

CLIMATE EMPOWERMENT

Dr. Michael Shank | Director of Engagement |
Carbon Neutral Cities Alliance

SUMMER
2024

Dr. Michael Shank
Director of Engagement
Carbon Neutral Cities Alliance

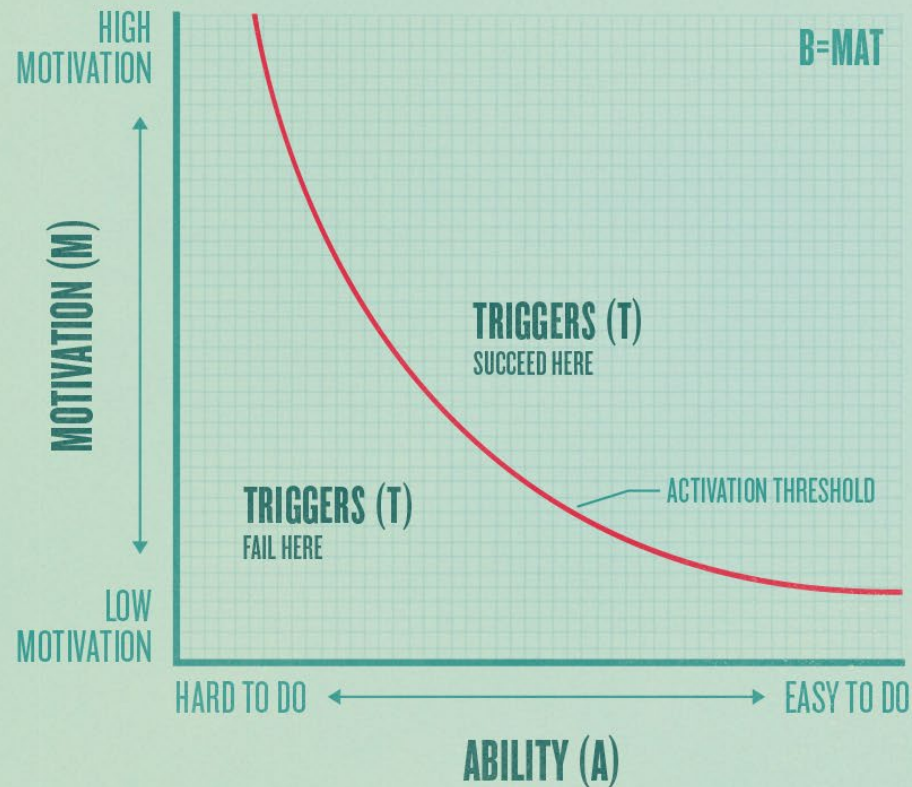
**MOBILIZING
TRANSFORMATIVE
CLIMATE ACTION IN CITIES**

STOCKHOLM | The vision of a climate-smart Stockholm forms the basis of a strategy for a fossil-fuel free Stockholm by 2040.

WHAT CAUSES BEHAVIOR CHANGE?

THE FOGG BEHAVIOR MODEL (FBM) SHOWS THAT THREE ELEMENTS MUST CONVERGE AT THE SAME MOMENT FOR A BEHAVIOR TO OCCUR: MOTIVATION, ABILITY, AND TRIGGER (MAT). WHEN A BEHAVIOR DOES NOT OCCUR, AT LEAST ONE OF THE THREE ELEMENTS IS MISSING.

THE FOGG BEHAVIOR MODEL



BEHAVIOR CHANGE ELEMENTS



MOTIVATION



ABILITY



TRIGGER

CORE MOTIVATORS



TIME



MONEY



EFFORT



CYCLES



DEVIANCE



ROUTINE

SIMPLICITY FACTORS



FACILITATOR



SPARK



SIGNAL

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original language

FROM THE COMMUNITY / GOVERNMENT INNOVATION AND LEADERSHIP

9 min read · 14 Jan 2020

6 tips to make climate communication less awful

If you want to stop climate change, it's time to start memeing



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This article is written by Dr. Michael Shank, communications director for the Carbon Neutral Cities Alliance, and adjunct faculty at New York University's Center for Urban Climate Change.

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FROM THE COMMUNITY / DATA, DIGITAL AND TECH

8 min read · 21 Jan 2020

6 more tips to win hearts and minds on climate change

If you're not sold on your climate message, the public won't be either



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Messages

Messengers

**Mainstream
Majority**

**Mass
Media**

Me

Magic

Memes

Multiples

Mimicry

**Movement
Building**

Mirroring

Moments

**A GUIDE OF
12 Ms
TO IMPROVE
CLIMATE CHANGE
COMMUNICATIONS**



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FROM THE COMMUNITY / CITIES, TRANSPORT AND
INFRASTRUCTURE

10 min read · 26 Nov
2019

6 ways of using behavioural science in green policymaking

Even the best policies fail when the public is not on board



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This article is written by Dr. Michael Shank, communications director for the Carbon Neutral Cities Alliance and adjunct faculty at New York University's Centre for Global Affairs.



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FROM THE COMMUNITY / GOVERNMENT INNOVATION AND
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9 min read · 18 Dec
2019

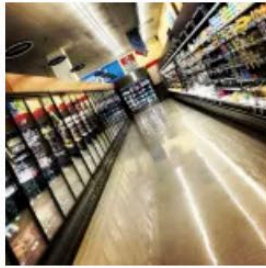
Six more behavioural science tips for green policymaking

The road to a greener future is paved with many small steps



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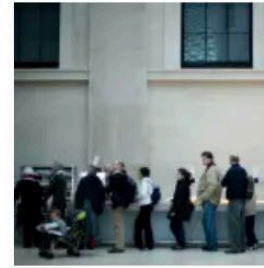
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CHOICE OVERLOAD



**COGNITIVE DEPLETION &
DECISION FATIGUE**



HASSLE FACTORS



IDENTITY



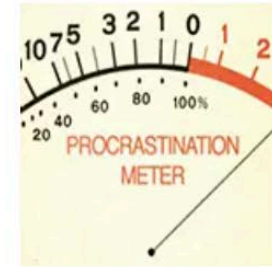
LIMITED ATTENTION



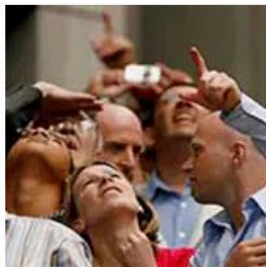
LOSS AVERSION



PRIMACY BIAS



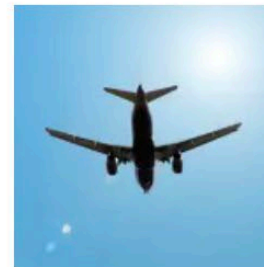
PROCRASTINATION



SOCIAL NORMS



STATUS QUO BIAS



THE AVAILABILITY HEURISTIC



THE PLANNING FALLACY



MAKE A
SHIFT
SHIFT your ride.



SHIFT
your mug.

City of
Fort Collins



SHIFT
your ride.

Bike.



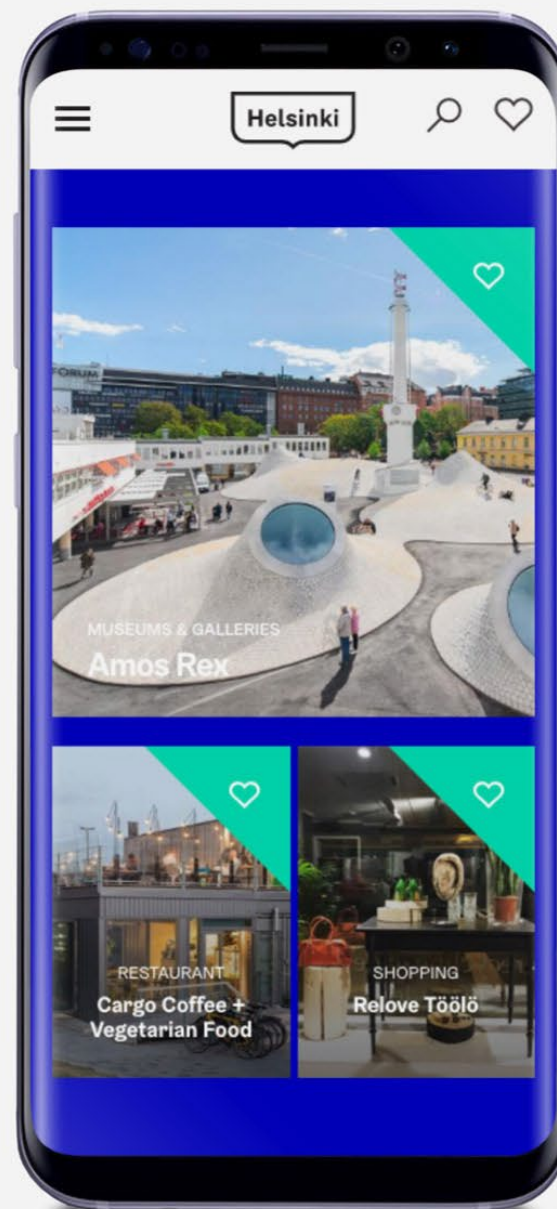
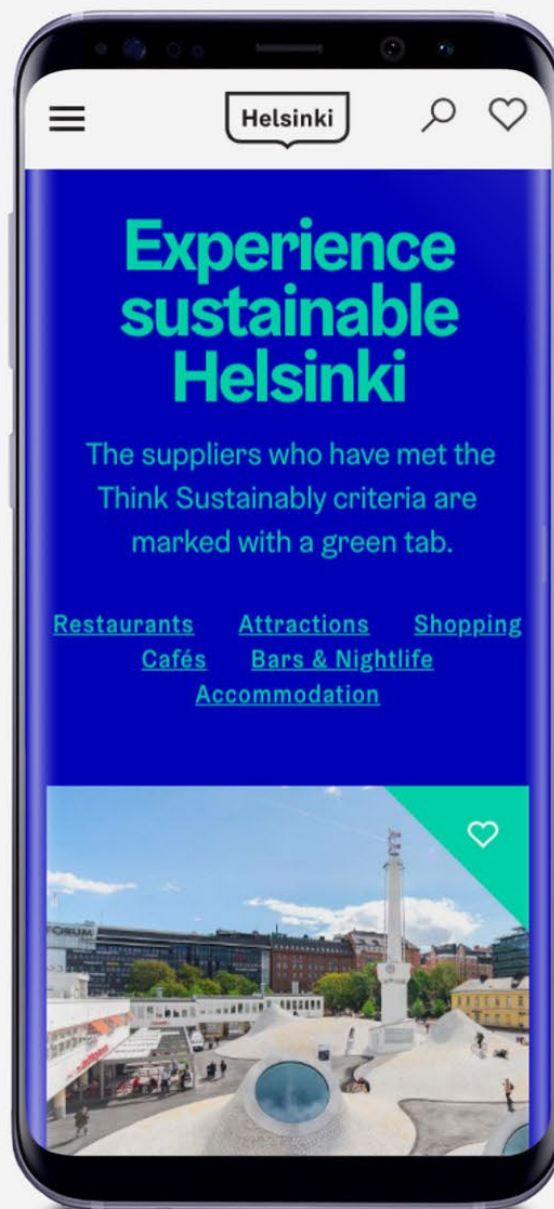
SHIFT
your ride.

Walk.



SHIFT your ride. Telework.







BYO MUG

More and more New Yorkers are carrying reusable mugs. Join in! Bring Your Own mug to work and on-the-go.

 **SMALL STEPS, BIG STRIDES.**    Birdie_NYC, #BYONYC



SMALL STEPS, BIG STRIDES.





BYO BOTTLE



SUPPORTED BY
MAYOR OF LONDON

**Engine off.
Every stop.**



SUPPORTED BY
MAYOR OF LONDON

**Engine off.
Every stop.**



*According to research by TRL.



Recycle

- < Recycle even more!
- < Paper
- < Cardboard
- < Metal
- < Plastic
- < Glass
- < Cartons
- < Fabric

Compost

- Food scraps >
- Food containers >
- Dirty paper >
- Yard trimmings >
- Wood >
- Organic material >
- Compostable containers >





People

Overall Leaderboard

People Leaderboard - Current Points

Name	Company	Points
Sarah H	KPMG	415
Derrick F	KPMG	140
Wahyu S	Domain	85
Malcolm N	JLL	82
Courtney S	Frasers Property	72
Kenneth L	KPMG	70
Alem H	HSBC	69
George R	*My company is not listed	69
Jacqui W	HSBC	69
Maja M	*I just want to compete on my ow...	69
Nerida L	Westpac	69
ANIVESH S	Westpac	68
Josh M	FareHarbor	68
Total		1481

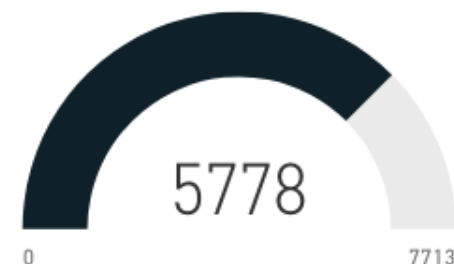
People Leaderboard - Forecast Points

Name	Company	Points
Sarah H	KPMG	680
Derrick F	KPMG	140
Wahyu S	Domain	140
Luke S	Brookfield	84
Malcolm N	JLL	82
Courtney S	Frasers Property	72
Kim D	Lendlease	72
Mark W	JLL	72
Kenneth L	KPMG	70
Ajeet H	Marsh and McLennan Companies	69
Alem H	HSBC	69
George R	*My company is not listed	69
Heather D	HSBC	69
Total		2240

The race to find Australia's most sustainable building

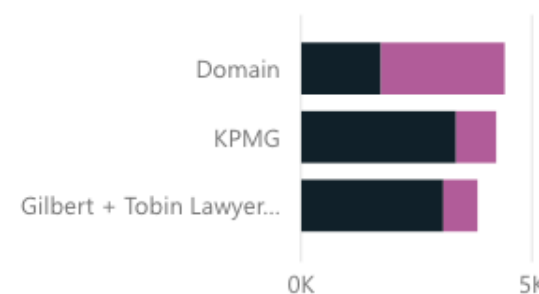
5778 1935

Done To Do



People Power

Status ● Done ● To Do





ENGLISH

Here are Oslo's hidden wild-swimming gems



The Trust 10



01

Distrust is now society's default emotion

Nearly 6 in 10 say their default tendency is to distrust something until they see evidence it is trustworthy. Another 64% say it's now to a point where people are incapable of having constructive and civil debates about issues they disagree on. When distrust is the default – we lack the ability to debate or collaborate.

02

Of the studied institutions, business is once again the

03

Government and media fuel a cycle of distrust

Nearly one out of every two

04

News sources fail to fix their Trust problem

None of the major information



Nieuw
Amsterdams
Klimaat

Wat kan jij doen?

Wat doen Amsterdammers?

Actueel

Over ons

Contact

Filter op:

Thema's



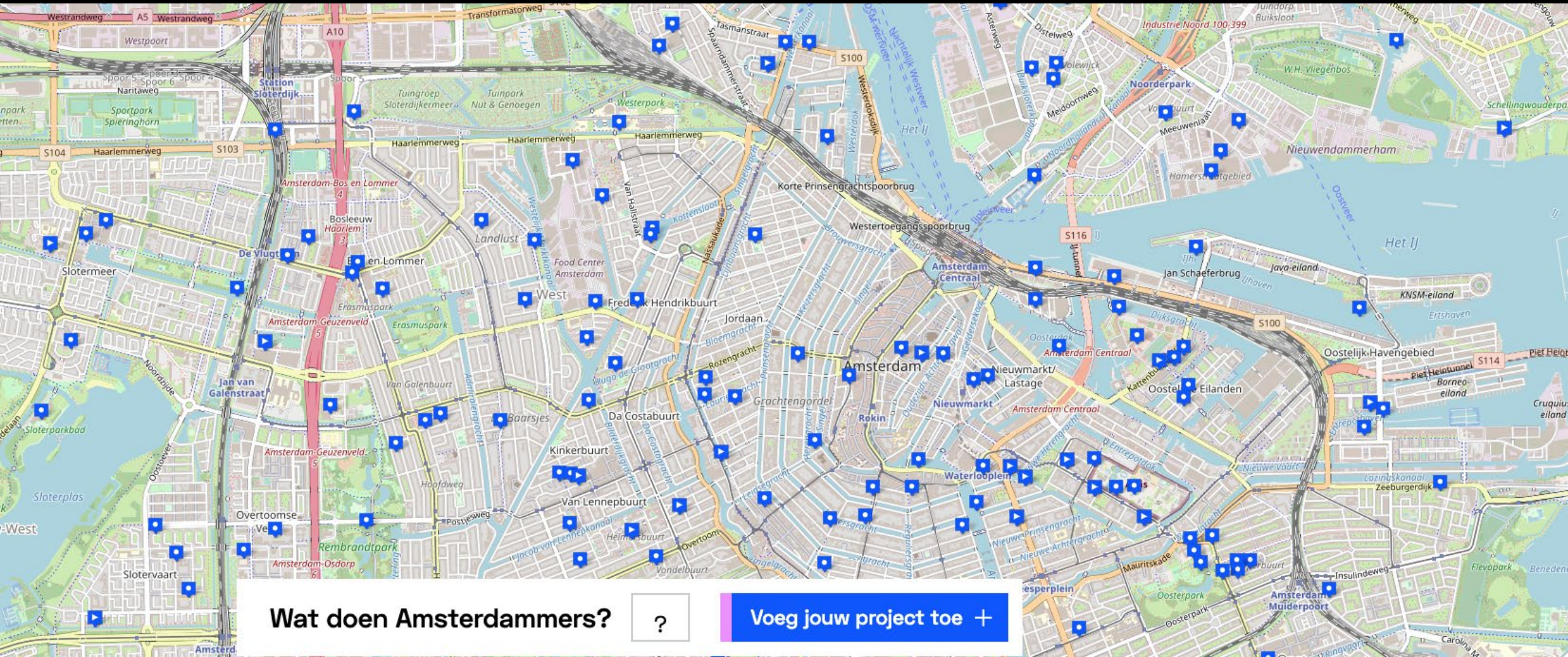
Initiatiefnemer



Fase



Zoek op naam



Wat doen Amsterdammers?



Voeg jouw project toe +

Join the Shift FoCo Challenge!

[JOIN THE CHALLENGE](#)

[WHY JOIN? →](#)



2,000

HOUSEHOLDS BY DECEMBER 2022
PARTICIPATION GOAL



1,500

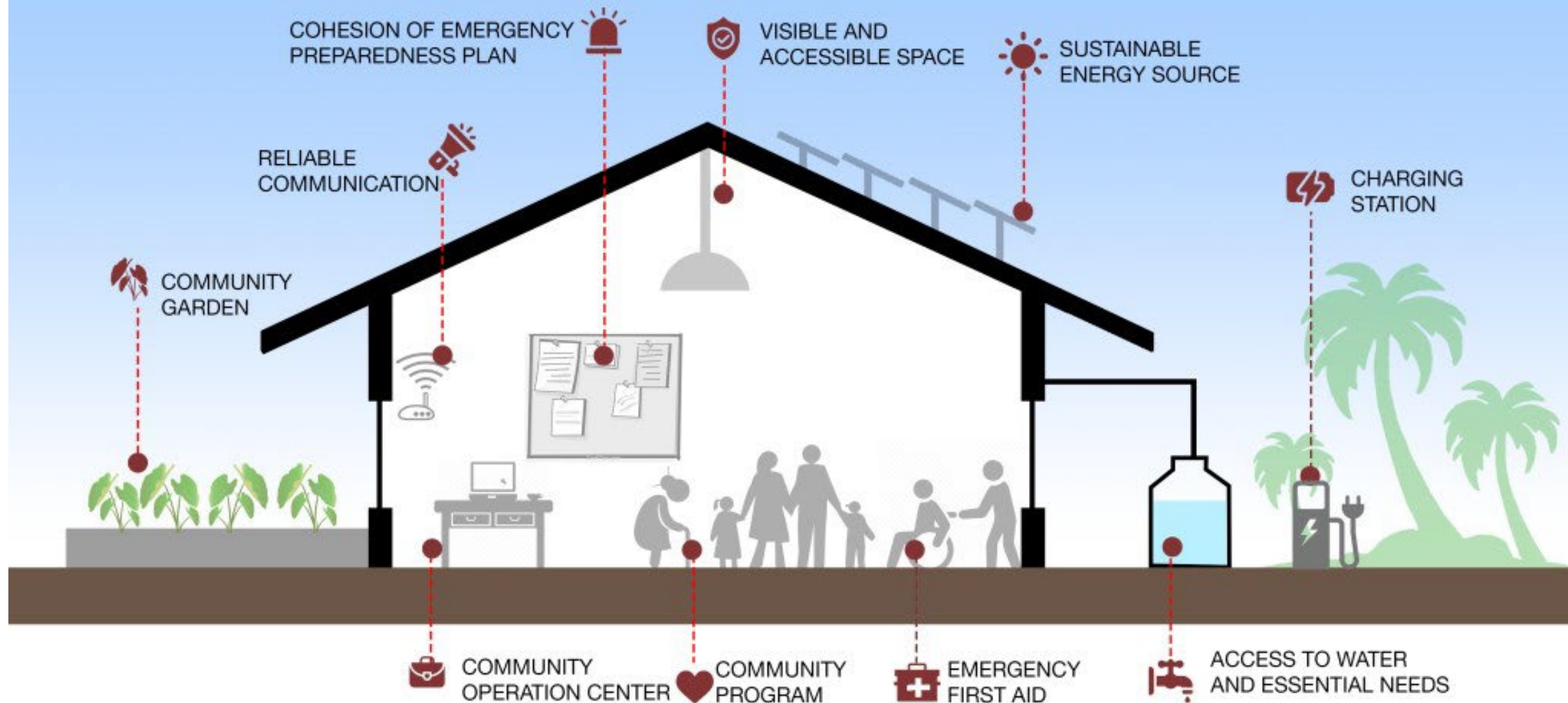
TONS OF CO₂ BY DECEMBER 2022
REDUCTION GOAL

TOP COMMUNITY GROUP
Fall 2021 POLS362

TOP TEAM
2022 Natural Areas are Awesome



COMMUNITY RESILIENCE HUB



Reach out:
MichaelShank@CarbonNeutralCities.org
MichaelShank@USDN.org

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