



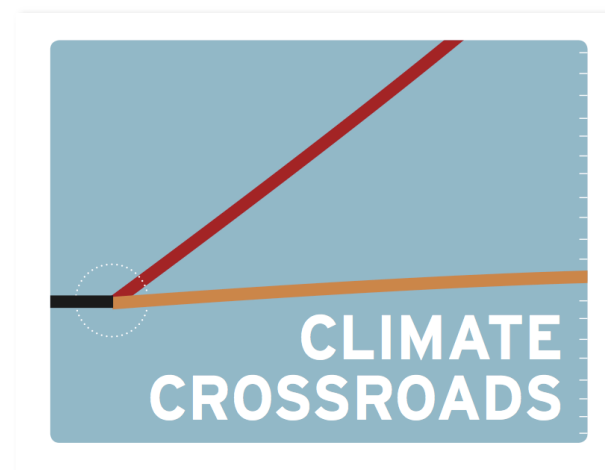
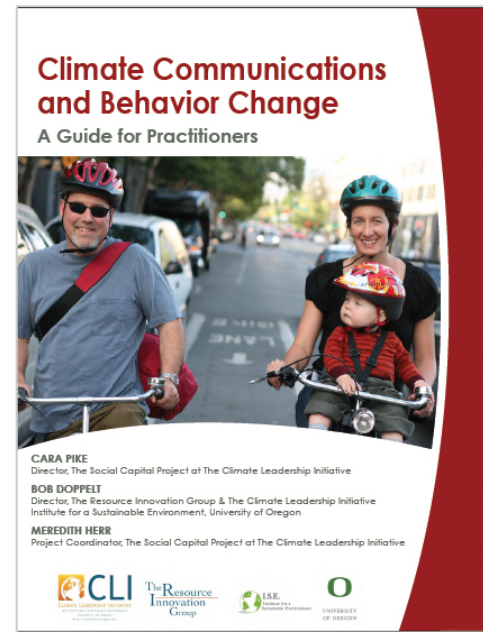
THE CLIMATE ACCESS PRACTITIONER NETWORK: sharing what works

MEREDITH HERR

Senior Associate, the Social Capital Project of The Resource Innovation Group
and Webmaster, Climate Access

November 13, 2012

+ The Social Capital Project



+ Challenges

- Overwhelmed by “fire hose” of data and research.
- Unsure where to find information on best practices.
- Feeling isolated from others working on similar issues.





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RESOURCE

Climate adaptation barriers and opportunities.

A Comprehensive Review of Climate Adaptation of Climate Adaptation in the United States

This article reviews existing and planned climate adaptation responses by the government, nonprofit and private sectors throughout the United States, noting a lack of implementation and evaluation.

[Read more](#)

BLOG

November 5, 2012

America the Possible: An Interview with Gus Speth

David Minkow

When you consider the need for systemic change, the 2012 election, despite notable differences in policies, direction and approach, can seem like little more than rearranging the deck chairs on a certain ship 100 years ago or perhaps deciding which passengers get a lifeboat. This is why I really appreciate the wisdom and information in "America the Possible: Manifesto for a New Economy," the latest book from Gus Speth, one of the nation's most accomplished environmentalists. In it, he charts a new course for the nation—one with the potential for calmer seas and lifeboats for all.

[1 comment](#)

[Read more](#)



November 2, 2012

The Painful Impacts of Climate Disruption – Responding to Hurricane Sandy

Cara Pike

As the waters retreat and recovery slowly begins, the silence on the topic of climate change in the election has

FEATURED TIP SHEET

Framing Sandy - A Climate Story



A messaging guide from Climate Nexus on how to connect the dots between Hurricane Sandy and climate change

[MORE TIP SHEETS](#)

FEATURED COLLECTION

Collection: Extreme Weather Messaging Resources



As extreme weather events become more frequent, these resources offer strategies for communicating about climate impacts.

► Plus [Hurricane Sandy messaging tips](#) for climate communicators.

7 reasons why the public is not engaged on climate AND WHAT TO DO ABOUT IT ►

FROM THE BLOGOSPHERE



A Change in the Weather on Wall Street

Tina Rosenberg
Nov 7, 2012



Obama finally talks climate change. Now what will he do about it?

Brad Plumer
Nov 7, 2012



Climate and Hurricane Sandy – What's In a Name?

Anna Fahey
Nov 6, 2012

[PREVIOUSLY FEATURED](#) ►



synthesis & analysis

best practices

“network of networks”

Climate Access membership



- **1,200 members** (*individually approved through an application process*)

- NGO 57%
- EDU 18%
- GOV 17%
- Service 8%

- Members in **45 States + Washington, DC**

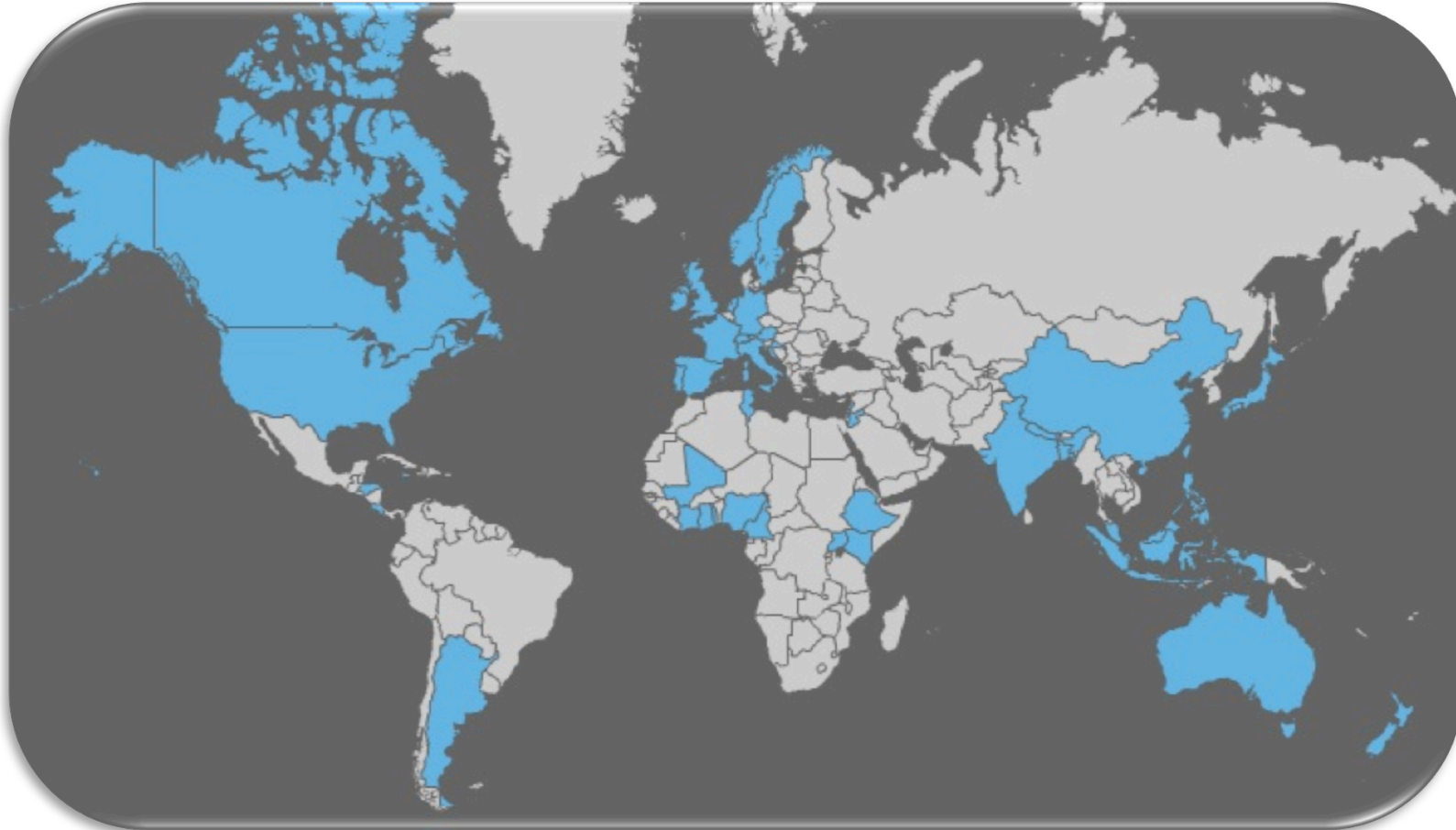
Highest representation in:

1. California
2. Washington, DC
3. Oregon

- Top areas of **member expertise**:

- Communications
- Policy
- Energy

Climate Access members in 42 countries



- | | | | | | | |
|------------|------------|-----------|-------------|-------------|-------------|----------------|
| Argentina | China | Ghana | Ivory Coast | Malaysia | Norway | Taiwan |
| Australia | Costa Rica | Honduras | Jamaica | Mali | Philippines | Togo |
| Austria | Croatia | India | Japan | Nepal | Portugal | Tunisia |
| Bangladesh | Ethiopia | Indonesia | Jordan | Netherlands | Spain | Uganda |
| Cameroon | France | Ireland | Kenya | New Zealand | Sweden | United Kingdom |
| Canada | Germany | Italy | Lebanon | Nigeria | Switzerland | United States |

Snapshot of our Members



Jalonne White-Newsome
Union of Concerned Scientists



Matt McRae
City of Eugene



Roberta Burnes
Kentucky Division for
Air Quality



Howard Frumkin
University of Washington
School of Public Health



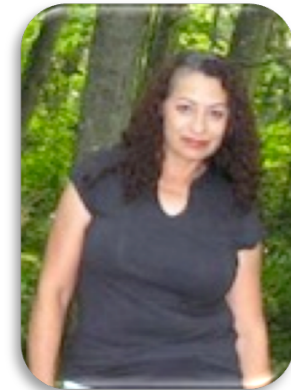
Joelle Novey
Greater Washington Interfaith
Power & Light



Arjun Dhakal
ISET-Nepal



John Morris
National Park Service



Yvette Wiley
Muscoogie Creek Nation

Private Forums



WWF Private Forum



Seven reasons why the public is not engaged on climate

1. We're Facing an Unprecedented Risk
2. We've Overwhelmed the Public
3. Fatalism Has Set In
4. The Opposition is Mighty
5. The Scientific Certainty Smokescreen
6. It Hasn't Been a Values Conversation
7. Not Taking the Long View



1. We're Facing an Unprecedented Risk



**MESSAGING THE
LATEST STORM:
what to say about Hurricane
Sandy and other extreme
weather events**

A Climate Access Roundtable

Oct 31, 2012: 1-2pm EDT (10-11am PDT)

2. We've Overwhelmed the Public



CLIMATE ACCESS ROUNDTABLE

**FROM OVERWHELMED TO ENGAGED:
TANGIBLE IDEAS FOR INSPIRING
ACTION ON CLIMATE**

**Climate
Access**
SHARING
WHAT
WORKS

3. Fatalism Has Set In



4. The Opposition is Mighty



5. The Scientific Certainty Smokescreen



6. It Hasn't Been a Values Conversation



7. Not Taking the Long View



TIPS & TOOLS



Why (and how) to use an Engagement Ladder

“Engagement ladders are a supporter-centric way of looking at strategic action.”

– Steve Andersen, VP of Technology and Innovation, Salesforce Foundation

“Engagement ladders” or “pyramids” are useful tools for motivating people to take increasingly deeper degrees of action on climate change. They are also tools to help you track and measure these levels of interest and involvement. This tip sheet explains why engagement ladders are beneficial and provides examples and resources to help you implement your own engagement plan.

By tailoring your “asks” to your supporters’ level of involvement, your organization can more effectively build relationships and motivate people to grow their commitment over time.

Groundwire’s “Engagement Pyramid” outlines the levels of supporter engagement, from online activism at the bottom to personal relationships at the top. The following is a breakdown of engagement levels and communications tips from Groundwire’s [The Engagement Pyramid: Six Levels of Connecting People and Social Change](#):

Level 1 - Observing: Individual has visited the organization’s website, attended an event, and/or is following social media. (*Metrics:* website traffic, polling, media impressions.)

▶ **Tip:** Focus on information sharing and awareness-building.

Level 2 - Following: Individual has provided contact information and is reading and watching direct communications. (*Metrics:* email and RSS subscribers, Twitter followers, Facebook fans)

▶ **Tip:** Send updates with the goal of sharing information and building enthusiasm.

Level 3 - Endorsing: Supporter is taking simple, quick acts with little risk or investment of resources, such as an online action or call. (*Metrics:* number of members, petition signers, paid event attendees)

▶ **Tip:** Distribute mass communications that encourage low-level actions, such as membership pledges, email forwarding and petition signing.

Level 4 - Contributing: Supporter has made a contribution and/or is a regular volunteer. (*Metrics:* number of volunteers and activists, mid-level donors and contributors.)

▶ **Tip:** Send personal emails, place phone calls, or host in-person meetings to coordinate on a project or make a donation.

Level 5 - Owning: Supporter has increased investments of time and money and gained a sense of ownership through hosting an event or serving as a spokesperson. (*Metrics:* more subjective, may include board members, major donors)

▶ **Tip:** Promote continued volunteer involvement, board membership, and/or member blogging, through a two-way conversation flow.

Level 6 - Leading: Supporter has become the engager, through positions such as board chair or endowment committee member. (*Metrics:* the people in this level are the most important in your organization.)

▶ **Tip:** As individuals take on leadership roles and engage others in the community, contact is often initiated by the members themselves.

+ Outcomes

- Develop tools for practitioners to apply the latest thinking and provide insights to researchers.
- Track the field and develop best practices and effective frames.
- Create a “network of networks” for climate practitioners to find and share ideas.



+ Contact Us



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