TSOOL Climate Change a Step Framework Climate Change and The 12

Is there a "there" there?



Where on earth did this crazy idea come from?



What I learned on my symposium vacation...



- o 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
- o 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?



More in common than you may think

Best Practices	Step Approach	Simple Path	Participant Centric Design	Trusted Source Delivery	Reward Based	Compelling Visual Story	Engagement Tools	Re- engagement Tools
Religion and Ecology		V	$\sqrt{}$	V		V	V	V
From an Individual to a Group Mindset	V	V	V			V	V	V
Community Specific Design	V	V	V				V	
12 Step Framework	V	V	√	V	V	V	V	V





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*



12 Steps

12 Traditions

Meetings

Sponsorship

Literature

Service

Fellowship

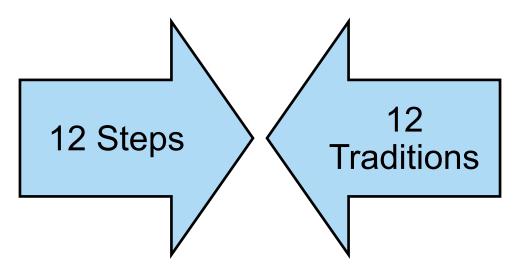
Anonymity

Spiritual Connection



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	Centric	Trusted Source Delivery		Compelling Visual Story	Engagement Tools	Re- Engagement Tools	Spiritual Connection
12 Step Framework	√	√	V	V	V		V	V	V



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		Compelling Visual Story	Engagement Tools	Re- Engagement Tools	Spiritual Connection
12 Step Framework		√ V	√	√	√	V	V	V	V





Sponsorship

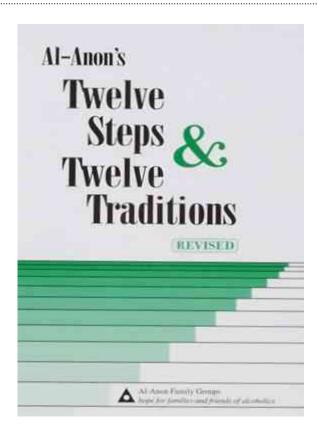
- o Guidance through the 12 steps
- Being of service
- Reduces isolation
- Support and guidance
- Someone who has already benefitted from the program

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



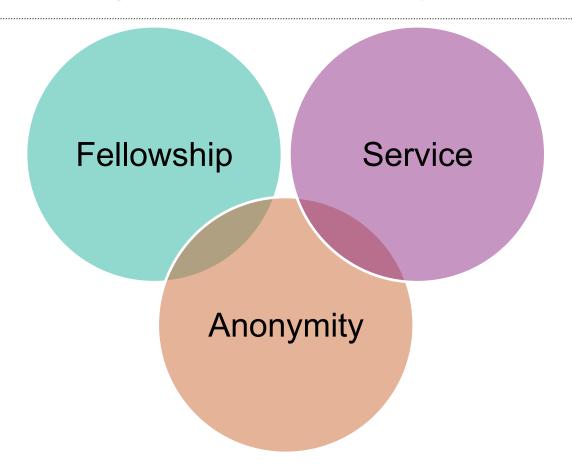
Literature

- The Big Book this is used in every program, regardless of the featured addiction. It is the roadmap to sobriety.
- Area specific books Debting,
 Overeating, Gambling etc.
- Pamphlets
- Daily meditation books
- Audio and visual recordings of speakers at other meetings
- Slogans for behavior specific recovery



Best Practices	Step Approach	Simple Path		Trusted Source Delivery		Compelling Visual Story	Engagement Tools	Re- Engagement Tools	Spiritual Connection
12 Step Framework	√	√	V	√	V	√	V	V	





- 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		Compelling Visual Story	Engagement Tools	Re- Engagement Tools	Spiritual Connection
12 Step Framework		V	√	V	√		V	V	√



Spiritual Connection to something greater than yourself

- Simple path Steps 1, 2, 3
- Trusted source delivery Higher Power as seen by the individual
- Compelling visual story Restored to sanity
- Community Design everyone sees it the way that is meaningful to them
- Engagement tool prayer and meditation



Best Practices	Step Approach	Simple Path	Centric	Trusted Source Delivery		Compelling Visual Story	Engagement Tools	Re- Engagement Tools	Spiritual Connection
12 Step Framework	$\sqrt{}$	√	V	√	√	V	V	V	V



Is there a "there" there?

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









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