Taking an Environmental Mindset involves more than just “Green” Messaging

**Knowledge**

Our understanding of climate change is informed by more than just Western science

**Connection**

Our connection to climate action is tied to personal meaning, values, culture, and social issues

**Action**

Environmental messaging is supported by its mode of delivery and by visible action
KNOWLEDGE

How to take a holistic approach to environmental education
AN ENVIRONMENTAL MINDSET INCORPORATES:

- Western Science
- Indigenous Knowledge Systems
- Emotional & Artistic Explorations
- Personal Experiences & Observations
- Traditional Ecological Knowledge

...AND MORE!
It is hard to make a personal connection to graphs.
By the time you’re 80, models show there could be **27** of these very hot days. The likely range is between **16** and **34** days.
CONNECTION
FOSTER CONNECTION BY FEATURING REAL VOICES

Climate Action Show

Source: Science North
FOSTER CONNECTION BY FEATURING REAL VOICES

Speak Up!
Speak Out!

Show off how YOU participate in climate action!

Montrez comment VOUS participez à « agir pour le climat »!

- Do you... compost your banana peels?
- Do you... organize street clean-ups?
- Do you... advocate for bike lanes?

- Est-ce que vous... comitez vos pelures de banane?
- Est-ce que vous... organisez le nettoyage des rues?
- Est-ce que vous... réclamez des pistes cyclables?

Source: Science North
ACTION
Visible action can be:

**Sustainable Design**
Visibly sustainable materials, construction reinforce message

**Beyond the Exhibit**
Sustainability should carry forward through events, community engagement, and organizational practices

**Humility**
An environmental mindset acknowledges the journey, including trade-offs and a willingness to update.
CONSTRUCTIVE HOPE
Climate anxiety is widespread in children and young people around the world.

75% said that they think the future is frightening.

83% said that they think people have failed to take care of the planet.

Source: Hickman, C., et al., 2021
HOPE AND DOUBT ARE BOTH SIGNIFICANT INDICATORS FOR ENGAGEMENT

Source: Marlon, J. R., et al., 2019
**ADDITIONAL RESOURCES**

- [Visualising and Personalizing Climate Change, Nadja Popovich](#)
- [What is a Sustainability Mindset?](#)
- [IPCC Sixth Assessment Report 2021](#)
- [Climate anxiety in children and young people and their beliefs about government responses to climate change: a global survey](#)
- [Speak Up! Speak Out!](#)
- [How Hope and Doubt Affect Climate Change Mobilization](#)
THANKS!

Do you have any questions?
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