

US EPA ARCHIVE DOCUMENT

Tools to Encourage Continued Engagement

A Case Study: The CLEO Project on Climate

Karina Castillo, CLEO Programs Manager
Karina@CLEOInstitute.org



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

Promote, **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



Karina Castillo, The CLEO Institute - www.CLEOInstitute.org

Think tanks - Solutions



Climate Leadership Trainings



Karina Castillo, The CLEO Institute - www.CLEOInstitute.org

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 2043 Alaska							Weather
Sun	Mon	Tue	Wed	Thurs	Fri	Sat	
		1	2	3	4	5	Sunny
6	7	8	9	10	11	12	100°F-108°F
13	14	15	16	17	18	19	All December will be extremely hot.
20	21	22	23	24	25	26	
27	28	29	30	31			

"I miss the cold days!" "Mama is right, it's hot!"

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
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.cleo-institute.org/cleo-project/answer-the-question>

ANSWER THE CLEO PROJECT QUESTION NOW!
www.cleo-institute.org
The CLEO Institute, located in Miami, Florida is a not-for profit organization advancing environmental literacy and civic engagement locally, nationally and globally.

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

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.cleo-institute.org/news-events>

Provoke: Encourage (healthy) Competition

MONDAY, DECEMBER 09, 2013

[HOME](#) [CLEO PROJECT](#) [YTF](#) [NEWS & EVENTS](#) [RESOURCES](#) [SUPPORT](#)

PHASE I PARTICIPANT SHOWCASE

Search [Go](#) [Reset](#)

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
Jose Ocana	MAST Academy	Miami	Makos
Ramon Drego	MAST Academy	Miami	Makos
Alejandro de la Fuente	MAST Academy	Miami	Makos
ARISSA HORSFALL	MAST Academy	Miami	Makos
Luna Rodriguez	MAST Academy	Miami	Makos
Johanna Herman	MAST Academy	Miami	Makos
Martin Cordero	Mast Academy	Miami	Makos
Maria Rudnikas	MAST Academy	Miami	Makos
Romano Pellicer	MAST Academy	Miami	Makos
Alex Bruck	MAST Academy	Miami	Makos
Rob Kees Legante	MAST Academy	Miami	Makos

PARTICIPANT QUOTES



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

Pinecrest 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

The CLEO Institute at Pinecrest Gardens is a 501(c)(3) not-for-profit organization 11000 Red Road, Pinecrest, FL 33156
www.CLEOInstitute.org 305.284.0908



HOME ▾

CLEO PROJECT ▾

YTF

NEWS & EVENTS ▾

RESOURCES ▾

SUPPORT ▾

MONDAY, DECEMBER 09, 2013

PHASE I PARTICIPANT SHOWCASE

Search

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
Jose Ocana	MAST Academy	Miami	Makos
Ramon Drego	MAST Academy	Miami	Makos
Alejandro de la Fuente	MAST Academy	Miami	Makos
ARISSA HORSFALL	MAST Academy	Miami	Makos
Luna Rodriguez	MAST Academy	Miami	Makos
Johanna Herman	MAST Academy	Miami	Makos
Martin Cordero	Mast Academy	Miami	Makos
Maria Rudnikas	MAST Academy	Miami	Makos
Romano Pellicer	MAST Academy	Miami	Makos
Alex Bruck	MAST Academy	Miami	Makos
Bubba Lee Jacobs	MAST Academy	Miami	Makos

PARTICIPANT QUOTES



View some excerpts
from some recent Phase I
entries

**Pinecrest Elementary
Answers the CLEO Project
Question**



[click to view slideshow](#)

Karina Castillo, The CLEO Institute - www.CLEOInstitute.org

Celebrate & Applaud their efforts





CLEO PARTNERS

Karina Castillo, The CLEO Institute - www.CLEOInstitute.org



CLEO LEADERSHIP CIRCLE INDUCTION

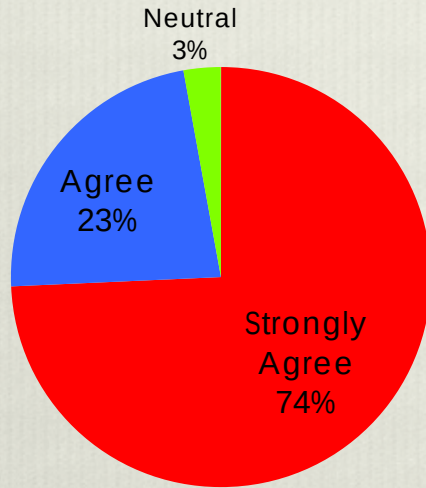
Karina Castillo, The CLEO Institute - www.CLEOInstitute.org

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

Karina Castillo, CLEO Programs Manager
Karina@CLEOInstitute.org