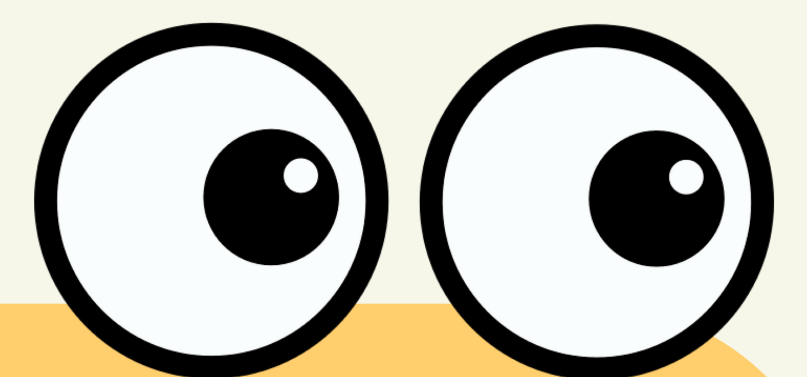


# Visualizing Climate Action



## Objective

- Addresses the problem of finding communication tactics that the City can use to inform, inspire and include more residents in meaningful climate action



**The Image**  
What the landscape will look like in 50 years  
Best and worse case scenarios

**Contrasts urgency with hope to transform concern into action!**

## What's Next?

- Scan the QR code
- Website with a menu of actions and information on climate change
- Each category has a list of options: actions, courses, hubs, opportunities
- Learn, connect, engage with First Nations, civil society, and the City

## Encountering the Display

- Viewers encounter displays in regions that are meaningful to them and Vancouver's identity
- E.g. Sea Wall, hiking trails, lookouts, etc.



## Climate Actions

- 5 Minute Climate Actions
- Climate Action of the Month
- Climate Crash Course
- Government Climate Incentives
- Learn from Climate Organizations and Indigenous Groups

**Catchy Phrase**  
Generates urgency tied to climate change

## One Step Further

- Climate Hubs at community centers in Vancouver
- Opportunity to discuss climate change experiences, hopes, and fears
- Places to learn and take action with others



## Why this Display?

- Targets an audience that values Vancouver's natural beauty
- Sparks climate action in Vancouverites who are willing and able to make a change

## Call to Action

Directing users to digital and in-person resource hubs

**Climate Literacy Fact**



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