Climate is Not a Game!

Carleen Cullen
Founder and Executive Director

www.cooltheearth.org

COOL the earth™

ONLY YOU CAN STOP CLIMATE CHANGE!

KODA QUEST

cool the earth™

Schools Program Evaluation

Reach: 200,000 kids

300,000 actions

Results: 35% participation of which

1/3 of parents took more
actions beyond program

KODA QUEST

New actions taken during CTE
(and intended to take afterward)

Energy Efficiency Actions	# of parents who did *not* take this action before CTE	% who took this new action *during* CTE	% who intend to take this new action *after* CTE
Home energy actions			
Adjust thermostat	16	31%	50%
Turn off lights	17	59%	59%
Replace with CFLs	30	27%	40%
Wash in cold water	32	28%	38%
Lower water heater	38	18%*	21%
Use power strip	47	19%*	28%
Schedule audit	61	5%	18%
Vehicle fuel actions			
Combine errands	16	25%	38%
Check tires	33	21%*	27%
Turn engine off when stationary	45	31%	36%
Drive 55	52	12%*	15%
Walk/bike/carpool to school	44	11%	23%

* Asterisks indicate the five new actions that were significantly different between schools (in every case, more common at River Montessori than at Thomas Jefferson).

cool the earth™

Time Spent with Media, By Age, 2013 Time spent using media in a typical day:		
	Child Age 5-8 yo	Change in time using media 2011-2013
Watching TV	:58	< :12
Watching DVDs	:25	n/a
Playing games on mobile deivce	:15	> :10
Playing console video games	:12	< :04
Playing computer games	:09	< :06
All the rest	:22	
Total screen media	2:21 per day	

Source: Zero to Eight Children's Media Use in America 2013
A Common Sense Media Research Study, Fall 2013

Game Mechanics

Pet Care Game

Mini Games

Real World Action

Parent Engagement

Retention

Level 6 365

COOL the earth™

cool the earth ™

Level 5

1385

cool the earth ™

Level 5

1175

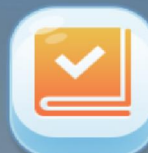# COOL the earth ™

OPPPORTUNTIES

Share game with your constituents

SPONSOR GAME

PARTNER: MAKE IT YOUR OWN
--BRAND IT! (name, opening screen, email)
-MISSIONS
-EMAIL MESSAGES

KODA QUEST

Move Over Smokey
there's a New Bear in town!

Carleen Cullen   ccullen@cooltheearth.org   cooltheearth.org