

TARGETING CLIMATE CHANGE

A Method for Mobilizing Communities

We start with disengaged communities that:

- **have a high concern about climate change**
- **but don't know how to act and**
- **feel isolated and somewhat complacent.**

We learn that:

- this is because climate change is not in everyday conversations or news reports.
- when no one around us is talking about or acting on climate change, it is easy to convince ourselves that we will be safe with the majority.
- concern for climate change is VERY HIGH in Canadian communities - between 80-90%!! **People respond very well to organization and are longing for someone to act.**

We create engaged and educated communities by applying the overarching principles of Targeting Climate Change:

- **Providing leadership to create a direction and sense of purpose in the community.**
- **Creating opportunities for communities which will:**
 - **reduce isolation and anxiety which inhibits action and**
 - **allow for access to expertise and resources and**
 - **allow for networking keep actions relevant and efficient.**
- **Coordinating actions and information to keep the community with a strong knowledge base and efficient and relevant actions.**

Remember:

1. **KEEP IT SIMPLE!**
2. This is about **LISTENING** to the community not lecturing them - do not let the panelists or elected officials speak to the community. Give the microphones to the audience.

Steps:

1. Call the community to action - choose a venue and a series of dates and times.
2. Create social media pages and a flyer and an eventbrite link with the information for promotion. Create a blurb to share and reuse it with everyone.
3. NETWORK (Keep a list of contacts and dates and times of contact):
 - a. Contact eco-groups within the community to access their expertise as panelists and ask them to help promote it. You may want: scientists, engineers, renovation specialists, experts in renewable energy for homes and vehicles, experts in advocacy and communication, experts in growing green spaces and trees, experts in mental health, experts in financing projects, experts in policies and legal issues. Ask them if they would like a table to use for promotion and/or if they would like to be on the panel.
 - b. Contact the municipality and ask them to promote it and attend (to explain what the town is doing). Ask if they would like a seat on the panel.
 - c. Contact elected provincial and federal leaders and ask them to promote it in their circles and attend (to explain current policies). Ask if they would like a seat on the panel.
 - d. Contact local media for promotion
 - e. Contact influential people and ask them to let you know other people to contact
4. Decide what information you will share at the event and create it. These could include:
 - a. a method to collect contact information
 - b. a survey
 - c. calls to advocate to personal circles and local institutions for climate action planning
 - d. tips for action
 - e. contact information for local elected officials
5. Consider organizational issues:
 - a. media free zones
 - b. refreshments
 - c. access and registration
 - d. washrooms
 - e. opening and closing
 - f. sound and number and placement of microphones
 - g. responsibility for opening and closing of venue
 - h. signage at the venue
 - i. name tags and markers
 - j. people to be at registration and organize refreshments
6. Contact panelists and vendors a week before the event and ask them to confirm attendance and ask panelists for a short bio and list of areas of expertise. Create a master list of vendors and panelists.
7. At following events, ensure you collate the contact information and survey information and use it to inform your next events.