



Brave & Heartfelt Toolkit

Climate communication & engagement resources for SWPA-based non-profits

November 18, 2019

I. Me - climate crisis and human mind

GOOD READINGS

Despairing about the Climate Crisis? Read This. “A conversation with scientist Susanne Moser about climate communication, the benefits of functional denial, and the varied flavors of hope.”

http://www.earthisland.org/journal/index.php/articles/entry/despairing-about-climate-crisis?fbclid=IwAR3E5ScSkY-L9dQNf_JORV1hWXDZeiPFcK1FO1e1Ncx1O8g1tFw85Oz8V8

Is the climate crisis impacting your mental health? Resilience expert Dr Chris Johnstone offers some strategies that can help.

https://ecohustler.com/culture/is-the-climate-crisis-affecting-your-mental-health/?fbclid=IwAR2EBI-vnO69VsTulLfKDLKsJ74z_PGHZefPbUGom9U9KDUpb4ED2meEw2s

Apocalypse Got You Down? Maybe This Will Help by NYT writer **Cara Buckley** Searching for a cure for my climate crisis grief

<https://www.nytimes.com/2019/11/15/sunday-review/depression-climate-change.html?smid=nytcore-ios-share&fbclid=IwAR12JyeCNWD2qt3lvksaQ6qJ20DryWZHqa14SQZsu89hdLMOm07WnHU47s>

The only path out of climate crisis is through our grieving hearts by **Julia Pope** “I’ve come to believe that this process of burning, the realization of our deep interdependence, and the grief we feel for the state of our world — these experiences happening inside of us are actually the intelligence of nature looking for a pathway to preserve life. The pain in our hearts is not separate from nature, it is nature, alive in its evolutionary action. This is what evolution looks like — it is excruciating, but also profoundly beautiful. And it will do its work by racking us with grief until we find a path out of the collective delusion and violence that gave rise to the extraction economy we live in — the fallacy of infinite growth that will incinerate us and everything we love ... unless we wake up.”

<https://medium.com/@juliapope/the-only-path-out-of-climate-crisis-is-through-our-grieving-hearts-92253c65c932>

There are three types of climate change denier—and most of us are at least one

“The twin phenomena of denial and inaction are related to one another, at least in the context of climate change. They are also complex, both in the general sense of “complicated and intricate”, and in the

technical psychological sense of “a group of repressed feelings and anxieties which together result in abnormal behaviour”.

In his book States of Denial, the late psychoanalytic sociologist Stanley Cohen described three forms of denial. Although his framework was developed from analysing genocide and other atrocities, it applies just as well to our individual and collective inaction in the face of the overwhelming scientific evidence of human-induced climate change..”

<https://theconversation.com/there-are-three-types-of-climate-change-denier-and-most-of-us-are-at-least-one-124574>

Hope in the Face of Climate Change: A Bridge Without Railing

Susanne C. Moser, Ph.D., Research & Consulting and Woods Institute for the Environment, Stanford University, Carol L. Berzonsky, Pacifica Graduate Institute “Abstract: Hope in the face of increasingly dire projections of climate change and incommensurate societal response is difficult to muster and even harder to maintain as time goes on. This paper examines a broad, multi-disciplinary scholarly literature and non-academic contributions to answer seven interrelated questions about hope in the age of climate change and other sustainability challenges: Why do we need hope? Is there a “hope deficit”? What is hope? How do we foster hope within ourselves? How do we support others in their search for hope? And what do and can we hope for? Our answers aim to synthesize relevant literature to clarify what hope entails, and make this knowledge practical and actionable for use in communication, engagement and education.”

http://susanmoser.com/documents/Moser-Berzonsky_Hopeinthefaceofclimatechange_reviewdraft_6-24-15.pdf

Kate Marvel: We Need Courage, Not Hope, To Face Climate Change

<https://onbeing.org/blog/kate-marvel-we-need-courage-not-hope-to-face-climate-change>

Climate Anxiety Groups Are the New Self-Care “Support groups are growing around the country as activists seek to stay engaged while grappling with feelings of frustration and hopelessness.”

https://www.thedailybeast.com/climate-anxiety-groups-are-the-new-self-care?ref=home&fbclid=IwAR1fYJxJJQdFANIPXaQV0GSEOTNyXbKORN84nFKq_pxYZ2HxV6zJPzn68UM

Loving a vanishing world by Emily Johnston

“I want to talk about power — how much we have, and how we can use it meaningfully.”

<https://medium.com/@enjohnston/loving-a-vanishing-world-ace33c11fe0>

BOOKS

Joanna Macy and Chris Johnstone: Active Hope - How to Survive the Mess We're In Without Going Crazy <https://www.activehope.info>

Margaret Wheatley: Perseverance

https://www.goodreads.com/book/show/8942184-perseverance?from_search=true

Mitchell Thomashow: Bringing the Biosphere Home: Learning to Perceive Global Environmental Change and Ecological Identity: Becoming a Reflective Environmentalist. Good exercises and teaching units for people who are doing environmental work, particularly related to climate change.

https://www.goodreads.com/book/show/2218170.Ecological_Identity

Richard Powers: Overstory by Richard Powers (fiction) A. truly. Powerful. Book.
https://www.goodreads.com/book/show/40180098-the-overstory?from_search=true

Thich Nhat Hanh: Fear “Fear is destructive, a pervasive problem we all face. Vietnamese Buddhist Zen Master, poet, scholar, peace activist, and one of the foremost spiritual leaders in the world—a gifted teacher who was once nominated for the Nobel Peace Prize by Martin Luther King Jr.—Thich Nhat Hanh has written a powerful and practical strategic guide to overcoming our debilitating uncertainties and personal terrors. *The New York Times* said Hanh, “ranks second only to the Dalai Lama” as the Buddhist leader with the most influence in the West. In *Fear: Essential Wisdom for Getting through the Storm*, Hanh explores the origins of our fears, illuminating a path to finding peace and freedom from anxiety and offering powerful tools to help us eradicate it from our lives.”
<https://www.goodreads.com/book/show/13623836-fear>

Mark Nepo: Seven Thousand Ways to Listen: Staying Close to What is Sacred. In his continuing exploration of the human journey, Nepo has been called “one of the finest spiritual guides of our time,” “a consummate storyteller,” and “an eloquent spiritual teacher.” In his latest book, he inquires into the endless ways we are asked to listen. Experiencing hearing loss himself, Nepo affirms that listening is one of the most mysterious, luminous, and challenging art forms on Earth: “Whatever difficulty you face, there are time-tried ways you can listen your way through. Because listening is the doorway to everything that matters. It enlivens the heart the way breathing enlivens the lungs. We listen to awaken our heart. We do this to stay vital and alive.”
<https://www.goodreads.com/book/show/13547521-seven-thousand-ways-to-listen>

Chris Johnstone: Find Your Power: A Toolkit for Resilience and Positive Change

“Addressing personal and planetary issues, “Find Your Power” describes how to strengthen your ability to bring about positive change. The tools described can be used for any kind of change, from tackling depression and improving your life through to addressing world issues like peak oil and climate change.”
<https://www.goodreads.com/book/show/8232046-find-your-power>

Margaret Heffernan: Willful Blindness “Margaret Heffernan argues that the biggest threats and dangers we face are the ones we don't see--not because they're secret or invisible, but because we're willfully blind. A distinguished businesswoman and writer, she examines the phenomenon and traces its imprint in our private and working lives, and within governments and organizations, and asks: What makes us prefer ignorance? What are we so afraid of? Why do some people see more than others? And how can we change? We turn a blind eye in order to feel safe, to avoid conflict, to reduce anxiety, and to protect prestige. Greater understanding leads to solutions, and Heffernan shows how--by challenging our biases, encouraging debate, discouraging conformity, and not backing away from difficult or complicated problems--we can be more mindful of what's going on around us and be proactive instead of reactive.” https://www.goodreads.com/book/show/9149676-willful-blindness?from_search=true

Rebecca Solnit: Hope in the Dark With *Hope in the Dark*, Rebecca Solnit makes a radical case for hope as a commitment to act in a world whose future remains uncertain and unknowable. Drawing on her decades of activism and a wide reading of environmental, cultural, and political history, Solnit argues that radicals have a long, neglected history of transformative victories, that the positive consequences of our acts are not always immediately seen, directly knowable, or even measurable, and that pessimism and despair rest on an unwarranted confidence about what is going to happen next. Originally published in 2004, now with a new foreword and afterword, Solnit's influential book shines a light into the darkness

of our time in an unforgettable new edition.

[https://www.goodreads.com/book/show/28048.Hope in the Dark](https://www.goodreads.com/book/show/28048.Hope_in_the_Dark)

VIDEOS

The Secret to Talking about Climate Change animation

A wise and witty little video, meant for students, works for all ages by the Alliance for Climate Change Education and climate psychologist and strategist Renee Lertzman

<https://ourclimateourfuture.org/video/secret-talking-climate-change/>

<https://www.youtube.com/watch?v=RkklaXhbTuA>

Joanna Macy and The Great Turning Film

"Arguably the greatest interview of our time with one the wisest women of our time. Heartbreakingly inspiring, practical and transcendental, transformative words that Joanna Macy has conjoined so beautifully in her life and work." Paul Hawken, author of *Natural Capitalism*

<http://www.joannamacyfilm.org>

Joanna Macy on Uncertainty <https://vimeo.com/12056865>

YaleClimateConnections - Textbook Trauma: The Emotions of Climate Change

<https://www.youtube.com/watch?v=MYFIRxJ5Sh0&fbclid=IwAR2cuhiI8T0bJ2kKZBaNsta8 AsESOPo1wOgEZUfvNX6KAxz5tgSPxkY7tg>

PODCASTS

Climate Crisis Conversations: 'Catastrophe or Transformation'

"is a podcast series hosted by Verity Sharp for the Climate Psychology Alliance and produced by Parity Audio. It features creative thoughtful conversations between climate psychologists and our friends about the climate and biodiversity crisis." <https://climatepsychology.podbean.com>

Il We - partner up locally!

NON-PROFITS

Climate in Urban and Rural Systems Partnership Pittsburgh The Pittsburgh CURSP network is a group of Pittsburgh-based informal science institutions, local green and sustainable practice organizations, and groups with affinity for community life, outdoor recreation, or economic viability. We are coming together to develop an array of activities to spur thoughtful discussions about predicted effects of climate change in the city, strategies for adapting to such change, and the organizations and city systems working together to address these issues. Around town, you might see our tabletop activities at local festivals or community meetings, interact with our online map during a program run by one of our partners, or encounter an installation, infographic, or event that was funded by one of our mini-grants.

http://www.cuspproject.org/cities/pittsburgh#.XW7LP62ZO_s

Creatives for Climate

Creatives for Climate (C4C) is a Pittsburgh-based collaborative of artists, educators and communicators. C4C develops and organizes projects and events that invite, challenge and empower people and communities in SW PA to learn about our environmental and social challenges, explore their personal relation to our global and local challenges, and explore ways each one of us can be part of the solution. www.creativesforclimate.net

Some of our partners include:

Breathe Project <https://breatheproject.org>

Climate Reality SWPA <https://climaterealitypghswpa.org>

Pennsylvania Interfaith Power&Light <http://paipl.us>

Sustainable Pittsburgh <https://sustainablepittsburgh.org>

LINKS TO MANY OTHER LOCAL NON-PROFITS AT THE SUSTAINABILITY PIONEERS RESOURCE PAGE:: <http://sustainabilitypioneers.com/useful-links/>

MANY GOOD RESOURCES COMBINED BY CUSP:

<http://www.cuspproject.org/learning-science/resources#.XbNkl62ZMk8>

MEDIA

Allegheny Front

<https://www.alleghenyfront.org>

PublicSource / environment <https://www.publicsource.org/category/environment/>

Environmental Health News Pittsburgh <https://www.ehn.org/pittsburgh/>

Breathe Project newsletter

Recap of relevant environmental news <https://breatheproject.org/#newsletter-footer-form>

LOCAL FILMS AND BOOKS

Sustainability Pioneers

Locally produced short documentaries on communities and individuals taking bold climate action.

<http://sustainabilitypioneers.com>

Lot of links to useful resources: <http://sustainabilitypioneers.com/useful-links/>

Short documentaries on fracking by Kirsi Jansa and her team: www.gasrushstories.com (website under construction)

Patricia DeMarco: Pathways to Our Sustainable Future

“[Pathways to a Sustainable Future](#) shows how Pittsburgh is addressing the issues of climate change and global pollution. The solutions are not necessarily found in technology alone. Rather, the pathways forward are based on the ethical and moral basis for making choices about the future.

The first part of the book addresses the essential connection between people and the earth, its living systems, and how people can re-connect with the natural world.

The second part addresses some innovations to providing energy, food and materials. It explores the policies embedded in the current system and some of the new directions to achieve change.

The third part examines the social and cultural impediments to change and the means to address them.

This is a book of empowerment, inspired by Rachel Carson whose one voice rose in challenge to a system that presented danger to living systems and moved thousands to respond.

The situation facing humanity today calls for a unified response in defense of the Earth, for the sake of the children of the 21st century.

It is time to act. Examining the Pittsburgh story can give some insights to the problems and the possibilities for a sustainable future.”

<https://patriciademarco.com>

Don't Just Sit There Do Something

“*Don't Just Sit There - Do Something!* is a series of short (~5 min), funny, online videos that stars Communitopia executive director Joylette Portlock performing as a wide range of characters. Each video discusses a piece of the climate change puzzle, incorporating science, news, humor, and easy actions for viewers to take.” <https://www.communitopia.org/dont-just-sit-there---do-something-djsttv.htm>

III Me & we - climate communication and engagements

CIVIL CONVERSATIONS

The Secret to Talking about Climate Change animation

PLEASE WATCH AND SHARE FAR AND WIDE! A wise and witty little video, meant for students, works for all ages by the Alliance for Climate Change Education and climate psychologist and strategist Renee Lertzman

<https://ourclimateourfuture.org/video/secret-talking-climate-change/>

<https://www.youtube.com/watch?v=RkklaXhbTuA>

The Climate Conversations by The Alliance for Climate Change Education “Having a one-on-one conversation has been shown to be an effective means of impacting a person’s views on an issue, particularly if that conversation is in the form of an open-ended discussion and dialogue with careful listening and without judgment.⁴ Climate change is a contentious issue with deeply held beliefs on both sides that are often linked to a person’s ideology. A conversation can, therefore, be a tool to break down those entrenched beliefs. Conversations can also be key in connecting the dots between online and in-person action.”

https://acespace.org/wp-content/uploads/2019/04/The-Power-of-Conversation_-ACE-Climate-Conversations-Executive-Summary.pdf

Art of Hosting The Art of Hosting is an approach to leadership that scales up from the personal to the systemic using personal practice, dialogue, facilitation and the co-creation of innovation to address complex challenges. <https://www.artofhosting.org>

The Finnish Innovation Fund Sitra has great ideas of innovative dialogues. <https://www.sitra.fi/en/cases/role-media-dialogue/>
<https://www.sitra.fi/en/cases/preparing-dialogue-compiling-toolbox/>

The People's Supper

Want to talk about something more interesting than the weather and your business cards? We'll partner with you to design a People's Supper for the guests at your next conference or gathering, as a chance to go beneath the surface, and connect meaningfully with one another, sharing stories not of what we do, but why we do it. We can lend a hand on all logistics, as well as design and content development, crafting questions and appropriate guidelines, developing a project plan with tips and checklists, and training staff and table hosts. <https://thepeoplesupper.org>

Krista Tippet's On Being on The People's Supper:

The People's Supper is this kind of creative act. The initiative started as an experiment to help neighbors, friends, and communities across the country organize group dinners where participants can deepen their relationships across identities and ideological differences. The People's Supper was founded on the theory of change that relationships move at the speed of trust, and social change moves at the speed of relationships. As co-founder Reverend Jennifer Bailey says, "There's been no "movement for justice or equity in this country that didn't start with relationship."

<https://onbeing.org/programs/jennifer-bailey-and-lennon-flowers-an-invitation-to-brave-space/>

Better Conversations Guide by On Being/Krista Tippet

"This guide (download the print-optimized PDF) is intended to help ground and animate a gathering of friends or strangers in a conversation that might take place over weeks or months. It provides a flexible roadmap you can adapt for your group and intentions. We created it as producers, but more as citizens, out of what we've learned in more than 15 years of conversation on *On Being*."

<https://onbeing.org/civil-conversations-project/better-conversations-guide/>

UPCOMING WORKSHOP ONLINE: Friendly & Fearless A one-day workshop on Combining Kindness and Assertiveness in Important Relationships with Rick Hanson, Ph.D., and Daniel Ellenberg, Ph.D. Attend in-person or via live webcast! "In important relationships at home and at work, we need to respect the needs of others while also sticking up for our own. But easier said than done. In this experiential, practical workshop for helping professionals, Dr. Rick Hanson and Dr. Daniel Ellenberg use positive neuroplasticity to teach participants how to grow these lasting inner resources: *staying calm when others get heated, honoring our own feelings and wants, and skills for communicating about charged topics and repairing relationships.* **PRICE: \$135-\$179**

https://ggsc.berkeley.edu/what_we_do/event/friendly_fearless_combining_kindness_and_assertiveness

[in important relatio?utm_source=Greater+Good+Science+Center&utm_campaign=6ce0914dae-EMAIL_CAMPAIN GG Newsletter Oct 22 2019&utm_medium=email&utm_term=0_5ae73e326e-6ce0914dae-70067259](https://www.greatergoodsciencecenter.org/newsletter/oct-22-2019)

STORYTELLING

Climate Generation: What's your climate story? A climate story is a personal story about you and your experience of climate change.

<https://www.climategen.org/take-action/act-climate-change/climate-stories/discover-climate-story/>

Kirsi Jansa's climate story: A Song of Pause

experience. <https://www.alleghenyfront.org/essay-a-song-of-pause-amid-the-climate-crisis/>

JOURNALISM

Climate Nexus <https://climatenexus.org>

SIGN UP FOR CLIMATE NEXUS DAILY NEWSLETTER TO STAY WELL INFORMED!

The Guardian Pioneer of good climate journalism. <https://www.theguardian.com/us>

Columbia Journalism Review: Covering Climate

https://www.cjr.org/covering_climate_now/covering-climate-partnerships.php/

Yale Program on Climate Change Communication <https://climatecommunication.yale.edu>

The Earth Institute at Columbia University: Climate and Sustainability Communications Network

<https://sustcomm.ei.columbia.edu/people>

Climate News Network <https://climateneWSnetwork.net>

ART RESOURCES FOR ALL

FREE INSPIRING CLIMATE POSTERS: Dear Climate

“DEAR CLIMATE is an ongoing creative-research project that was founded in 2012 by Una Chaudhuri, Fritz Ertl, Oliver Kellhammer and Marina Zurkow. DEAR CLIMATE has many incarnations: posters, guided meditations, installations, workshops. The posters can be printed from your computer, hung up in your workplace cafeteria or school lunchroom, sheet-mulched into your neighborhood carbon capturing food forest or slipped into the magazine rack at a freeway filling station.”

<http://dearclimate.net/posters>

Climate Change Theatre Action

"A global participatory project, CCTA uses theatre to bring communities together and encourage them to take local and global action on climate"

<http://www.climatechangetheatreaction.com>

Why Every City Needs a Climate Storyteller by Jeff Biggers

"If we're serious about engaging communities for climate action and environmental justice, storytelling and all the arts must play a key role in our initiatives. I tell every organization, community and interfaith group, school and university, and especially town and city councils: Don't waste your resources on bureaucrats, task forces and commissioning studies that no one reads — invest in the arts, storytellers, writers, playwrights and farmers."

<https://therevelator.org/biggers-climate-narratives/>

The essential role of art in the fight against climate change

"If we want to change the structures and systems out there, we have to change ourselves in here."

<https://thinkprogress.org/art-culture-climate-change-75b7e9bc6e78/>

DOCUMENTARIES

Joanna Macy and The Great Turning

"Arguably the greatest interview of our time with one the wisest women of our time. Heartbreakingly inspiring, practical and transcendental, transformative words that Joanna Macy has conjoined so beautifully in her life and work." Paul Hawken, author of *Natural Capitalism*

<http://www.joannamacyfilm.org>

Living in the Futures Past

What kind of a future would you like to see? A thought-provoking documentary produced and presented by Jeff Bridges.

<https://www.livinginthefuturespastfilm.com/?fbclid=IwAR2y7T6rEdT1BDy6-fFUCPdcn4ZvyPdvLvW7uWg37bDiTaj41VDrMyMfr5k>

Human Flow is a 2017 German documentary film co-produced and directed by Ai Weiwei about the current global refugee crisis. In the film the viewer is taken to over 20 countries to understand both the scale and the personal impact of this massive human migration. <https://www.humanflow.com>

VISUAL STORYTELLING

The 7 Climate Visuals principles by Climate Visuals

Climate Visuals aims to strategically change the working practices of influential visual communicators across the world, to catalyse a new - more compelling and diverse - visual language for climate change.

<https://climatevisuals.org/7-climate-visuals-principles>

<https://climatevisuals.org>

Great graphics aid on climate change messaging These images are worth printing, laminating, and carrying around to show to friends and acquaintances.

https://www.yaleclimateconnections.org/2019/11/great-graphics-aid-on-climate-change-messaging/?utm_source=News+from+Yale+Climate+Connections+%28Daily%29&utm_campaign=50bc88e870-EMAIL_CAMPAIGN_2019_11_12&utm_medium=email&utm_term=0_31a3024b9b-50bc88e870-59250037

INSPIRING & ENGAGING ORGANIZATIONS

Project Drawdown

The world's leading source for climate solutions

<https://www.drawdown.org/>

The Work That Reconnects

"The central purpose of the Work that Reconnects is to help people uncover and experience their innate connections with each other and with the systemic, self-healing powers of the web of life, so that they may be enlivened and motivated to play their part in creating a sustainable civilization." –Joanna Macy

<https://workthatreconnects.org>

Climate Generation

"Climate Generation: A Will Steger Legacy empowers individuals and their communities to engage in solutions to climate change."

<https://www.climategen.org/take-action/act-climate-change/climate-stories/discover-climate-story/>

DearTomorrow

Making our love and care visible through personal climate promises and letters

<https://www.deartomorrow.org>

Behavior, Energy, Climate Change Conference

<https://becccconference.org>

Insightful poster presentation from BECC 2018: **From Communication to Action, Especially: Aspects of a successful communication strategy**

https://www.alexandria.unisg.ch/255956/1/Plananska_Becc2018_Poster.pdf

The dictionary of future-related terms gives meanings to new concepts and sheds light on old ones by The Finnish Innovation Fund Sitra "As terms become more established, it is significantly easier to understand ideas and concepts and have constructive discussions."

<https://www.sitra.fi/en/dictionary/>

More information about the background of the dictionary here:

<https://www.sitra.fi/en/news/dictionary-future-related-terms-gives-meanings-new-concepts-sheds-light-old-ones/>

Climate Change and Conflicts by Ahtisaari Days

Another great resource from Finland: Martti Ahtisaari is the 10th president of Finland a Nobel Peace laureate and one wise man. The exercises you'll find in this link include exercises like "From fear to positivity", "How can I make a difference?", "Intergenerational conflict".

"This newest addition to our material package examines the different linkages between climate change and conflicts. These exercises can benefit all kinds of subjects from social studies to geography and literature." <http://ahtisaaripaiva.fi/en/get-involved/teaching-materials/climate-and-conflicts/>

Extinction Rebellion

Non-violent rebels creating a regenerative culture

<https://extinctionrebellion.us/principles>

Post Carbon Institute

"Founded in 2003, Post Carbon Institute's mission is to lead the transition to a more resilient, equitable, and sustainable world by providing individuals and communities with the resources needed to understand and respond to the interrelated ecological, economic, energy, and equity crises of the 21st century." <https://www.postcarbon.org>

and

"**Resilience.org** aims to support building community resilience in a world of multiple emerging challenges: the decline of cheap energy, the depletion of critical resources like water, complex environmental crises like climate change and biodiversity loss, and the social and economic issues which are linked to these. We like to think of the site as a community library with space to read and think, but also as a vibrant café in which to meet people, discuss ideas and projects, and pick up and share tips on how to build the resilience of your community, your household, or yourself."

<https://www.resilience.org/stories/2019-03-22/the-miraculous-hope-of-climate-realists/>

Concensus Building Institute CBI is a nonprofit organization with decades of experience helping leaders collaborate to solve complex problems. Our staff are experts in facilitation, mediation, capacity building, citizen engagement, and organizational strategy and development. We are committed to using our skills to build collaboration on today's most significant social, environmental, and economic challenges. We work within and across organizations, sectors, and stakeholder groups.

<https://www.cbi.org/citizen-engagement/>

SOME WISE CLIMATE ENGAGEMENT THINKERS

Susanne Moser <http://www.susannemoser.com>

Renee Lertzman <https://Reneelertzman.com>

Dan Kahan <http://www.culturalcognition.net/kahan/>

Greta Thunberg <https://www.facebook.com/gretathunbergsweden/>
<https://twitter.com/gretathunberg?lang=fi>

Otto Scharmer <https://www.ottoscharmer.com/projects>

These people offer important and provocative ideas that can lead to good conversations:

Rebecca Solnit, Writer, historian, and activist <http://rebeccasolnit.net>

Jeremy Lent, author and integrator <https://www.jeremylent.com>

George Monbiot, journalist, author, activist <https://www.monbiot.com>

Jem Bendell and Deep Adaptation <https://jembendell.com/category/deep-adaptation/>

Rupert Read, green politician and philosopher <https://rupertread.net>

READINGS

Renee Lertzman: How can we talk about global warming? “ *It’s about finding that middle path—one that welcomes fear but doesn’t dwell there. The truth is, no one really knows the magic formula for motivating people. But there are a few things we do know. Humans are motivated by love, belonging, meaning, and mattering. People love good stories—even ones (or especially one) that have shame, fear, guilt, and anxiety. To understand such stories, one has to have a conscience and care about the world. There’s no need to sugarcoat the situation we’re in; let’s put a rest to that argument. What we need is heaps of fierce compassion and bravery.*”

<https://www.sierraclub.org/sierra/how-can-we-talk-about-global-warming>

Renee Lertzman: How to Go Beyond Social Marketing to Effect Real Cultural Change “We would pause to rethink the heavy use of social marketing, such as ambassadors or champions, heavy reliance on celebrity endorsements, and coming up with yet another values-based messaging platform. We would be focused on messaging according to empathy for these “Three As” – Anxiety, Ambivalence and Aspiration. Perhaps most importantly, if we take this opportunity to truly do a reset, we’d encourage each other in our community to compassionately yet ruthlessly examine our assumptions about people, why we behave as we do, and what we bring to these interactions.”

<https://sustainablebrands.com/read/marketing-and-comms/the-opportunity-of-the-reset-how-to-go-beyond-social-marketing-to-effect-real-cultural-change>

Ann Christiano and Annie Neimand: The Science of What Makes People Care A good article at the Stanford Social Innovation Review - Five principles based in social science that will help organizations connect their work to what people care most about.

https://ssir.org/articles/entry/the_science_of_what_makes_people_care

POSTER PRESENTATION AT Behavior, Energy, Climate Change Conference 2018: From Communication to Action. How to communicate to motivate women to act pro-environmentally?

By Jana Plananska, PhD Candidate, Institute for Economy and the Environment, University of St.Gallen, Switzerland RESULTS: "Peer effects-based strategy proved to be the most effective across all tested variables and for female target group in particular, followed by local aspects based-strategy, mixed strategy and the control group. Consequently, it can be concluded that concise communication strategies are more effective than complex ones, with peer effects having the largest impact overall." Check out her puzzle image at:

https://www.alexandria.unisg.ch/255956/1/Plananska_Becc2018_Poster.pdf

Catherine Hayhoe, climate scientist and communicator to conservative audiences

<http://katharinehayhoe.com/wp2016/>

https://www.ted.com/talks/katharine_hayhoe_the_most_important_thing_you_can_do_to_fight_climate_change_talk_about_it?language=en

BOOKS

Joanna Macy and Chris Johnstone: Active Hope - How to Survive the Mess We are In without Going Crazy <http://www.activehope.info>

Margaret Wheatley and Deborah Frieze: Walk Out Walk On: A Learning Journey into Communities Daring to Live the Future Now "Learning to work in communities with increasingly complex problems and shrinking resources, with a focus on resilient communities.

https://www.goodreads.com/book/show/10981833-walk-out-walk-on?from_search=tru

Margaret Wheatley: turning to one another. Simple conversations to restore hope to the future "I believe we can change the world if we start talking to one another again." With this simple declaration, Margaret Wheatley proposes that people band together with their colleagues and friends to create the solutions for real social change, both locally and globally, that are so badly needed. Such change will not come from governments or corporations, she argues, but from the ageless process of thinking together in conversation. Turning to One Another encourages this process. Part I explores the power of conversation and the conditions-simplicity, personal courage, real listening, and diversity-that support it. Part II contains quotes and images to encourage the reader to pause and reflect, and to prepare for the work ahead-convening truly meaningful conversations. Part III provides ten "conversation starters"-questions that in Wheatley's experience have led people to share their deepest beliefs, fears, and hopes." https://www.goodreads.com/book/show/345983.Turning_to_One_Another

adrienne maree brown: Emergent Strategy: Shaping Change, Changing Worlds

"Inspired by Octavia Butler's explorations of our human relationship to change, *Emergent Strategy* is radical self-help, society-help, and planet-help designed to shape the futures we want to live. Change is

constant. The world is in a continual state of flux. It is a stream of ever-mutating, emergent patterns. Rather than steel ourselves against such change, this book invites us to feel, map, assess, and learn from the swirling patterns around us in order to better understand and influence them as they happen. This is a resolutely materialist “spirituality” based equally on science and science fiction, a visionary incantation to transform that which ultimately transforms us.”

https://www.goodreads.com/book/show/29633913-emergent-strategy?from_search=true

Maxwell Boykoff: Creative (Climate) Communications “Conversations about climate change at the science-policy interface and in our lives have been stuck for some time. This handbook integrates lessons from the social sciences and humanities to more effectively make connections through issues, people, and things that everyday citizens care about. Readers will come away with an enhanced understanding that there is no 'silver bullet' to communications about climate change; instead, a 'silver buckshot' approach is needed, where strategies effectively reach different audiences in different contexts. This tactic can then significantly improve efforts that seek meaningful, substantive, and sustained responses to contemporary climate challenges. It can also help to effectively recapture a common or middle ground on climate change in the public arena. Readers will come away with ideas on how to harness creativity to better understand what kinds of communications work where, when, why, and under what conditions in the twenty-first century.”

https://www.goodreads.com/book/show/43986099-creative-climate-communications?ac=1&from_search=true

Yuval Noah Harari: Sapiens: A Brief History of Humankind “In *Sapiens*, Dr Yuval Noah Harari spans the whole of human history, from the very first humans to walk the earth to the radical – and sometimes devastating – breakthroughs of the Cognitive, Agricultural and Scientific Revolutions. Drawing on insights from biology, anthropology, paleontology and economics, he explores how the currents of history have shaped our human societies, the animals and plants around us, and even our personalities. Have we become happier as history has unfolded? Can we ever free our behaviour from the heritage of our ancestors? And what, if anything, can we do to influence the course of the centuries to come? Bold, wide-ranging and provocative, *Sapiens* challenges everything we thought we knew about being human: our thoughts, our actions, our power ... and our future.”

<https://www.ynharari.com/book/sapiens/>

Alex Evans: Myth Gap “Drawing on his first-hand experience as a political adviser within British government and at the United Nations, and examining the history of climate change campaigning and recent contests such as Brexit and the US presidential election, Alex Evans explores:

- *how tomorrow’s activists are using narratives for change,
- * how modern stories have been used and abused,
- * where we might find the right myths that will take us forward”

https://www.goodreads.com/book/show/33844386-the-myth-gap?from_search=true&qid=WCTsiqAgHM&rank=2

VIDEOS

Greta Thunberg’s speech at the UN Climate Summit on September 23, 2019 - illustrated

https://www.youtube.com/watch?v=xkFvTpxazuo&feature=youtu.be&fbclid=IwAR1BTJg0ksOUiEI93snlMm_uNuAhSbuFnEMnMpb1CXTtSY5bEEcSMO2yKcg

IV Climate Change 101 - The Facts

SCIENCE & IMPACTS

Intergovernmental Panel on Climate Change The Intergovernmental Panel on Climate Change (IPCC) is the United Nations body for assessing the science related to climate change.

<https://www.ipcc.ch>

<https://www.ipcc.ch/sr15/>

Climate Science Special Report. Fourth National Climate Assessment

<https://science2017.globalchange.gov>

PA DEP & climate change

<https://www.dep.pa.gov/Business/Energy/OfficeofPollutionPrevention/climatechange/Pages/default.aspx>

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Climate Signals Explore how climate change affects your world by searching events, impacts, and related climate signals. <https://www.climatesignals.org>

Nathaniel Rich: Losing Earth: The Decade We Almost Stopped Climate Change

<https://www.nytimes.com/interactive/2018/08/01/magazine/climate-change-losing-earth.html>

David Wallace-Wells: Uninhabitable Earth “It is worse, much worse, than you think. If your anxiety about global warming is dominated by fears of sea-level rise, you are barely scratching the surface of what terrors are possible. In California, wildfires now rage year-round, destroying thousands of homes. Across the US, “500-year” storms pummel communities month after month, and floods displace tens of millions annually. <https://www.goodreads.com/book/show/41552709-the-uninhabitable-earth>

Michael Mann: The Madhouse Effect “*The Madhouse Effect* portrays the intellectual pretzels into which denialists must twist logic to explain away the clear evidence that human activity has changed Earth's climate. Toles's cartoons collapse counter-scientific strategies into their biased components, helping readers see how to best strike at these fallacies. Mann's expert skills at science communication aim to restore sanity to a debate that continues to rage against widely acknowledged scientific consensus. The synergy of these two climate science crusaders enlivens the gloom and doom of so many climate-themed books—and may even convert die-hard doubters to the side of sound science.”

<https://cup.columbia.edu/book/the-madhouse-effect/9780231177863>

PBS Hot Mess <https://www.pbs.org/show/hot-mess/episodes>

SOCIAL ASPECTS

Yale Program on Climate Change Communication

“We conduct scientific studies on public opinion and behavior; inform the decision-making of governments, media, companies, and advocates; educate the public about climate change; and help build public and political will for climate action.”

https://climatecommunication.yale.edu/?gclid=EAlaIQobChMIzd6Hxbmw5QIVFmyGCh1jgwopEAAYASA AEgKtyPD_BwE

Climate Change in the American Mind: April 2019

“About six in ten Americans (63%) say they “rarely” or “never” discuss global warming with family and friends, while 37% say they do so “occasionally” or “often”.”

<https://climatecommunication.yale.edu/publications/climate-change-in-the-american-mind-april-2019/2/?fbclid=IwAR0OS-c4bR-ulVz4ym8OXrrInELYhvfWzYXG2yxKDNJiW-nSXOF1CZHUDck>

SOLUTIONS

Paul Hawken: Drawdown <https://www.drawdown.org>

https://www.goodreads.com/book/show/31624481-drawdown?from_search=true

Patricia DeMarco: Pathways to Our Sustainable Future - Global Perspective from Pittsburgh

<https://www.patriciademarco.com>

Sustainability Pioneers - locally produced short documentaries on climate solutions. Lot of links to useful resources. <http://sustainabilitypioneers.com>

What is a circular economy? “Looking beyond the current take-make-waste extractive industrial model, a circular economy aims to redefine growth, focusing on positive society-wide benefits. It entails gradually decoupling economic activity from the consumption of finite resources, and designing waste out of the system. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural, and social capital. It is based on three principles: Design out waste and pollution. Keep products and materials in use. Regenerate natural systems.”

<https://www.ellenmacarthurfoundation.org/circular-economy/concept>

Re-thinking Progress: The Circular Economy - short animated video

<https://www.ellenmacarthurfoundation.org/circular-economy/concept>

Greta Thunberg and George Monbiot on Trees “Environmental activists [Greta Thunberg](#) and George Monbiot have helped produce a short film highlighting the need to protect, restore and use nature to tackle the climate crisis. Living ecosystems like forests, mangroves, swamps and seabeds can pull enormous quantities of carbon from the air and store them safely, but [natural climate solutions](#) currently receive only 2% of the funding spent on cutting emissions.”

<https://www.theguardian.com/environment/video/2019/sep/19/greta-thunberg-and-george-monbiot-make-short-film-on-solutions-to-the-climate-crisis-video>

Otto Scharmer: The Essentials of Theory U “enables leaders and organizations in all industries and sectors to shift awareness from ego to eco, to connect with the highest future possibilities, and to strengthen the capacity to realize those possibilities.”

<http://book.ottoscharmer.com>