



OVERCOMING THE BARRIERS TO ENVIRONMENTAL ENGAGEMENT

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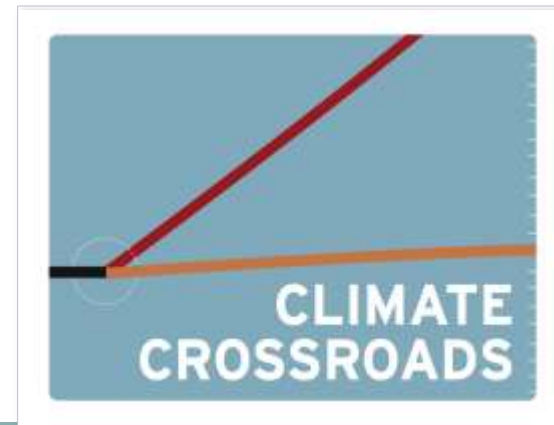
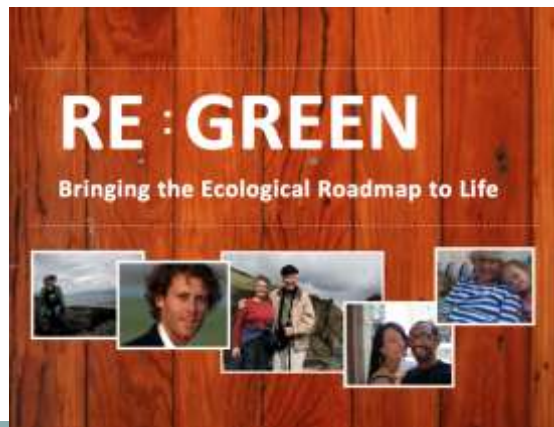
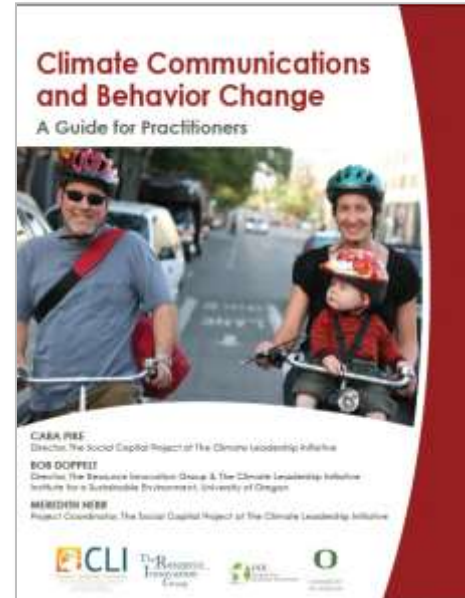
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THE SOCIAL CAPITAL PROJECT



5 BARRIERS To Environmental Engagement



1. **Sainthood**
2. **Elitism**
3. **Fatalism**
4. **Overload**
5. **Cognition**



“Sustainable Development is....



**....development that meets the
needs of the present without
compromising the ability of future
generations to meet their own
needs.”**

Our Common Future, 1987

The Language of Sustainability



Organic, free trade,
triple bottom line,
future generations,
free-range, locavore,
perma-culture,
ethical.....



FRAMING CHALLENGE #1: Terrarium



FRAMING CHALLENGE #2: Kitchen Sink Environmentalism



ENVIRONMENTAL SAINTHOOD



Sacrifice all self-interest.

Environmentalism has become unachievable even for the eco-minded.

For most others, the identity is extreme.



ENVIRONMENTAL ELITISM



Out of my reach.

Environmentalists are seen as elites.

It's too "expensive" to be green.



ENVIRONMENTAL FATALISM



Tension without efficacy.

People care but that doesn't mean they think they have a large role to play.

Concern that others won't act is common.



ENVIRONMENTAL OVERLOAD

Difficult to decipher.

People don't know who to trust or how to validate claims.



ENVIRONMENTAL COGNITION



Lack of systemic thinking.

Making the connections between issues is challenging.

Concern over unintended consequences can halt action.



OVERCOMING THE BARRIERS



- 1) Redefine green.
- 1) Illustrate interconnectedness.
- 1) Connect individual to collective.
- 1) Create a sense of meaning.

Sustainability and



.....Resiliency?





City as Living Laboratory: 'Broadway: 1000 Steps'

A public art installation in NYC aims to shift awareness about climate change and sustainability.

[Read more](#)

BLOG



September 27, 2011

Welcome

Cara Pike

Welcome to Climate Access. The place for those working to engage the public in addressing global warming – in government, nonprofits and academia – to come together and convey the most effective ways of motivating individuals to support legislation and make behavior changes that safeguard their quality of life.

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FEATURED RESOURCE

Politics & Global Warming: Democrats, Republicans, Independents, and the Tea Party

Yale and George Mason University release the first survey of public opinion on global warming and energy policy to isolate the views of Tea Party members.

FEATURED TIP SHEET

Framing Best Practices



A tip sheet on how to build tension, efficacy and benefits into the climate change conversation.

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