

Innovative Engagement Strategies

February 21, 2019

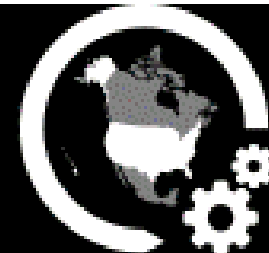


Cara Pike
Climate Access

Weathering Change: Local Solutions for Strong Communities

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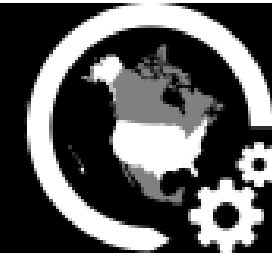
ANTIOCH UNIVERSITY NEW ENGLAND
**Center for Climate Preparedness
and Community Resilience**



**U.S. Climate
Resilience
Toolkit**

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Weathering Change: Local Solutions for Strong Communities

2018-19 Webinar Series is generously sponsored by:



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www.communityresilience-center.org



Strengthen communities to prepare, respond and recover in the face of climate impacts and other disruptions through collaborative, innovative solutions.

Abigail Abrash Walton, Co-Director

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Climate Resilience Certificate for Professionals

Antioch University New England's Center for Climate Preparedness, in conjunction with Antioch's Sustainable Development and Climate Change graduate program, has initiated a set of six on-line courses leading to an accredited Climate Resilience Certificate for Professionals.

- Engage in each course for 4 weeks.
- Courses can be taken either for graduate credit or for professional continuing education credits.
- Increase your skill set in climate resilience for better outcomes.
- Discover solutions to local issues you face on the job or in your community.
- Register for one course or the whole series.

Visit our website for more information about this series and the certificate program.

<http://www.communityresilience-center.org/climate-change-resilience-series/>

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Business Resilience & Continuity



Course Instructor:
Taryn Fisher

Dates: March 3 – March 30, 2019

Registration deadline: February 26, 2019

Flooding, drought, wildfires and sea-level storm surges are threatening the sustainability of businesses and the safety of those organizations' personnel. Our changing climate is fueling the frequency and severity of impacts we are experiencing in the United States and businesses need to plan and prepare for the possibility of extended closures, supply chain disruption and employees at risk.

This module will address what businesses should do to reduce their vulnerability to climate mediate impacts and build resilience in their organization, and for their employees, so they can “bounce-back” quickly after any unforeseen disruption.

Register for this course: <https://www.antioch.edu/new-england/resources/centers-institutes/center-climate-preparedness-community-resilience/climate-change-resilience-series/>



www.toolkit.climate.gov



Sean Bath,
Program Specialist

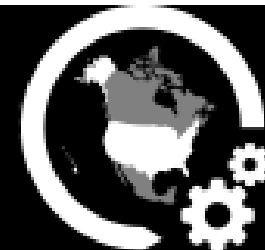
Meet the challenges of a changing climate by finding information and tools to help you understand and address your climate risks.

Logistics

- If you can hear me, you are already connected to the Broadcast and do not need to call in.
- If you have a question, please write it in the *Q&A section* (not Chat) and select to All Panelists, so we can see the questions.
- If you are having technical difficulty, please use *Chat* and send to Host, so we can address the issue with you directly.
- The presentation will be recorded and posted to the Antioch website within a week: www.communityresilience-center.org

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Questions

- **Please submit questions via the Q&A section (not Chat)**
- **Select to All Panelists.**
- **If we are not able to get to your question today, we will try to address it after the webinar in our general follow up email or you may hear directly from the presenters.**

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A decorative graphic consisting of a series of colored circles arranged in a semi-circular arc. The circles transition in color from yellow on the left to orange in the middle, and then to red on the right. The size of the circles varies, with the largest ones in the center and the smallest ones at the ends.

Innovative Engagement Strategies

Cara Pike, Climate Access
February 2019

CLIMATE COMMUNICATION TRENDS

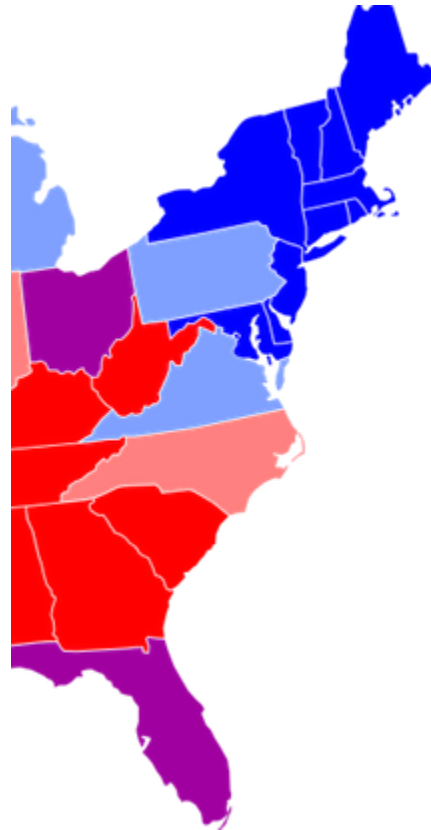
Distance

Polarization

Worry/Hope

Efficacy

Equity



FRAMING



1. **Meet** people where they're at
2. **Convey** issue relevance not technical details
3. **Position** in the present
4. **Bridge** from impacts to solutions
5. **Illustrate** the benefits of action

FRAMING

Connect Around Shared Values



Economic: Cost savings and avoidance, new opportunities, affordability.

Well-being: Health, fairness and inclusion, security.

Leadership: Responsibility, legacy, pragmatism.



Progress: Innovation, cutting edge, can-do in face of adversity.

Stewardship: Saving on principle, health, sustainability.



FRAMING SPOTLIGHT

100% renewable energy

1. ECONOMICS



**3. AFFORDABILITY &
JOBS**

2. HEALTH & EQUITY



4. ENVIRONMENT

FRAMING TIPS

- Identify and take time to understand stakeholders
- Outline a clear challenge, choice and opportunity
- Don't shy away from talking about climate change
- Two-way communication and relationship building

ENGAGEMENT



1. **Co-explore** risks and responses
2. **Respect** and incorporate local concerns, knowledge, innovation
3. **Partner** with and resource existing community leaders
4. **Eliminate** barriers to participation
5. **Focus** on equitable solutions that address community needs & deliver tangible benefits

ENGAGEMENT SPOTLIGHT

Greenovate Boston Leaders Program



- Risk awareness, involvement in climate planning
- 140 leaders engaged 1,300
- New focus on action tied to city goals
- 5 pathways
- Community leaders and city staff support implementation

ENGAGEMENT SPOTLIGHT

Vital Communities



- The case for carbon neutral communities in British Columbia
- Aligned with city priorities i.e. affordability, quality of life, job creation, cost savings
- Tapped community and business leaders to help make the case.

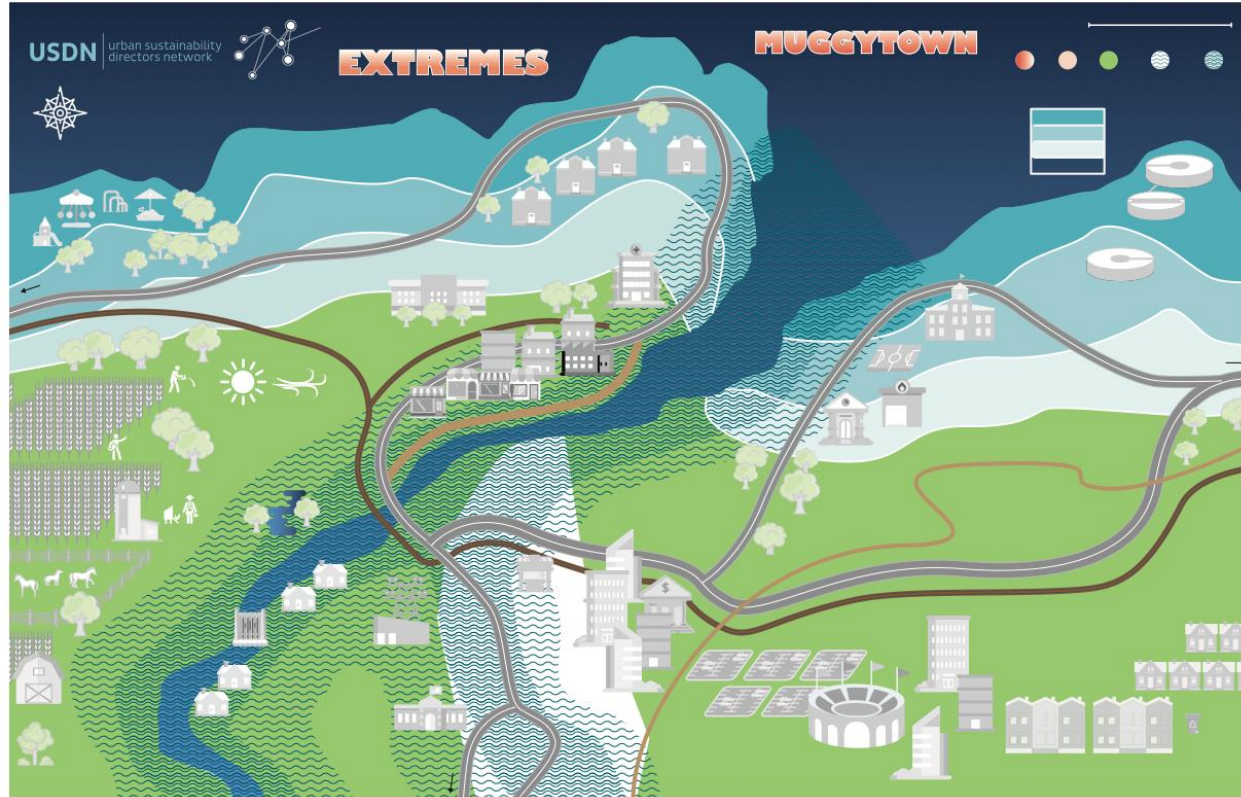
ENGAGEMENT SPOTLIGHT

We-Act for Environmental Justice – Harlem Heat Project



- 12+ We-Act members monitored heat in apartments with/without AC
- Community stories shared on WNYC
- Felt experience – turned data into a sound score

ENGAGEMENT REMINDERS



- Design for inclusivity
- Partner w/ community members
- Get creative
- Connect individual & collective actions
- Measure and adjust

A decorative graphic consisting of a series of circles of varying sizes and colors (yellow, orange, red) arranged in a semi-circular arc across the top of the slide.

CARA PIKE

www.climateaccess.org

info@climateaccess.org

[@climateaccess](#)

[@pikecara](#)

Thank you!

Questions

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Join us again in March for:

The Role of Buyouts in Flood Resilience

Thursday, March 21, 2019 12:00-1:15 PM EST

Buying and demolishing flood damaged homes is often the best option for the owners, the town, the waterway, and public safety. When FEMA funds can be matched with HUD funds, this can take place with very little cost to towns and get owners 100% of their pre-flood value. However, like any program with two sources of federal funds and some state and local involvement, there can be many obstacles along the way. Come and learn from the duo that made many of the buyouts happen in Vermont post-Tropical Storm Irene. This presentation will dive from the high-level rationale for such a program to the ground level of actually getting it done 150 times. If your community is next to the ocean or along a river, you should have a handle on how to use funds to buyout properties, thus permanently avoiding future repeated flood damage.

This project was awarded national honors from the National Association of Development Organizations, the American Planning Association, and the Council of State Community Development Agencies.



Kevin Geiger
Two Rivers-Ottawaquechee
Regional Commission



Lauren Oates
Vermont State Hazard Mitigation Officer

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Thank You

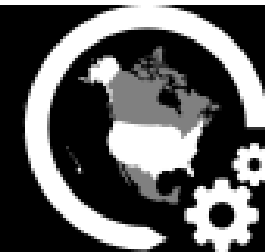
Please take the time to fill out the short **evaluation** for this webinar so we can continue to bring you topics that are most useful for you. An evaluation link has already been emailed to you.

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