

A decorative graphic consisting of a series of circles of varying sizes and colors (yellow, orange, and red) arranged in a curved, arc-like pattern across the top and left side of the slide.

# AMPLIFYING SOLUTIONS STORIES

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BECC – December 2014

# www.climateaccess.org



The network for those engaging the public in the transformation to low-carbon, resilient communities.



SEARCH



## BLOG



October 3, 2014

### This is what democracy looks like

Amy Huva

The People's Climate March was a huge success, with 400,000 people on the streets of New York City and more worldwide. It was the kind of thing that still felt surreal even a few days later, when I would see subway posters advertising the march.

## UPCOMING TRAINING

### Communicating about Climate Impacts and Engaging Stakeholders in Solutions

October 28-29 — Wells, Maine



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

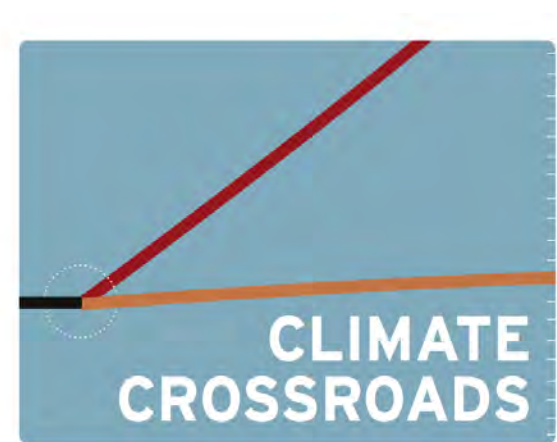
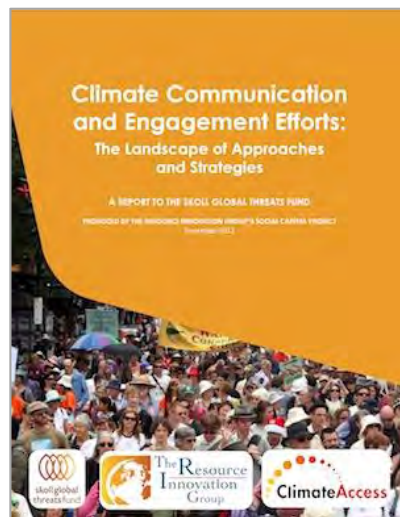
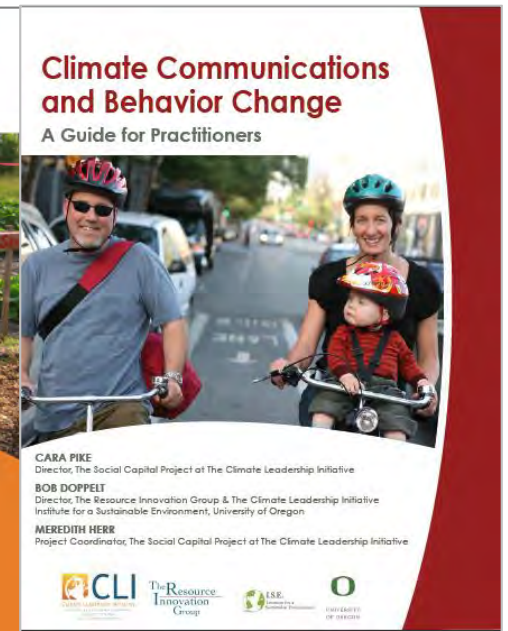
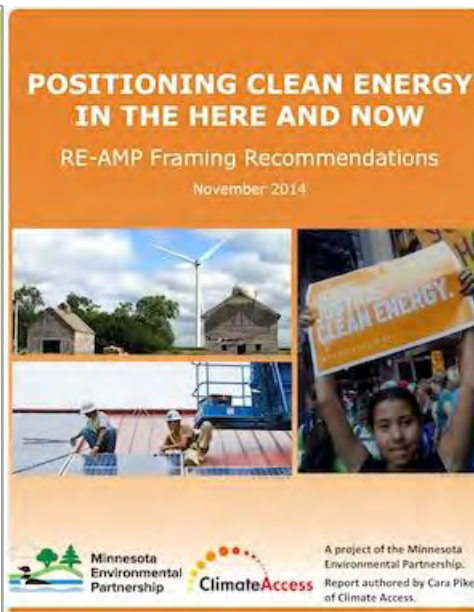
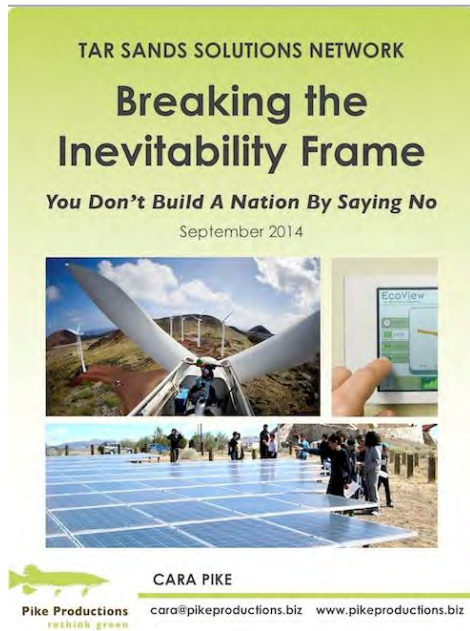
FROM THE BLOGOSPHERE [edit blog](#)



Climate change is threatening our health

Courtney Howard  
Oct 2, 2014

# OUR PUBLICATIONS

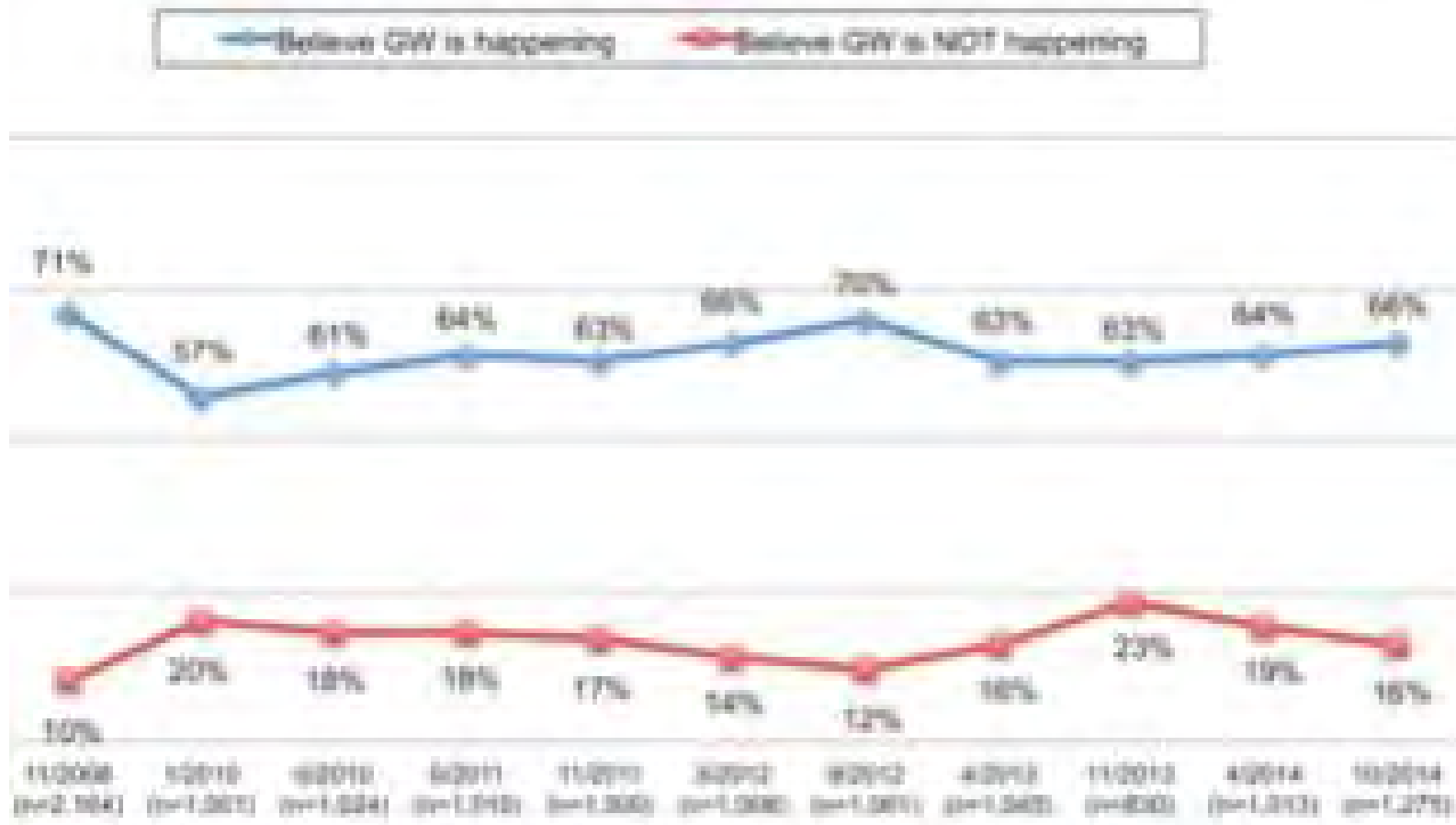






# OPINION – U.S.

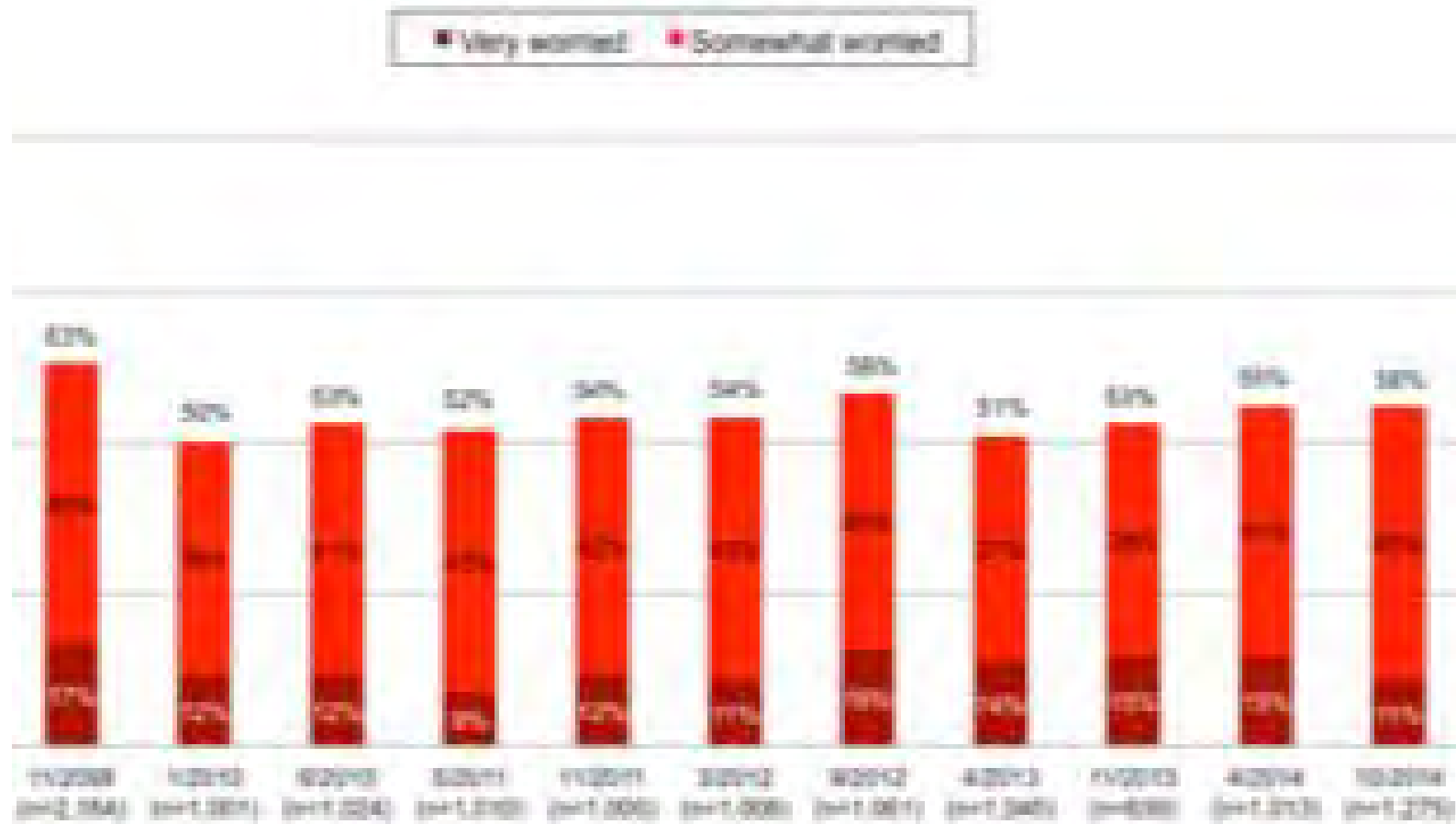
Majority acceptance



# OPINION – U.S.

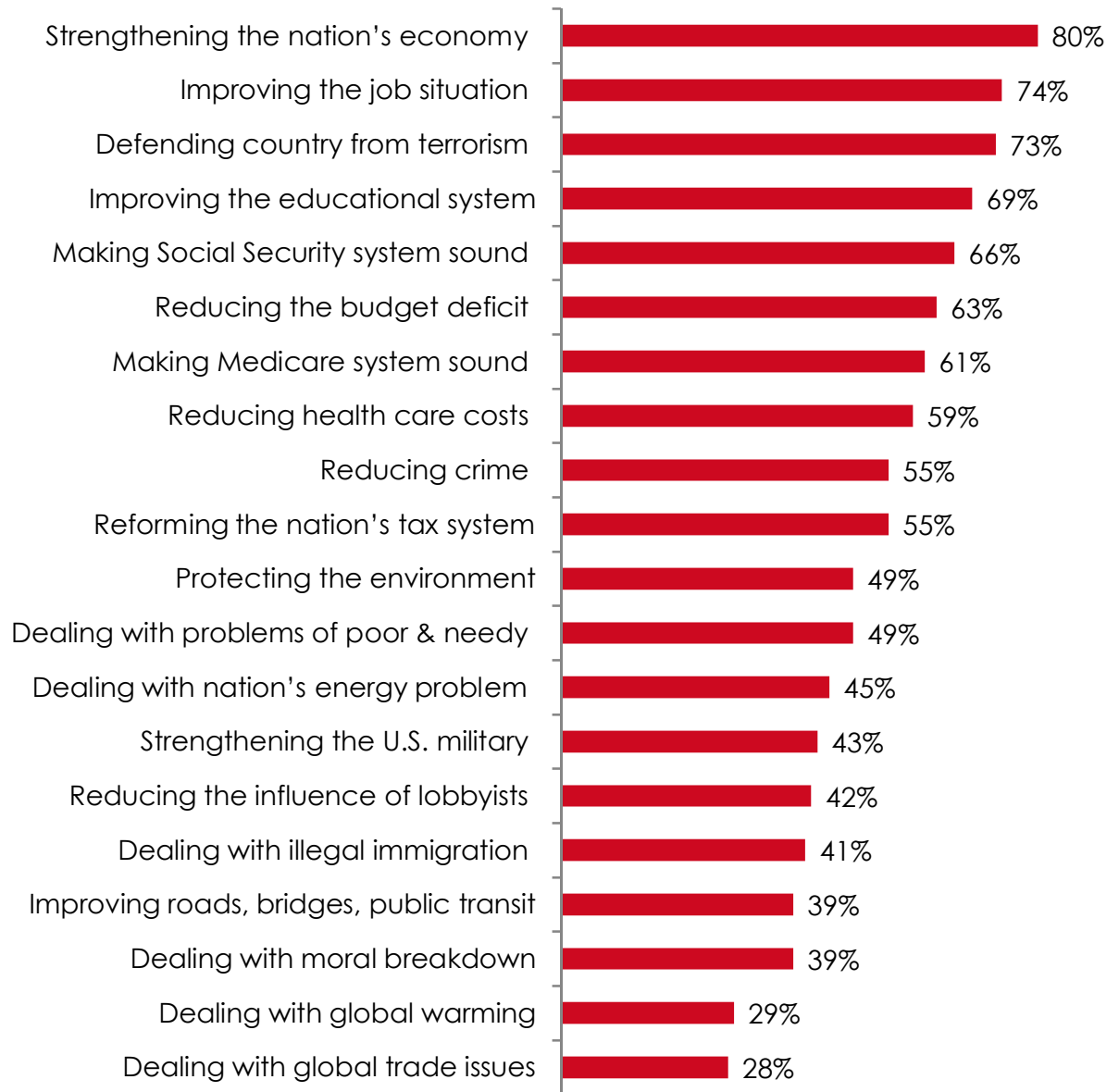


Worried, but not “very worried”



# OPINION – U.S.

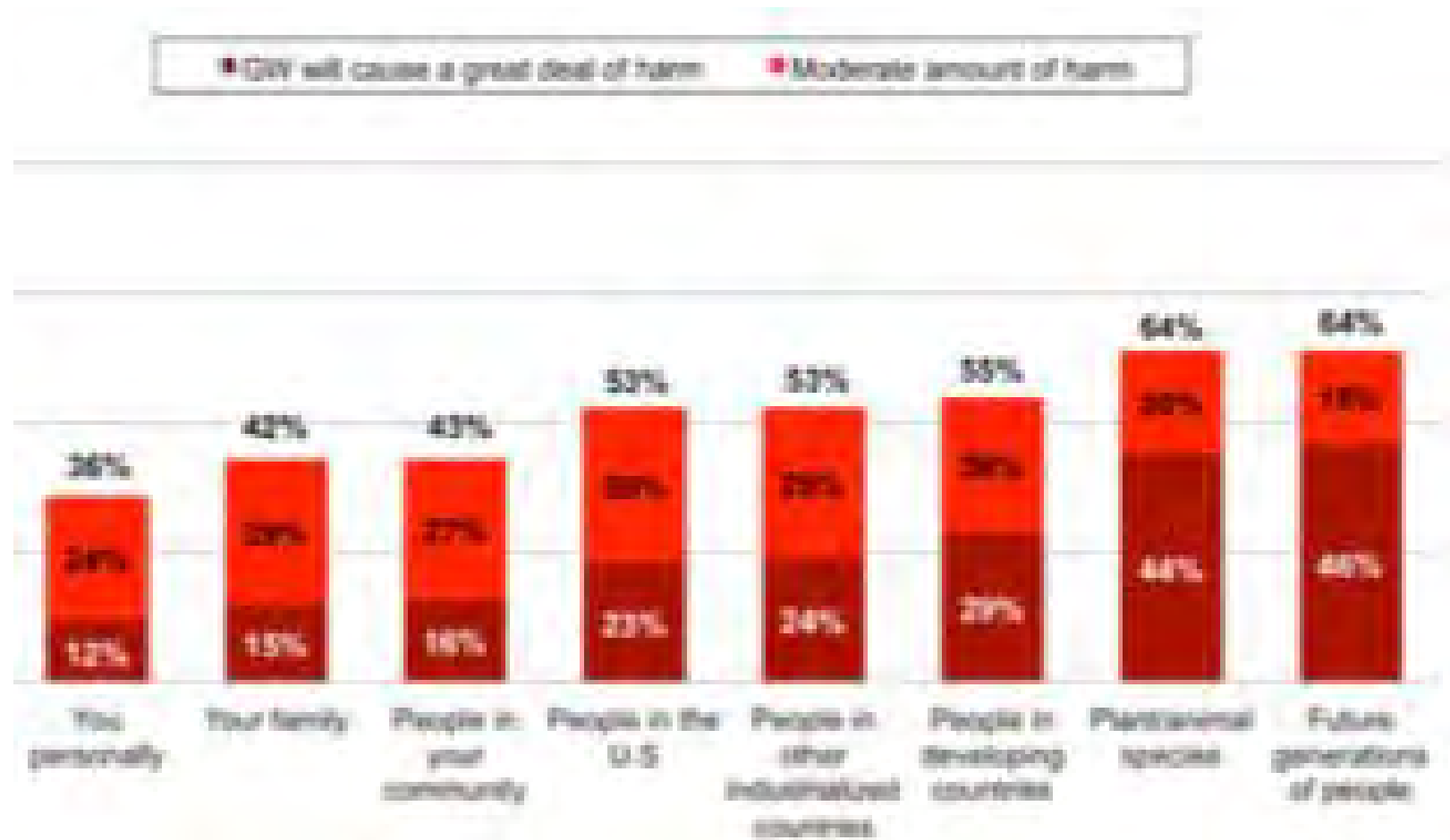
Addressing  
global  
warming is a  
low priority



# OPINION – U.S.



“Not me, not here, not now”





# OPINION - Midwest



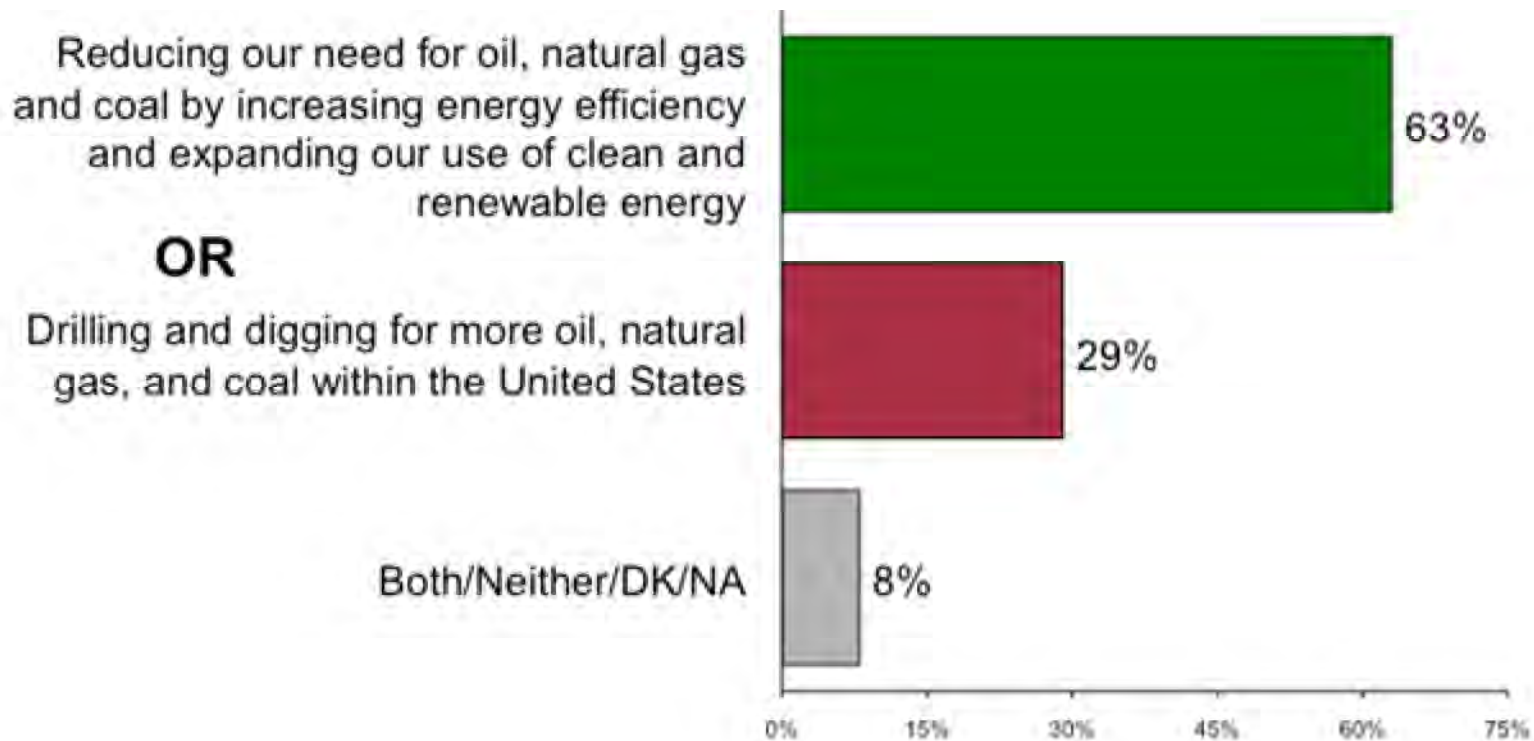
## Low issue priority

Issue	Overall	IL	IA	MI	MN	OH	WI
The cost of health care	75%	76%	72%	74%	77%	78%	74%
The quality of public education	68%	71%	60%	73%	65%	70%	69%
Deteriorating infrastructure like roads and bridges	65%	68%	59%	80%	58%	64%	62%
A lack of good-paying jobs	62%	72%	45%	71%	52%	74%	57%
Unemployment	61%	76%	45%	72%	47%	66%	60%
The cost of gasoline	57%	68%	51%	63%	48%	67%	48%
Dependence on foreign oil	55%	60%	55%	53%	54%	58%	49%
Illegal immigration	51%	50%	49%	57%	42%	60%	50%
The cost of fuels for heating your home, like fuel oil and liquid propane, or LP	48%	43%	48%	51%	47%	49%	53%
Polluted air and water	47%	49%	43%	52%	50%	45%	45%
Not using enough clean, renewable energy sources	42%	48%	42%	42%	33%	40%	45%
Global warming	38%	40%	32%	40%	41%	39%	34%
Climate change	35%	44%	30%	31%	37%	31%	35%
Extreme weather, such as more severe storms, floods and droughts	32%	32%	35%	34%	32%	34%	27%
The cost of electricity	31%	44%	22%	28%	25%	39%	30%
Extreme weather	26%	36%	23%	23%	25%	26%	26%
A lack of public transportation choices	22%	18%	16%	35%	19%	20%	24%



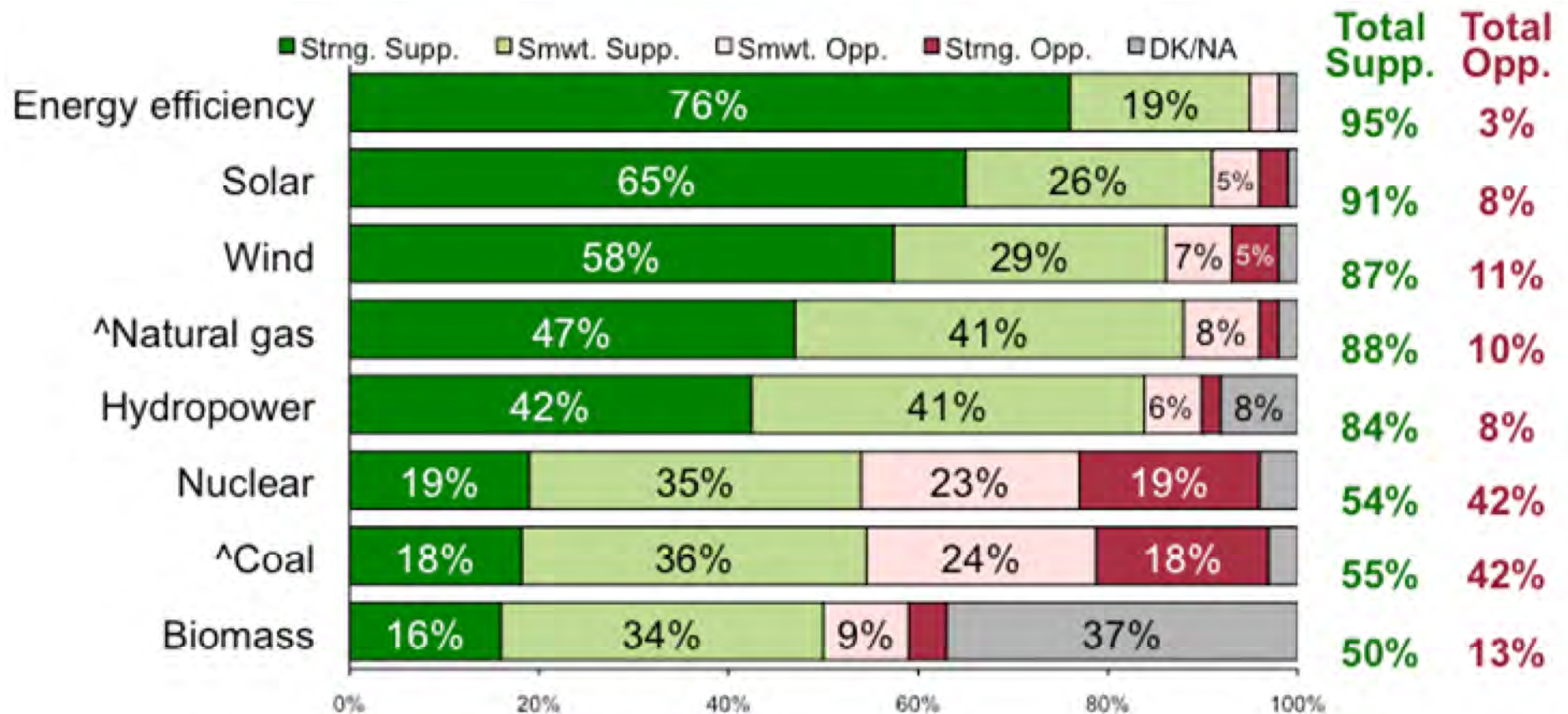
# OPINION - Midwest

Want to reduce need for fossil fuels by increasing efficiency and renewables



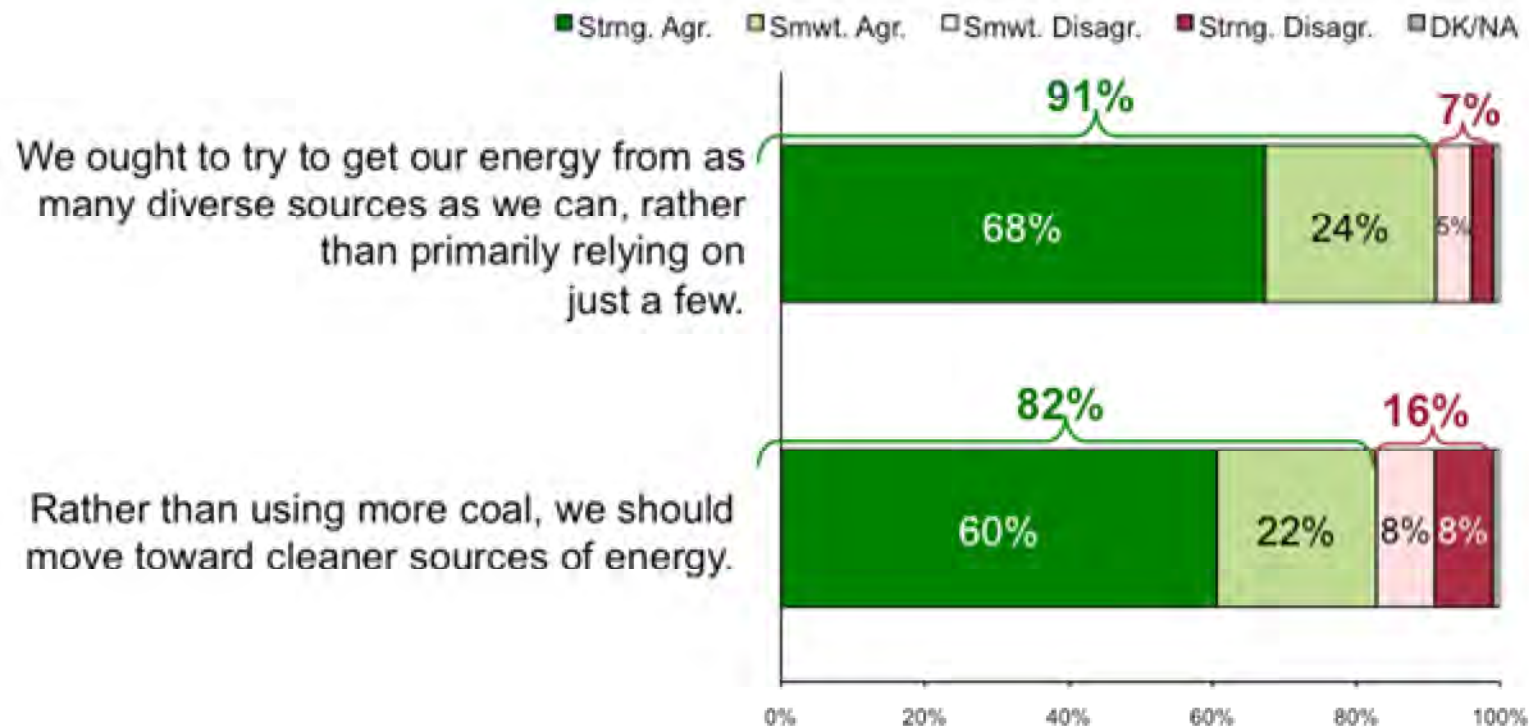
# OPINION - Midwest

Voters in Midwest support efficiency and renewable energy



# OPINION - Midwest

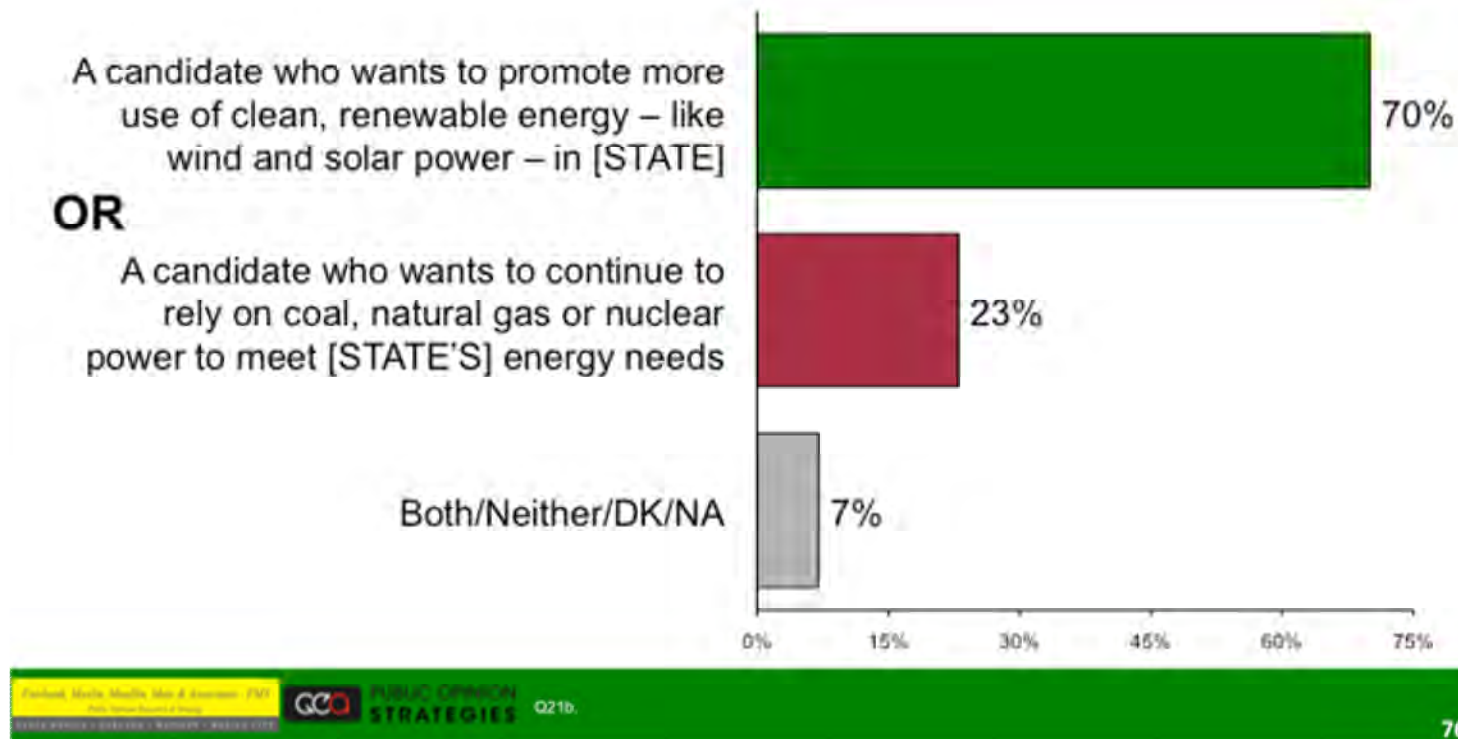
Want to diversify energy sources and move away from coal





# OPINION - Midwest

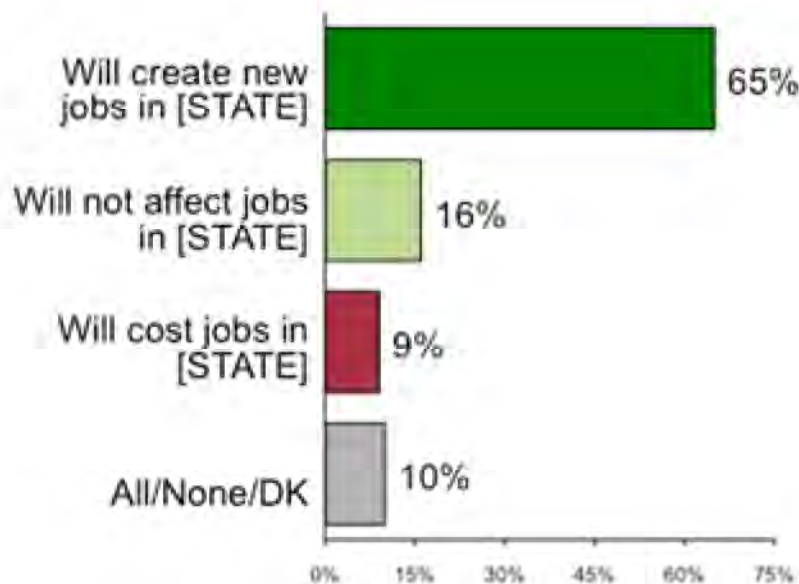
Favor candidates who want to transition to renewables



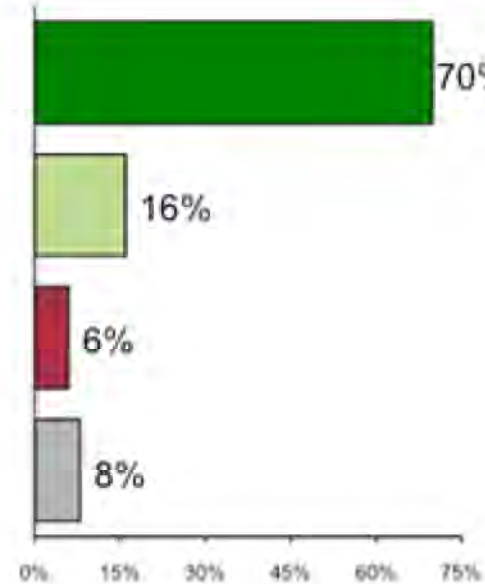
# OPINION - Midwest

Believe efficiency and renewable energy projects will create jobs

*Increasing the use of clean, renewable energy sources like wind and solar power....*



*Energy efficiency projects like weatherizing and insulating buildings, and upgrading appliances and technology in homes and businesses ....*

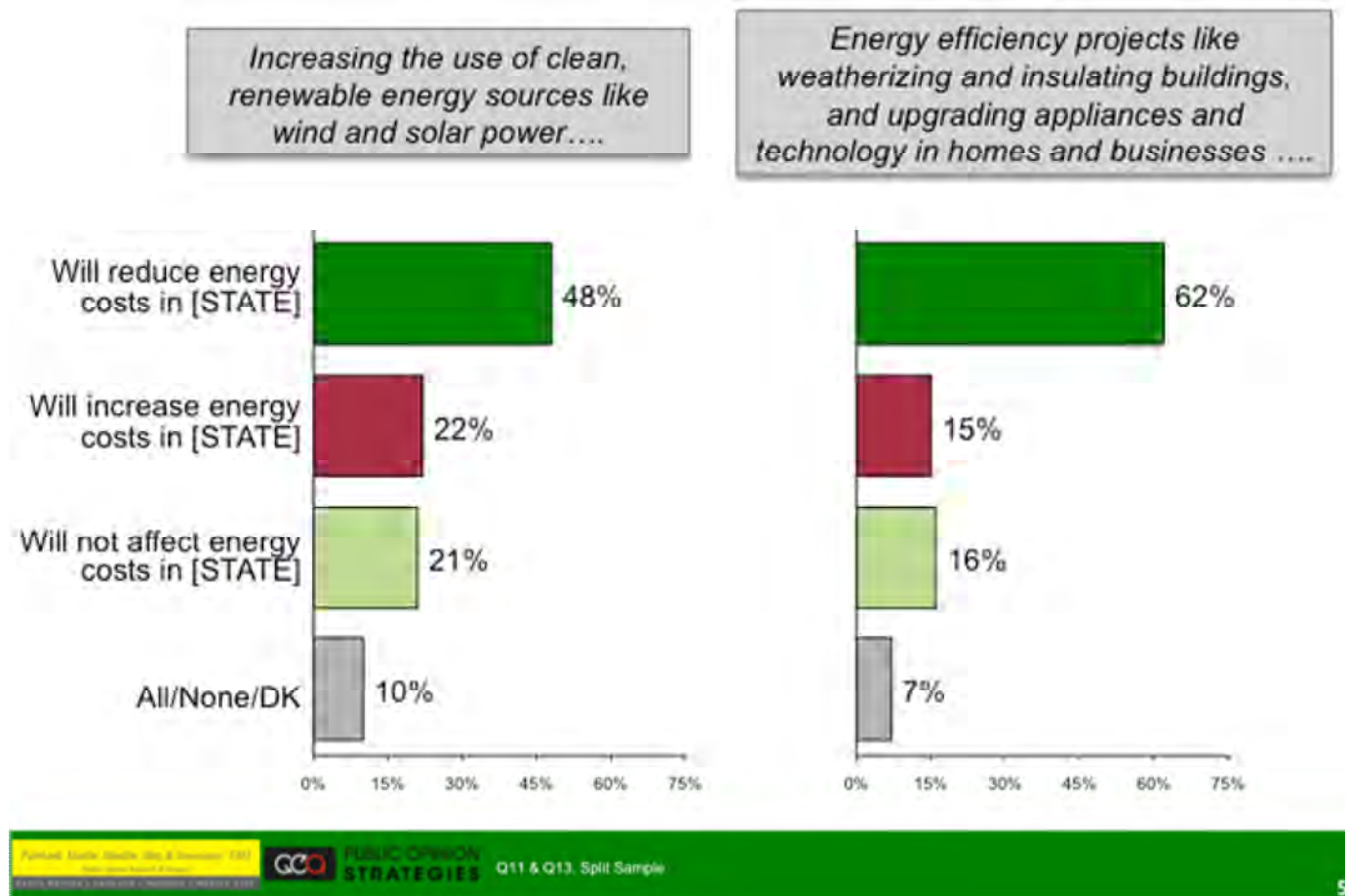




# OPINION - Midwest



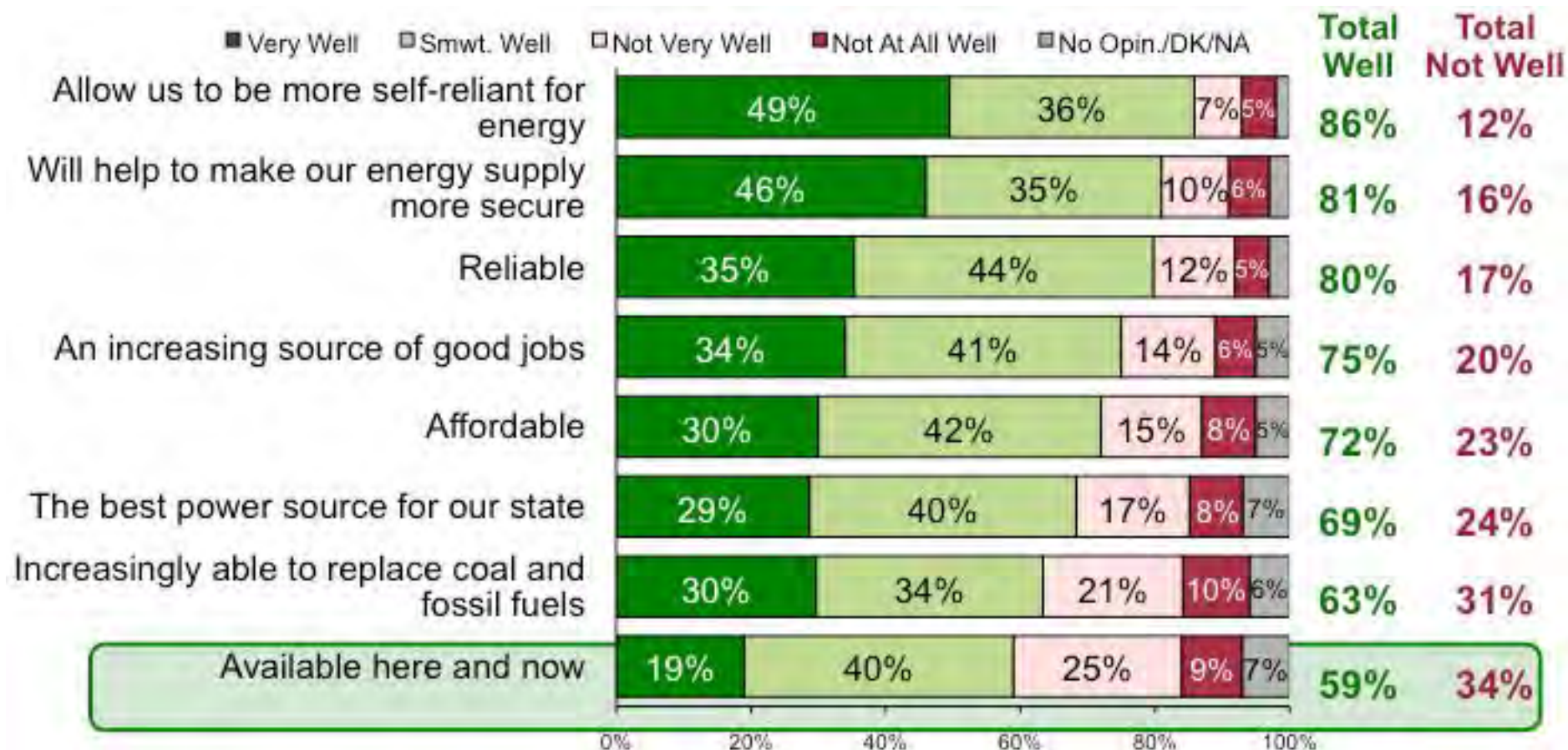
Believe efficiency and renewable energy projects will reduce energy costs



# OPINION - Midwest



However...question clean energy's availability

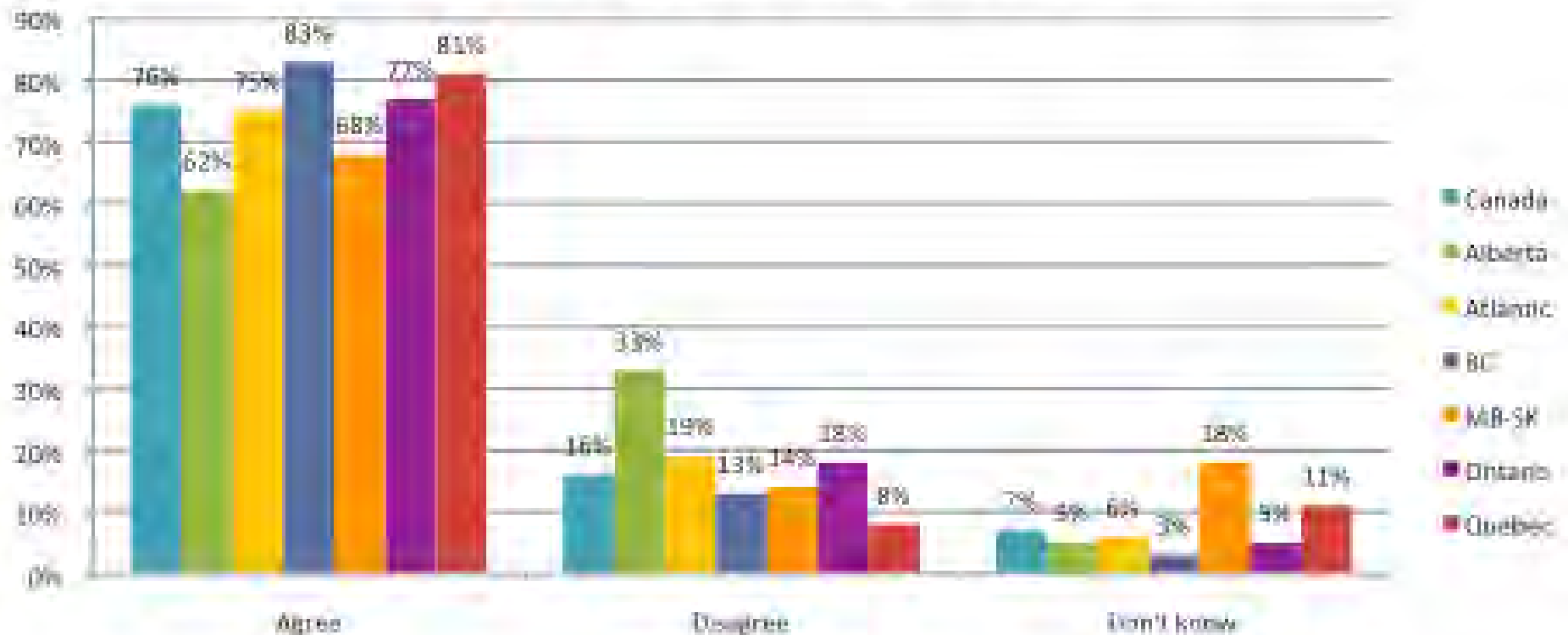


# OPINION - Canada



## Support transition away from fossil fuels

Given concerns about climate change, Canada should be shifting its energy strategy away from a dependence on fossil fuels.



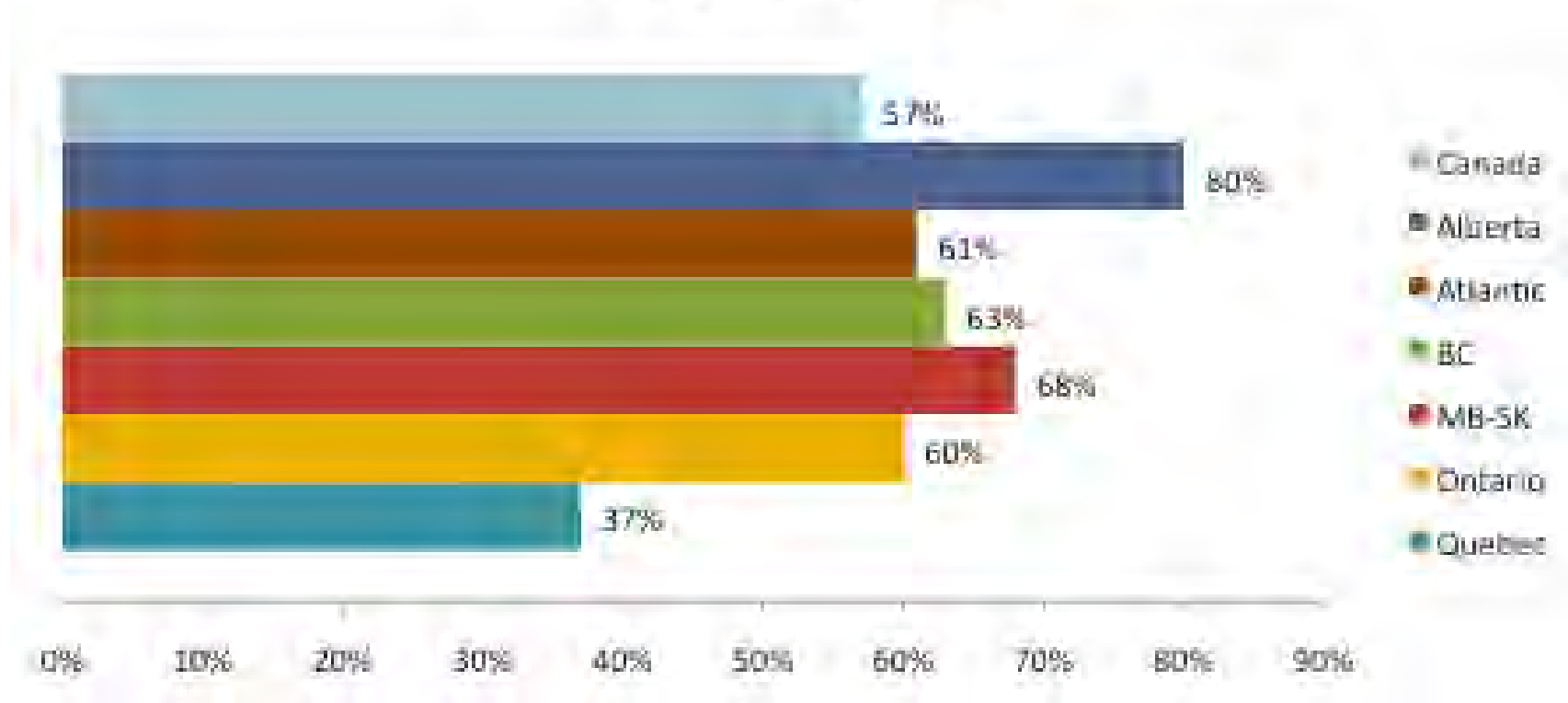
(Research House 2014)

# OPINION - Canada



Exaggerated sense of tar sands benefits

**The benefits of development of the oil sands in Canada outweigh the negatives.**



# OPINION - Canada



Don't think society is ready to move ahead

Main obstacles to solving climate change:



(David Suzuki 2012, Canada)

# **CLIMATE AND RENEWABLE ENERGY ENGAGEMENT CHALLENGES**



# CHALLENGE

## 1. Lack of a sense of urgency



# CHALLENGE

2. Fatalistic that necessary action will be taken



# CHALLENGE

## 3. Fossil fuels positioned as inevitable





# CHALLENGE

4. Renewable energy not always visible or positioned in the present



# RECOMMENDATIONS

# RECOMMENDATIONS

## 1. Clean energy is already here!





# RECOMMENDATIONS

## 2. Amplify real-world examples



# RECOMMENDATIONS

## 3. Profile job opportunities



# RECOMMENDATIONS

## 4. We can be energy leaders



# RECOMMENDATIONS

## 5. It's time for better options





# RECOMMENDATIONS

## 6. Balance threats with solutions



A decorative arc of colored circles, transitioning from yellow on the left to orange and then red on the right, framing the text.

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