



efficiency engagement environment

Climate Change and The 12 Step Framework

Is there a “there” there?

Julie Hayes

November 13, 2012



Where on earth did this crazy idea come from?



What I learned on my symposium vacation...



- 3 days in a converted monastery inspires
- The most delicious organic food nourishes
- **Thought leaders from around the world motivate**
- **Practitioners allowed to participate adds context**
- A hot tub on every floor rocks!
- So much to see, do, hear, talk about – all good
- Sleep deprivation – can lead to wild ideas

Behavior Change

There were multiple presentations that supported key elements essential for people to embrace new ideas and pursue lasting change:

- A step approach
- A simple, clear path
- Community specific
- Support from “your people”
- Keep it simple
- A connection to spiritual/religion
- The power of story

What came to mind...





Real Time Collaboration

Group 7

- Skip Laitner – Energy and Resource Economist
- Kathy Kuntz – Cool Choices
- Linda Shuck – California Institute for Energy and Environment
- Tim Warman – National Wildlife Federation
- Susan Bodnar – Columbia University
- Cara Pike – The Social Capital Project
- George Marshall – Climate Outreach Information Network
- Fred Osbourne – EASTER Foundation

Over-consumers Anonymous

The CMB program might develop a 12-step-like program of over-consumers anonymous that helps us understand that I am/we are part of something bigger than myself or ourselves. This should include a framework and a toolkit that leads us to both daily and spiritual practices that can be replicated across social groups and cultures.



Can a 77 year old, behavior change institution add structure to individual behavior related to climate change ?





Bill W.

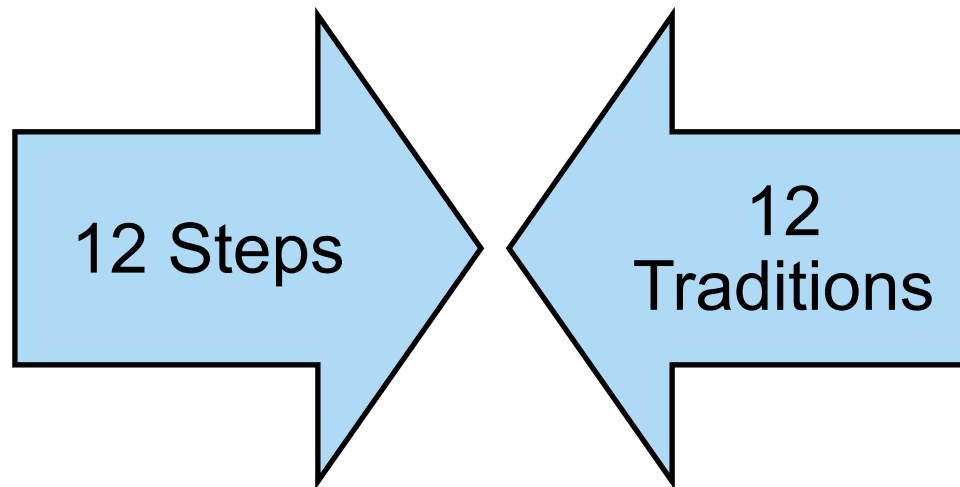
Success of Alcoholics Anonymous

- Started in 1935
- 54 + fellowships
- 50% success rate among alcoholics who attend meetings for a year*
- 2,133,842 members worldwide*



A simple, progressive path to changing behavior

- Societal structure of the group
- Guiding principles for the group
- Role of the fellowship in public
- “Principals above personalities”



Best Practices	Step Approach	Simple Path	Participant Centric Design	Trusted Source Delivery	Reward Based	Compelling Visual Story	Engagement Tools	Re-Engagement Tools	Spiritual Connection
12 Step Framework	√	√	√	√	√		√	√	√



Meetings

- Accessible community
- There are others like me
- Share feelings, experience, strength and hope, ask questions
- Replace the destructive habit with a new one



Best Practices	Step Approach	Simple Path	Participant Centric Design	Trusted Source Delivery	Reward Based	Compelling Visual Story	Engagement Tools	Re-Engagement Tools	Spiritual Connection
12 Step Framework		√	√	√	√	√	√	√	√

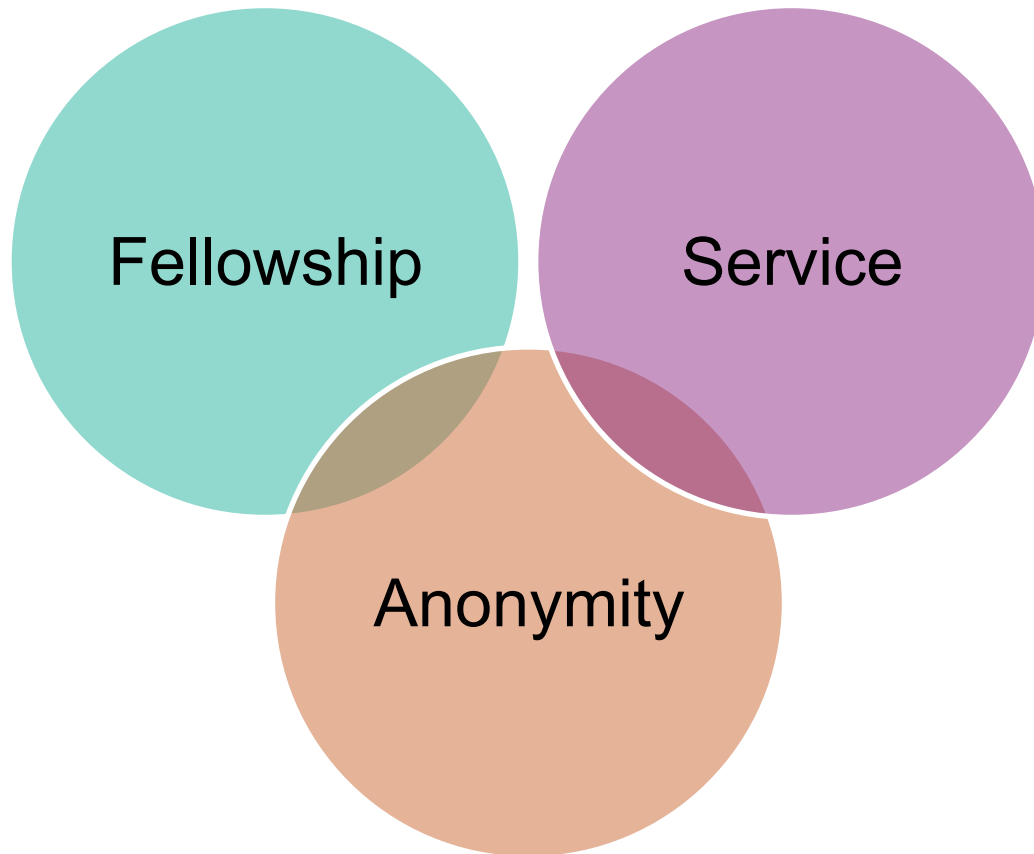




Sponsorship

- Guidance through the 12 steps
- Being of service
- Reduces isolation
- Support and guidance
- Someone who has already benefitted from the program

Best Practices	Step Approach	Simple Path	Participant Centric Design	Trusted Source Delivery	Reward Based	Compelling Visual Story	Engagement Tools	Re-Engagement Tools	Spiritual Connection
12 Step Framework	√	√	√	√	√		√	√	√



- Community and friendship
- Workshops – Conference
- Sense of purpose
- Helping others takes the focus off of your problems
- Commitment to a weekly meeting can help insure going to a weekly meeting

Best Practices	Step Approach	Simple Path	Participant Centric Design	Trusted Source Delivery	Reward Based	Compelling Visual Story	Engagement Tools	Re-Engagement Tools	Spiritual Connection
12 Step Framework		√	√	√	√		√	√	√

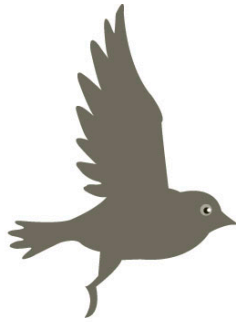


Is there a “there” there?

- Is this idea worth further investigation?
- Could “Something Greater Than Myself” be the missing piece to sustainable behavior change around climate action?



milepost



Julie Hayes
Senior Project Manager
Milepost Consulting
julie@milepostconsulting.com
323-445-2320

