

Collaboration in the Engagement Process

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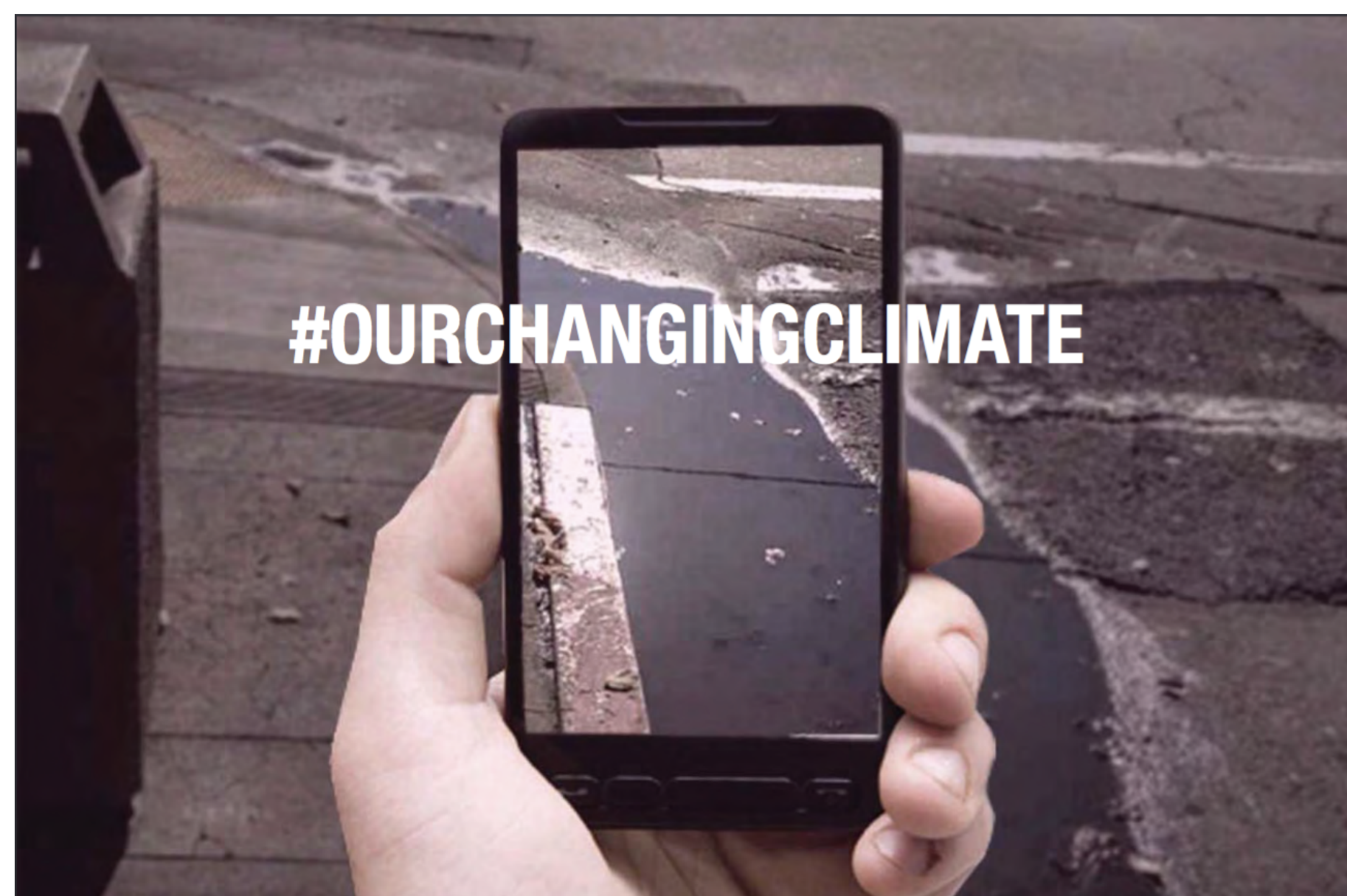
Introduction

Our ambitious goal to be carbon neutral by 2025 is an undertaking that cannot be accomplished alone. We must reach out to a multitude of sustainability-minded groups in and around campus in order to create a forward-thinking and progressive network of individuals and collectives.

During my time with the Carbon Neutrality Initiative, I collaborated with multiple groups on campus that had complementary goals to the CNI's mission, such as the planning club (UC Davis Student Chapter of the American Planning Association) and the Renovations and Construction Committee. Another special opportunity we have currently at UC Davis is integrating with our Long Range Development Plan process for 2017-2027 as this is a critical time in thinking about ways to reduce GHG emissions from all scopes (especially scope 3 by encouraging people to give up their cars in favor of biking/walking/transit).

More importantly, I was involved with the group spearheading the project #OurChangingClimate, led by cutting-edge social/design faculty, including some of our faculty climate action champions (Nina Claire Napawan, Sheryl-Anne Simpson, Brett Snyder). #OurChangingClimate is a "research and design project that empowers Oakland youth to develop physical and digital exhibitions to document and share their experiences of climate change." Napawan, Simpson, and Snyder won the UC Davis Campus Climate Award in 2015, a formal acknowledgment that we not only need to focus on making technological improvements but also increase public understanding of climate change.

Climate change is usually always seen as a global problem, but it is imperative for us to take local ownership of climate change in order to fully understand it. Taking local ownership will also lead to increase resiliency as each region/locale has its own challenges and correlative solutions. The approach that the #OurChangingClimate project takes is one of utilizing social media platforms to bring these issues to light.



Project Goals

We wanted to encourage localized ownership of changing climate through integrative methods:

- Utilizing the #OurChangingClimate hashtag to create a tangible "brand" awareness of this global idea
- Pulling in data by letting users of the hashtag post their idea of climate change or the impacts it has had/will have on their specific environment and life experience
- Understanding the differences between what it means to be vulnerable vs. resilient to climate change
- Provide community members with the ability to better visualize the direct impacts of climate change within their immediate surroundings
- Create opportunities to contribute images and narratives to community-generated neighborhood resilience mapping
- Encourage communities to participate in on-going local conversations about climate change resilience

Materials and Methods

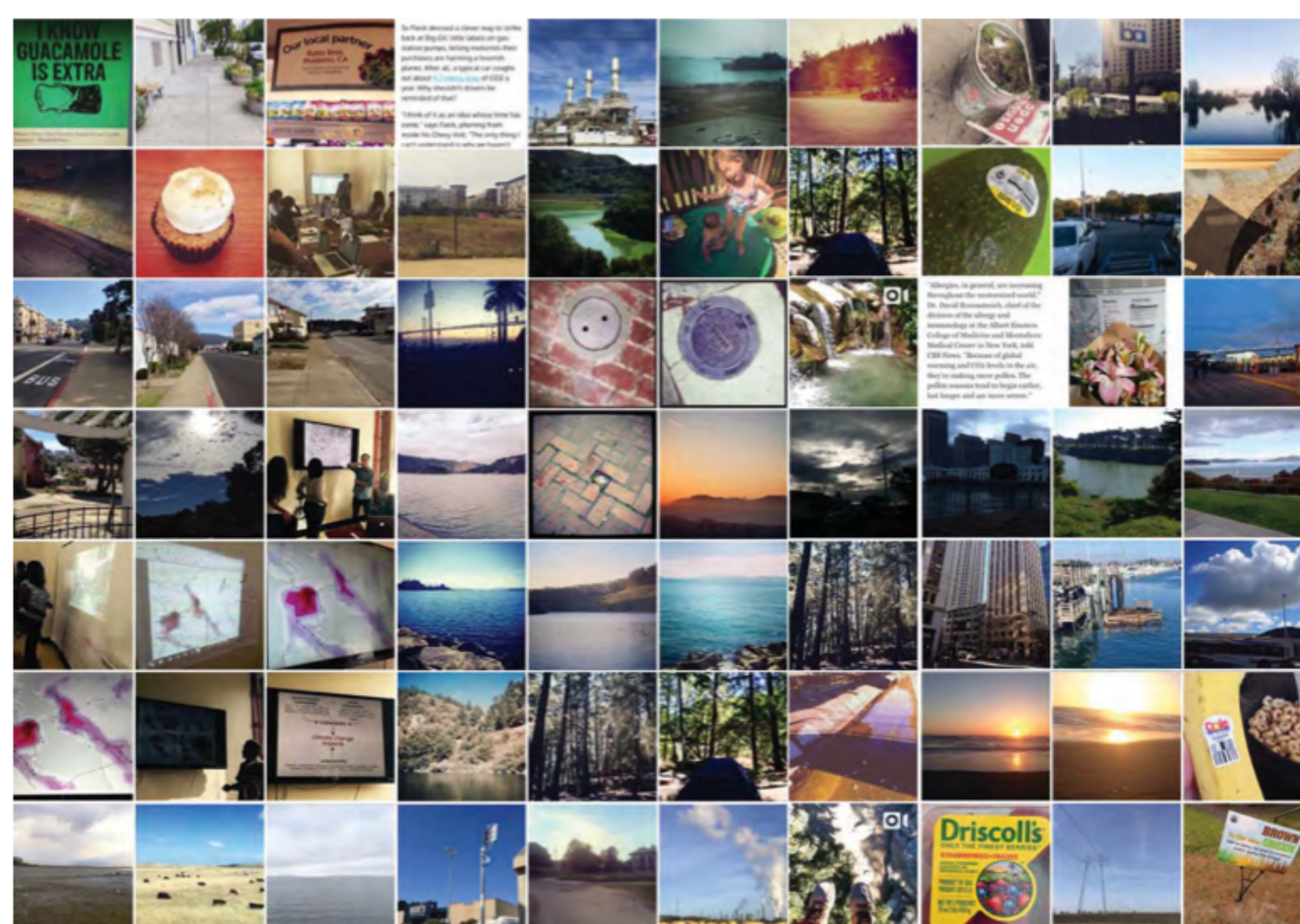
Our primary outlet for this project was via social networks and digital media, due to its capacity for

- Website for compilations of data: www.ourchangingclimate.us
- Platforms for collaboration and data collection: Instagram, Twitter, Facebook

We are currently looking to virtual reality to expand upon this idea of collaborative and shared experience for understanding climate resilience. We think it would be incredibly valuable to see through another's eyes and truly understand their experience in regards to climate resilience/vulnerability. Google Cardboard is an inexpensive and versatile tool to use for virtual reality projects. In order to create 360 degree panoramas or "photospheres," our group used grant funds to purchase a 360-Fly camera. We will experiment in the future with this camera to see what kinds of posts and outlets will be best utilized for this project. Some apps that could be of use include: Google Streetview and Youtube for posting videos.

Different Categories included in #OurChangingClimate

#heat	#greenspace	#TheView
#infrastructure	#community	#WhatIf
#information	#transportation	#drought
#health	#flood	#food

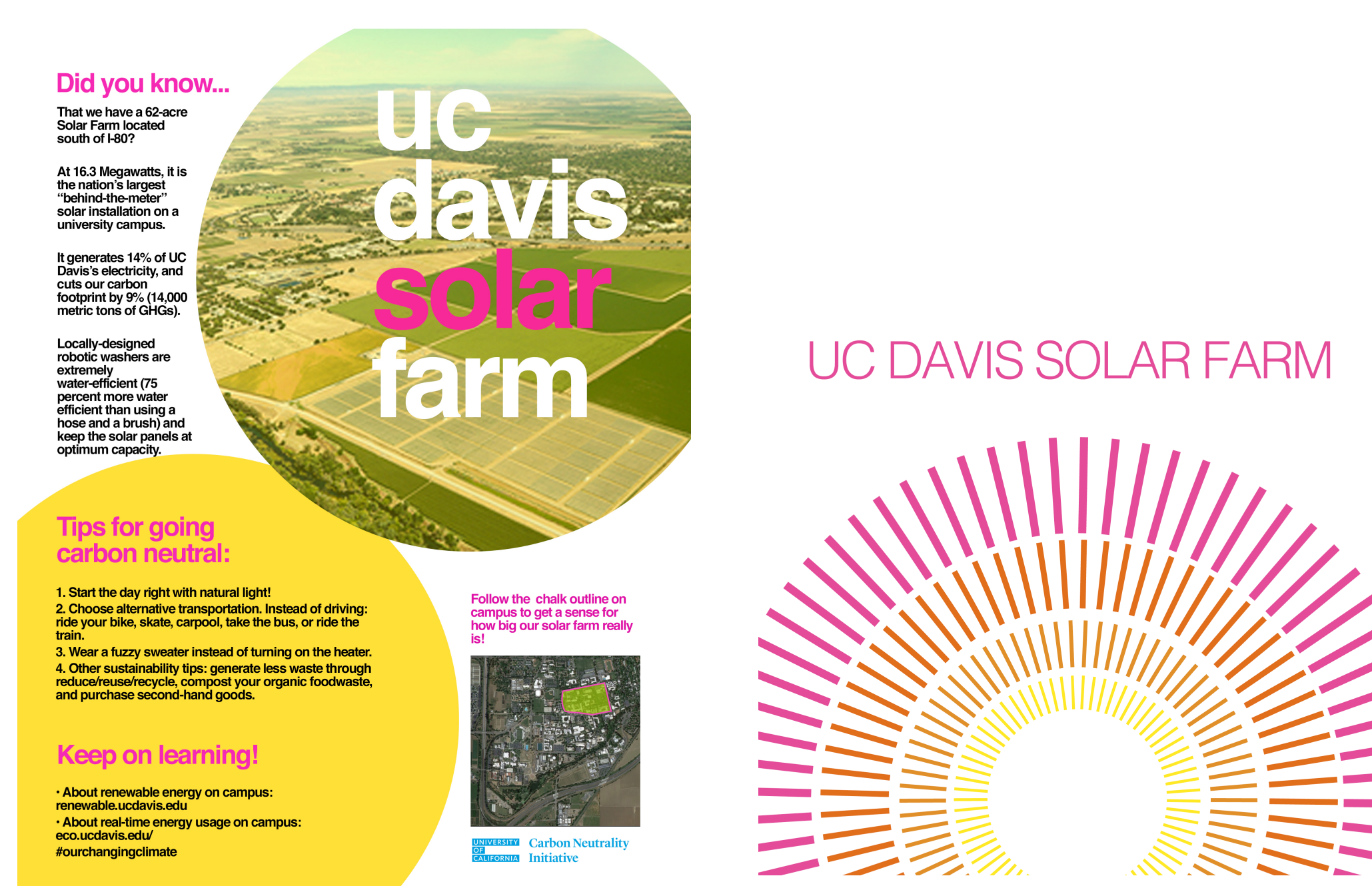


Results and Outcomes

The result of the #OurChangingClimate project is ongoing and will continue to help people understand climate change on a local and personal level. Hopefully it will help people to expand (or perhaps we could say "focus") their understanding of what it means to be environmentally, economically, and socially resilient in the face of climate change.

Poster Designs:

Another project that the CNI engagement fellows took on this year was outreach regarding the UC Davis Solar Farm (refer to Naftali Moed's poster for more information). The project was to draw a chalk outline of the actual size of our solar farm (62 acres). In order to help relate the project to viewers, I helped to design a few different posters that would share some facts about the solar farm in a fun and engaging way. There were a few iterations of this poster, all involving the recommended CNI engagement color schemes and a simple font with solar allusions and radial patterns.



Conclusions

Carolyn Thomas, Vice Provost and Dean for Undergraduate Education put it perfectly when she said, "We can't create climate change until we acknowledge that change needs to be societal as well as technological. The amazing research and development taking place in technological fields must be complemented by our increased awareness that unless we understand our communities and why people choose to use energy or transportation in certain ways, efforts to ameliorate climate change may be unsuccessful. UC Davis leadership recognizes that, and has made it possible to offer an award focused on developing public understanding of the immediacy of climate change, and a sense of engagement."

Going into this new age, we are utilizing collaborative tools (such as social media and virtual reality) to help people fully grasp the impacts of climate change and carbon neutrality. It will also enable people to understand a global issue at local scales. It is only when we understand a problem that we will be able to find solutions.



Future Goals

Looking ahead for #OurChangingClimate, we want to expand our use of virtual reality outlets, such as Google Cardboard, to help people fully share their experiences in different environments. We also increase awareness in the UC community and beyond so that eventually it is commonplace to have this discussion about climate change, whether in face to face discussions or via social media.

On a side note, I also believe that the Carbon Neutrality Initiative is a great platform to educate and empower students and faculty to help with reducing our scope 3 emissions (e.g. transportation modes). I think that our future engagement fellows could definitely tackle this and find imaginative and proactive ways to encourage students to walk, bike, and take transit within their means.

Acknowledgements

I would like to thank Claire Napawan, Sheryl-Anne Simpson, and Brett Snyder for reaching out to me, valuing student perspectives, and simply being amazing professional role models. I also want to acknowledge my "fellow" CNI fellows: Naftali Moed, Alex Lee, and Collin Mickle for doing great work in and out of the CNI. I know you're all going to have impactful and meaningful futures!