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Title: We Are 100: Community Stories to Inspire Action on Climate Change

Abstract: This presentation will showcase and discuss Blue Planet Foundation's "We Are 100" campaign, a storytelling initiative in Hawaii designed to inspire action on climate change. We Are 100 captures stories of 100 individuals, businesses, and community organizations in Hawaii who are each, in their own way, contributing to Hawaii's clean energy goals. Stories capture the action each person, business and organization has taken, and the reason behind it, along with future commitments they are willing to make. About half the stories are video, and the rest are written with photographs. Beginning in summer 2019, the stories will be shared widely in Hawaii through multiple channels.

The goal of this campaign is to inspire others to take action on clean energy, and to showcase the tangible ways in which everyone can be part of the solution to climate change. The presentation will talk about the theory of change behind this campaign, which draws on Robert Cialdini's experiments and research on persuasion and behavioral science. We will also present and describe the initiative with the support of visual materials, and discuss the implementation and outcomes of the campaign.

Blue Planet Foundation is a Hawaii-based non-profit working to accelerate our transition to 100% clean energy.