

Social Mobilization for Climate Change Action through Multiple Pathways of Engagement

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Acknowledgments

Jonathan Frantz	Ear to the Ground Planning
Erik Blair	SCARP Research Team
Victor Ngo	SCARP Research Team
Metha Brown	SCARP Research Team
Mike Blackstock	Sense Tecnic Systems
Rodger Lea	UBC MAGIC Lab
Tom Hazelton	UBC MAGIC Lab
Melissa Kendzierski	goBEYOND
Ashley Webster	goBEYOND

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Meeting people where they are

Action on climate change is important
and we **need** to involve **more people** in a
greater range of behaviours towards
reducing emissions

The **remoteness** of climate change
makes it **abstract** and **difficult** for individual
people **to act on**

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The imperative of engaging youth

- Why youth?
- Why multiple pathways?
(different ways of getting involved)
- Why social media?
- Why Do It In The Dark?
(energy conservation competition in campus residences)

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over \$4,000 in prizes and
Always to
 Preaching

universities

residence groups

**DO IT
 IN THE
 DARK**

individual
 students
 (these are
 the actual
 numbers)

**DO IT
 IN THE
 DARK**



doitinthedark.ca

WIN compete against
1054 students
 in 20 resident groups in 6 Universities

doitinthedark.ca

Barbara Rea House	Hamilton Hall	Louis Riel Residence	McTaggart-Cowan Hall	Pauline Jewett House	Shadbol House	Shell House	Chilcote + Cowichan + Kelowna + Kimberley + Kitimat Townhouse	Penticton + Qualicum + Quesnel + Squamish Townhouse	Student Residence and Conference Centre	McEil Residence Hall	Totem Park	Place Vanier	Baker House	Neyoh	Kayoh	Morden	Dusnair	Ladysmith + Powell River + Cowichan + Nanose + Qualicum House	Duncan House + Parksville House
242 residents	109 residents	270 residents	200 residents	242 residents	249 residents	190 residents	220 residents	176 residents	580 residents	902 residents	1757 residents	1970 residents	198 residents	267 residents	267 residents	186 residents	102 residents	102 residents	98 residents

1

individual participation

(you against 7054 others) earn points for your own actions, or for creating a buzz or for organizing others or for contacting a politician.

do it daily
 do it together
 do it on camera
 do it with a politician

1st place - Nokia C7 phone (\$420 value)
 2nd place - \$200
 3rd place - \$100

residence group
GRAND PRIZE
 ~\$1,000 value
 (energy savings starter kit)
 for your residence
 group's combined
 participation and
 electricity reduction score

2

individual videos (you against 7054 others) 5 video mini competitions

5 best video awards - 1 flip camera each
 Best overall video - Nokia C7 phone (\$420 value)

3

residence group participation score

(your residence group against 19 other groups)

The total point score of your resident group divided by the number of participants in your resident group

1st place - \$500
 2nd place - \$200
 3rd place - \$100

4

electricity savings

(your residence group against 19 other groups)
 Your residence energy reduction from baseline consumption

1st place - \$500

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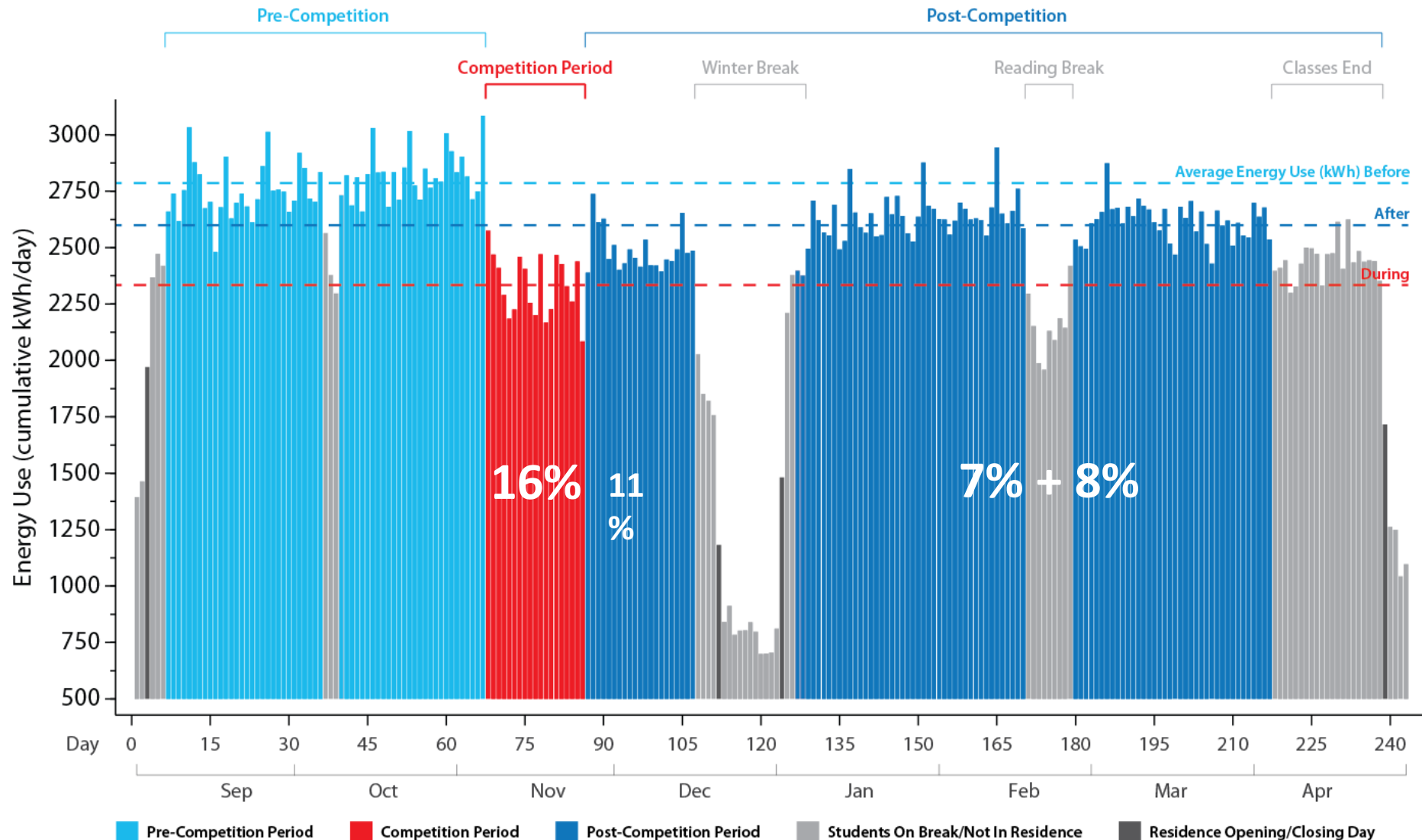


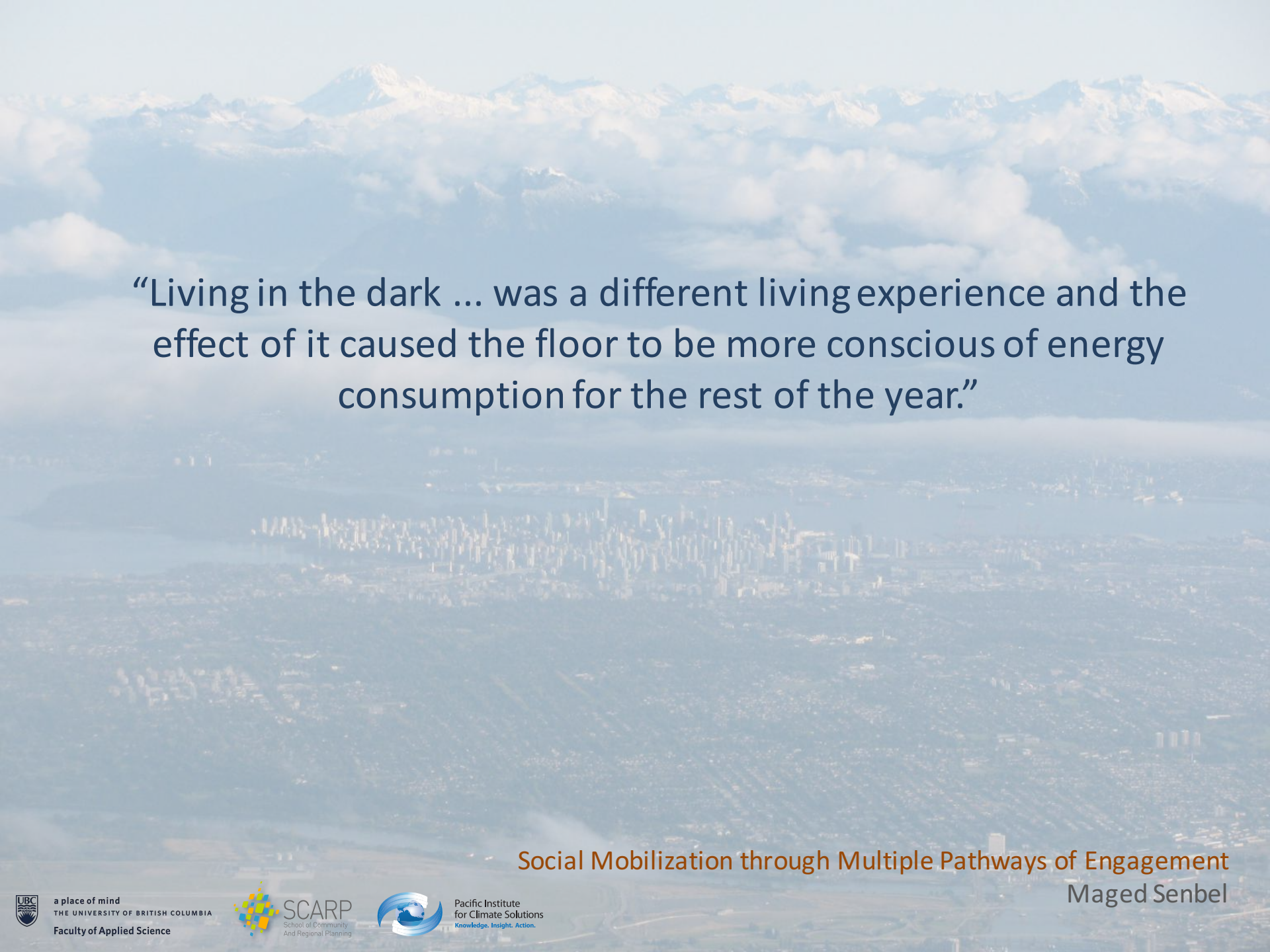
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Results: Energy Use Reduction



An aerial photograph of a city, likely Vancouver, with a dense urban area in the foreground and a large body of water in the middle ground. In the background, a range of snow-capped mountains is visible under a clear sky. The text is overlaid on the upper half of the image.

“Living in the dark ... was a different living experience and the effect of it caused the floor to be more conscious of energy consumption for the rest of the year.”

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“[People] talked about energy conservation on a frequent basis, something that has never really happened before. It showed that people were actually thinking about what this campaign was trying to work on.”

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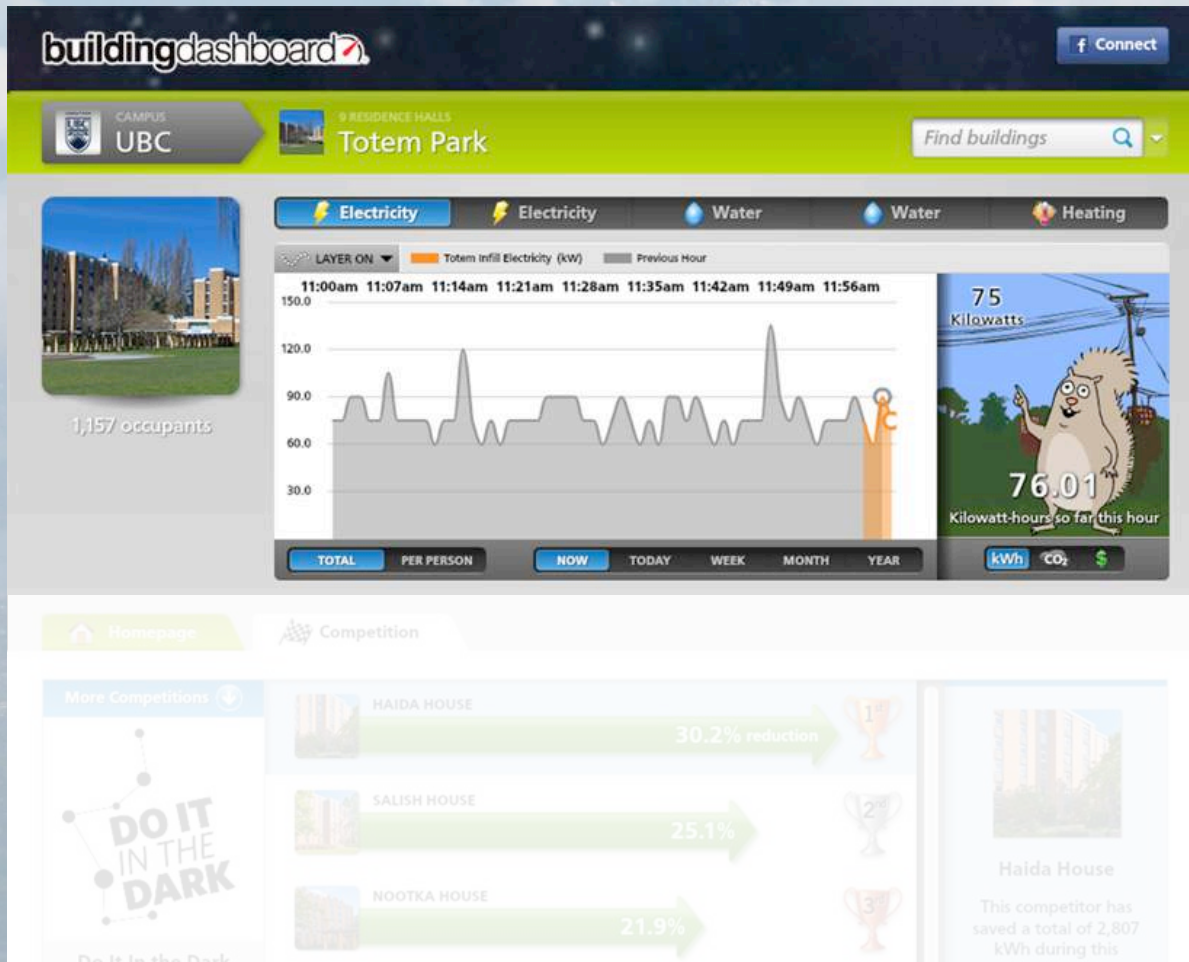


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Building Dashboard



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Do it in the Dark Challenges



Do It Daily
0% · 0 points



Do It On Camera
0% · 0 points



Do It Together
0% · 0 points



Do It With Your Politician
0% · 0 points

Personal Challenges

You are not active in any personal challenges.

MEE Community



Michael Blackstock



Connie Chiwa



Rodger Lea



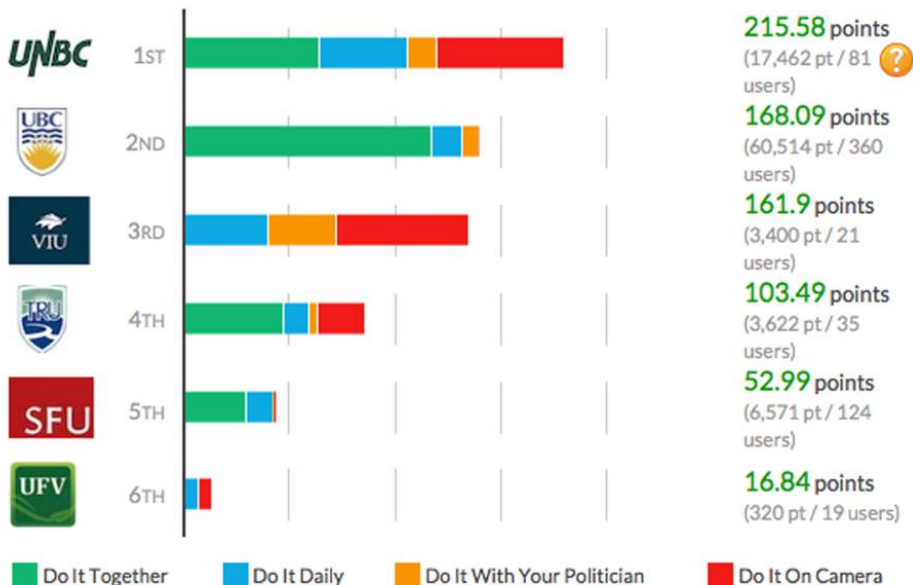
Daniel Yuen

My Data — Contest Standings

Cross-Campus Standings

Residence Standings at SFU

Note: Only the 4 Do It In The Dark challenges count toward campus and residence standings. Personal challenges do not count in the standings.



[Group details...](#)

Share Updates



What's new that you'd like to share?

Feed Message

Data

Photo

Share

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Do It Daily



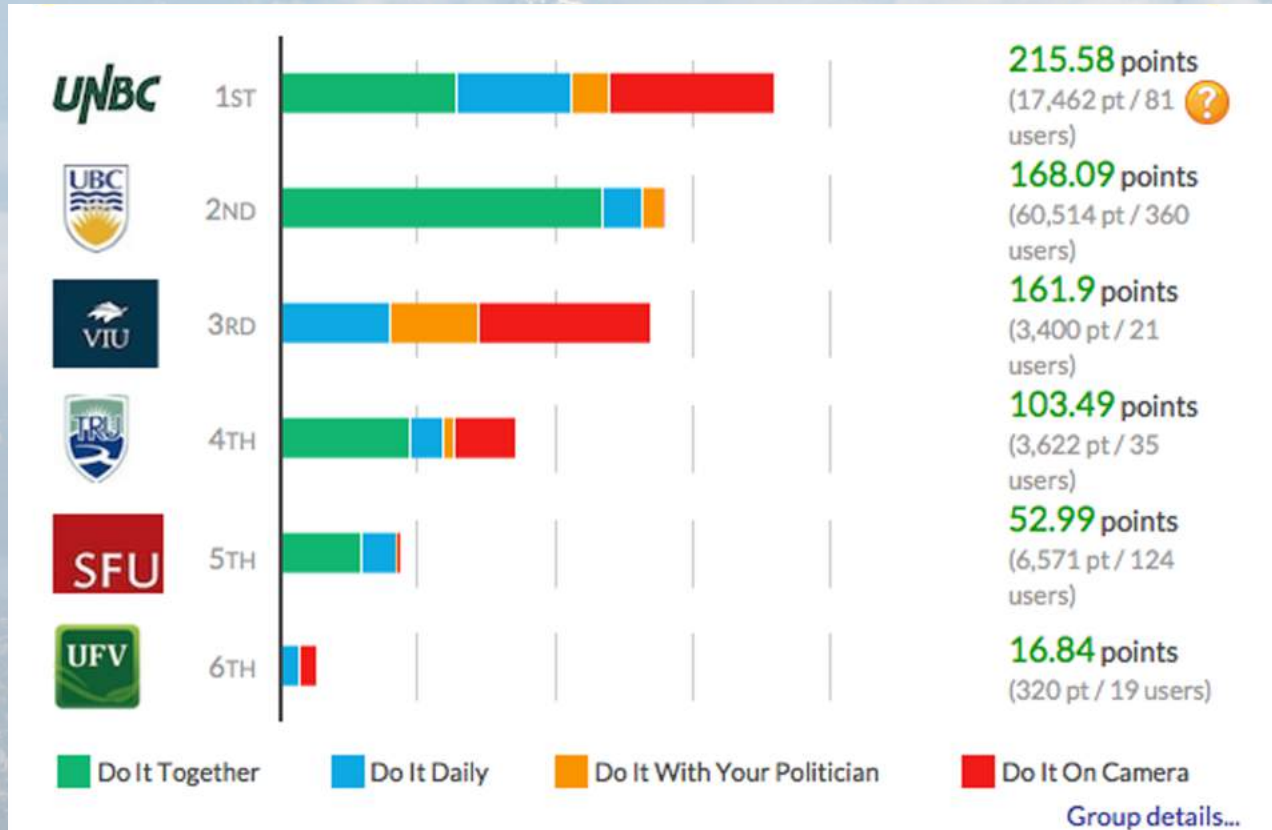
11 Everyday Actions



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Do It Daily



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Do It Daily



“Completing simple, everyday tasks made the competition more meaningful and easy to participate in, as well as formed habits I can continue with in the future.”

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Do It Together



Do It Together



Do It With Your Politician



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Do It With Your Politician



“You kind of just read a scripted thing and it was kind of just like you did it, and then you forgot what you just did basically... [I got] a voicemail so it wasn’t very personal and just reading a scripted thing into a voicemail doesn’t give you that feeling of, ‘Oh, I’m making a difference.’”

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Do It With Your Politician



One student described how she, “looked at the script but then... just kept talking afterwards. And it made me think a little bit more, because you do feel it was impersonal and you know you’re just leaving a voicemail and you know you’re not actually talking to someone at the time. so, I started talking a bit afterwards just to make it feel more personal to me.”

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Do It On Camera



Video Logs

Social Mobilization

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Do It On Camera



“I’m not someone who sits there and like would consciously think about environmental issues and things like that. But after you start making the videos I’d be sitting in my room thinking, “Oh, well what can we do for the next challenge?” ... and it just got me thinking about things I wouldn’t normally be thinking about.”

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