

Whitby: ISeeChange

Climate Communications Case Story



Feedback



Social Norms and Prompts



Visual Storytelling

Project At-a-Glance

Project Title: ISeeChange

Location: Whitby, Ontario

Project Partners: ISeeChange, Town of Whitby

Date: August 31, 2021 to June 13, 2022

Climate Issue: Climate risk observation and tracking

Action Area: Climate change awareness and citizen science

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

Audience: Residents, Policymakers

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*So dry and hot out.
Grass is dying.*

— User contribution ³¹



IMPACT STORY

During the development of their Climate Adaptation Plan in 2022, the Town of Whitby used the ISeeChange platform to engage residents through citizen science. This community-driven initiative allowed the Town to better understand how residents experience local climate impacts. By providing a digital space for residents to share real-time observations and concerns, ISeeChange enhanced community participation during the stakeholder engagement process of the plan development, raised climate change awareness, and encouraged residents to have conversations about climate change.

PROJECT OBJECTIVES INCLUDE...

- Crowdsourcing climate observations from community members through citizen science; and
- Enhancing public understanding and awareness of local climate change impacts.

COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Community Climate Journal:** Residents were invited to publicly share their climate and weather observations thanks to a partnership with a tech platform.
- **Educational Resources:** Tools and information were shared with users to help them understand climate science and their role in data collection.

BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Feedback:** The platform enabled users to interact and share updates in real-time. Unlike traditional surveys, participants were able to instantly see and respond to submissions as local climate events unfolded.
- **Social Norms and Prompts:** Viewing submissions from neighbours helped normalize conversations about climate change. Showcasing shared experiences also encouraged interactions and conversations about climate impacts in the community.
- **Visual Storytelling:** By using images and narratives, ISeeChange made climate data more relatable and compelling.

CONCLUSION

The ISeeChange project showcases a unique way to engage residents, foster dialogue around local climate impacts, and increase climate change awareness while fostering a sense of collective responsibility and action. Valuable information was collected and used to inform the community and stakeholder engagement process of the Town of Whitby's Climate Adaptation Plan development.

SOURCE

ISeeChange. (2021). I see change + Whitby.
<https://www.iseechange.com/partners/whitby>

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

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CLIMATE COMMUNICATIONS TOOLKIT

