#9for2019

Individual Climate Action Video Campaign
Agenda

- Why individual action?
- Why video?
- Why humor?
- Other individual action campaigns
- Other funny climate videos
- The campaign
- Screening
- Request for feedback
Why individual climate action?

- Climate despair is on the rise
- Many individual actions drive culture and policy change
- Even though the most critical actions are collective ones, individual behavior change will be necessary for us to successfully and permanently stave off the worst of climate change
- The IPCC 1.5 report found that behavior, lifestyle and cultural change have a high mitigation potential in some sectors, particularly when complementing technological and structural change
Why creative video?

- Our movement is “head-strong,” but “heart-weak”
- The digital space provides an opportunity to engage people’s imaginations and emotions
- Deniers are currently winning on YouTube
Why humor?

- Humor in print health advertisements: enhanced attention, privileged recognition, and persuasiveness of preventive messages (Blanc & Brigaud, 2014)
- Framing Climate Change: Exploring the Role of Emotion in Generating Advocacy Behavior (Nabi, Gustafson & Jensen, 2018)
Testing & optimizing

- Testing whether this type of humorous video moves people to act on climate
  - And which groups are most moved
- Running A/B or split-tests and pay per click (PPC) ads
Other individual action campaigns

- The YEARS Project – Weekly Actions & All Actions
- UNFCCC – Climate Neutral Now
- NRDC – Act Now
- Low Carbon City – 30 Days Challenge for the Climate
- Grist – 21-Day Apathy Detox
Ghosts of funny climate videos past

- Purpose (w/ Funny or Die): New American Road Trip Comedy Pit Stops
- Funny or Die: Chevron Thinks We’re Stupid campaign, Old People Don’t Care About Climate Change, Climate Change Denial Disorder
- The Nature Conservancy: Ice cream cake analogy video
- SoulPancake: Is Zach’s Hotness Causing Global Warming?, How Climate Change is Exactly Like Game of Thrones
- Streetfilms: Kate McKinnon = SUV lobbyist in Meet Veronica Moss, Auto Lobbyist
- SNL: Trees music video, Climate Change (with Kumail Nanjiani)
- Alliance for Climate Education with missing pieces: Save Florida Man
This campaign

- Nine videos, each just over a minute in length
- Mockumentary-style with cutaways
- Each video starts with a question and ends with a call to action
- Instagram, landing pages & website, emails
- Final call to action: Pledge to be an environmental voter
- Everything will go live next Tuesday, November 12th
- We’ll promote two videos per week until December 13th
- *Show videos*
We need your feedback

● Content edits? (Caveat: At this point, we can’t make many changes)
● Additional related campaigns?
● Other climate change comedy we should know about?
● How else can we get this out into the world?
Thank you!