

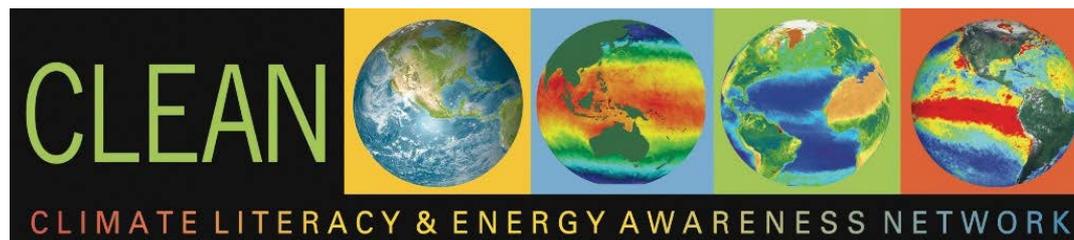
# Cornell Climate Online Fellows (CCOF)



**Marianne Krasny**  
**Civic Ecology Lab, Cornell University**

**6 January, 2020**

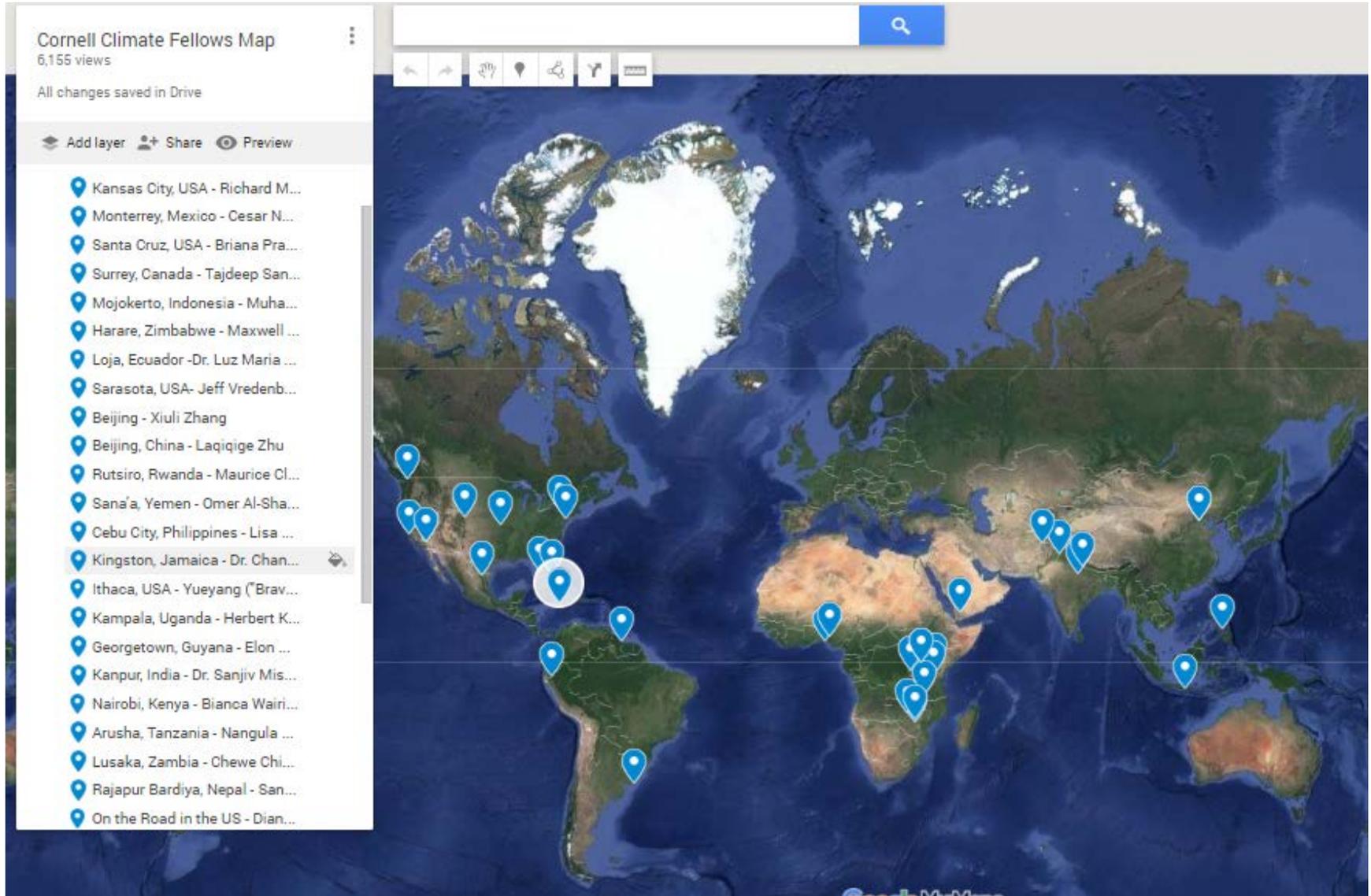
**[www.civicecology.org](http://www.civicecology.org) [mek2@cornell.edu](mailto:mek2@cornell.edu)**



# CCOF Spring 2019

## 630 applicants

### 33 fellows, 24 countries



# CCOF Spring 19

<http://bit.ly/CCOFMap>

**Cebu City, Philippines - Lisa Digidigan**



1 of 1

Lisa Digidigan works for the Foundation for the Philippine Environment Visayas Regional Office. The Central Visayas region is heavily impacted by housing and commercial development, mining, and oil exploration. According to the 2018 Global Climate Risk Index, the Philippines ranks 5th among the countries most affected by climate change, and according to Lisa, "Exacerbated by the effects of climate change, these environmental concerns if not addressed now, will threaten the lives of my family and the millions of people dependent on the region's natural habitats

10.31569, 123.88543

Philippines

**Kansas City, USA - Richard Mabion**



1 of 1

Richard Mabion is a Vietnam vet, retired business owner, and social and climate activist from Kansas City, Kansas—the Sunflower State—USA. His work with Building A Sustainable Earth Community aims to empower low-income residents through environmental literacy activities. The activities are designed to give the individual a personal view and experience of climate change concepts alongside doable actions from an individual responsibility perspective. As the sole African-American member of the Kansas City, Kansas Sustainability

39.11553, -94.62678

United States

**Surrey, Canada - Tajdeep Sandhu**



1 of 1

Tajdeep Sandhu is an Executive Member and Chairperson of the Tamanawis Secondary School Global Awareness Club in Surrey, British Columbia, Canada. He helps organize the club's multiple annual initiatives including food drives, cleanliness campaigns, and energy conservation programs. He also runs and organizes the weekly club meetings and manages the social media account. Outside of school, Tajdeep is extensively involved with the City of Surrey Leadership Youth Council. He has organized several events including the annual Youth Speak Up Forum, in which over 100

49.19134, -122.84901

# CCOF Spring 19

<http://bit.ly/CCOFMap>

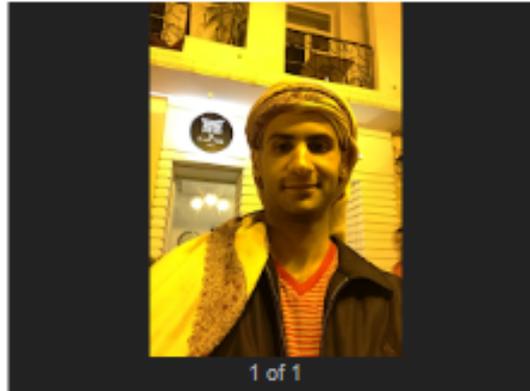
Gail Woon - Freeport, Grand Bahama Island



Gail Woon is a marine biologist who hails from Freeport in The Bahamas. Since founding an Environmental Education NGO, EARTHCARE in 1988, Gail has motivated hundreds of volunteers who work with teachers, students, and the wider public to bring awareness to local and global environmental issues—including climate change. EARTHCARE EcoKids enables students to meet with volunteers on the weekends and learn about

26.55486, -78.64392

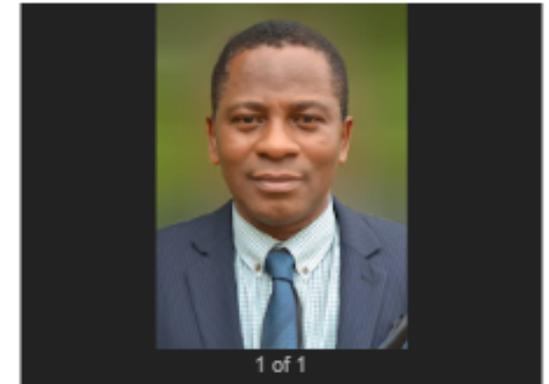
Sana'a, Yemen - Omer Al-Shareqi



Omer Al-Shareqi is a Masters student in political science at Sana'a University in Yemen and working as a researcher and country expert for the Varieties of Democracy Institute. Omer earned a bachelors degree in political science from Sana'a University. He has also earned academic credits in "Islam, Diversity and Peacebuilding" from the Citizenship and Diversity Management Institute of Adyan Foundation in Lebanon, and

15.36911, 44.191

Lagos, Nigeria - Michael Aabove



Michael Adetunji Nunayon Aabove holds a PhD in Environmental Education with a concentration in climate change. He teaches graduate courses and conducts research on the environment and climate change at the Center for Environmental Studies and Sustainable Development, Lagos State University, Nigeria. He often gives invited presentations for government and environmental NGOs on the environment and climate change,

6.52437, 3.3792

# CCOF Fall 2019

## 588 applicants

### 39 fellows, 32 countries

#### (13 Cornell students in separate course)

Cornell Climate Fellows Map, Fall...

1,454 views

All changes saved in Drive

Add layer Share Preview

- New Rochelle, USA - Andrew ...
- Oakland, USA - Daniel Hamilt...
- Penn Yan, USA - Ben DeMora...
- Queen Creek, USA - Cassand...
- Sag Harbor, USA - Ava Kiss, ...
- Sarasota, USA - Matthew Pre...
- Silver Spring, USA - Margaret...
- Washington, D.C., USA - Char...
- Washington, D.C., USA - Anis...
- Westwood, USA - Ricky Ettin...
- Điện Biên Phủ, Viet Nam - Lo...
- Chipata, Zambia - Crispin Ch...
- Khartoum, Sudan - Mutasim ...
- Aurora, USA - Adam High, Co...
- Nigeria - Dayo Oladipo
- Cape Town, South Africa - Ke...
- Dar es Salaam, Tanzania - Ju...
- Bengaluru, India - Avinash A...
- Kathmandu, Nepal - Pradeep ...
- Beijing, China - Di Wu
- Lima, Peru - Fernando Lozada



# Today's webinar

- Why Cornell Climate Online Fellows (CCOF)?
- CCOF goal and topics covered
- Technology and format (?)
- Suggestions/ Questions



# **1. Why Cornell Climate Online Fellows (CCOF)?**

# Global Warming of 1.5°C

An IPCC special report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty.





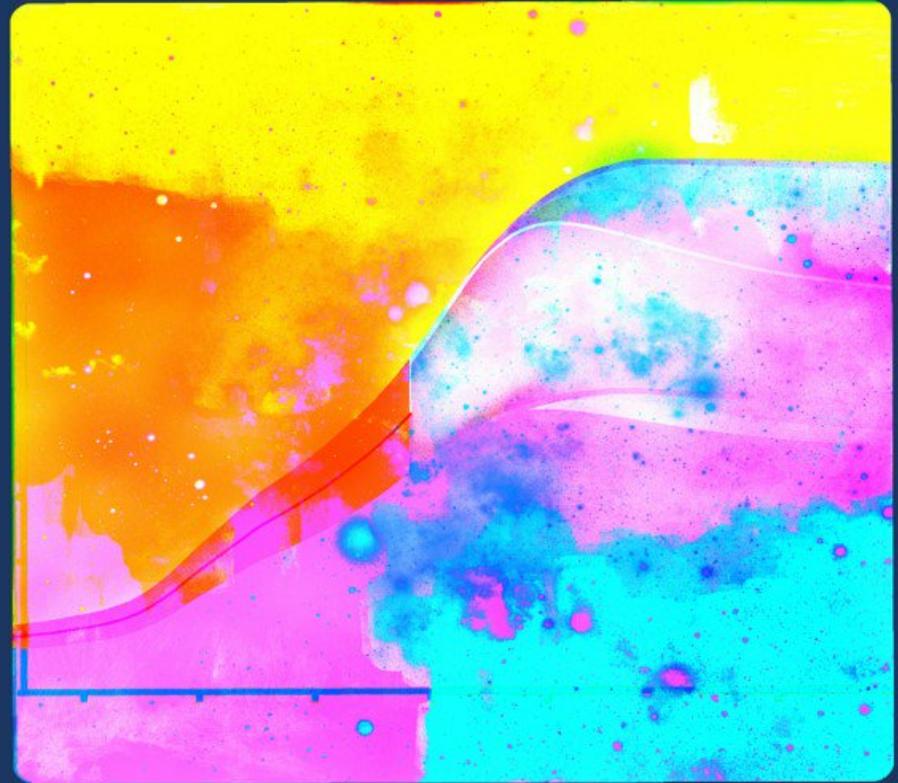
**TOP 10**  
THINGS YOU CAN DO TO HELP TACKLE CLIMATE CHANGE

1. Reduce energy use
2. Change the way you think about transportation
3. Insulate your home
4. Make every drop of water count
5. Cool wash and hang to dry
6. High efficiency appliances
7. Switch to "green power"
8. Recycle
9. Repurpose
10. Make plants your new best friend

**climatechange.gc.ca**

# Global Warming of 1.5°C

An IPCC special report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty.



Individual Behavior



## Political action

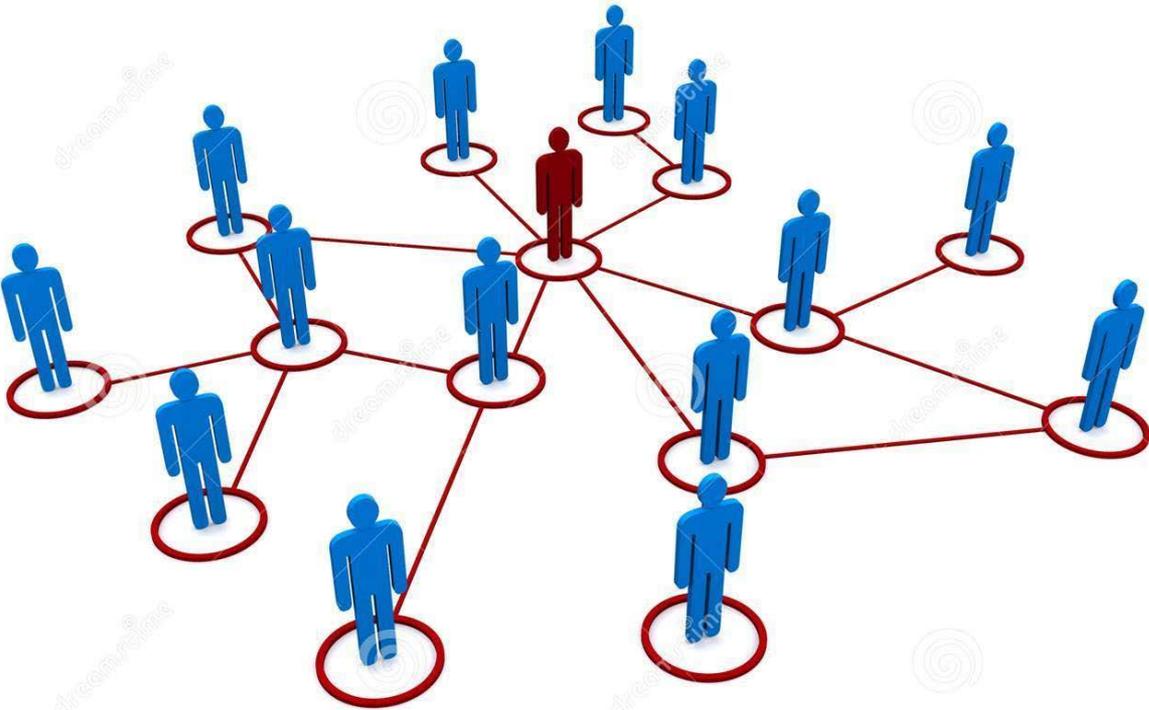
ipcc  
INTERGOVERNMENTAL PANEL ON climate change

WHO UNEP

# Global Warming of 1.5°C

An IPCC special report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty.

# We all have networks



Download from  
**Dreamstime.com**

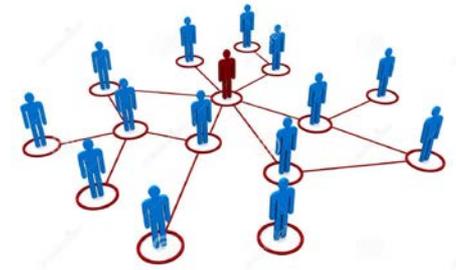
This watermarked comp image is for previewing purposes only.



ID 20120274

© Aydinurdu | Dreamstime.com

# Scale up action through networks



Download from  
Dreamstime.com

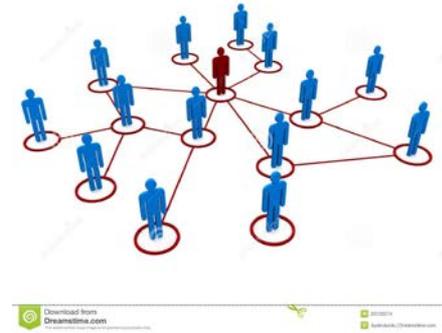
2010/14  
ArtMedia/Dreamstime.com



## In-person networks

[Evenesis](#)

# Scale up action through networks



Online networks

Global Environmental Education

Closed group

About

Discussion

Chats

Members

Events

Videos

Photos

Files

Group Insights

Moderate Group

Search this group

Shortcuts

- Cornell Climate On... 3
- Cornell EE Outcomes ...
- Climate Change Sc... 8

Write something...

Photo/Video Watch Party Tag Friends

1 person wants to join this group

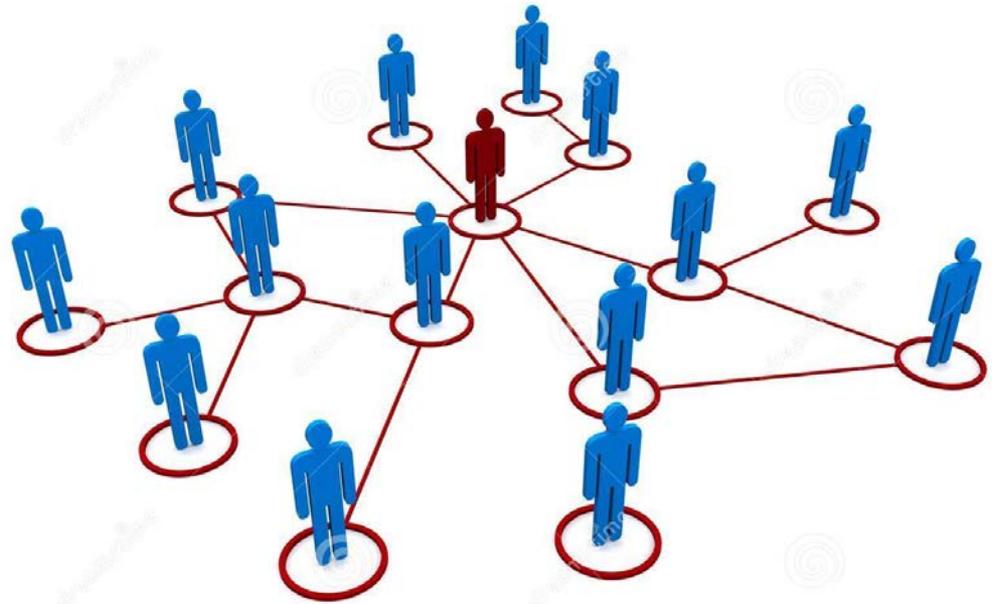
MEMBERS 3,349 Members

You have 13 new members this week. Write a post to welcome them.

Chat (32)

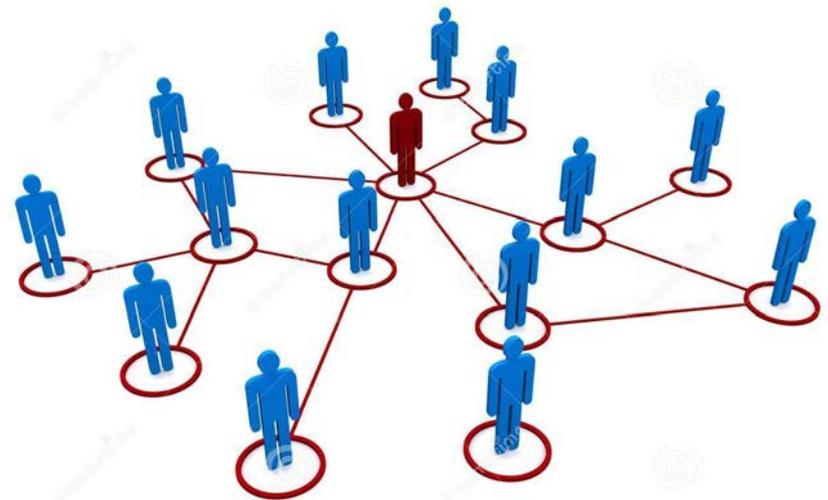
# Why CCOF?

Because we can all scale up our individual behaviors through our networks



# 2. CCOF Goal and Topics Covered

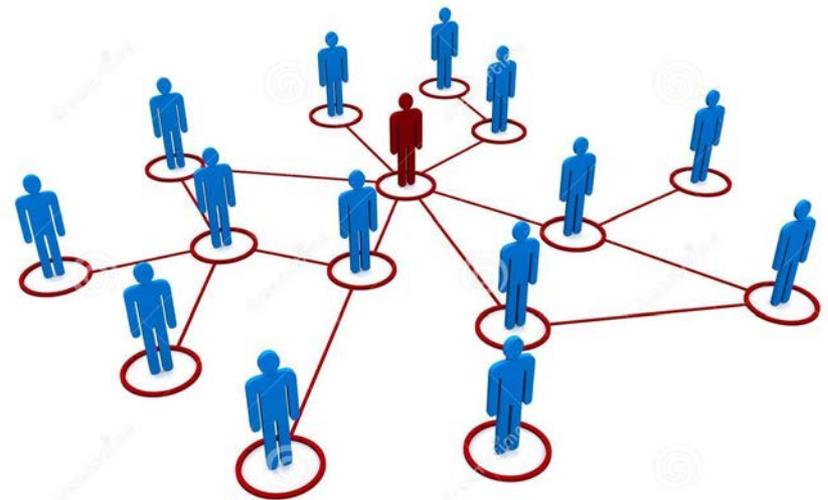
CCOF Spring 2019  
630 applicants  
33 fellows, 24 countries



# CCOF Goal

To support a global cohort of professionals and university students as they choose and conduct a Drawdown climate action, and engage their network in taking that action.

CCOF Spring 2019  
630 applicants  
33 fellows, 24 countries



# CCOF schedule

*(Need background on Climate Change Science/Communication? Email [mek2@cornell.edu](mailto:mek2@cornell.edu))*

Week	Topic/Action
1. 9/10-9/16	Introductions, Climate Mitigation and Adaptation
2. 9/17-9/23	Drawdown actions
3. 9/24-9/30	Social networks and spread of behaviors
4. 10/1-10/7	Social mobilization
5. 10/8-10/14	Social norms
6. 10/15-10/21	Social marketing
7. 10/22-10/28	Social media and behavior change
8. 10/29-11/4	Action plan implementation
9. 11/5-11/11	Action plan implementation
10. 11/12-11/18	Action plan implementation
11. 11/19-11/25	Action plan implementation and assessment
12. 11/26-12/2	Action plan implementation and assessment
12. 12/3-12/9	Prepare final presentations on your action implementation
13. 12/10-12/13	Give final presentations on your action implementation

# Two Approaches to Influencing Behaviors

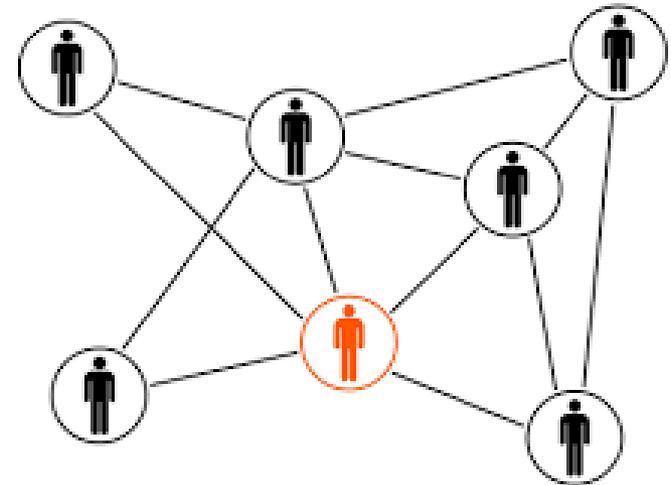
## Social Influence

How do we influence others?



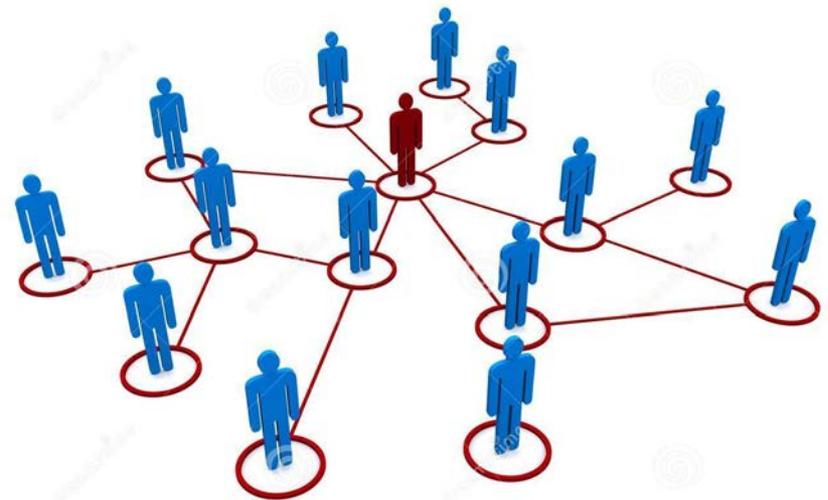
## Social Network

Who influences Whom?



# 3. CCOF Format and Technology?

CCOF Spring 2019  
630 applicants  
33 fellows, 24 countries



# CCOF Components

**1. Content and discussion**

**2. Weekly real-time discussions**

**3. Sharing resources**

**4. Support and encouragement**

**5. Network climate action**

# CCOF Format and Technology



**1. Content and discussion**

**2. Weekly real-time discussions**

**3. Sharing resources**

**4. Support and encouragement**

**5. Network climate action**

# CCOF Format and Technology



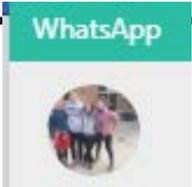
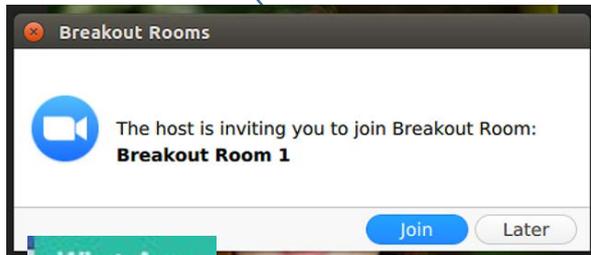
**1. Content and discussion**

**2. Weekly real-time discussions**

**3. Sharing resources**

**4. Support and encouragement**

**5. Network climate action**

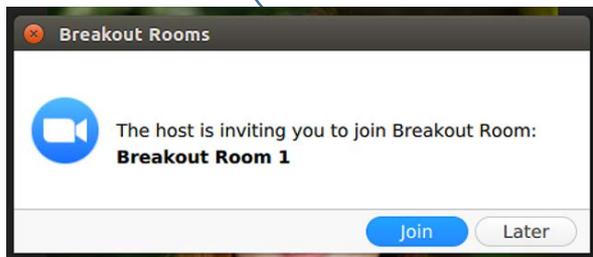


# CCOF Format and Technology



**1. Content and discussion**

**2. Weekly real-time discussions**



**5. Network climate action**



**3. Sharing resources**

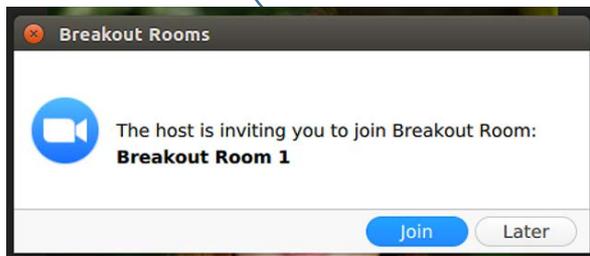
**4. Support and encouragement**

# CCOF Format and Technology



**1. Content and discussion**

**2. Weekly real-time discussions**

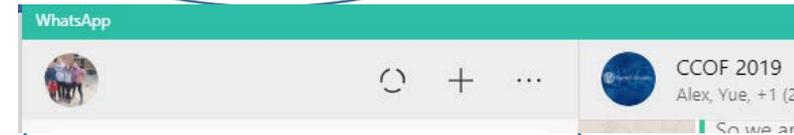


**5. Network climate action**



**3. Sharing resources**

**4. Support and encouragement**

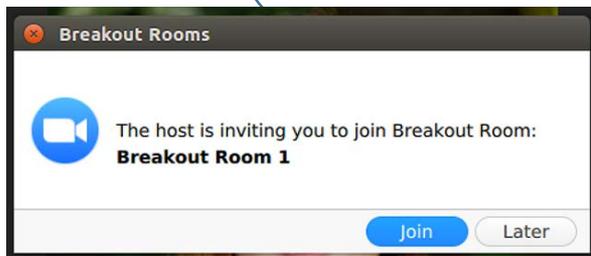


# CCOF Format and Technology



**1. Content and discussion**

**2. Weekly real-time discussions**

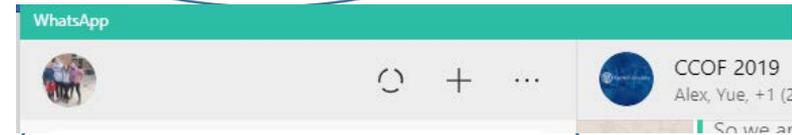


**5. Network climate action**



**3. Sharing resources**

**4. Support and encouragement**



# Weekly tasks

10 September – 13 December.

## ***Tasks completed according to your own time frame with weekly deadline of Tuesday 8am NY time***

1. Read articles and websites, and view short video lectures about climate change, social influence, and social mobilization.
2. Post thoughtful responses to weekly discussion questions based on readings on the fellows discussion board.
3. Participate in your small group of fellows.

## ***Weekly webinar scheduled at specific time***

4. Participate actively in small group and full fellow discussions during our weekly webinars, **scheduled Tuesdays, 8am-10am, New York time.**

## ***Tasks completed one time during the fellowship:***

5. Plan, implement, and assess a greenhouse gas mitigation action among your social network. Write a report or produce a multimedia presentation of your action, challenges faced, and outcomes realized.
6. Answer surveys designed to assess the impact of the Cornell Climate Online Fellows program.

# CCOF Platform: edX Edge



CornellX: EE111-F19x  
Climate Change Online Fellowship (CCOF)

View this course as:

[Course](#) [Discussion](#) [Syllabus](#) [Instructor](#)



## Climate Change Online Fellowship (CCOF)

### > About this course

- > Week A - Introduction to Class and to Climate Change Science
- > Week B - Climate Change Communication
- > Week 1- Introductions, Climate Mitigation, Vulnerability, and Adaptation
- > Week 2 - Drawdown Solutions
- > Week 3 - Social Networks and Spread of Behaviors
- > Week 4 - Social Mobilization
- > Week 5 - Social Norms
- > Week 6 - Social Marketing
- > Week 7- Social media and behavior change
- > Week 8 - Action Plan Implementation
- > Week 9 - International climate change agreements
- > Week 10 - Influencing US Policy
- > Week 11 - Putting a price on carbon: The costs and benefits of CO2 abatement
- > Week 13 - What we use - the circular economy
- > Week 14 - Envisioning a new future and climate leadership
- > Week 15 Final presentations

View this course as: Learner

[Course](#) [Discussion](#) [Webinars](#) [Resources](#) [Syllabus](#)

[Course](#) > [Week 3 - Social Networks and Spread of Behaviors](#) > [Week 3 - Social networks and the Spread of Behaviors \(Complex Contagion\)](#)

[← Previous](#)



## Week 3 Social Networks and the Spread of Behaviors (Co

[Bookmark this page](#)



## READ

- a. Centola, D. (2019). "The truth about behavioral change." MIT Sloan Management Review 60(2): 1.
  - b. Popp, T. 2019. "The virality paradox." The Pennsylvania Gazette. Mar/Apr: 42-49. <http://thepenngazette.com/the-virality-paradox/>
  - c. Networks Dynamics Group. <https://ndg.asc.upenn.edu/> (Explore this website for additional information on complex contagion and behavior change)
- 

## DISCUSS

Instructions: Please answer all three discussion questions below. Click on "Add a Post" under each question. USE YOUR NAME IN THE TITLE FOR YOUR POSTS, so it's easy to see who is posting. Once you have posted your own answer to the question, you will need to "respond" to at least two other students' or fellows' posts. If you are one of the early posters, you may need to come back later to find other students'/fellows' posts.

1. **Diffusion of behaviors.** In Centola's article "The truth about behavior change," he offers four explanations for why behaviors diffuse through small networks with strong ties rather than large networks with weak ties. Please reflect on each of these mechanisms as applied to what you have observed about climate change or other environmental behaviors.

2. **Complex contagions application.** How might you apply Centola's work on complex contagions to your climate network action? How large is your network? How tightly connected are its members?

3. **Action Plan.** Please repost your action plan (you can copy and paste from last week) with any changes made as a result of readings, the webinar, and discussions in your small group. Explain BRIEFLY the changes you are making at the top of your answer.

# Discussion 1. Diffusion of behaviors

Hide Discussion

Topic: Week 3 Q1 / Week 3 Q1

Add a Post

Show all posts  by recent activity

- O'Gorman - diffusing behaviors in corporate conservation**  
I'll answer the question focused on my experience in increasing participation in corporate conservation. In the world of corporate conservation, strategic complementarit... 2
- Diffusion of behaviors**  
I will use the example of household waste segregation and solar power in my previous building community to explain the four psychological mechanisms identified by Ce... 1
- Diffusion of Behaviours - Jane H**  
I have used the growth of the Green-Schools programme in Ireland as an example of how the 4 elements of Centola's diffusion of behaviours works within a network. 1... 2 new
- WILLIAM GAGNON**  
Although at first counterintuitive, it really was a realization for me that yes, indeed, ideas spread more successfully in small groups with strong ties than in large groups w... 1
- Tshering Tobgay**  
Diffusion of behaviors. In Centola's article "The truth about behavior change," he offers four explanations for why behaviors diffuse through small networks with strong ti... 1
- Hamidullah\_Nikzad**  
We observe today's the activities of networks in social media not physically in field of environment and climate change in Afghanistan. The wide networks in social medias... 1
- Diffusion of Behaviours**  
So much insight on behaviour change in Centola's writing. Indeed behaviour is learnt over time, from repeated exposure, withing close network and from people you tru... 1
- Diffusion of behaviors - Mutasim Adam**  
I think small networks with strong ties are effective rather than large networks with weak ties as I agree with the four psychological mechanisms, when we think of a chan... 1
- Dayo**  
Damon mentioned four factors that usually influence behavioral change. \*\*Strategic complementarity\*\* (This applies more to adopting a product or buying a stock than ... 1
- Di Wu**  
The four mechanisms Centola offered are Strategic complementarity, Credibility, Legitimacy, Emotional contagion. I would like to choose people buying electric vehicles (... 2
- Daniel Hamilton - Diffusion of Behaviors**  
The four mechanisms identified by Centola to explain the success of behaviors diffusing through small networks with strong ties rather than large networks with weak tie... 1
- Diffusion of behavior Pradeep**  
1

# **Weekly webinars**

- 1. Overview of concept (Krasny)**
- 2. 2-3 fellow short presentations**
- 3. Break out into small groups (critical thinking questions)**

## Test 😊 ...USE THE CHAT ON ZOOM

Who...

Plays a sport or does an art (which one?!)

Lives in city over 15 million

Lives in country less than one million

Will see snow sometime during this fellowship?

Can bask in the tropical sun this weekend?

Lives in a country where tree planting is considered a major climate mitigation/adaptation action

What time is it now where you are?

Is plastics a climate issue?

Click on Chat to ask any question—give your name and repeat question. (e.g., Meipeng Lu and live in city over 15 million, James Nyere and time is 5am)

# Small Group Discussion

1. *Introduce yourselves.*
2. *Briefly review the local climate impacts and actions* you posted on the Discussion Board.
3. How *effective* do you think these actions are?
4. How might they be *more effective* in reaching mitigation or adaptation goals?

## CCOF Fa 19 Small Groups

### Group 1

Catherine Rider, USA  
Crispin Chowle, Zambia  
Jane Hackett, Ireland  
Tshering Tobgay, Bhutan  
Yan Zhu, China

### Group 2

Dayo Oladipo, China (Nigerian)  
Emmanuel Niyoyabikoze, Burundi  
Loan Pham, Vietnam  
Maximilian Schubert, Germany  
Thany Thol, Cambodia

### Group 3

Avinash Acharya, India  
Francisco Gerardo Garcia Martinez, Mexico  
Margaret O'Gorman, USA  
Maya Ashirova, Turkmenistan  
Rade Glomazic, Austria (Serbian)

### Group 4

John Leo Algo, Philippines  
Manomita Das, India  
Sharin Shajahan Naomi, Bangladesh  
Sivendra Michael, Fiji

### Group 5

Katarzyna Smętek, Poland  
Keaton Harris, South Africa  
Munira Berhe, USA  
William Gagnon, Canada

### Group 6

Di Wu, China  
Fernando Lozada, Peru  
Pradeep Bhattarai, Nepal  
Shadman Rahman, USA (Bangladeshi)

### Group 7

Charles Sharp, USA  
Hamidullah Nikzad, Afghanistan  
Juma Haule, Republic of Tanzania  
Mutasim Adam, Sudan

### Group 8

Andrea Tatiana Vargas Elío, Bolivia  
Maggie Ngwira, Malawi  
Martin Ramirez, Colombia  
Tatek Belay Tegegne, Ethiopia

### Group 9

Fatima Delgado, Spain (Ecuadoran)  
Henry David Bayoh, Sierra Leone  
Jiyun Jeoung, Japan (South Korean)  
Lovans Owusu-Takyi, Ghana

# Implementing your action: Choose an action

The screenshot shows the top of the Drawdown website. The browser address bar displays 'https://www.drawdown.org/solutions'. Below the address bar is a search bar with the text 'Search'. To the left of the search bar are several navigation links: Scholar, Google Images, FB, news, Atlantic, Headlines, Washington Post: Brea..., NY TIMES, Library, and My Drive - Google Drive. The Drawdown logo is prominently displayed in the center, with social media icons for Twitter, LinkedIn, Facebook, and Instagram to its right. Further right are two buttons: 'email sign up' and 'donate'.

## Solutions by Rank

Rank	Solution	Sector	TOTAL ATMOSPHERIC CO <sub>2</sub> -EQ REDUCTION (GT)	NET COST (BILLIONS US \$)	SAVINGS (BILLIONS US \$)
1	<a href="#">Refrigerant Management</a>	Materials	89.74	N/A	\$-902.77
2	<a href="#">Wind Turbines (Onshore)</a>	Electricity Generation	84.60	\$1,225.37	\$7,425.00
3	<a href="#">Reduced Food Waste</a>	Food	70.53	N/A	N/A
4	<a href="#">Plant-Rich Diet</a>	Food	66.11	N/A	N/A
5	<a href="#">Tropical Forests</a>	Land Use	61.23	N/A	N/A
6	<a href="#">Educating Girls</a>	Women and Girls	51.48	N/A	N/A
7	<a href="#">Family Planning</a>	Women and Girls	51.48	N/A	N/A
8	<a href="#">Solar Farms</a>	Electricity Generation	36.90	\$-80.60	\$5,023.84
9	<a href="#">Silvopasture</a>	Food	31.19	\$41.59	\$699.37
10	<a href="#">Rooftop Solar</a>	Electricity Generation	24.60	\$453.14	\$3,457.63

# Implementing your action: Choose an action



Death image

## FOOD PLANT-RICH DIET

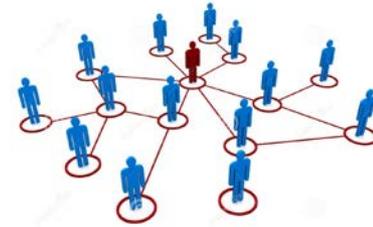
Vertumnus by the painter Giuseppe Arcimboldo, created 1590-91, symbolizing the Roman god of metamorphoses.

# #4

RANK AND RESULTS BY 2050

88.11 GIGATONS  
REDUCED CO2

# Implementing your action: Choose a network



Download from  
Dreamstime.com



# Assessing your action: Count actions, survey participants



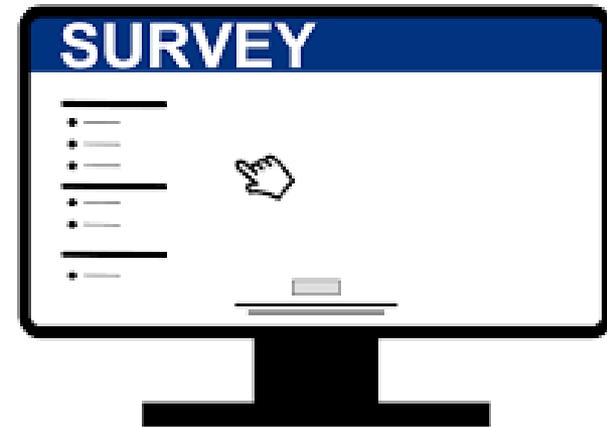
2,693,058 Views

**Eating Bird Food**   
March 22, 2018 · 

 Like Page

Healthy and simple (but incredible!) 4-Ingredient Samoas that might just taste better than the real deal. Shh.... don't tell the Girl Scouts. Vegan, gluten-free and paleo-friendly.

Grab the full recipe here: <https://www.eatingbirdfood.com/4-ingredient-samoas/>



# Assessing your action: Estimate CO2 saved or offset

The screenshot shows a web browser at the URL <https://www.fingerlakesclimatefund.org>. The page features a navigation bar with categories: air travel, car travel, building energy, and quick offset. A shopping cart icon is visible in the top right. The cart contains two items:

Item	Price	CO2 Offset
Home Energy, 1 yr	\$187.025	14962.0lbs
International Air Travel, 1 yr	\$15.85	1268.0lbs

Below the cart items, there are buttons for 'checkout' and 'new offset'. A note states: "Or, send check to Sustainable Tompkins / 309 N Aurora / Ithaca, NY with 'FLCF' in memo line". The footer contains links for "How Offsets Help Others", "Carbon Races", "Business and Event Offsets", "Reduce Your Emissions", "FAQ", "About Us", and "Make Donation".

[How it Works](#)

[Recent Offset Donors](#)

[Recent Grant Awardees](#)

# My Action: Carbon Offsets for air travel

**air travel** car travel building energy quick offset

## FINGER LAKES CLIMATE FUND

Photo by Bill Hecht

How Offsets Help Others Carbon Races Business and Event Offsets Reduce Your Emissions FAQ About Us Make Donation

### How it Works

Take responsibility for some of your CO2 emissions from burning fossil fuels.

### Recent Offset Donors

**Matt and Kari**  
Offset their trip to Mt. Desert Island in Maine.  
[Offset your carbon use ▶](#)

### Recent Grant Awardees

**Colgan/Pruyne Home**  
Grant Amount: \$998  
CO2 Offset: 40 tons  
[Find out more! ▶](#)

# My Action Network: Office colleagues in Fernow Hall



# My Action Network: Office colleagues

Photo by Bill Hecht

How Offsets Help Others

Carbon Races

Business and Event Offsets

Reduce Your Emissions

FAQ

About Us

Make Donation

## Team Fernow and Friends

Score: 184191  
Offsets: 81

### Team Members [Invite others to join this team](#)

mark whitmore  
Christina Stark  
Angela Fuller  
Barbara Knuth  
Brian Hutchison  
Brian Chabot  
David Weinstein  
Wade S  
Anne Armstrong  
Rachael Mady  
Yue Li  
Mi Yan  
Aleysia  
Bjorn Whitmore  
Sylvan  
Patrick Sullivan  
Lars  
Shorna Allred

## Carbon Races Leaderboard

1

Friends of Ellen  
CO2 Offset: 523,558 lbs  
Number Offsets: 64  
Number Players: 19

2

Mothers Out Front - Corning Community Team  
CO2 Offset: 306,487 lbs  
Number Offsets: 76  
Number Players: 17

3

Sustainable Tompkins  
CO2 Offset: 253,862 lbs  
Number Offsets: 82  
Number Players: 20

4

Fernow and Friends  
CO2 Offset: 184,191 lbs  
Number Offsets: 81  
Number Players: 31

5

Tompkins County Climate Protection Initiative  
CO2 Offset: 143,046 lbs



# Ongoing support among fellows



The shelter that was evacuated had cots 7:17 AM

+1 (913) 481-9920 ~Richard [redacted]  
Stay strong Gail, we are all pulling for you and your circumstance... 8:51 AM

+1 (242) 374-4945 ~Gail Woon  
The worst has not hit us yet 9:47 AM

Many areas of the island under 4 to 6 feet of storm surge. Families are calling for rescue from the water in their homes. No rescuers are allowed out in these conditions 9:48 AM

+263 71 544 3343 ~Maxwell [redacted]  
We are praying for your total safety and all 9:50 AM

+1 (242) 374-4945 ~Gail Woon  
Please don't stop. 9:52 AM

or start new chat

2019 yesterday  
+1 (242) 374-4945: Oh my goodness. Tha...

+1 (68) 64 47 04 yesterday

Great people are designed to overcome great challenges that why you are Great Gail.  
So the great victories makes you Great Gail.  
You are a special star in this CCOF Community.  
Bless you my dear sister. You are an inspiration. 3:02 PM

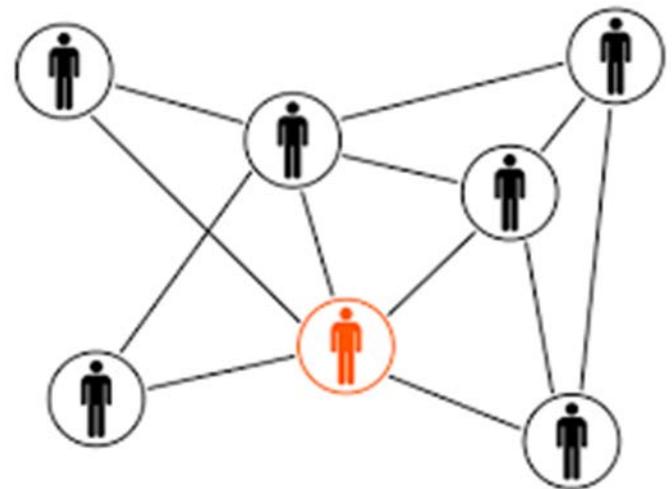
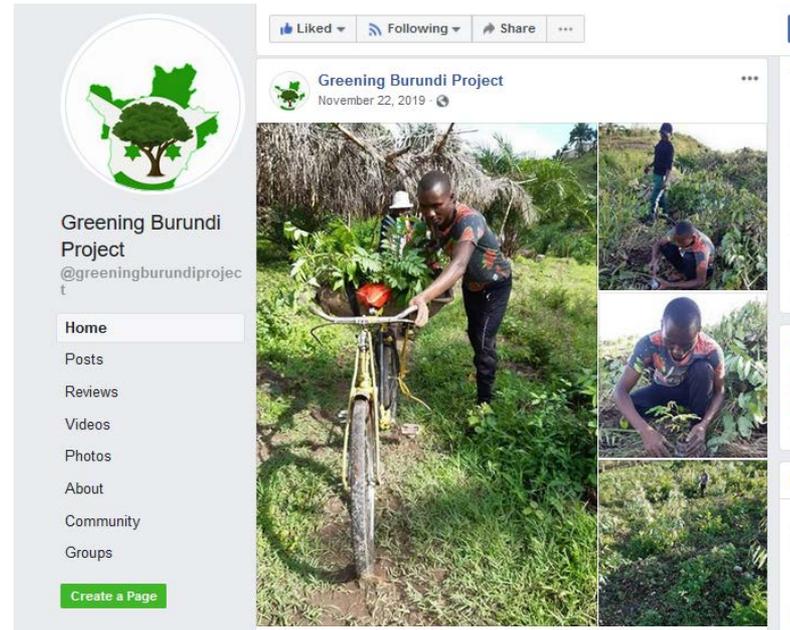
# Lessons Learned

An online community can support people as they deal with climate crises

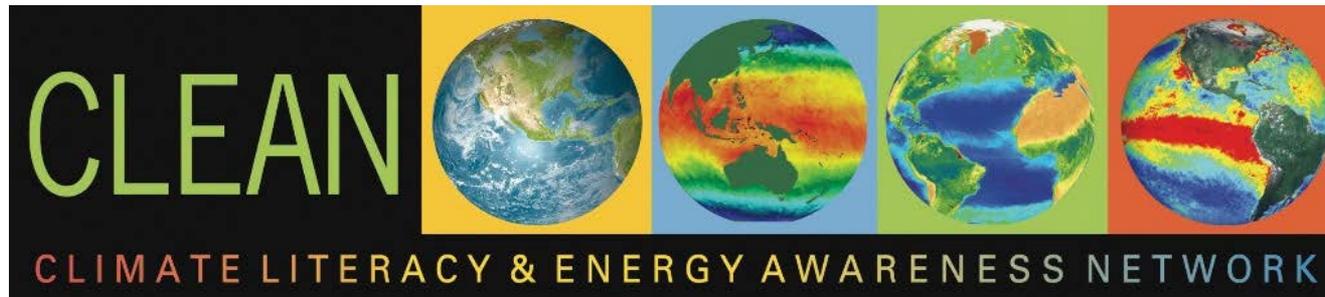
People are taking action to mitigate climate change in circumstances we wouldn't expect

Influencing one's network is hard, but seems to be more successful in homogenous groups with established trust

Need multiple messengers and multiple messages to change behaviors (forget the "influencer"!)



## 4. Suggestions? Questions?



Thank you!

