

# Tools to Encourage Continued Engagement

A Case Study: The CLEO Project on Climate

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# THE CLEO INSTITUTE

**Innovate • Educate • Celebrate**

*Amplifying Civic Engagement on Environmental Issues*





# The CLEO Project on Climate:

**BRIDGING THE DIVIDE**  
between Science and Society

# **The CLEO Project on Climate (CPOC)** **... a working model for**

## **Education & Engagement**

to

**... build climate resilience**

**... include all stakeholders**



# THE CLEO PROJECT ON CLIMATE DESIGN

## Phase I – Answer The Question

*What is climate change all about, and what's my role?*

## Phase II – Broaden The Conversation

*Train to become a climate communicator and host or co-host forums*

**The CPOC**  
**merges the efforts of**  
**Scientists, K-20 students, teachers,**  
**career professionals, civic leaders, artists,**  
**leaders in business & finance,**  
**communities, NGOs,**  
**and elected officials**

**LOCALLY ~ REGIONALLY ~ GLOBALLY**



# CPOC STRATEGY: PPC

**P**romote, **P**rovoke and **C**elebrate  
ENGAGEMENT  
by  
**ALL AUDIENCES**

# **Promote: Give Multiple Access Points**

**Answer the Project Question Campaign**

**Climate Leadership Trainings**

**Science Cafés**

**College Interdepartmental Forums**

**Middle and High School Forums**

**Movie Nights with Panel Discussions**

**Communication Contests**



Engagement &  
Showcasing

=

Accountability

...Think about it!

# Science Cafés & Town Halls





# The CLEO Society





# Think tanks - Solutions





# Climate Leadership Trainings



# Promote: Give Everyone A Place at the Table



Over the Hedge Panel Discussion

*Day* What is climate change all about?

It's all about Global Warming. Scientists believe Global Warming has started. Global warming may change climate patterns. The temperature of the whole entire world is rising.

December 2013 Alaska							Weather
Sun	Mon	Tue	Wed	Thurs	Fri	Sat	Sunny
		1	2	3	4	5	100-100
6	7	8	9	10	11	12	All December will be extremely hot.
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

"I miss the cold days!" *Wanna see your table!*

What is my role?

We all have a role. We can stop using too much electricity. Use different forms of transportation. Recycle more. Stop cutting trees. We can all stop this, nobody wants this to happen.



# Encourage Collaboration



# Provoke: Social Media

**The CLEO Institute** @CLEOInstitute 26 Nov  
Check out this Answer the Question by @TheWrittenBlit! Great job! Have you answered the question yet? Do so TODAY! [wp.me/p2rjIY-13](http://wp.me/p2rjIY-13)  
Expand Reply Delete Favorite More

**The CLEO Institute** shared a link. December 5  
"As a collective, humanity must do what is necessary to mitigate the effects of climate change. And this begins with me." – Greg Fritzius, University of Miami student  
What is climate change all about, and what's YOUR role? Answer the question TODAY!  
<http://www.cleoinstitute.org/cleo-project/answer-the-question>

**ANSWER THE CLEO PROJECT QUESTION NOW!**  
[www.cleoinstitute.org](http://www.cleoinstitute.org)  
The CLEO Institute, located in Miami, Florida is a not-for profit organization advancing environmental literacy and civic engagement locally, nationally and globally.

**The CLEO Institute** shared a link. December 4  
Stay up-to-date on climate change-related events in Miami with CLEO's News & Events page. Coming up in the next few weeks: Human Impacts Miami event and Miami-Dade Sea Level Rise Task Force meeting.  
<http://www.cleoinstitute.org/news-events>

Like · Comment · Share  
Karin Ann Miller likes this.  
Write a comment...  
24 people saw this post Boost Post

Unlike · Comment · Share  
The CLEO Institute and Karin Ann Miller like this.  
Write a comment...  
33 people saw this post Boost Post



# Provoke: Encourage (healthy) Competition

MONDAY, DECEMBER 09, 2013

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## PHASE I PARTICIPANT SHOWCASE

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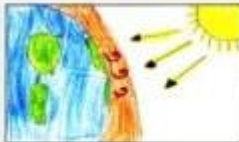
Name	Institution	City	Team
Anthony Fine	The Focal Point	Miami Beach	
Sol Pickman	Mast Academy	Miami	Makos
Michele Reiser	MAST Academy	Miami	Makos
Santiago Lostao	MAST Academy	Miami	Makos
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Maria Rudnikas	MAST Academy	Miami	Makos
Romano Pellicer	MAST Academy	Miami	Makos
Alex Bruck	MAST Academy	Miami	Makos
Pub Keya Leconte	MAST Academy	Miami	Makos

**PARTICIPANT QUOTES**



[View some excerpts from some recent Phase I entries](#)

**Pincrest Elementary Answers the CLEO Project Question**



[click to view slideshow](#)

# Provoke:

## Let everyone know they have a role

“What we really have to do is just grab this almost like a war against climate change and global warming. A whole different change in our lifestyle, our energy usage, and the way we live. If we don’t, we would have broken the fiber of civilization.”

-Dr. Harold Wanless  
University of Miami

“You don’t have to change the world, just change yourself. Choosing to walk instead of driving two blocks to deliver a message...all of these minor these can have a direct impact, minimal but noticeable impact on climate change.”

-Maribeth Gidley  
NOAA

“My role as a citizen of the earth is basically to be an intelligent consumer. Buy local foods, carpool, talk to other people, advocate for climate change; there is a certain ownership that we have to take of the earth because we’re thinking creatures.”

-Dyaami D’Orazio  
Student at Miami Palmetto Senior High



# **Celebrate:**

## **CLEO Celebrates Participants**

**Certificates, Pins, Awards, Prizes**

**CLEO Leadership Circle Status**

**Web and Social Media Showcases**

**Internships and opportunities**

**to lead or facilitate forums, film panels, contests, etc.**



# CERTIFICATE OF COMPLETION

for successfully answering

**“What is climate change all about, and what’s my role?”**

as part of Phase I of  
**The CLEO Project on Climate**

awarded to

**Alyssa Barton**

Nov. 16, 2013

Caroline Lewis  
Founder and Director

F. Lynn Leverett, M.J.  
President, Board of Directors

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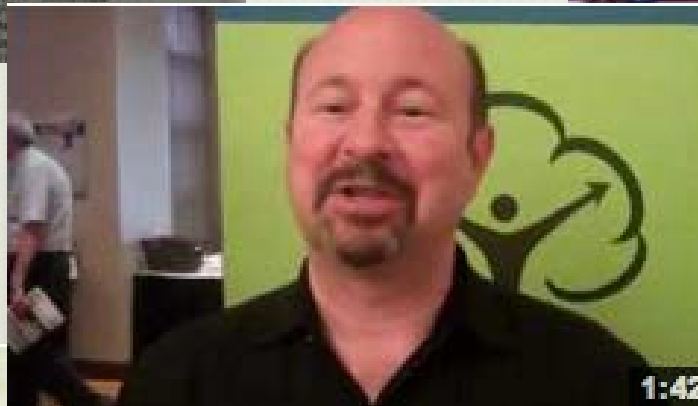
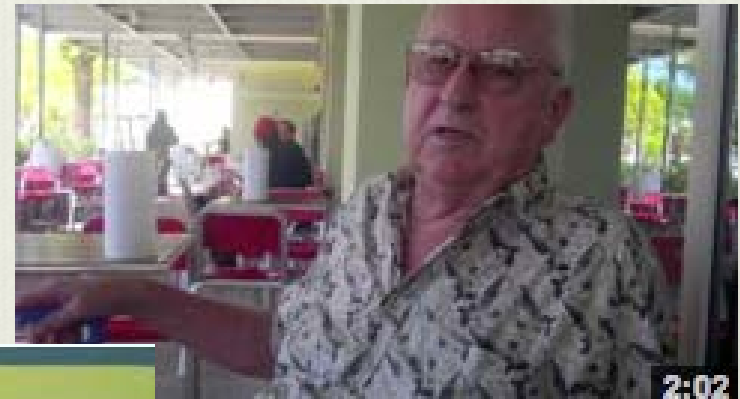
**Pinecrest Elementary  
Answers the CLEO Project  
Question**



[click to view slideshow](#)



# Celebrate & Applaud their efforts







# CLEO PARTNERS

Karina Castillo, The CLEO Institute - [www.CLEOInstitute.org](http://www.CLEOInstitute.org)





# CLEO LEADERSHIP CIRCLE INDUCTION

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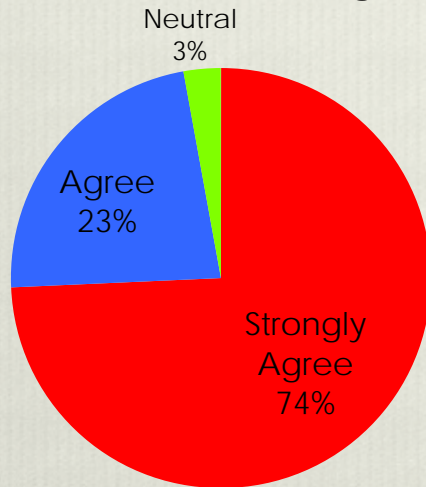


# Does it work?

## Social learning hard to measure, BUT...

### Surveys

Q. Participation made me more aware of climate change issues



### Feedback Quotes

“The training taught me that the best way to help with the issue of Climate change is to inform others, who will hopefully in turn share that information with others, a climate change ‘pay it forward’ if you will.”

### Pre & Post ATQ Analysis *reveals that a significant majority*

- Better understand the issues of AGW & climate change;
- Could explain the science and impacts on humanity and biodiversity;
- Understand solutions and efforts on the ground; and
- Embraces their role and felt motivated to take action



# Sharing Program Components & Successes

Information Type	CLEO Teams of Support	Grant-making Institutions	Social Media	Community at large	Summit/Conference Panels
Program Feedback & Analysis	✓	✓	✓	✓	✓
Informal Learning Opportunities	✓	IP	✓	✓	✓
Current Climate Science News & Reports	✓	IP	✓	✓	✓
Best Practices	✓	✓	IP	IP	✓

IP: In Progress

# Take Aways

- To build engagement, must PPC
- Include all stakeholders
- Measuring open-ended learning is hard BUT meaningful

Always keep in mind the long term goal of

**Attracting and retaining diverse audience engagement**

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