

# Changing for Climate Video Series

## Climate Communications Case Story



Social Influence



Social Norms and Prompts



Visual Storytelling

### PROJECT AT-A-GLANCE

**Project Title:** Changing for Climate Video Series

**Location:** Edmonton, Alberta

**Project Partners:** City of Edmonton, Green Energy Futures

**Date:** 2022

**Climate Issue:** Biodiversity and Climate Risk at Home

**Action Area:** Green Infrastructure, Resilient homes and yards

**Behavioural Theme(s):** Social influence, Social Norms and Prompts, Visual Storytelling

**Audience:** Homeowners in Edmonton



*Climate change affects everyone. Luckily, there are 1 million of us in Edmonton who can make a change. Meet the everyday Edmontonians, businesses and organizations actively Changing for Climate.*

*— Changing for Climate Video Series Webpage<sup>6</sup>*

## IMPACT STORY

The City of Edmonton has partnered with Green Energy Futures to produce a “Changing for Climate” video series that highlights how Edmontonians are adapting to the impacts of climate change. To accompany a variety of climate programs and initiatives led by the City, a series of videos showcase local participants taking action and sharing their experiences. For example, the video, “Climate-ready home: adapting our homes and yards to climate change,” features Kenton Zurbin, a local sustainability consultant, offering practical tips for homeowners to prepare their properties for climate-related challenges. The entire series, available on the city’s website, is further supported by a dedicated Facebook page that provides updates, events, and additional resources related to Edmonton’s environmental and climate resilience programs.

## PROJECT OBJECTIVES INCLUDE...

- Educate homeowners to prepare their properties for climate-related challenges; and
- Spotlight Edmontonians who have embraced sustainable lifestyle changes and are adapting to climate change, inspiring others to follow their lead.

## COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Video Series:** This video showcases local leaders and residents sharing their experiences and tips for making homes and yards climate-resilient, including sustainable landscaping and rainwater management.
- **Blog Posts:** The blog posts linked to the videos provide additional resources and more in-depth considerations. For example, photos accompanied by actionable advice highlight specific methods for creating food forests and naturalized yards.
- **Social Media:** Dedicated Facebook and Youtube pages share updates, events, and related content from the complete video series, fostering community interaction and keeping the conversation ongoing.



### Going All Electric: A Family's Journey



City of Edmonton  
15.8K subscribers

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26



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35K views 2 years ago

“For me, driving an EV is a choice. We know that when we use it, we’re having less of an impact on the environment. And that’s important to me, it’s important to our family.” ...more

## BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Visual Storytelling:** By featuring residents, the series uses storytelling to make climate action personal and accessible, helping viewers connect emotionally with the issue and see themselves as part of the solution.
- **Social Influence:** Local leaders and professionals contribute to the videos and the blog to share tips and tricks. Bolstering the perspectives of residents with expert advice improves the credibility of the messaging.
- **Social Norms and Prompts:** Showcasing the actions of other residents creates a sense of social proof and helps people visualize local efforts, encouraging them to believe they too can make a difference by seeing their peers act.

## CONCLUSION

The “Changing for Climate” video series by the City of Edmonton exemplifies how strategic, behaviorally-informed communication can drive community engagement in climate action. Through storytelling and social influence, the series effectively inspires Edmontonians to adopt meaningful adaptation measures and sustainable lifestyle changes. As Edmonton moves toward net-zero emissions and adapting to climate changes, this initiative shows just how important relatable, actionable communication can be in getting everyone involved in climate change action.

## SOURCE

City of Edmonton. (2022). *Changing for Climate video series*. [https://www.edmonton.ca/city\\_government/environmental\\_stewardship/change-for-climate-video-series](https://www.edmonton.ca/city_government/environmental_stewardship/change-for-climate-video-series)

## MORE CASE STORIES AND RESOURCES ONLINE

This case story was developed by ICLEI Canada through the Ontario Resource Centre for Climate Adaptation (ORCCA) as part of a Climate Communications Toolkit. Find more case stories and additional climate communications resources online at [icleicanada.org/project/climate-communications-toolkit](https://icleicanada.org/project/climate-communications-toolkit)

ORCCA is a pilot initiative led by ICLEI Canada and supported by the Ontario Ministry of Environment, Conservation and Parks alongside financial support from the Government of Canada through the federal Department of Environment and Climate Change Canada.

**CLIMATE COMMUNICATIONS TOOLKIT**

