

Wednesday, November 16, 2022 - Class 10

DC Talks: Alumni Series - Climate Change and Sustainability: How We Can Make a Difference

↳ Welcome President Don Lovisa, Heather Brown, Ellen Campbell and Kathryn Fraser!



- think about the local evidence of climate change → T-shirts last week, winter coats

today

↳ nationally → Nova Scotia at risk of becoming an island due to the effects of climate change; there is a 20 km strip of land that contains most of their infrastructure - which could be destroyed



due to climate change impacts

- 17 Sustainable Development Goals
 - ↳ #13 = Climate Action

Welcome Ellen!

- "Rain It In" - Ellen's non-profit
- community experienced a water crisis, want to make sure that never happens again



Welcome Heather!

- Enactus DC - social, ecological, innovative projects to create social change
- supporting student entrepreneurs
- students taking ACTION to create change

Welcome Kathryn!

- research on how language influences people's



perception of climate & how journalists can impact people's willingness to take action

& how we understand science

- media (news, social media) and the role these outlets play (e.g. providing warnings/updates for storms which keep people safe & initiate proactive approaches such as evacuations)

↳ BRIDGING THE KNOWLEDGE GAP
(e.g. with the public)

- Kathryn's example from her hometown - in 2000, a massive rainfall resulted in flooding & manure from



fields got into a water well used by the town
2500/5000 people got very sick w/ E. coli

- structure of climate change articles

↳ "time" & "proximity" really important in
what makes the news

① temporal urgency - "can we fix this in
time?" → instills fear/urgency

Need to balance these factors!

② temporal pessimism - "problem is too big"
& "doom"

③ temporal optimism - end article with



optimistic solutions so readers/viewers
feel empowered

- be open to the information being given to us
- critically think/analyze the sources
 - ↳ political agendas, word choice, etc. can all influence the message - so we must remain vigilant!

- Enactus projects + climate change
 - ↳ "ACT LOCALLY, THINK GLOBALLY"
 - ↳ Enactus is a network of leaders in over 30 countries!



↳ Environmental/Sustainability = ^{core} challenge

↳ what we do at the local level, contributes to the global, larger networks to make large-scale change


↳ important to think about the role of **COLLABORATION** when taking on these large (often daunting) problems

- political stories → front page news

environmental stories → often take a back seat (unless threat to people)



↳ as the general public, we need to push to make environmental stories a priority

- news is often the "new" and "now" - need to find ways to hook people into climate-related stories so that they pay more attention
- engage YOUTH - educate, collaborate with youth, get young people involved → e.g. Greta Thunberg
- "green-washing"
- pay for your news
-  - READ the articles, not the headlines you see on social media

- Canadian government spends 5x the amount of money REPAIRING damage from climate change → we could be PROACTIVE and save that money (more economic approach)

↳ DC taking a proactive approach by investing in tech such as geothermal energy, living roof, etc.

- How do we keep people engaged in a "TikTok world"?



↳ snappy headline, draw people in

↳ thinking about word choice, paragraph structure, etc. → be mindful of the heaviness of the topic — integrate optimism throughout while educating

↳ bring in media such as infographics, TikTok videos, etc. to appeal to different age groups

- "One Water Education" program

↳ 2-hr. workshop brought to grade 8 classrooms



↳ use relatable content (e.g. stories they can connect with); use multimedia; hands-on activities

↳ know your audience!

↳ share the current solutions & tech being used with people & ways to get involved
(can be empowering)

- power of storytelling when teaching complex topics
↳ we can connect to people's stories; can bring in statistics, images, etc. within the story to keep people engaged (and learn along the way)



- How can we look at climate change when we are divided as humans in so many ways?

↳ by helping people, we open more doors and have access to more human potential to solve these problems

↳ accessibility barriers & trying to connect to build unity

→ EDUCATION plays a major role

· HIGH-QUALITY EDUCATION



↳ importance of building AWARENESS

- need to know about the problem to understand it, connect to it, and work towards CHANGE

↳ focus on work around EQUALITY

- communities need to feel safe, be healthy for people to be able to thrive & problem-solve

↳ need to learn how to DEFINE the PROBLEM



- research, dialogue, collaborate

- forego comfort
 - collective reconstruction of climate change — need to have open conversations
- about 70% of the challenge is defining & agreeing on the problem; 30% on solution

