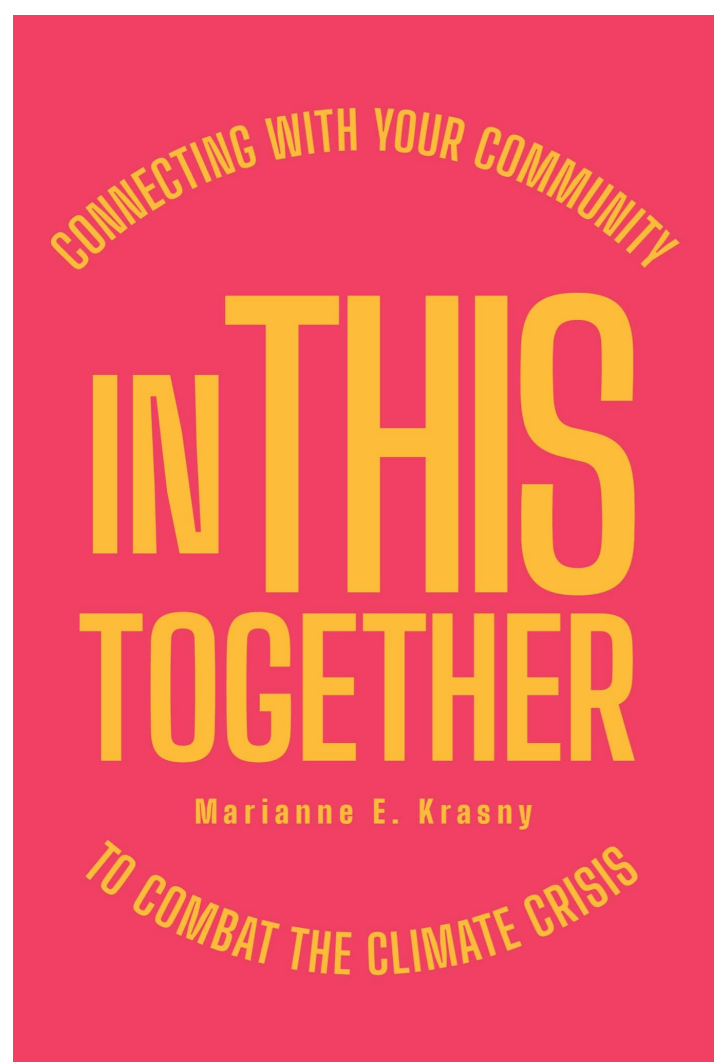


In this Together: Connecting with Your Community to Combat the Climate Crisis

Marianne Krasny
Natural Resources and the Environment
Civic Ecology Lab
Cornell University
mek2@cornell.edu

July 13, 2023



My **role** in the climate crisis?



"Hey, your straw is not recyclable."



Lifestyle, Advocacy, Activism



Support gleaning in the Farm Bill Reauthorization

To: agriculturedemocrats@mail.house.gov

Cc/Bcc, From: mekrasny@gmail.com

Subject: Support gleaning in the Farm Bill Reauthorization

I'm a teacher who just wants a livable future for me and my generation.

Because of my concern for the climate, farmers, and low-income Americans, I ask that you support provisions in the Farm Bill reauthorization that support gleaning.

In particular, the USDA Risk Management Agency should institute an expanded education and awareness program for farmers that includes more guidance on the liability and financial rules regarding allowing gleaning on their farms. Provisions to clear up farmer confusion about the gleaning rules can be included in the Crop Insurance or Commodities title. This change would encourage more farmers to allow for gleaning of their lands, thus reducing the number of crops that go to waste and allowing for healthy foods--fruits

My role in the climate crisis? Expanding my impact by engaging family and friends



"Plant-rich doesn't mean houseplants, Jason."



"Guys, I've signed us up for a climate hunger strike."

Network Climate Action

Network Climate Action

- 1. Take effective climate action yourself**

Network Climate Action

- 1. Take effective climate action yourself**
- 2. Influence others to take action alongside you**

Network Climate Action 1. Choosing Effective Action

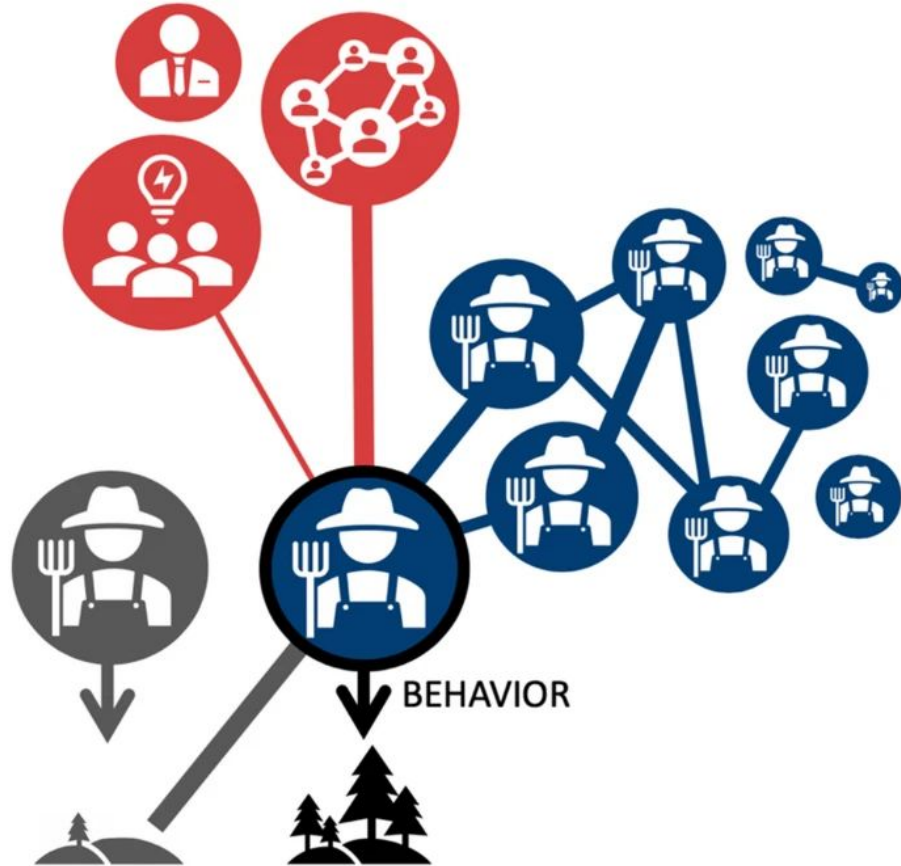


* Gigatons CO2 Equivalent Reduced / Sequestered (2020–2050)

◆ SOLUTION	◆ SECTOR(S)	▼ SCENARIO 1*	◆ SCENARIO 2*
Reduced Food Waste 	Food, Agriculture, and Land Use / Land Sinks	88.50	102.20
Plant-Rich Diets 	Food, Agriculture, and Land Use / Land Sinks	78.33	103.11
Family Planning and Education 	Health and Education	68.90	68.90
Refrigerant Management	Industry / Buildings	57.15	57.15
Tropical Forest Restoration	Land Sinks	54.45	85.14
Onshore Wind Turbines	Electricity	46.95	143.56
Alternative Refrigerants	Industry / Buildings	42.73	48.75
Utility-Scale Solar Photovoltaics	Electricity	40.83	111.59
Clean Cooking	Buildings	31.38	76.34
Distributed Solar Photovoltaics	Electricity	26.65	64.86
Silvopasture	Land Sinks	26.58	42.31

Network Climate Action 2. Influencing Others

**Scaling up
impact through
social networks**



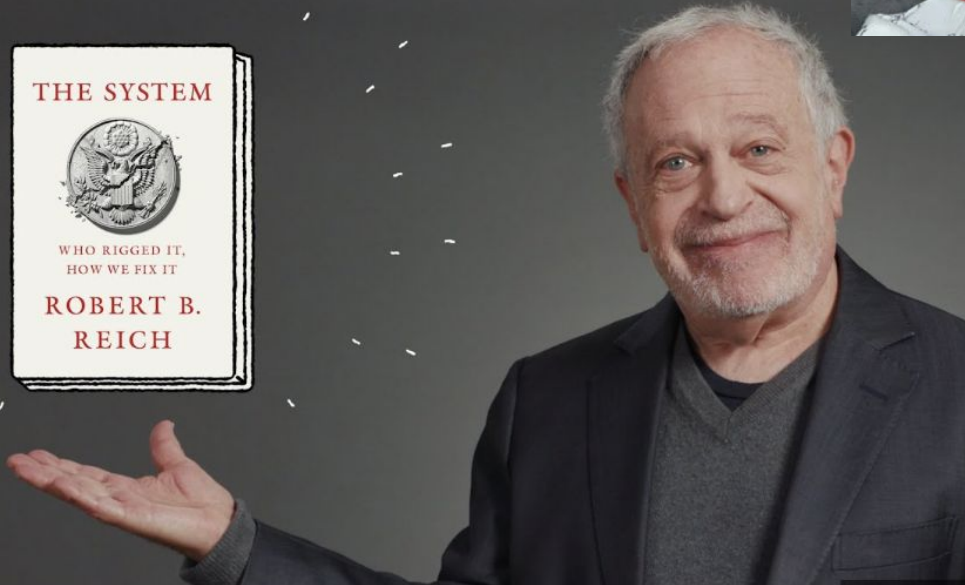
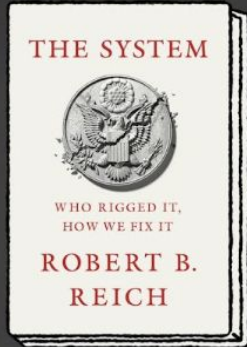
Spreading Behaviors:
Let's all become
Influencers!

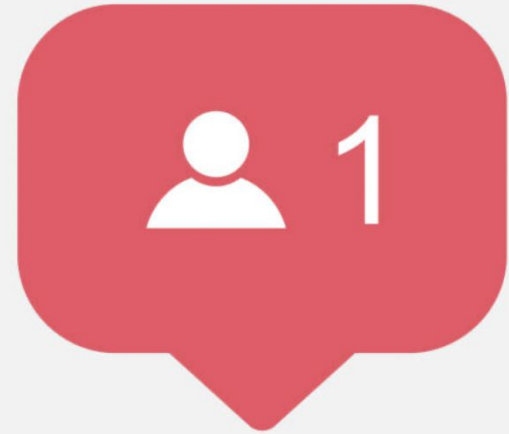


**BUSTA'S
PERSON OF THE WEEK**

Tabitha Brown
*Actress and Vegan
Influencer*

**'America's Mom' and the
face of the
vegan community**





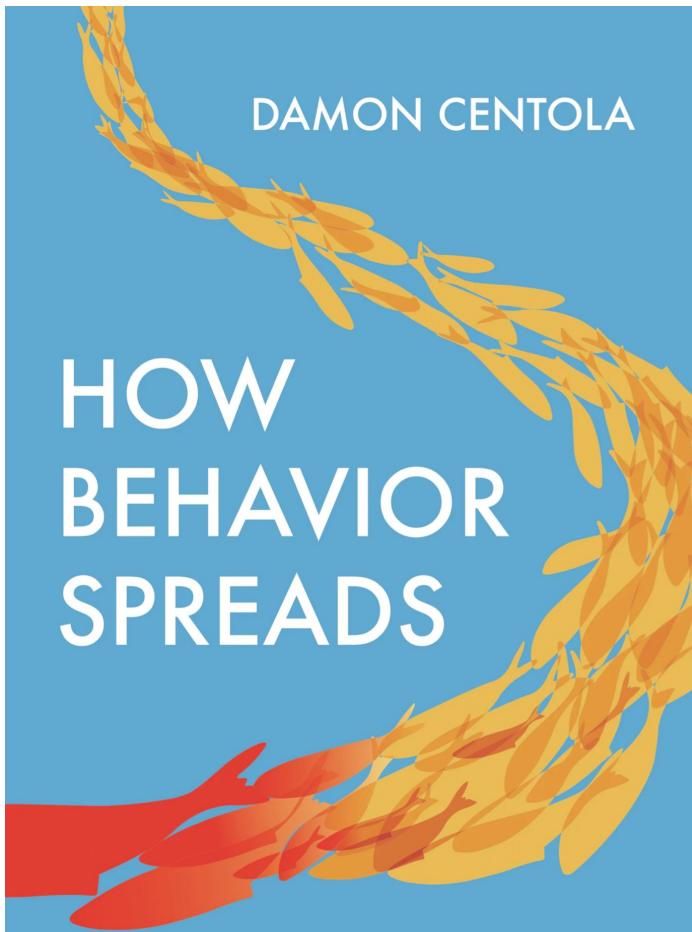
<https://www.qeretail.com/blog/6-social-media-failure-examples>

<https://www.istockphoto.com/search/2/image?mediatype=illustration&phrase=social+media+followers>

DAMON CENTOLA

HOW BEHAVIOR SPREADS

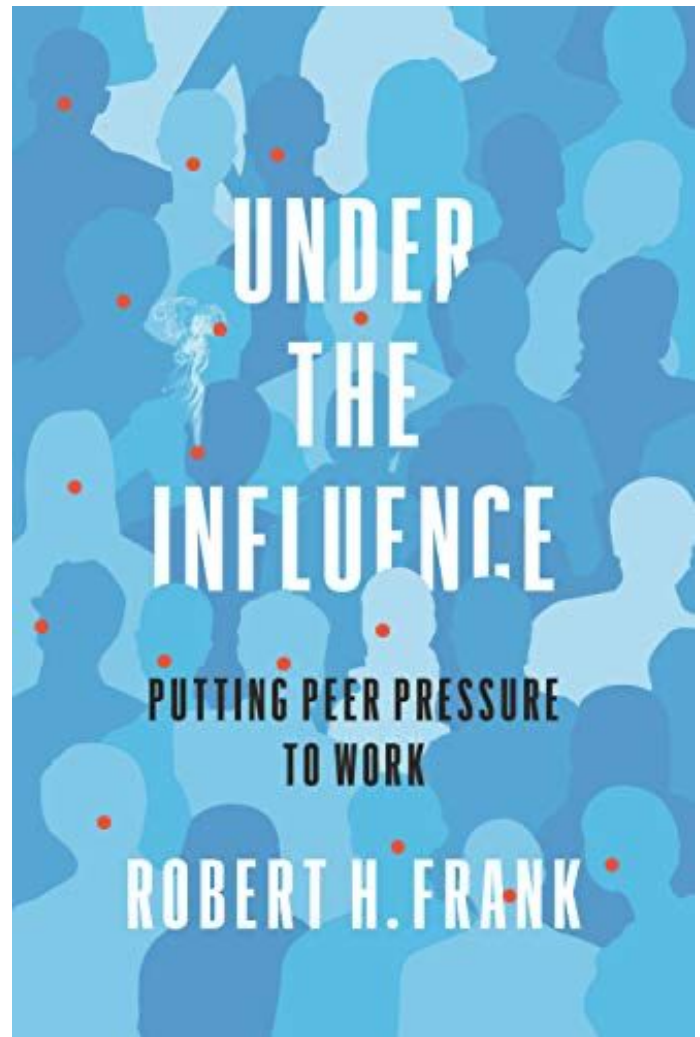
The Science of Complex Contagions



UNDER THE INFLUENCE

PUTTING PEER PRESSURE
TO WORK

ROBERT H. FRANK



Behaviors spread through neighborhoods

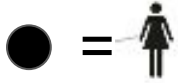
Each new solar installation can lead to additional ones.



Behaviors spread through social networks

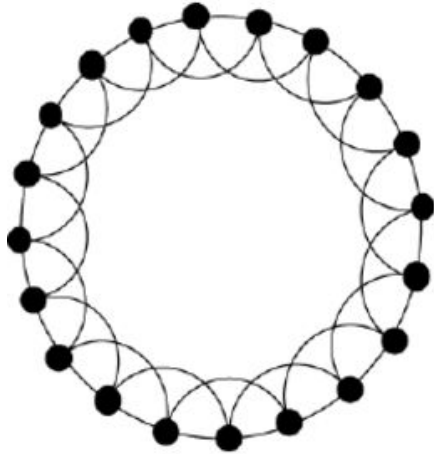


Social Networks

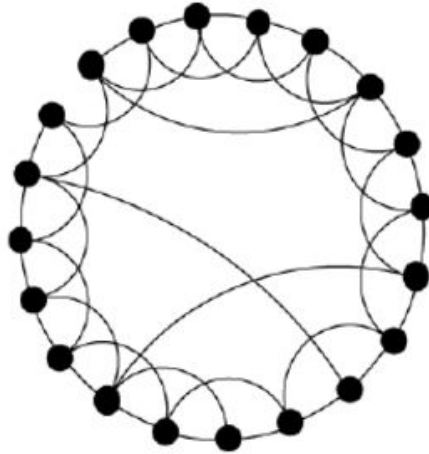


= tie or connection

Regular



Small-world



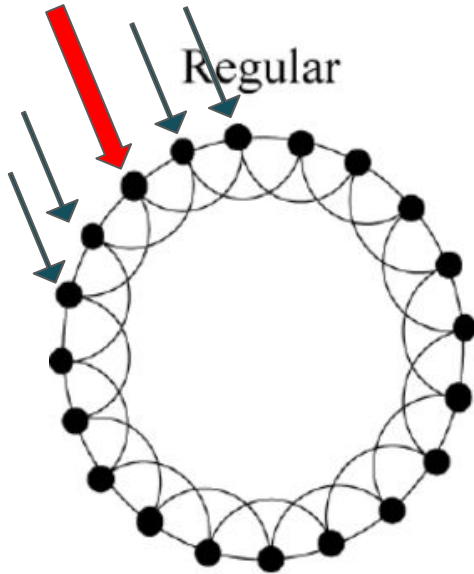
Random



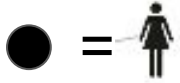
Social Network Ties



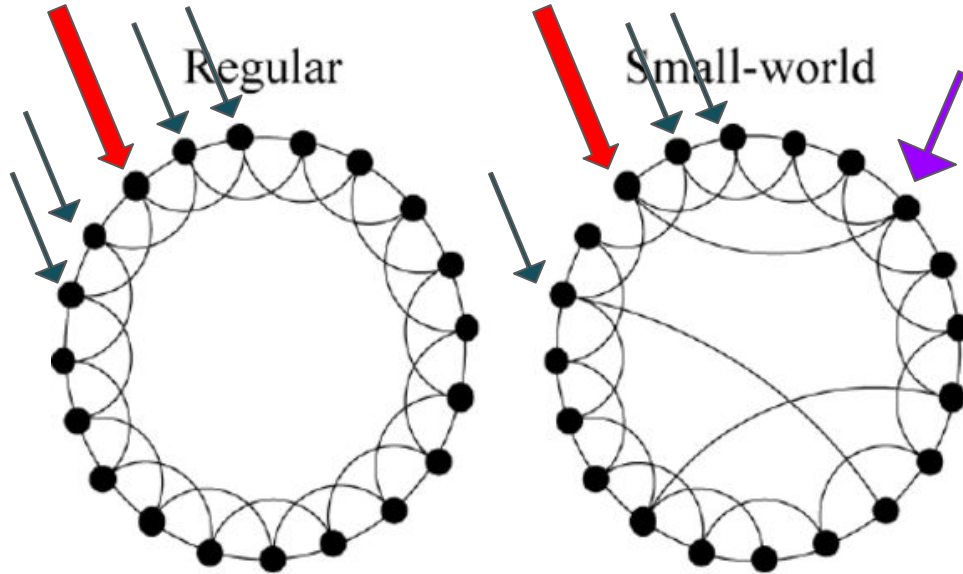
 = tie or connection



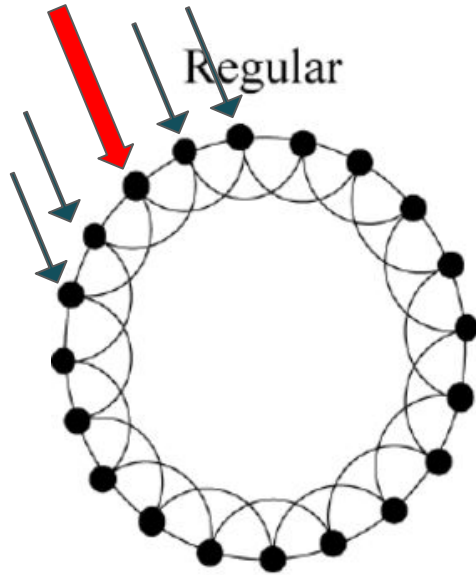
Social Network Ties



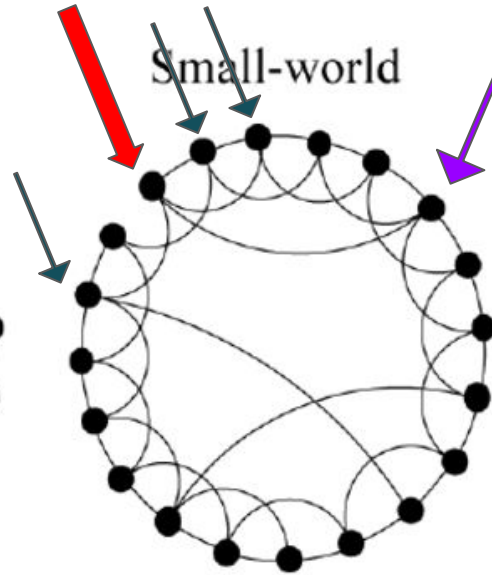
= tie or connection



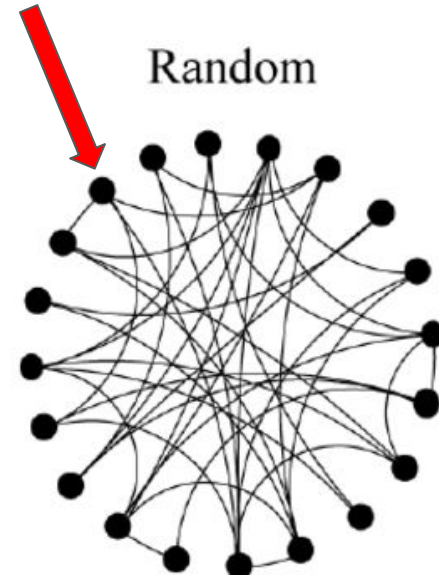
Behaviors Spread more Rapidly in which Social Network?



Close ties

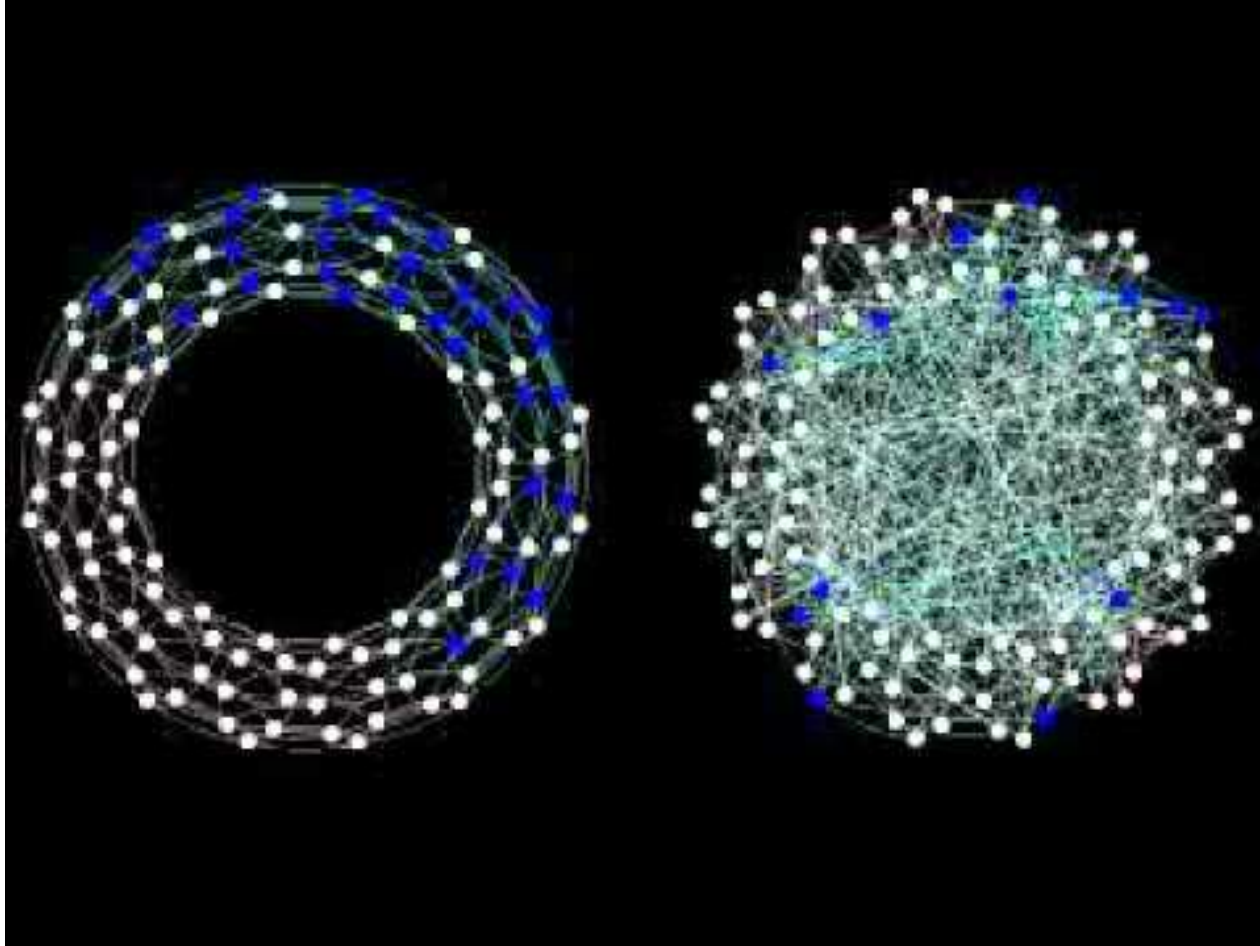


Close-weak ties



Weak ties

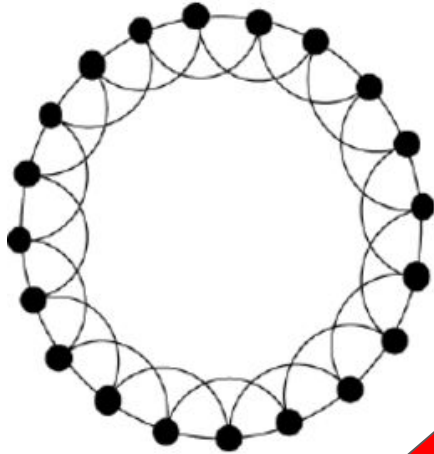
Behaviors Spread Faster in **Close Tie** or **Weak Tie** Social Network?



Behaviors Spread more Rapidly in **close tie** Social Network

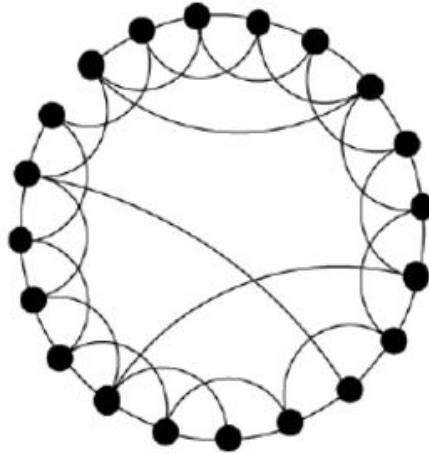


Regular



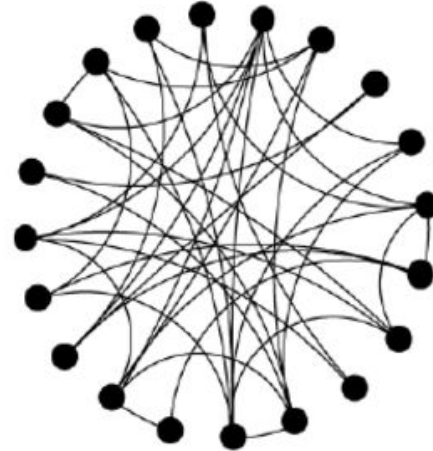
Close ties

Small-world



Close-weak ties

Random



Weak ties

Multiple Messages, Multiple Messengers

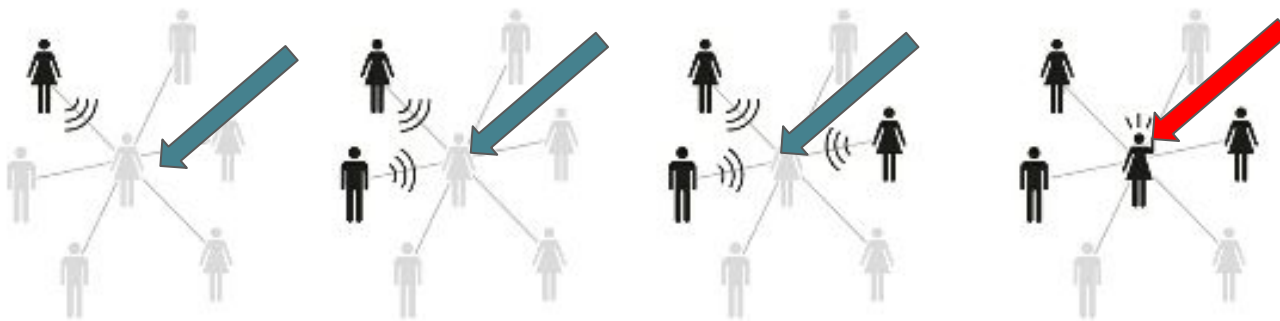


Figure 3.2 Complex Contagion

Damon Centola; How Behavior Spreads: The Science of Complex Contagion; <https://ndg.asc.upenn.edu>

Communication Strategies

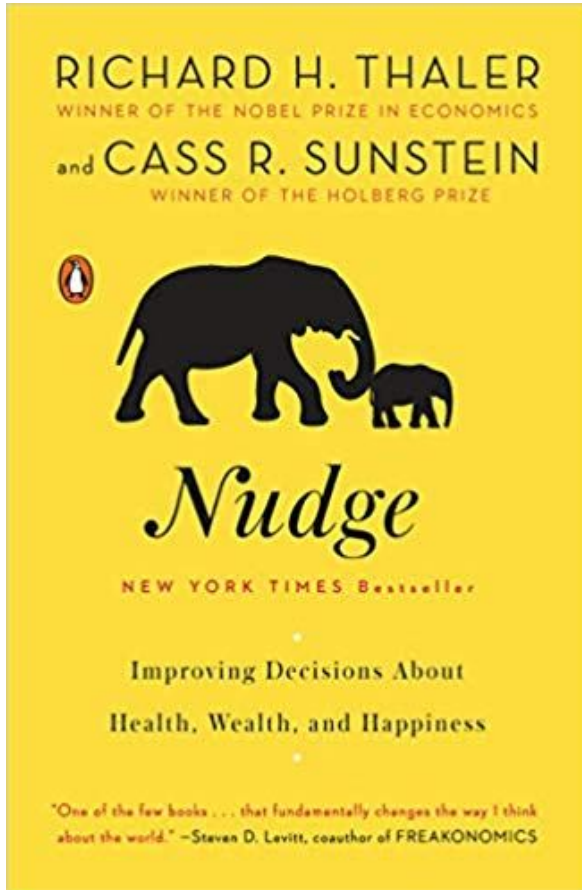
Talk about actions, not character. People open to new behaviors not to changing who they are. Avoid judging climate-unfriendly behaviors as bad intent or poor moral character.

Talk about behaviors that you and others can change. Share personal journey of how you changed a behavior. Include struggles along the way and ongoing challenges. Avoid using absolutist or morally laden labels such as “meat-eater” versus “vegan.”

Commend any movement in the climate-friendly direction.

Give praise when someone tries out “Meatless Mondays” rather than condemning them for eating meat Tuesday through Sunday. Don’t expect a goal to be reached all at once; it’s a journey for all of us.

Choice Architecture: Easy Option = Right Option



Social Networks and Behavior Spread

Lessons Learned

- Multiple messages from multiple messengers needed to change complex behaviors
- Complex behaviors spread more rapidly in close tie networks (family and friends)
 - Use sensitive communications
 - You can influence your close networks

Network Climate Action

- a. Take effective climate action yourself**
- b. Apply research to influence others to take action alongside you**

Network Climate Action
Cornell Student
Cornell Climate Online Fellow
Projects

Food Waste: Tianzhen Jia (“Tim”)

Plant-rich Diet: Fatima Delgado

Family Planning and Education: Annalisse Eclipse

Advocacy: Cami Armendariz

Network Climate Action Tianzhen Jia (“Tim”)

Action: Reduce food waste Network: Family

Week 1-2
No intervention
Waste 50-60%



Week 3-4
Persuasion and presentation
Waste 30-40%



Week 5-6
Action and one-on-one
communication
Waste 0-10%



Clean up your
plate
Campaign



An example of social media:

<https://www.douyin.com/video/7254028489165131069>



- Why and how to reduce food waste
- Reducing waste is a virtue
- Social media



- Freezing leftovers
- Confirm the number of people eating before preparing the meal

Network Climate Action Tianzhen Jia (“Tim”)

Action: Reduce food waste Network: Family

Week 1-2
2-3 plates
Waste 40-50%



Week 3-4
2 plates/ bowls
Waste 20-30%



Week 5-6
1 plate or bowl
Waste 0-10%



Network Climate Action

Fatima Delgado

Action: Plant-rich diet
Network: Fellow students

About me



Network Climate Action
Fatima Delgado


Action: Plant-rich diet
Network: Fellow students



EVENT # 2

Sustainable

TASTING **BRUNCH**





¿WHAT IF WE CHANGE A SINGLE HABIT TO TAKE CARE OF OUR PLANET?

DO YOU DARE TO PARTICIPATE IN A "BRUNCH" WHERE WE SHARE EXPERIENCES AND IDEAS IN A SUSTAINABLE TABLE WITH DRINKS AND LOCAL FOODS PREPARED CONSCIOUSLY?

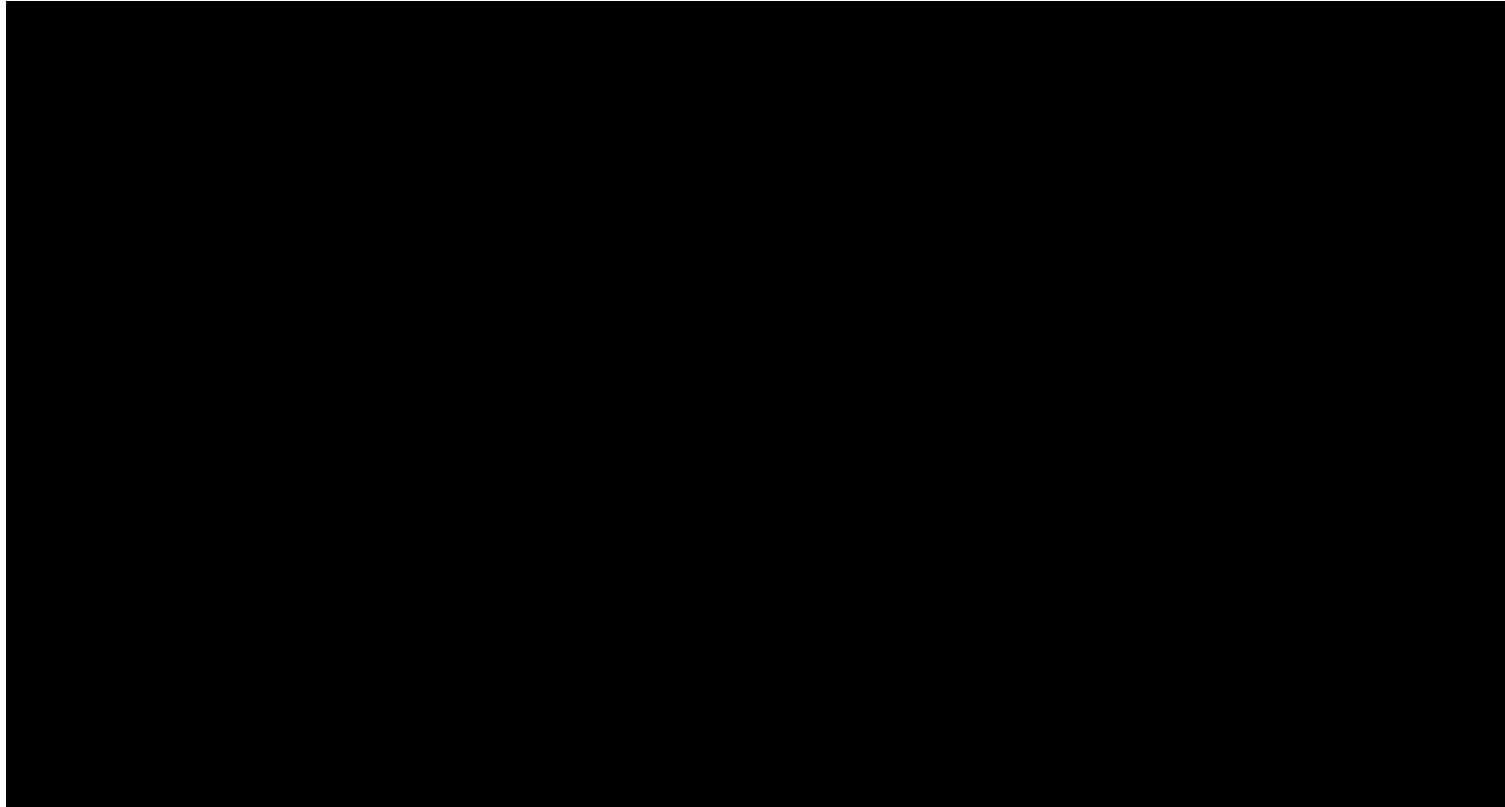
DAY: NOVEMBER 8TH, 2019
PLACE: PARALLEL AVENUE 161. 6. 1.
TIME: 21.00 HS
BY FATIMA DELGADO

In collaboration with



Network Climate Action
Fatima Delgado

Action: Plant-rich diet
Network: Fellow students



Network Climate Action

Fatima Delgado

Action: Plant-rich diet
Network: Fellow students

(2019 –2020)



**INDIVIDUAL ACTION IS
POSSIBLE WHEN THERE ARE
COLLABORATIVE LINKS**

1

In 10 months

64 participants, 05 events

900 members in LinkedIn

2

Partners

Cornell University (US)

OBBIO Supermarket (SP)

3

A worldwide Ambassador´s network

EU, US, LATAM, AFRICA, ASIA,



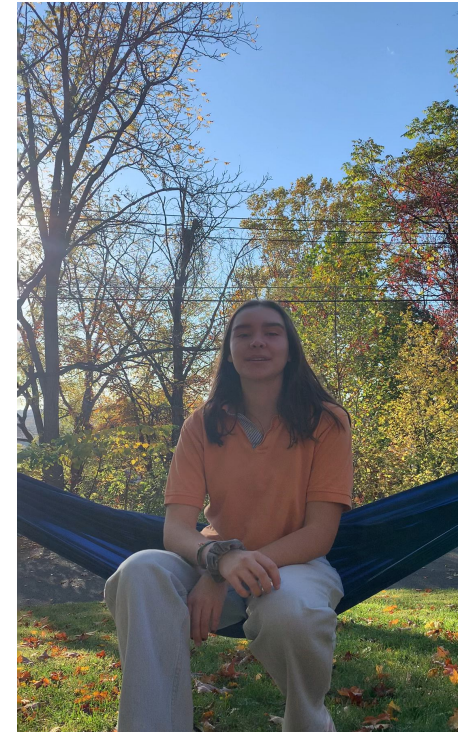
Network Climate Action

Fatima Delgado

Action: Plant-rich diet
Network: Fellow students

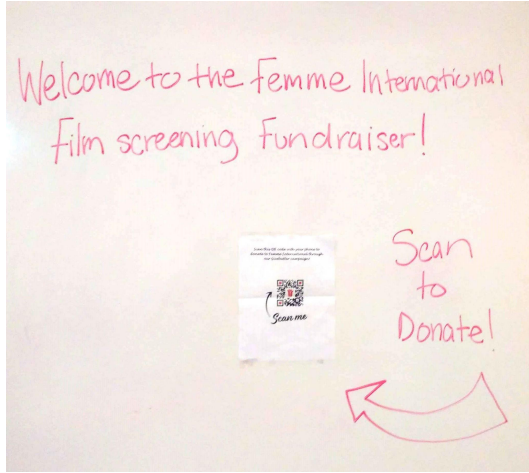
(2021 – Ongoing)

Delft University of Technology Course: “Idea to Startup - Global Food Change”
Human Behaviour strategies applied to Sustainable Business models:
Human touch & social proof



Network Climate Action Annalisse Eclipse

Action: Raise money for Femme International
Network: Classmates



Network Climate Action Cami Armendariz

Action: Advocacy letters for Climate Action Now Network: Fellow Students



<https://www.climateactionnow.com/>



Network Climate Action

Cami Almendariz


Action: Advocacy letters for Climate Action Now

Network: Fellow Students




<https://www.climateactionnow.com/>

100 pts | 1 minute



Tell Governor Desantis
to put the Florida
Manatee back on the
endangered species
list

Floridian or not, we need your
voice!

 WHO **Do It Now!**  WHY

DO IT LATER | SKIP


Ron Desantis

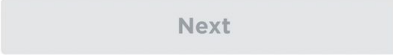
(850) 717-9337

What to say...

Human-caused pollution, fertilizer run-offs, and rising temperatures, toxic algae blooms are attacking Florida waters, killing native plants and animals, altering many marine animals' diets, causing malnutrition, hunger, and starvation, significantly affecting the Florida Manatee.

As climate change worsens, the annual toxic algae bloom outbreak will only intensify; therefore, Manatees need to be back on the endangered species list so we can allocate resources to improve their habitat and put in place more guidelines to protect their existence.

 Call Now

 Next

Network Climate Action

Cami Almendariz


Action: Advocacy letters for Climate Action Now

Network: Fellow Students





<https://www.climateactionnow.com/>

✓ Great job! You took this action on 01/12/23. You can take it again if you want.



Tell your state leaders
to require climate
education in schools!

 WHO **Do It Again!**  WHY

DO IT LATER | SKIP

Your Email Message

To: *
Governor Kathy Hochul

Subject: *
Mandate Climate Change Education!

Message: *
I'm a teacher who just wants a livable future for me and my generation.

I am writing to urge you to mandate climate change education for grade and high school levels of education. Only two states - New Jersey and Connecticut - have made this topic area compulsory. It is time for our State (as well as the other 47) to take this action too.

Sincerely: *
Marianne Krasny
521 Linn Street, Ithaca, New York
14850

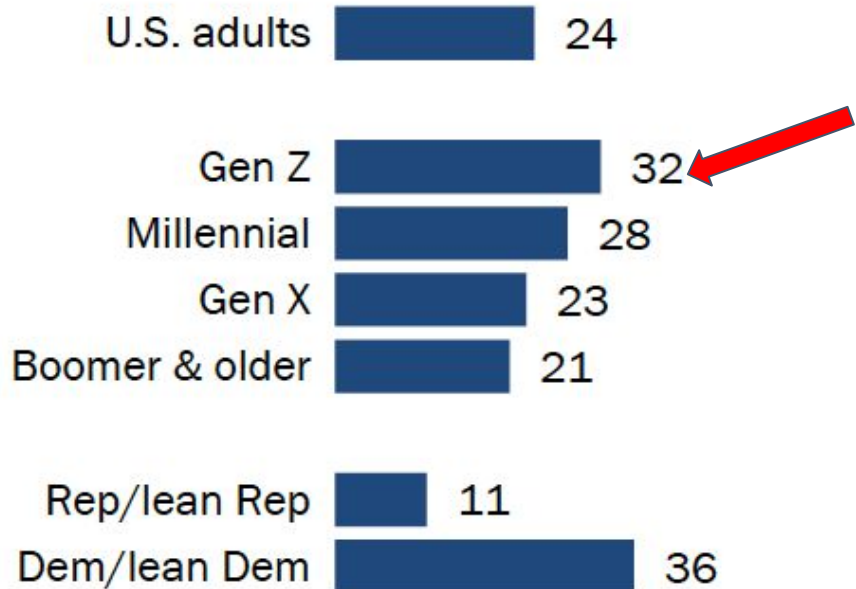
Send

Note: To change your signature, edit your profile.

ACT COMMUNITY COMPETE SEARCH YOU

Younger generations, Democrats more active on climate change

% of U.S. adults who have done at least one of four activities to address climate change in past year



Donated money to organization focused on addressing climate change

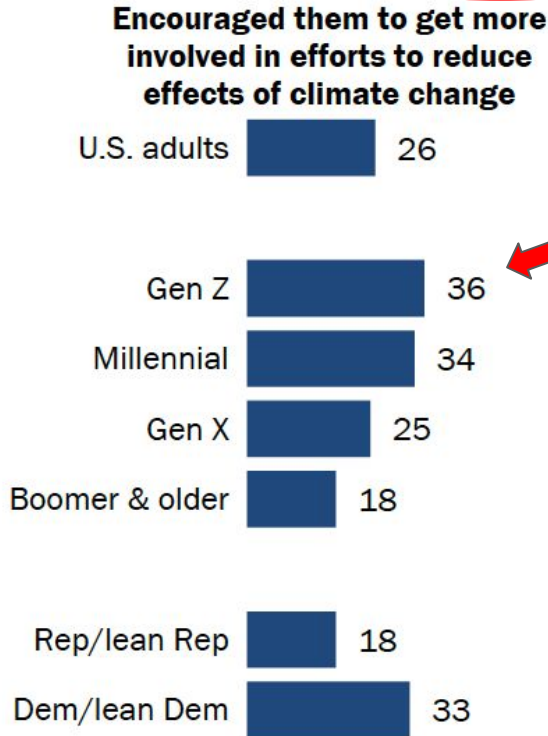
Contacted elected official to urge them to address climate change

Volunteered for an activity focused on addressing climate change

Attended protest or rally to show support for addressing climate change

More younger adults say they have been encouraged by family or friends to do more on climate

% of U.S. adults who say a friend or family member has ever personally ...



When our **peers** take actions to preserve the planet, **we're more likely to follow suit.** ... the human instinct to conform could help us address the climate crisis.

Robert H. Frank



"Guys, I've signed us up for a climate hunger strike."

Thank you!

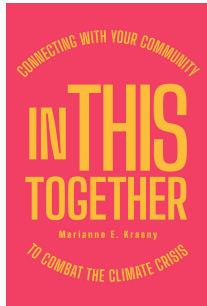


SCAN ME

Enter 09BCARD in shopping
cart to save 30 percent



Marianne Krasny
Cornell University
civicecology.org
mek2@cornell.edu



Enter 09BCARD in shopping cart

<https://www.cornellpress.cornell.edu/book/9781501768590/in-this-together/>

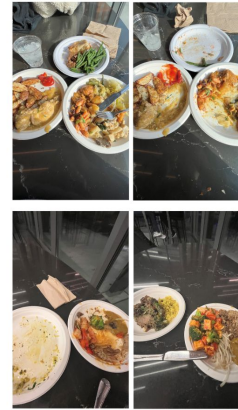
Discussion Questions

1. How might you apply **Network Climate Action** in EE?
2. How might you use a tool like the **Climate Action Now app** in EE?
3. How do you think about **advocacy** in EE? (off limits, unsure, needs to be a role because of climate crisis, other)

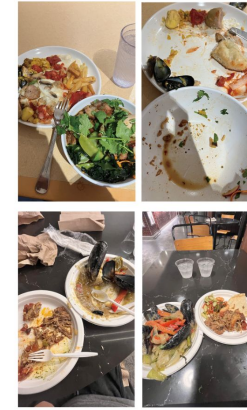
Network Climate Actions: Policy, Donation, Lifestyle



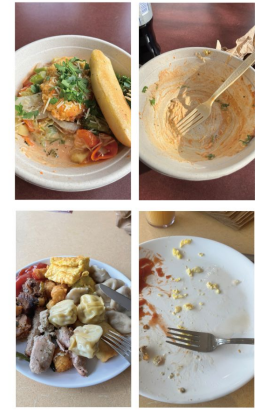
Week 1-2
2-3 plates
Waste 40-50%



Week 3-4
2 plates/ bowls
Waste 20-30%



Week 5-6
1 plate or bowl
Waste 0-10%



[HOME](#) [OUR WORK](#) [WHO WE ARE](#) [GET INVOLVED](#) [BLOG](#) [CONTACT](#) [DONATE](#)

BREAKING THE MENSTRUAL TABOO

Empowering women and enabling girls to stay in school,
every day of the month.

