FUTURE!

## 4 ALL CLIMATE COMPETENCY IS LOCAL



CUSTOMIZE CLIMATE KNOW-HOW FOR

GEOGRAPHY  
SECTOR  
OCCUPATION

## 5 UNDERSTAND THE PRACTICAL APPLICATION OF CLIMATE KNOWLEDGE



COMMUNITY

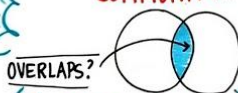
LEADERS

POLITICAL WILL

MAKE BETTER DECISIONS ABOUT FOOD, HEALTH, JOBS & INFRASTRUCTURE

CLIMATE ENGAGED CITIZENRY WILL MAKE BETTER DECISIONS!

## 6 WE NEED TO START BY MAPPING ASSETS WITHIN OUR EDUCATION COMMUNITY...



OVERLAPS?

GAPS?

CURATE THESE ASSETS

DON'T OVER BUILD

## 7 LEVERAGE EXISTING RESOURCES AROUND STAKEHOLDER NEEDS...



BUT GET THEIR FEEDBACK!

## 8 WE NEED TO START LISTENING TO OTHER COALITIONS, WHO MIGHT BE ALLIES...



ASK THE CLEAN NETWORK FOR A LIST...

ALIGN AROUND SHARED...

MISSION  
VISION  
PROJECTS



# CLIMATE EDUCATION & OPPORTUNITIES

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LET GO OF PRE-CONCEIVED NOTIONS

LISTEN & PARTICIPATE

OUR RESOURCES MAY BE LIMITED...  
... BUT THE HUMAN IMAGINATION IS UNLIMITED!

WE WANT TO KNOW HOW TO SUPPORT YOU

WE'RE HERE TO LISTEN TO YOU AND UNDERSTAND YOUR

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EDUCATION CAN SUPPORT YOU!

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CITIES, COUNTIES AND COMMUNITIES THAT THRIVE, ARE RESILIENT & HAVE NET 0 ENVTL IMPACT



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BREAKTHROUGH BILLS AROUND SOLAR ENERGY IN NEVADA

ROBERT REDFORD

"THERE'S NO SOLUTION OR CLEAR PATH FORWARD...

... EXCEPT WHAT EACH OF US CAN COMMIT TO DOING OURSELVES...

## CLIMATE GENERATION

CASE STUDY... WITH NICOLE ROM  
A WILL STEGER  
L.E.G.A.C.Y



INSPIRING INDIVIDUALS & COMMUNITIES TO ENGAGE IN CLIMATE CHANGE SOLUTIONS

WORKING WITH...



KEY DECISION MAKERS

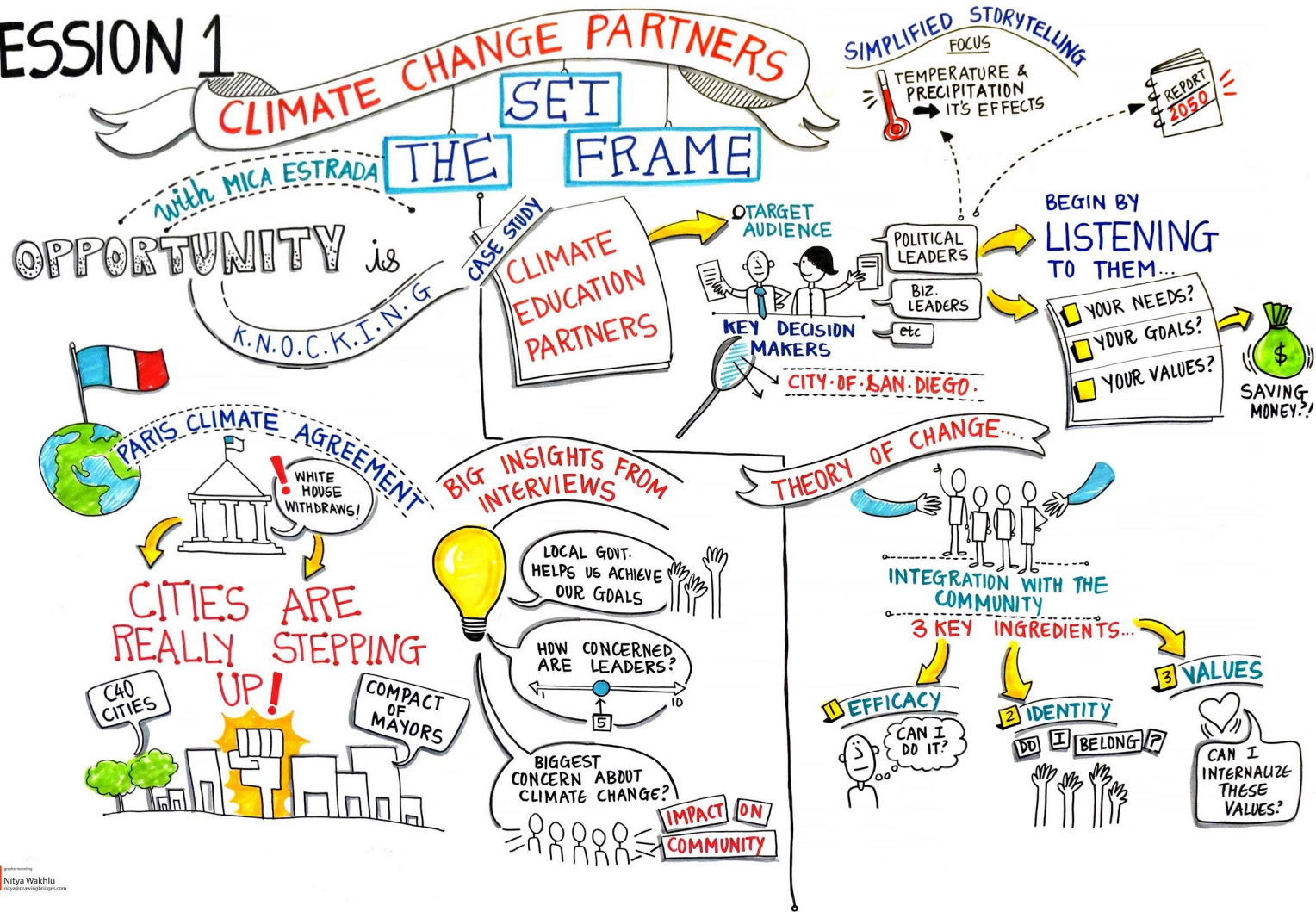
OUR FOCUS  
EQUITABLE SOLUTIONS TO CLIMATE CHANGE







# SESSION 1









# SESSION 2

## KEY COMMUNITY INFLUENCERS

With... **JOHN** **GUY** **CODY** **JEFF** **DAN** **MIL**

IN THE PROCESS OF CREATING...  
**CLIMATE ACTION PLAN**

\* **CHALLENGES IN GETTING TO 100% RENEWABLE IN SAN DIEGO...**  
...IF ALL OTHER BARRIERS WERE REMOVED...

F.O.C.U.S.  
**BEHAVIOR CHANGE**  
WE'RE BUSTING WITH SLIDES WITH ROUND-TABLE MEETINGS  
HIGHLIGHT & REWARD SUSTAINABLE BEHAVIORS

REACH OUT TO REGULAR CITIZENS...  
WHAT DOES THIS MEAN FOR ME?!

\* **FOCUS AREAS IN DETROIT...**

MAYOR TURNOVER IS A PROBLEM ... BUT ...  
WE FINALLY HAVE A STABLE MAYOR  
ESTABLISHED OFFICE OF SUSTAINABILITY

FOCUS ON ELIMINATING WASTE...  
INCINERATORS

\* **COMPETENCIES OF THE FUTURE...**  
A NEXUS OF ...



INFUSE THESE COMPETENCIES INTO ALL ROLES

\* **JOBS!**

60,000-70,000 COAL JOBS VS NEARLY 150,000 POTENTIAL GREEN JOBS!!  
DOUBLE

\* **CAREER DEVELOPMENT & EDUCATION IN MINNESOTA**

WE'RE ALWAYS THINKING ABOUT...



WHAT SKILLS DO OUR STUDENTS HAVE

HOW DO WE BRIDGE THE GAP?!

WHAT WILL THEY NEED IN THE FUTURE

? GIVE STUDENTS OPPORTUNITIES TO THINK DIFFERENTLY...

? WHAT ARE THE JOBS OF THE FUTURE?!

\* **GOAL IN HAWAII - 100% RENEWABLE BY 2045**

...WE DO THIS WITH A DOUBLE FOCUS

UTILITY COMPANIES

WE CAN SOLVE THIS!

HAVING THIS BIG & TANGIBLE GOAL HAS FIRED UP THE ENGINEERS!

BUSINESS AND EVERYDAY FOLKS

WE ARE 100



CLIMATE CHANGE IS OUR JOB!!

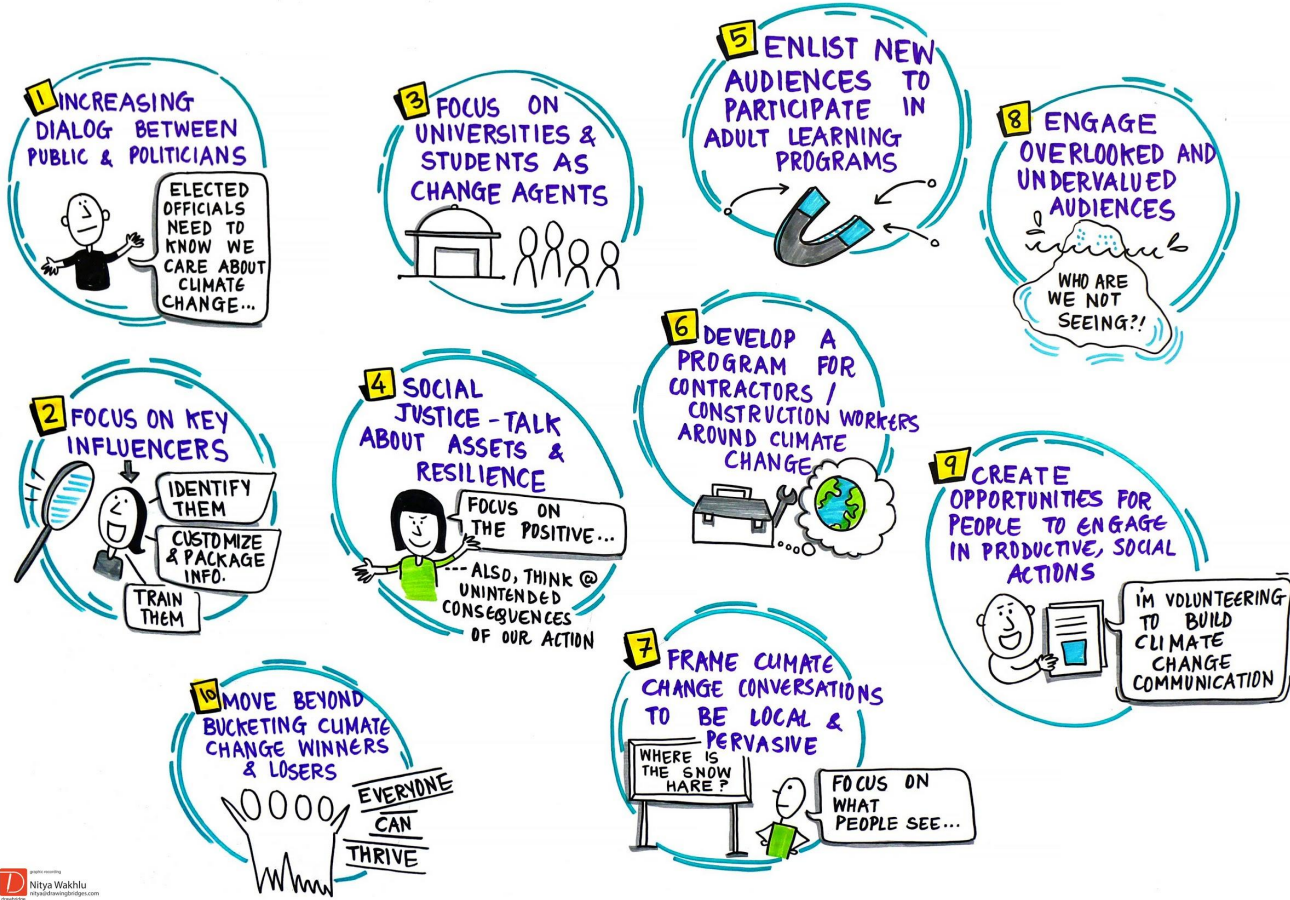
SHOWCASING ACTIONS FOR SUSTAINABILITY

\* **WE NEED TO FOCUS ON CLOSING...**





# ACTIVE CIVIC ENGAGEMENT MODEL & ACTIVE LEARNERS





# EDUCATION SUPPORTING PROSPERITY in THE CHANGING CLIMATE

## 1 SIMPLIFIED & CLEAR MESSAGING



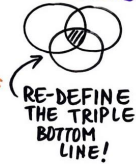
## 2 CUSTOMIZE MESSAGES TO MEET AUDIENCES WHERE THEY ARE



## 5 BUILD ALLIANCES WITH UNUSUAL SUSPECTS



## 6 HELP STUDENTS THINK ABOUT NEW BIZ. MODELS



## 9 INTEGRATE CLIMATE CHANGE IN EXISTING CURRICULUM



## 3 FOCUS ON EDUCATION FOR MULTIPLE / HOLISTIC SKILLSETS STEAM ARTS!

## 7 DON'T FORGET! ROLE OF INSPIRATION & CURIOSITY... IT'S CRITICAL IN EDUCATION



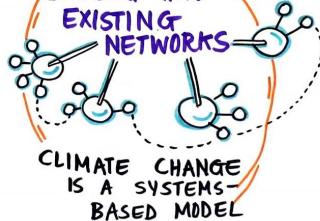
## 4 KEEP AN EYE ON JOBS OF THE FUTURE



## 8 EDUCATIONAL INSTITUTIONS CAN CREATE A SAFE SPACE...



## 10 PLUG INTO EXISTING NETWORKS



Common approach  
Can tie projects together - where are the commonalities

#3  
- Create bridges between communities  
- need the backbone to support.  
- find the intersection  
- shared language

#2  
- idea facilitate cross-project conversation  
- shared model

## BRIDGES + COMMONALITIES

#3  
Public engagement creates social capital

#3  
Positive future vision - help people imagine more resilient future

#3  
Communities that are really connected - add social capital to community resilience

#3  
Small community leverages impact of conversation to create sense of ownership

#3  
Social resilience more civically engaged communities more resilient to climate change

#3  
Building to C.O. Plan Building

## SOCIAL CAPITAL

#3  
build durable public will

#3  
Local Resilience subcommittee initiative example is a community approach to common goal



# MULTI-SECTOR COALITIONS

## 1 ALIGN ON A SHARED...

- ★ PURPOSE
- ★ VISION
- ★ VALUES
- ★ GOALS

KEEP THESE ALIVE

## 2 FOCUS ON CREATING A SUSTAINABLE STRUCTURE



## 5 ADDRESS RISKS AND CHALLENGES UPFRONT...



## 3 ACKNOWLEDGE THE NEEDS OF MEMBERS



## 4 RECRUIT A DIVERSE GROUP OF MEMBERS



## 6 FOCUS ON TRUST AND RELATIONSHIP BUILDING...





## Session IV: City Support Request





check out  
Baltimore dept  
of sustainability  
for some great  
model programs

Guy's  
Michigan Sea Grant  
may have resources to  
assist you. Our network  
has a nascent but  
vigorous effort underway  
to reach new stakeholders  
in education, resources &  
resilience! Jan Merrill

John Anderson

I can make a connection  
w/ colleagues at Detroit  
Zoo, who are linked  
by the UNCCED network.

Guy

At Detroiters Working for Enviro Justice we are  
soon releasing DETROIT'S CLIMATE ACTION PLAN.

The most impactful types of support for us are  
ideas, tools, personal contacts, etc. that will help  
build the probabilities of success for the city.

Eg. Our new sustainability Director  
is crafting a plan this fall and any resources  
that we can mobilize to simplify his work, connect  
Detroit to successful models; of course money!

Also, support w/ content  
to reach public of all ages

6 our  
sustainability  
some great  
programs

our  
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programs

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Center for  
NAREE  
environmental issues  
from  
naree.org/efc  
Sundance  
Guide books/information  
community organizations  
to support  
resilience/efc

our  
sustainability  
some great  
programs

Matthew  
Larry Smith  
Climate Change  
in our cities  
in our lives

ACE Alliance for  
Climate Education  
- online climate education  
resources for all ages  
climate.acealliance.org  
- we are looking for more  
resources in Michigan  
- resources.org/education

sundance  
documentary  
education  
resources  
for all ages  
training for first responders  
documentary education  
resources

we part of  
Sundance community  
in Philly and  
will host a  
showcase of  
documentaries  
related to  
climate change

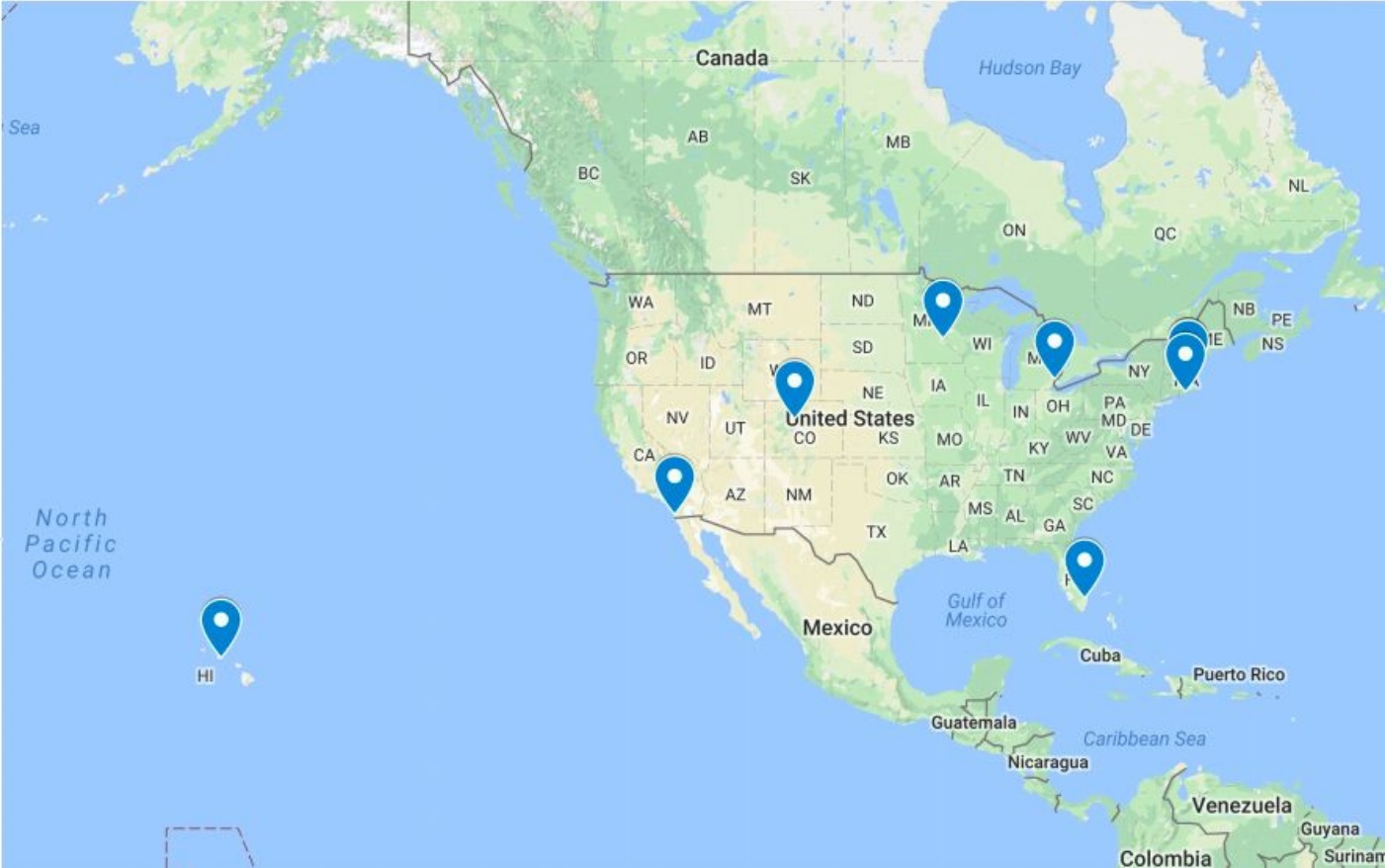
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- Detroit
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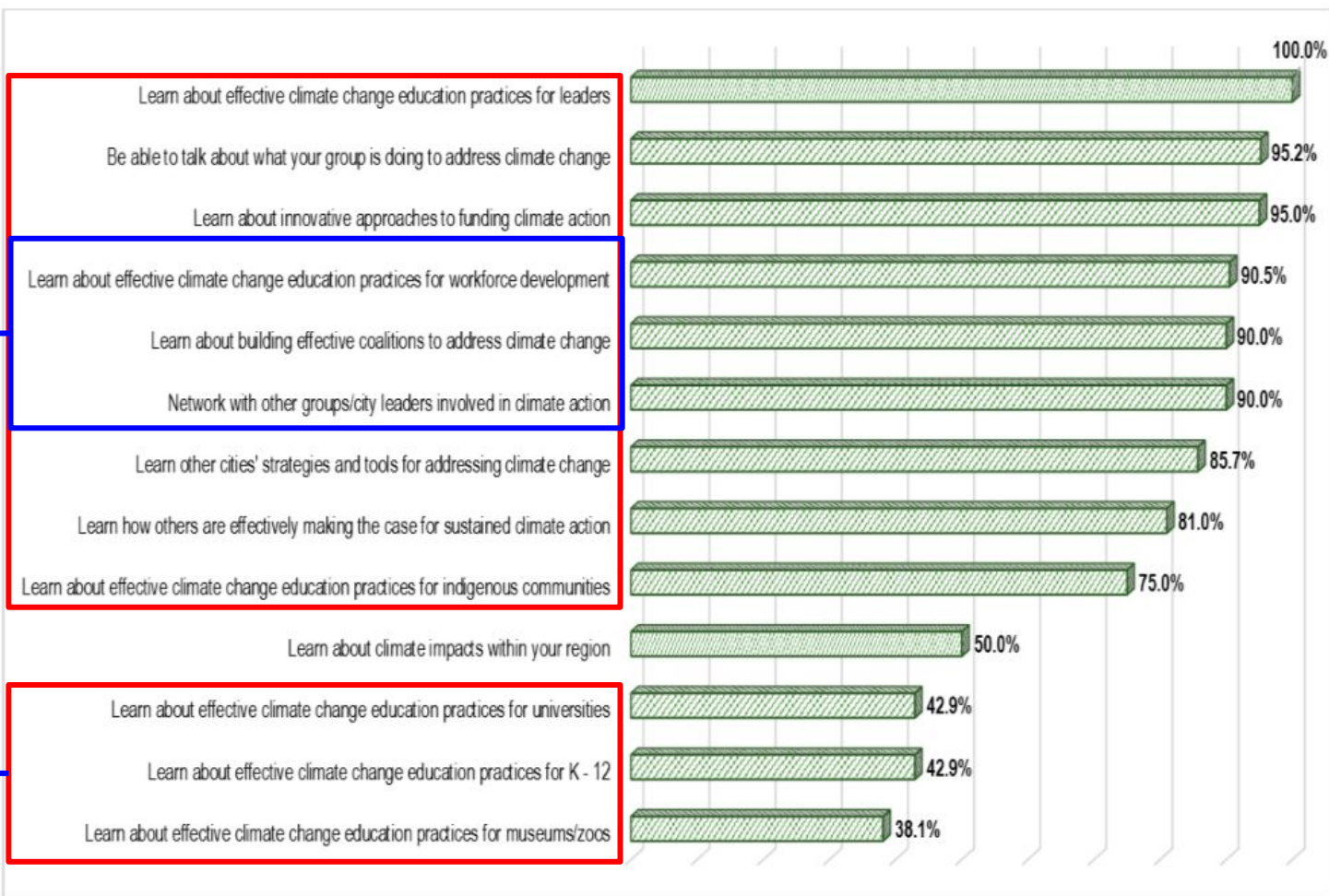
# Impact

The possibility for effective climate change education, civic engagement, and workforce development exists to support leading communities to reach their climate goals.



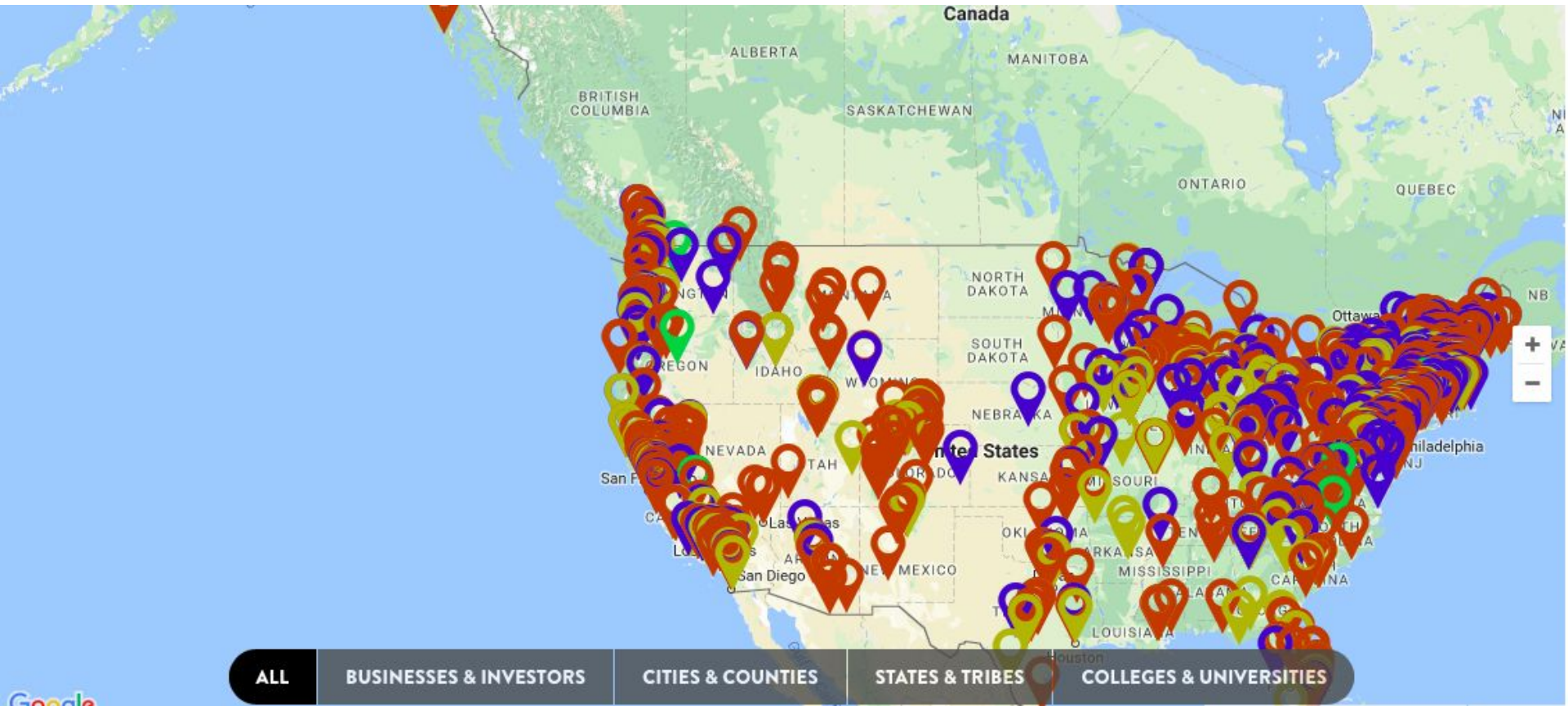


## Potential Summit Topics of Interest





More than 2,500 leaders from America's city halls, state houses, boardrooms, and college campuses who have signed the We Are Still In declaration since its initial release on June 5, 2017.





# CLOSING SESSION

Insights, Recommendations, Next Steps...

