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Title: Sustainability and Climate Action in Organizations and Communities - Using Online Tools and Community Organizing to Scale and Inspire Action

Abstract: Sustainability and Climate Action in Organizations and Communities - Using Online Tools with Community Organizing to Scale and Inspire Action If we are to respond to climate change in time to avert catastrophic impacts, it will require active participation from a broad section of society. Policy measures are not moving fast enough to enact change in line with science-based reduction goals and timeline. Fortunately, with recent technology and market advances, there are now a number of key actions that most people can take to reduce their impact that have become or will soon become affordable and accessible. Aggregated, these actions could make a significant impact on emissions and move key markets forward to further reduce solution costs and accelerate the solutions timeline. Community Climate Solutions and Climate Solutions Net are working with cities, counties, organizations and businesses to develop a program and strategies to create broad individual engagement using a combination of online engagement tools and community-based organizing and social marketing. The program is live in 40 cities and counties across the U.S. and with 2 national organizations. CCS & CSN partnered closely with 3 cities in the development of the online tool - Palo Alto, Fremont and Menlo Park, California to create a design that would meet the needs of city-based community engagement. In addition, CSN conducted research on existing engagement programs, behavior change best practices and strategies for communicating on climate to develop the online tool and program approach. The program launched as a pilot in 2018 in 10 cities and counties from Hawaii to Virginia.

We have now taken the results from our pilot launch and developed an updated online tool and engagement program. The program focus is twofold make it easy, simple and accessible for individuals to learn about solutions and motivate action through existing social communities. The key areas for the online tool include 1) usability, 2) quality and relevance of the content and 3) support for social connections and group participation. The key areas for engagement include 1) dedicated staff to run the engagement program, 2) a strategy of leveraging social community leaders to drive participation, 3) easy to follow engagement steps for participating social communities including ongoing in person meetings and connections to encourage continued participation and follow through on actions. For BECC we will present an overview of our online tool and program and the key findings from our pilot.