

## Seattle Climate Action Now Together, we can make a difference.

### Campaign Overview

Seattle Climate Action Now is the City's grassroots action campaign to encourage every Seattle resident to take action on climate change. Seattle Climate Action Now is City-led, but relies on a broad network of business and community partners to get the word out on how Seattleites can take action. There are three components to the campaign:

- **SeattleCAN.org:** one-stop shop website to help residents learn about and take climate action.
- **Climate Action Partners:** Broad network of community-based, nonprofit, and business partners that commit to using their networks to get the word out about climate action.
- **Community Action Days:** community events where residents can learn about or take climate action.

Although climate action is needed in a broad array of areas, Seattle Climate Action Now's first year will be focused on climate action to increase home energy efficiency (fall-winter emphasis) and reduce transportation emissions (spring-summer emphasis). Home energy and transportation are Seattle's two largest sources of climate pollution.

### Campaign Detail

City climate change research found that Seattleites are wanting to take action on climate change. But, they are uncertain about what actions they should take and often feel that the actions are too small to really address the problem. In addition, the City's research suggested that people are most likely to take action if they see the climate change within the context of deeply held values such as family, health, and local environmental quality. Talking about the threat of global climate change absent these other themes often leads people to feelings of resignation or even outright denial.

Based on this understanding, the Seattle Climate Action Now campaign is a grassroots, solutions-oriented effort to frame the problem of climate change within the context of what can be done about it. It helps residents identify the actions they can take to get started on a meaningful climate change solution.

Following in the footsteps of Mayor Nickels' US Mayors Climate Protection Agreement and the Seattle Climate Action Plan, Seattle Climate Action Now will be another strong example of the Seattle community taking responsibility and providing leadership on global warming by creating a model for on-the-ground action that reduces climate pollution and sets the stage for policy change at the local, state and federal levels.



### **SeattleCAN.org**

SeattleCAN.org is a one-stop-shop to help residents take climate action. The website has four main components:

- Get Started Guide for Climate Action – Low-barrier actions that residents can take now to get started addressing climate change.
- Zerofootprint Climate Action Planner – Tool to help residents calculate their carbon footprint, create an action plan for reducing it, track progress over time, and network with others taking action
- Partners & Resources – Information about campaign partners and resources to help residents take climate action.
- Community Events Calendar – Calendar to connect residents with climate action events throughout the city.

### **Climate Action Partners**

Seattle Climate Action Now Action Partners play an integral role in the campaign. Specifically, Action Partners are businesses, institutions, non-profit groups, and community-based organizations that have agreed to actively promote the climate solutions of Seattle Climate Action Now. Currently Seattle Climate Action Now has over 70 business and community partners. Following the September 21<sup>st</sup> launch, the City will continue its outreach to potential partners, particularly grassroots and under-represented organizations.

Seattle Climate Action Now asks Action Partners to engage their constituencies in implementing practical, on-the-ground climate solutions. Action Partners are asked to:

- Provide opportunities and support for constituents and members to take climate action in Seattle Climate Action Now's core action areas: home energy and transportation.
- Assist constituents and members in creating and registering individual and/or group action plans on SeattleCAN.org.
- Encourage constituents and members to get involved in the Seattle CAN's Community Action Days, and other events during the year that promote practical climate solutions.

### **Community Action Days**

Community Action Days are opportunities for residents to come together to learn and take climate action. The events will emphasize collective action, where possible, and will provide opportunities for partners to co-promote their activities and resources.

- September 21-23: Launch - Seattle CAN make a difference!
- January-February 2008: Home Energy – Seattle CAN increase energy efficiency!
- May-June 2008: Transportation – Seattle CAN drive less & drive clean!

