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

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July 13, 2023
My role in the climate crisis?

“Hey, your straw is not recyclable.”
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
<table>
<thead>
<tr>
<th>Solution</th>
<th>Sector(s)</th>
<th>Scenario 1 *</th>
<th>Scenario 2 *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduced Food Waste</td>
<td>Food, Agriculture, and Land Use / Land Sinks</td>
<td>88.50</td>
<td>102.20</td>
</tr>
<tr>
<td>Plant-Rich Diets</td>
<td>Food, Agriculture, and Land Use / Land Sinks</td>
<td>78.33</td>
<td>103.11</td>
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<tr>
<td>Family Planning and Education</td>
<td>Health and Education</td>
<td>68.90</td>
<td>68.90</td>
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<tr>
<td>Refrigerant Management</td>
<td>Industry / Buildings</td>
<td>57.15</td>
<td>57.15</td>
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<tr>
<td>Tropical Forest Restoration</td>
<td>Land Sinks</td>
<td>54.45</td>
<td>85.14</td>
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<tr>
<td>Onshore Wind Turbines</td>
<td>Electricity</td>
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<td>143.56</td>
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<tr>
<td>Alternative Refrigerants</td>
<td>Industry / Buildings</td>
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<td>48.75</td>
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<tr>
<td>Utility-Scale Solar Photovoltaics</td>
<td>Electricity</td>
<td>40.83</td>
<td>111.59</td>
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<tr>
<td>Clean Cooking</td>
<td>Buildings</td>
<td>31.38</td>
<td>76.34</td>
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<tr>
<td>Distributed Solar Photovoltaics</td>
<td>Electricity</td>
<td>26.65</td>
<td>64.86</td>
</tr>
<tr>
<td>Silvopasture</td>
<td>Land Sinks</td>
<td>26.58</td>
<td>42.31</td>
</tr>
</tbody>
</table>

* Gigatons CO2 Equivalent Reduced / Sequestered (2020–2050)
Network Climate Action 2. Influencing Others

Scaling up impact through social networks
Spreading Behaviors:
Let’s all become Influencers!
Behaviors spread through neighborhoods

Each new solar installation can lead to additional ones.

Behaviors spread through social networks

"I only smoke when I'm with you." "Me too."
Social Networks

- = tie or connection

Regular  Small-world  Random
Social Network Ties

- **bullet (●)** = person
- **tie or connection (➡️)**

Regular connections are shown in the diagram.
Social Network Ties

- • = tie or connection

Regular

Small-world
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
- Small-world
- Random

Close ties

Close-weak ties

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
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

D'oh, the donuts are wayy over there.
Think I'll have fruit

My cunning choice architecture will soon have Homer eating healthy.
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%

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**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%
About me

Network Climate Action
Fatima Delgado

Action: Plant-rich diet
Network: Fellow students
Network Climate Action
Fatima Delgado

Action: Plant-rich diet
Network: Fellow students
Action: Plant-rich diet
Network: Fellow students
Community

IN INDIVIDUAL ACTION IS POSSIBLE WHEN THERE ARE COLLABORATIVE LINKS

Network Climate Action

Fatima Delgado

(2019 – 2020)

In 10 months
64 participants, 05 events
900 members in Linkedin

Partners
Cornell University (US)
OBBIO Supermarket (SP)

A worldwide Ambassador’s network
EU, US, LATAM, AFRICA, ASIA,
Delft University of Technology Course: “Idea to Startup - Global Food Change”
Human Behaviour strategies applied to Sustainable Business models:
  Human touch & social proof

(2021 – Ongoing)

**Network Climate Action**
Fatima Delgado

**Action:** Plant-rich diet
**Network:** Fellow students

My Story
My name is Liana, and I study Environment and Sustainability with a concentration in Environmental Humanities and a minor in Climate Change. I think food plays an important role in our environmental impact. Having lived on a farm for 5 months where we ate everything we grew, I understand the resources and work that goes into what we eat. I continue to eat local and in season to not only support local farmers but reduce my carbon footprint. I have also been vegan for 4 years and became vegetarian 13 years prior for both environmental and animal welfare reasons. I’m hoping that these recipes can show that meat does not have to be a staple in our diets and that plant-based can be just as delicious.
Action: Raise money for Femme International

Network: Classmates

“A period should end a sentence, not a girl’s education.” - Period End of Sentence Director Melissa Berton
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 Now
Cami Almendariz

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

https://www.climateactionnow.com/

Tell Governor Desantis to put the Florida Manatee back on the endangered species list
Floridian or not, we need your voice!

Do It Now!

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.
Network Climate Action
Cami Almendariz

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

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!

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.
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

- U.S. adults: 24%
- Gen Z: 32%
- Millennial: 28%
- Gen X: 23%
- Boomer & older: 21%
- Rep/lean Rep: 11%
- Dem/lean Dem: 36%

Activities:
- 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...

Encouraged them to get more involved in efforts to reduce effects of climate change

<table>
<thead>
<tr>
<th>Group</th>
<th>% Encouraged</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. adults</td>
<td>26</td>
</tr>
<tr>
<td>Gen Z</td>
<td>36</td>
</tr>
<tr>
<td>Millennial</td>
<td>34</td>
</tr>
<tr>
<td>Gen X</td>
<td>25</td>
</tr>
<tr>
<td>Boomer &amp; older</td>
<td>18</td>
</tr>
<tr>
<td>Rep/lean Rep</td>
<td>18</td>
</tr>
<tr>
<td>Dem/lean Dem</td>
<td>33</td>
</tr>
</tbody>
</table>
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
Thank you!

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

Enter 09BCARD in shopping cart

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

Seattle transportation plan (STP)

BREAKING THE MENSTRUAL TABOO
Empowering women and enabling girls to stay in school every day of the month.