

CLIMATEGENERATION

A WILL STEGER LEGACY



Why you should be talking about climate change

Trusted messengers matter

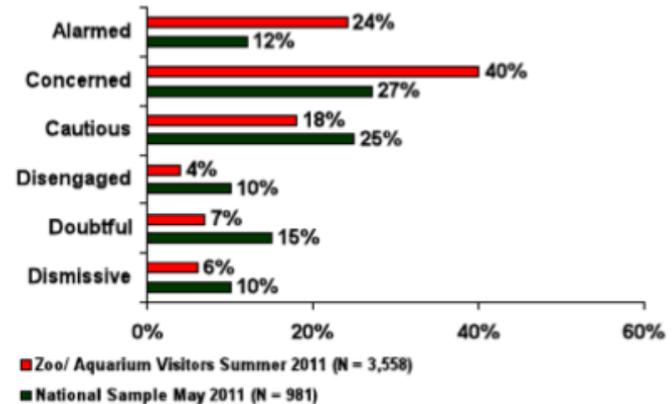
You have a story to tell

Not enough people are talking about climate change

As a citizen, and not an expert, you instill belief that action is possible.

Museum and Zoo Visitors

	<i>Nat'l Average</i>	<i>Non-visitors</i>	<i>Occasional visitors</i>	<i>Frequent visitors</i>
Alarmed	14	11	19	45
Concerned	31	32	32	29
Cautious	23	24	19	9
Disengaged	10	13	4	2
Doubtful	12	12	13	10
Dismissive	11	10	13	5



Parks and Natural Places

- ⦿ People are connected to places
- ⦿ They have unique bonds with landscapes such as national parks and wildlife refuges
- ⦿ People learn most effectively through meaningful hands-on activities in that cherished landscape, and
- ⦿ People remember lessons and adopt behaviors when they feel a sense of responsibility and have knowledge of consequences.

Schools as Living Labs

- o ...policies should encourage school campuses to operate as living labs — places where students are involved in co-creating solutions and enacting them through real life behaviour. **A living lab is a place where education is tied to the operations, decision-making and community engagement of the institution.**

Religious Community

- ◉ Long list...
- ◉ <https://www.interfaithpowerandlight.org/religious-statements-on-climate-change/>

Telling the Core Climate Change Story

Why does this matter to society?

How does it work?

How do we improve the situation?



Use Values to...

- ◉ Get people to care about the issue
- ◉ Expand the audience for your message
- ◉ Establish what's at stake and why it matters
- ◉ Keep your audience from sinking into unproductive conversation
- ◉ Set up collective-level solutions that match the scale of the problem



Responsible Management



“X” matters because taking common-sense steps today is in the interests of future generations

INNOVATION

- **Let’s be responsible when it comes to the environment**
- **Let’s look ahead to handle problems before they get worse**
- **Responsible managers keep an open mind, look to evidence, and take a level-headed, step-by-step approach**
- **Future generations depend on the decisions we make today**

Protection



"X" matters because we have a duty to safeguard the wellbeing of people and places

- We must protect and preserve the habitats and ecosystems we depend on
- Showing concern for others is the right thing to do
- Stepping in to ensure peoples' safety and wellbeing
- Let's take measures to eliminate or reduce risks
- Let's be vigilant in shielding people and places from harm

The Heat Trapping Blanket

- When we burn fossil fuels like coal and gas, we pump more and more carbon dioxide into the atmosphere, and this build-up creates a blanket effect, trapping in heat around the world. If nothing is done to halt this process, the planet we will be hotter, with more violent weather, fewer species, and disrupted systems.

Solution Cornerstones:

- 🕒 Practical – visitors, employees, students, etc. can participate in
- 🕒 Solutions are the social norm
- 🕒 Ongoing – You can be involved right now!
- 🕒 Collective

- o Place: Where are you educating/community?
- o Story: How will you weave your story in? Can you include Values like Protection or Responsible Management?
- o Climate Change: What is the problem? How does climate change work and how does it connect do this place?
- o Action: What solution can we engage in the connects to this issue?