

## **Andrea Soler, The City of Edmonton**

**Title:** Change for Climate - Mobilizing one million residents living in oil country

**Abstract:** How do you mobilize the residents of a northern Canadian city to take action on climate change? Edmonton, a city of almost one million residents, is uniquely positioned for a just and equitable transition away from fossil fuels and towards a diversified economy. Edmontonians have experienced boom and bust cycles associated with the oil economy. And as much as their livelihood is intertwined with the oil sands, research shows that 73% are concerned about climate change and agree on the need to take action now. In 2015 the City of Edmonton developed the Energy Transition Strategy, which is a roadmap to make Edmonton an energy sustainable and resilient city. The strategy aims to reduce greenhouse gas emissions, reduce energy consumption and generate renewable energy. Using a systems thinking approach that involves businesses, industry, building owners/operators and communities, the City is executing the strategy and initiating a market transformation. To scale up community action and get residents on board, the City created Change for Climate which is a call to all Edmontonians to work together to reduce emissions and create a social movement to tackle climate change. Change for Climate is a community mobilization program developed using qualitative and quantitative research, Six Americas audience segmentation, and best practices in social marketing and communications. It's circular behaviour change framework builds positive social norms, shapes attitudes, motivates commitment, drives action, and by making actions visible to others, builds stronger norms. The marketing strategy focuses on engaging those who are alarmed/concerned about climate change. It talks to them about shared values and about protecting the quality of life while nudging them to take action. It works with influential and trusted members of the community who are taking action and work in various industries, featuring their stories, using their social networks to reach others and inspiring them to follow their lead. To maintain ongoing participation, the interactive blog [changeformclimate.ca](http://changeformclimate.ca) was created to help residents find over 30 ways (organized by their emissions reduction impact) to take action and participate in storytelling. The blog features innovative local projects and stories submitted by Edmontonians. Since launching late 2017, Change for Climate has seen thousands of commitments and actions taken, millions of views on the stories of local innovators and hundreds of thousands of engagements in social media. The journey of Edmonton's energy transition and culture change is just beginning, and will be shared in the presentation.