

## **Theme B—Thursday PM**

### **Community engagement and social action**

Notes taken by David Hau

#### **Cara Pike, Pike Productions**

- sustainable development - meeting present needs without compromise of future needs
- shift from wildlife conservation to better lifestyle
- idea of “terrarium”
  - environmental framing results in the problem becoming a lesser priority
- kitchen sink environmentalism
- 5 barriers to environmental change
  - environmental sainthood
    - unsustainable standard
    - too extreme for average people
  - environmental elitism
    - stereotype - white, rich, elite
    - too expensive
  - environmental fatalism
    - people care but futile
  - environmental overload
    - difficult to decipher
    - don't know who to trust
  - environmental cognition
    - lack of systemic thinking
    - making connections between issues
- overcoming the barriers
  - redefine green
  - illustrate interconnectedness
  - connect individual to collective
  - create sense of meaning
- resiliency
  - sustaining is not enough, need to be able to adapt

#### **Sadhu Johnston**

- behaviour change from city perspective
- how to get citizens to be engaged in movements
- advertising, enticements, don't work
- design for transportation; pedestrian > bike > car
- transportation + land use
- + energy