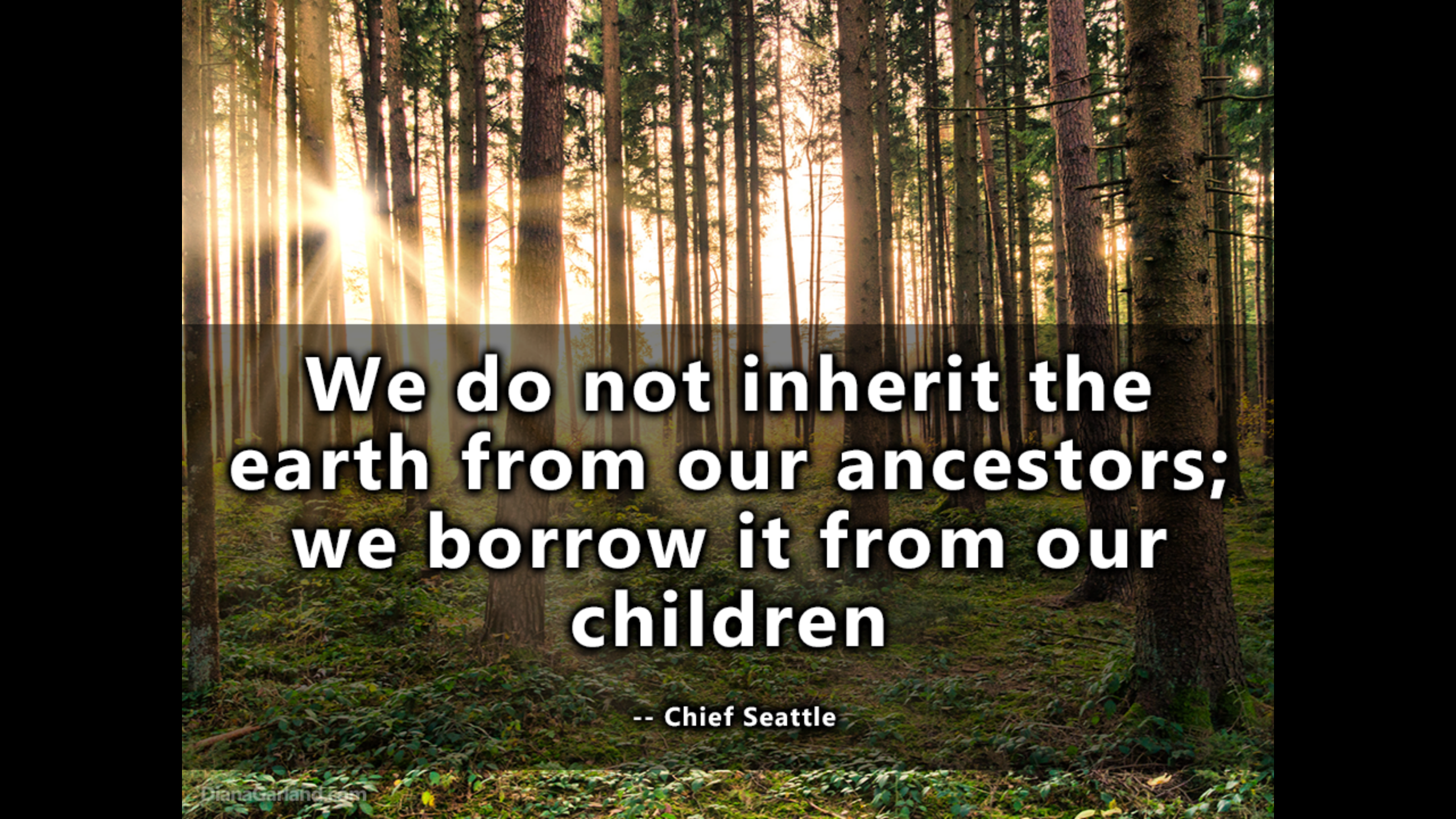


# Climate Education for Action







**We do not inherit the  
earth from our ancestors;  
we borrow it from our  
children**

-- Chief Seattle



hopeless  
anxious  
guilt  
anxiety  
worry  
climate  
fear  
sad  
anger  
angry  
wreck  
dystopia





60%



of youth (16-25) is anxious or extremely worried about climate change

40%



of young adults are choosing not to have kids







# Climate Education on YouTube



# Why YouTube??

[My YouTube Channel Link](#)



MADE WITH

beautiful.ai





# YouTube's Legacy



## Social Platform

- Second most visited website



## Users

- Approximately **2 billion users** every month



## Watch Time

- **1 billion** hours watched by users EVERY DAY



## Videos Watched

- **5 billion** videos watched DAILY





77% 

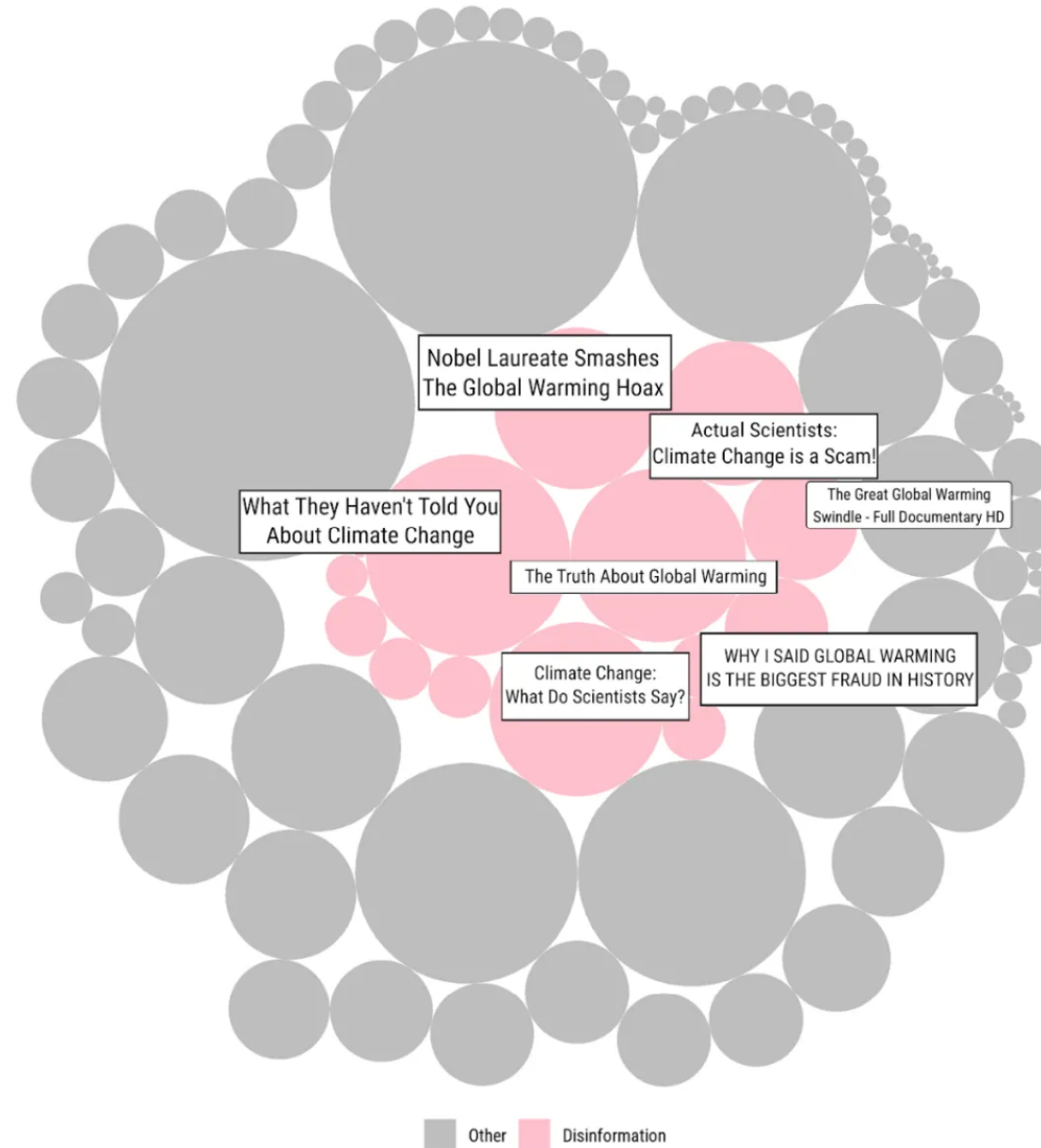
of all climate change related videos are uploaded by news channels ([source](#))  
Many are alarmist in nature optimized for selling fear

33% 

less than 33% of videos attempt describing how to act on climate change

## Misinformation videos account for over 20% of views for top 100 related videos for the search term "global warming"

Each circle is a video whose size is equal to number of views, and only videos with more than 500,000 views labeled. Based on the top 100 related videos for global warming related search queries.



Source - [Avaaz](#)



# Climate Misinformation Stats

## Pillar 1

For the search term “global warming,” 16% of the top 100 related videos included under the up-next feature had disinformation about climate change ([Source - Avaaz](#))

## Pillar 2

70% of the time users spend on YouTube is driven by the platform’s recommendations

## Pillar 3

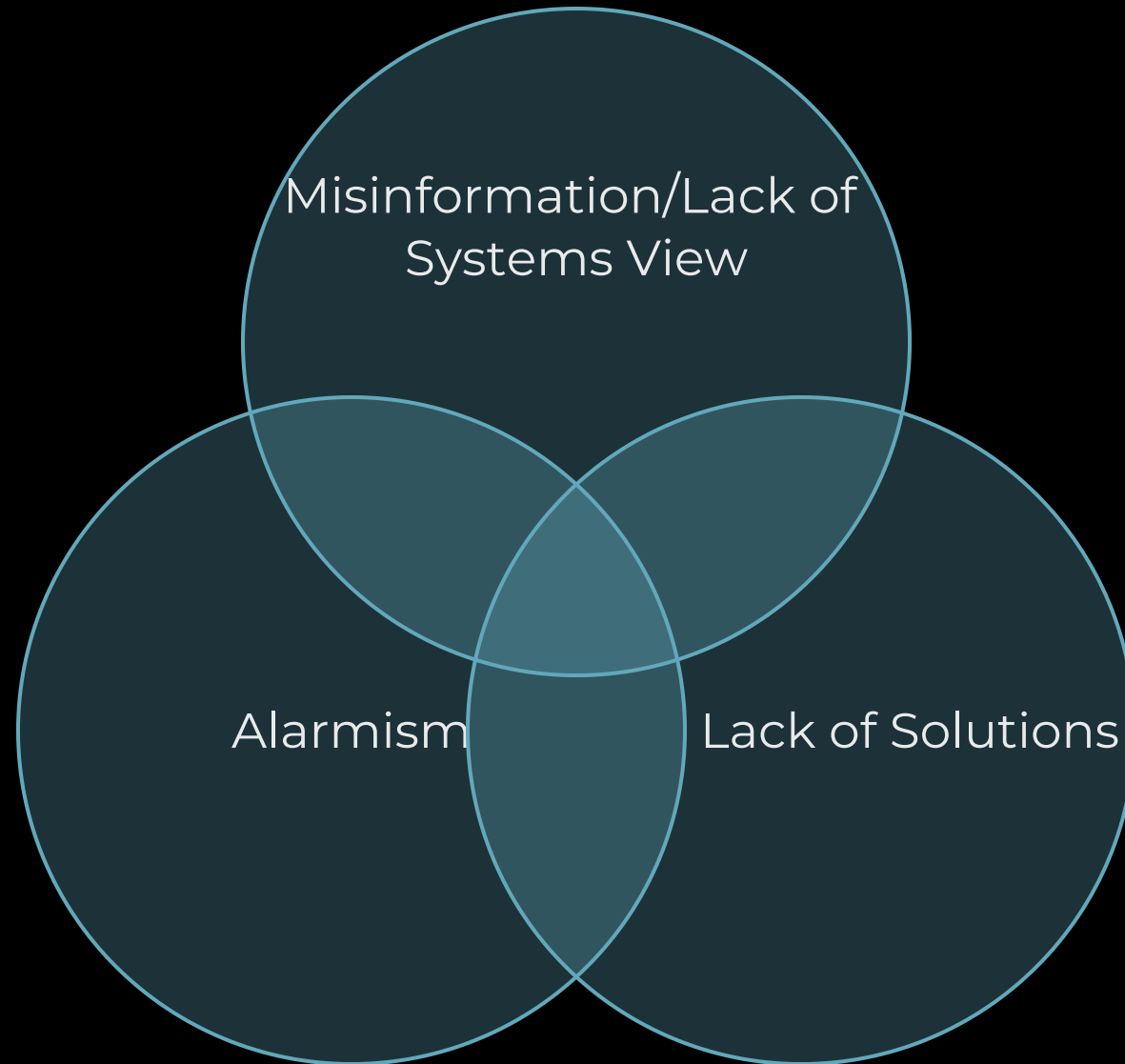
The climate misinformation videos Avaaz reviewed had 21.1 million views collectively.



Search term: Global Warming	Channel	Views
What They Haven't Told You about Climate Change	<a href="#">PragerU, 2.31M subscribers</a>	2,695,102
The truth about global warming	<a href="#">Fox News, 3.5M subscribers</a>	2,000,427
Climate Change: What Do Scientists Say?	<a href="#">PragerU, 2.31M subscribers</a>	1,982,846
Nobel Laureate Smashes the Global Warming	<a href="#">1000frolly PhD, 31.3K subscribers</a>	1,738,290
ACTUAL SCIENTIST: Climate Change is a Scam!	<a href="#">StevenCrowder, 4.13M subscribers</a>	1,371,327
The Great Global Warming Swindle - Full Documentary HD	<a href="#">Wisdom Land, 328K subscribers</a>	859,213
WHY I SAID GLOBAL WARMING IS THE BIGGEST FRAUD IN HISTORY - Dan Pena   London Rea	<a href="#">London Real, 1.07M subscribers</a>	694,352
Fatal Flaw In Climate Change Science	<a href="#">SuspiciousObservers, 426K subscribers</a>	266,921
Lord Christopher Monckton - Global Warming is a Hoax	<a href="#">Ideacity, 27.8K subscribers</a>	258,563
25 NASA Scientists Question the Sanity of the Global Warmists	<a href="#">1000frolly PhD, 31.3K subscribers</a>	255,348



# Trio of Climate Info on YT



# Solutions for YouTube

- **Data based videos**

Actual data based facts need to be presented with references and visualization

- **Engaging Videos**

Engagement and audience retention is difficult to maintain with educational/informative videos. The challenge is to make them entertaining.

- **Scientific Sources**

References to peer-reviewed articles are included in the video description

- **Call to Climate Action**

Specific resources and practical tips with examples need to be described in the video for various levels of society





# Video Focus Points

How to drive action from scientific videos



## Specific Climate Action Tips

Instead of vague climate action tips, provide resources and examples of real life action



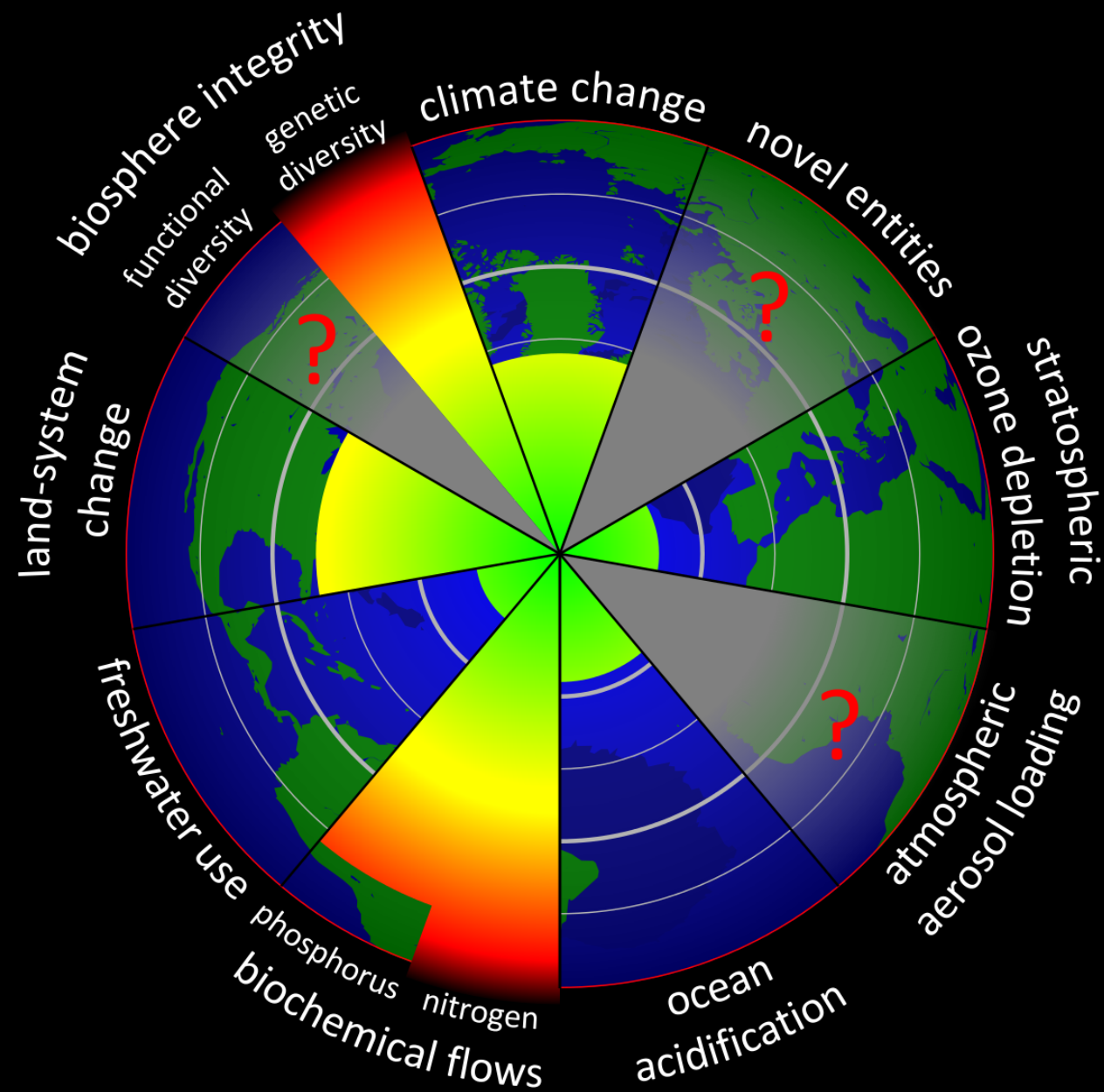
## Systems View of Climate Change

Focus on co-benefits of climate action and interconnections with society and Earth systems



## Personalize the message

How does climate change affect the viewer and how can they benefit in social or financial ways from climate action?



# Planetary Boundaries

Credit: Rockstrom et al., 2009

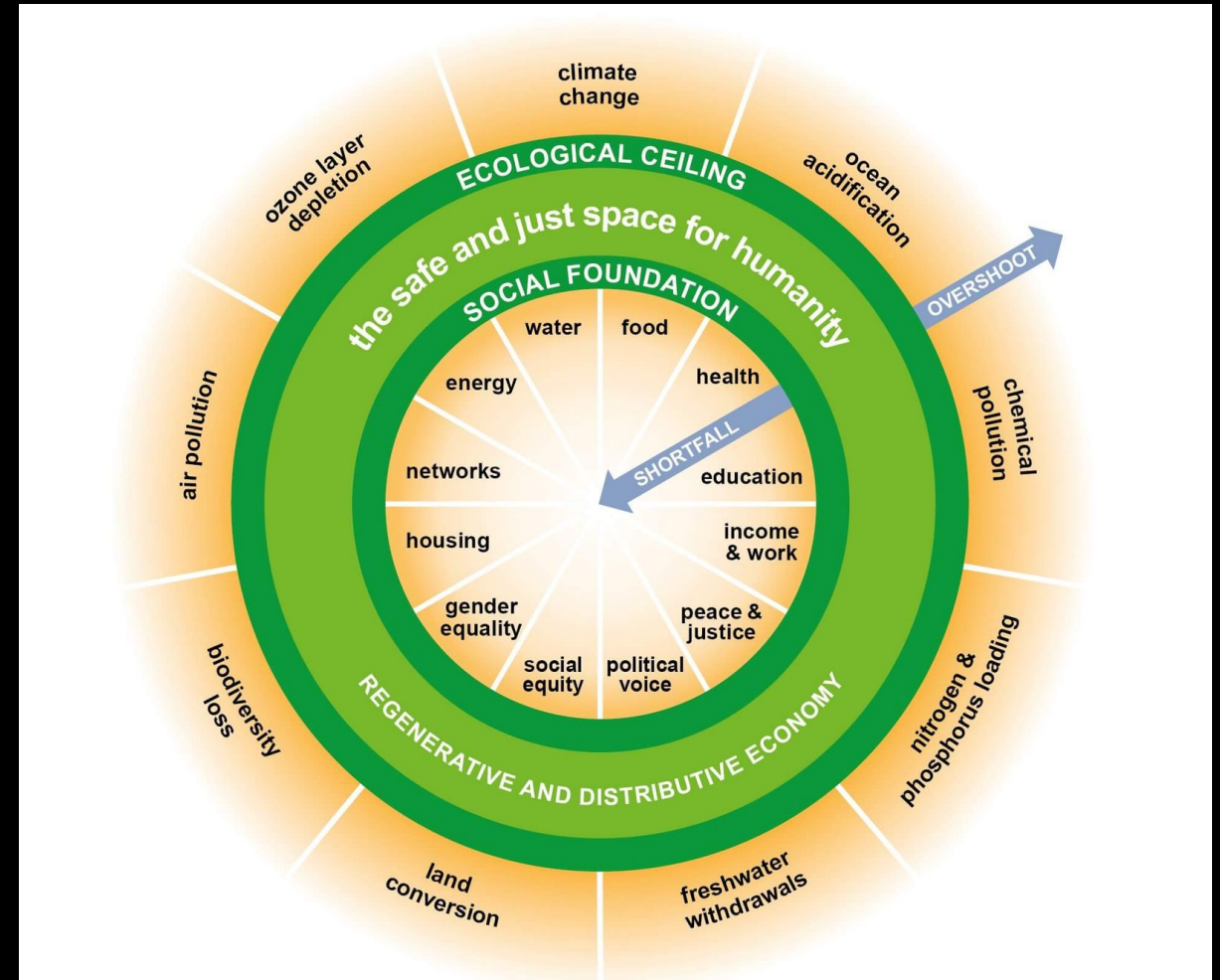
[BREAKING BOUNDARIES DOCUMENTARY](#)

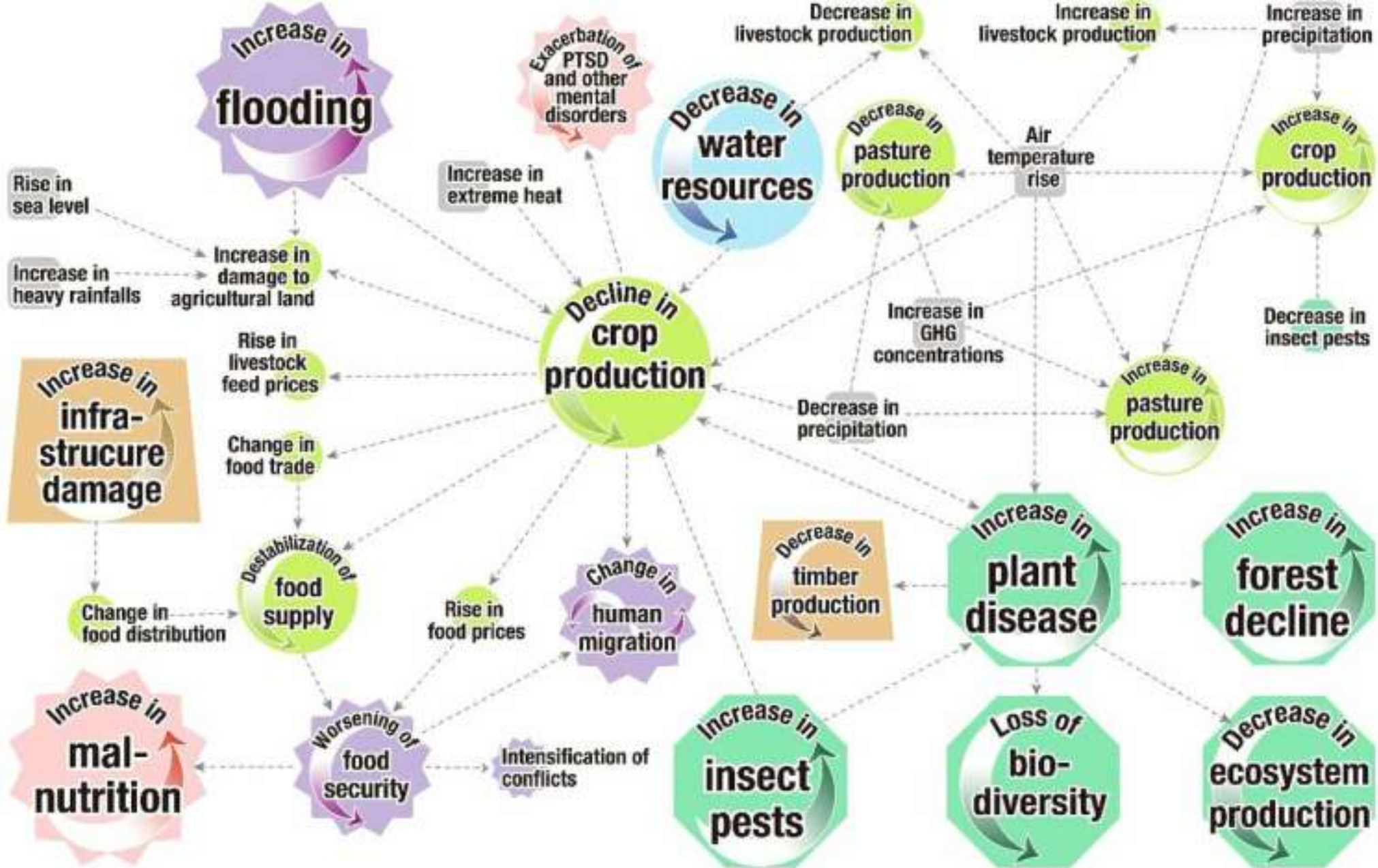


# The Doughnut Economy

*"Humanity's 21st century challenge is to meet the needs of all within the means of the planet. In other words, to ensure that no one falls short on life's essentials (from food and housing to healthcare and political voice), while ensuring that collectively we do not overshoot our pressure on Earth's life-supporting systems, on which we fundamentally depend – such as a stable climate, fertile soils, and a protective ozone layer. The Doughnut of social and planetary boundaries is a new framing of that challenge, and it acts as a compass for human progress this century."*

- Kate Raworth

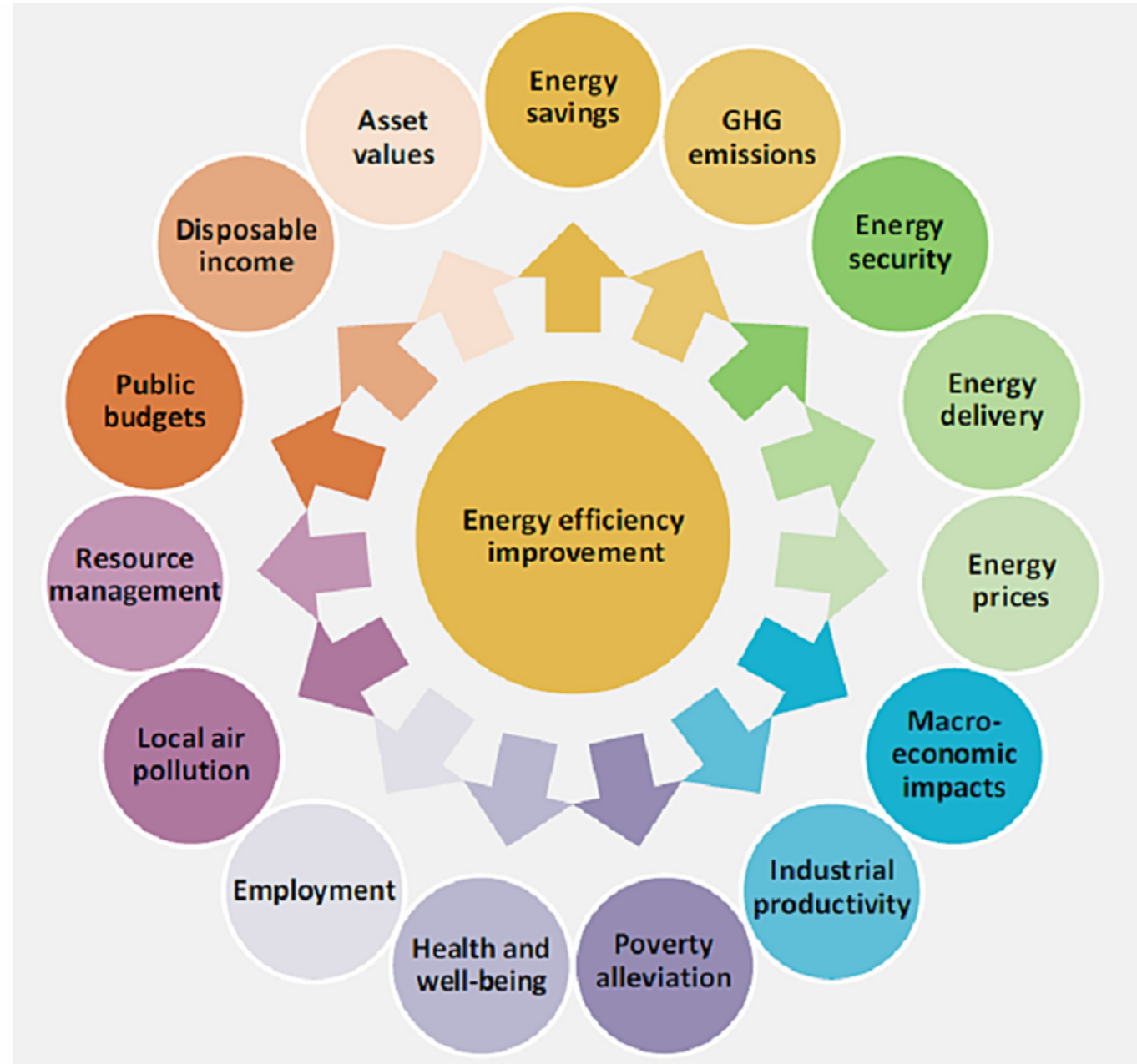




# Food

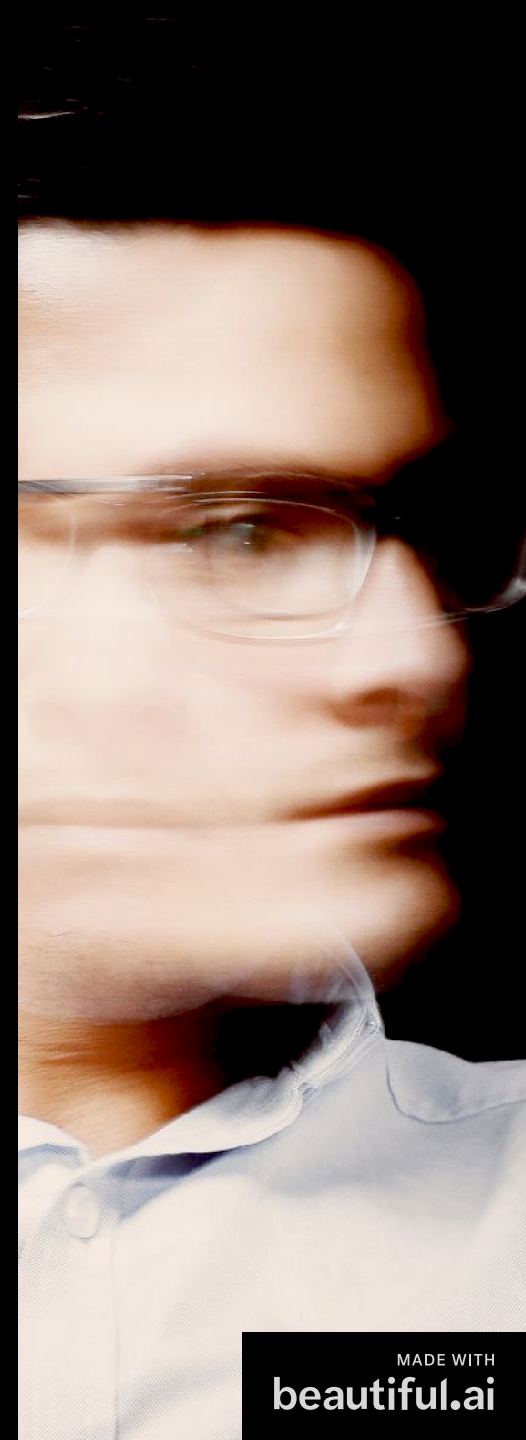


# Climate Action Co-Benefits





health microplastics  
Deforestation  
environment  
biodiversity  
action  
Climate  
economy  
Indigenous  
policy  
restoration  
pollution  
well-being  
water  
knowledge  
extinction  
species  
ecology  
Pollution





# Target Audience Avatars

## Age Groups

**High School - 16-19**

**College and Early Professionals - 18-25**

**Young Parents - 26-34**

## Interests

**Sustainability**

**Eco-friendly behaviors**

**Zero waste**

**Science documentaries**

**Sustainable technologies**

**Healthy eating**

**Biomimicry**

## Hobbies

**Hiking and Camping**

**Cycling**

**Reading sci-fi and non-fiction**

**Gardening**

**Animal care**

**Volunteering**

**Coding**

## Professions/College Majors

**Earth/Climate science**

**Environmental studies**

**Chemistry/Physics**

**Biology/Ecology**

**Civil engineering**

**Sociology/Psychology/Anthropology**

**Data science**

# Top geographies

Views · Last 28 days

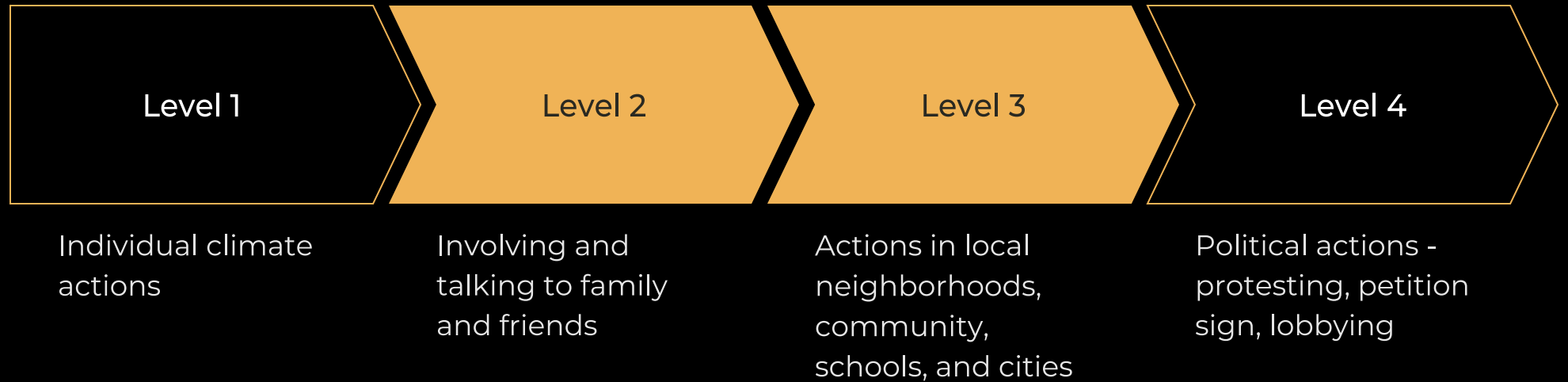




# Video Framework



# Levels of Actions to Communicate



# Journey of Climate Ed. on YT

## Learn and produce

Keep improving with each video and become a better video creator with more detailed info

## Interviews

Conversations with changemakers and scientists on specific topics

## Showcase

Demonstrate real examples of technologies, communities, and cities which mitigate cc

## Classroom Resources

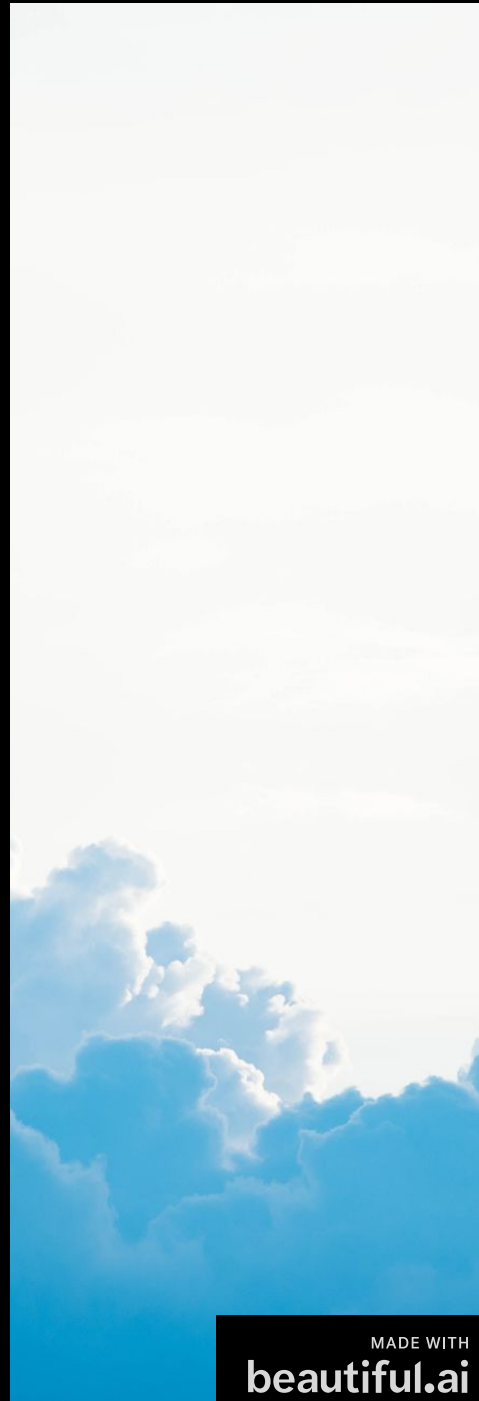
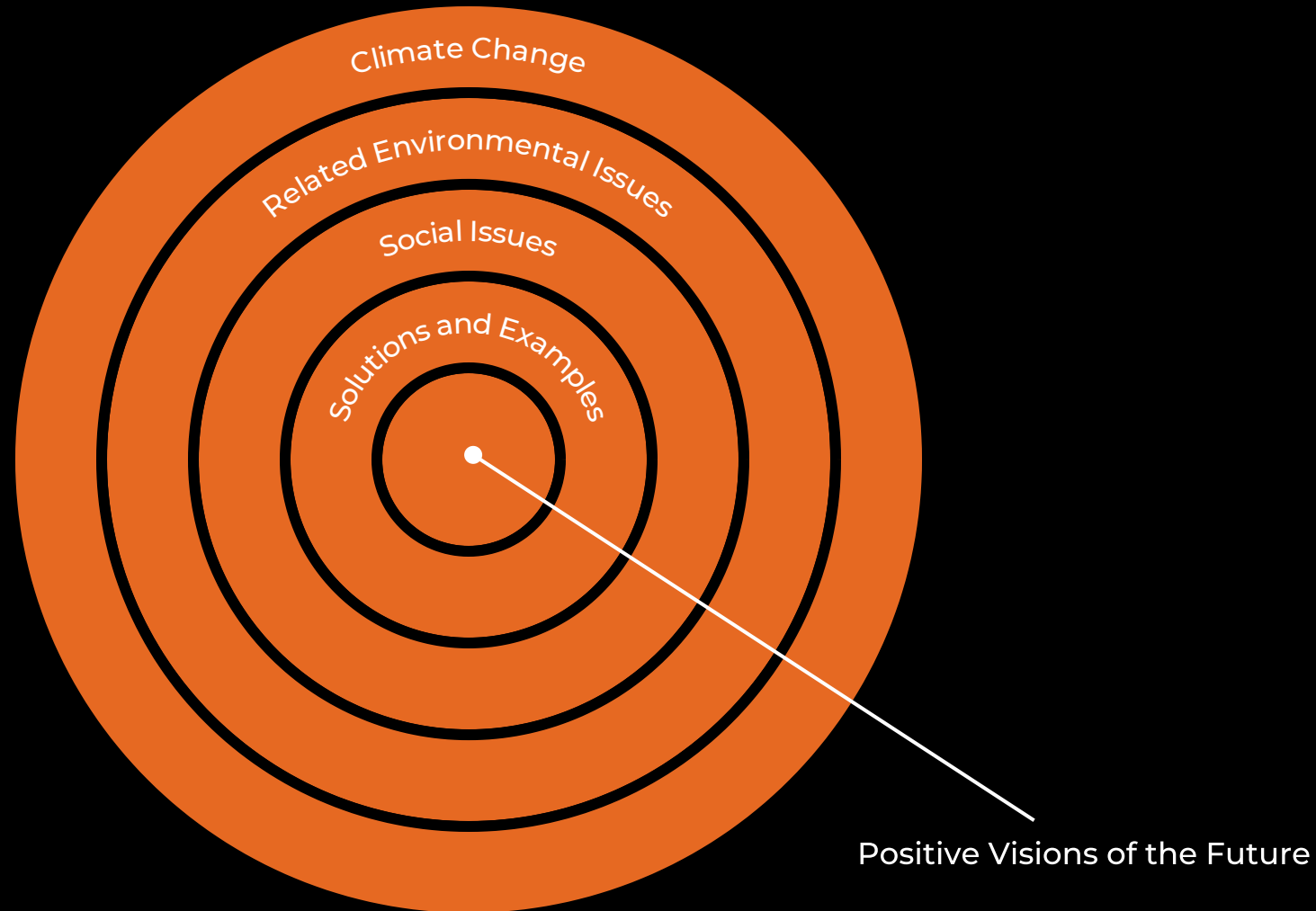
Have videos a part of curriculum discussions or assignments

## Fundraise

Raise funds and support impactful climate action oriented organizations

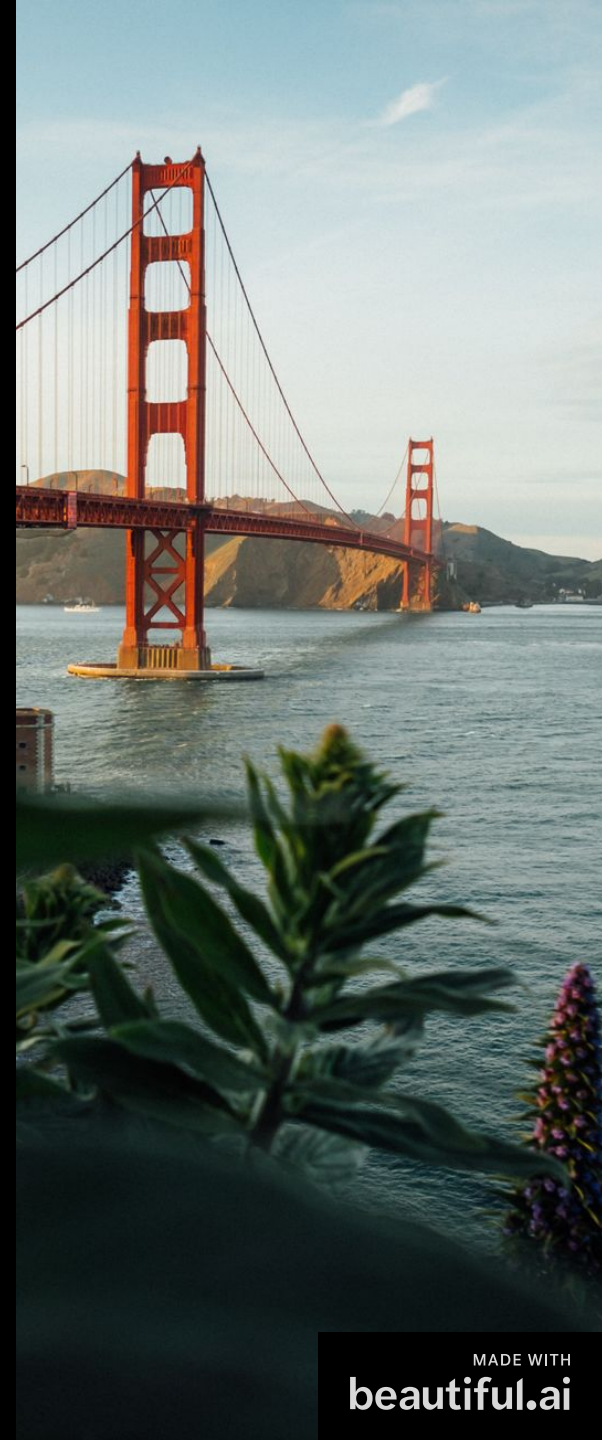


# Ultimate Goal of Climate Ed. on YT

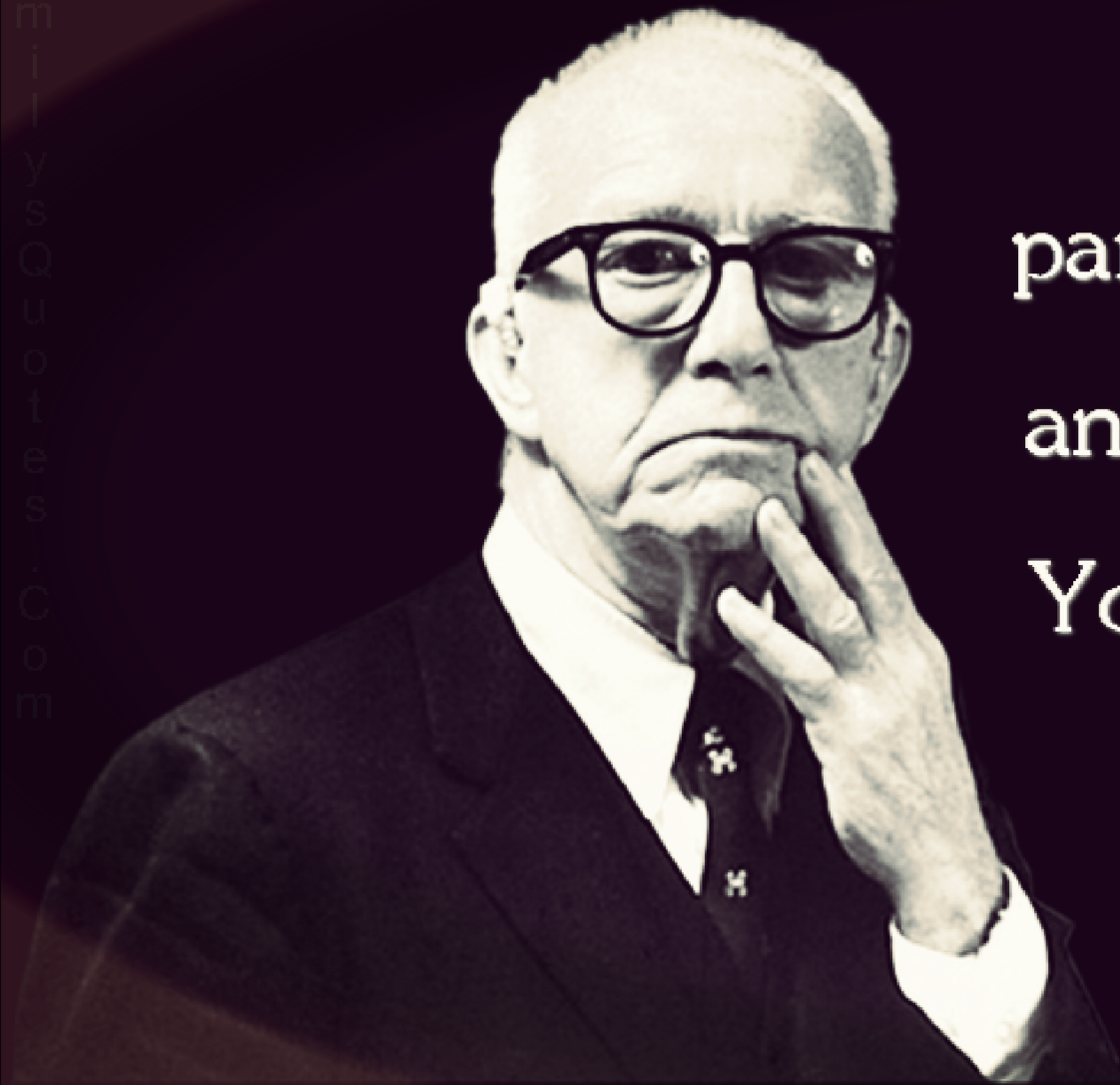


# Other Climate Education Channels

- 1 Our Changing Climate
- 2 ClimateTown
- 3 Beckisphere
- 4 Just Have a Think
- 5 ClimateAdam
- 6 Engineering with Rosie
- 7 Kurtis Baute
- 8 Sustainability Illustrated
- 9 Drgilbz



Free to use for personal use



In order to **change** an existing paradigm you do not struggle to try and change the problematic model. You create a new model and make the old one **obsolete.**

*~Buckminster Fuller*