



Climate & Urban
Systems Partnership



THE
FRANKLIN
INSTITUTE

What's The Sweatuation?

Using Informal Approaches to
Climate Change Education and Network Building

Richard Johnson

The Franklin Institute



CUSP

- NSF Funding
- 5 Years (2012 – 2017)
- 4 City Partnership
 - Philadelphia
 - NYC
 - DC
 - Pittsburgh



*How can we engage people
in cities in climate change
more often, and more
effectively?*

Climate
Science



Learning
Science



Informal
Ed.

Informal Education



CARNEGIE
MUSEUM OF
**NATURAL
HISTORY**

Climate Science



Learning Science



Evaluators

GOODMAN RESEARCH GROUP, INC.
Program Evaluation • Consultation • Market Research

Goals

- Educational “products”
- Local communities of practice

Approach

Global < Local

Abstract < Relevant

Scary < Solutions-Focused

Additionally, CUSP focuses most and focuses first on preparedness.

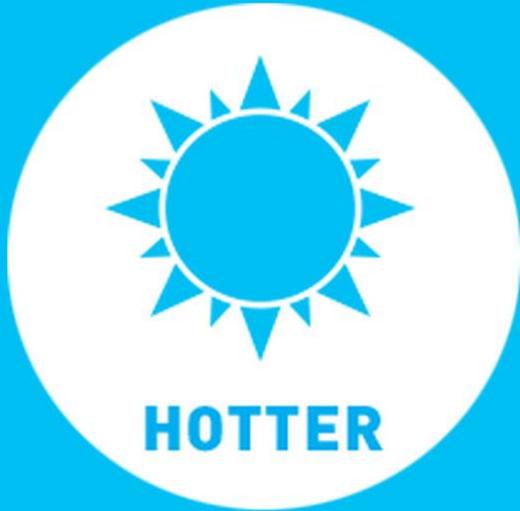
This is what that looks like in the hands of informal educators...



#1, Ready Row Home

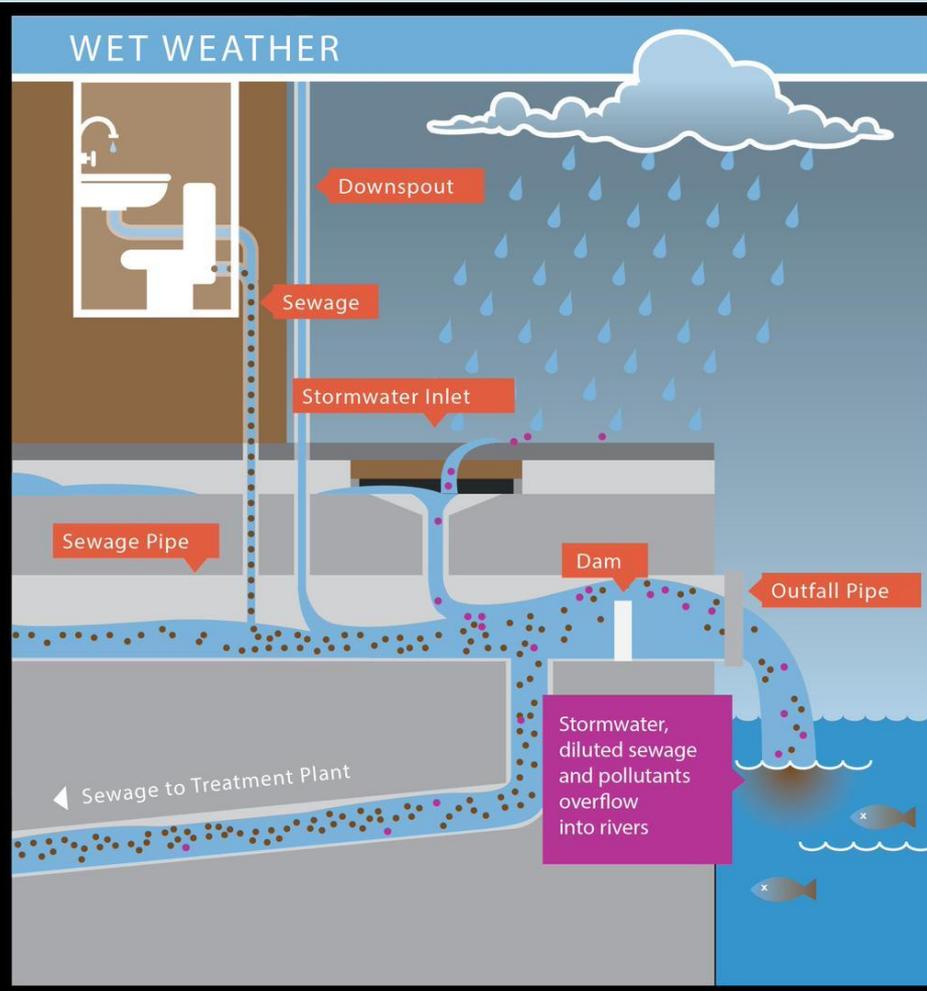


Local





Relevant (What does this mean for me, my family, and my community?)





Solutions-Focused



Rain Barrel



Downspout Planter



Rain Garden



Porous Paving



Depaving



Hotter



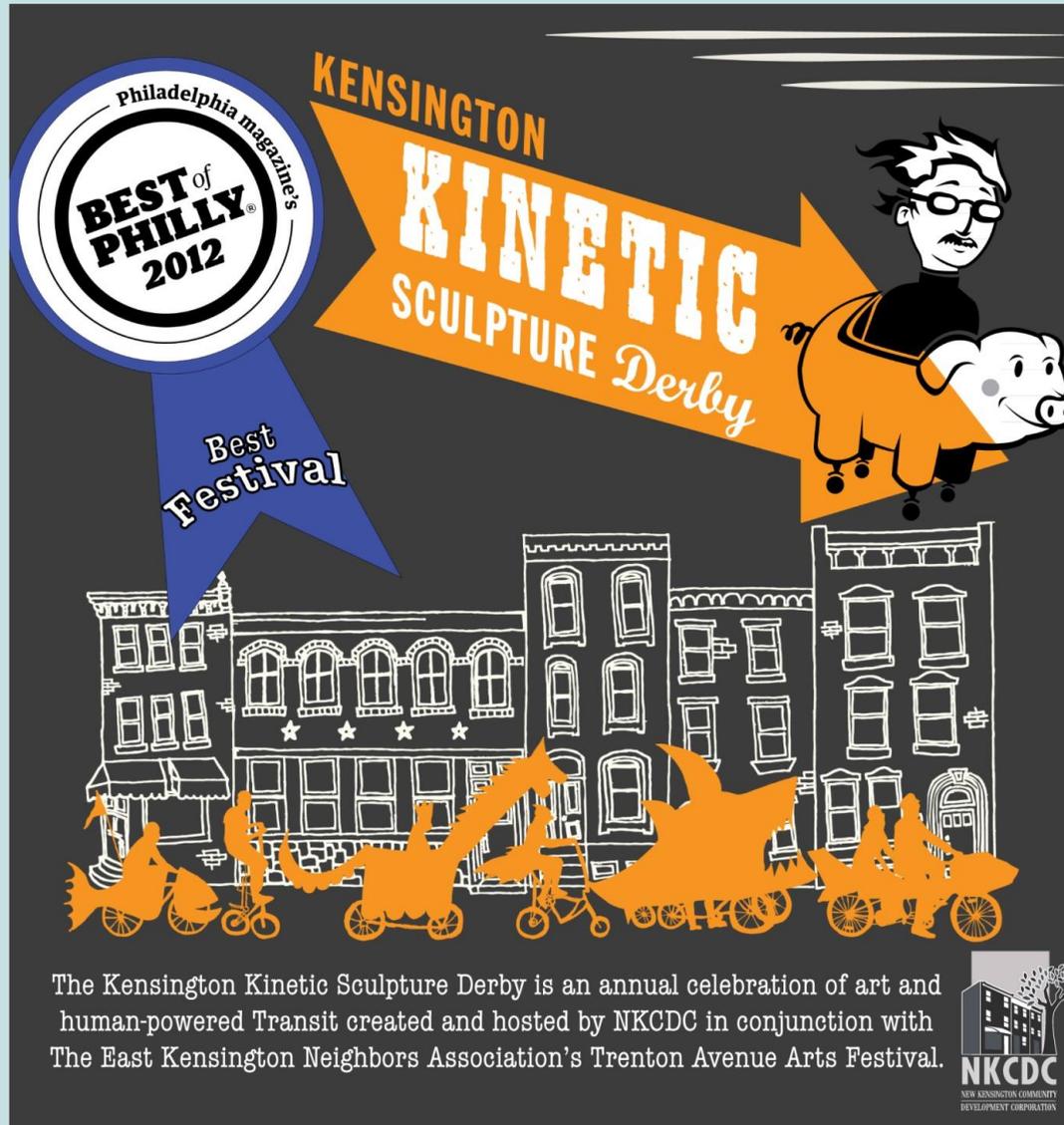
(additional layer) Neighborhood Focus



#2, Kinetic Sculpture



Remember that neighborhood focus...?



A poster for the Kensington Kinetic Sculpture Derby. At the top left is a circular award seal from Philadelphia magazine's 'BEST of PHILLY 2012' with a blue ribbon below it that says 'Best Festival'. A large orange arrow points from the seal towards the right, containing the text 'KENSINGTON KINETIC SCULPTURE Derby'. On the arrow, a cartoon character with glasses and a mustache is riding a pig-shaped sculpture on wheels. Below the arrow is a white line-art illustration of a row of city buildings. In front of the buildings are several orange silhouettes of people riding various human-powered sculptures, including a bicycle, a tricycle, a four-wheeled cart, and a large bird-like sculpture. At the bottom, there is a paragraph of text and the NKCDC logo.

Philadelphia magazine's
BEST of PHILLY
2012

Best Festival

KENSINGTON
KINETIC
SCULPTURE Derby

The Kensington Kinetic Sculpture Derby is an annual celebration of art and human-powered Transit created and hosted by NKCDC in conjunction with The East Kensington Neighbors Association's Trenton Avenue Arts Festival.

NKCDC
NEW KENSINGTON COMMUNITY
DEVELOPMENT CORPORATION

How do you use the CUSP approach with that?

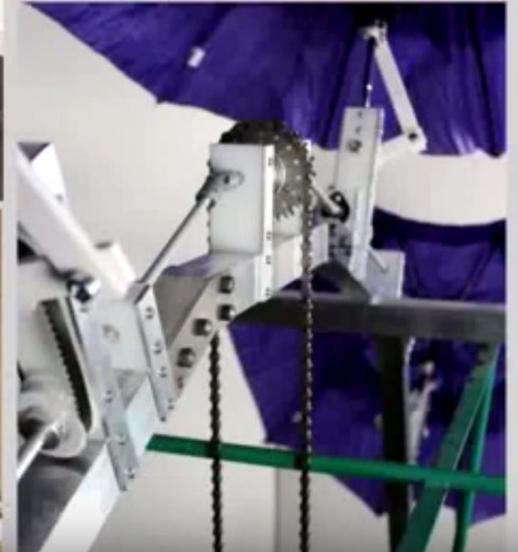






CUSP Kensington KineticSculptureDerby 2

Construction





JP
jaimephoto.com



#3, The Sweatuation

- Educational communications campaign
- Part of neighborhood focus

OUR GOAL

was to educate the good people of Philadelphia about how to adapt to climate change.

YOU KNOW, HOW TO LIVE MORE COMFORTABLY IN A HOTTER, WETTER CITY.

SIMPLE, RIGHT?

We're gonna need some help...

MASTERMINDS

THAT'S GREAT, BUT HOW DO WE TAKE THAT NOTION AND

**CAPTIVATE AUDIENCES,
STOP THEM IN THEIR
TRACKS, AND GET THEM
INTERESTED IN ADAPTATION?**



ADAPTATION

ISN'T SEXY

PUTTING BLINDS UP

ISN'T SEXY

CHECKING IN ON YOUR NEIGHBORS

ISN'T SEXY

PAINTING YOUR ROOF WHITE

ISN'T SEXY

RAIN BARRELS

AREN'T SEXY

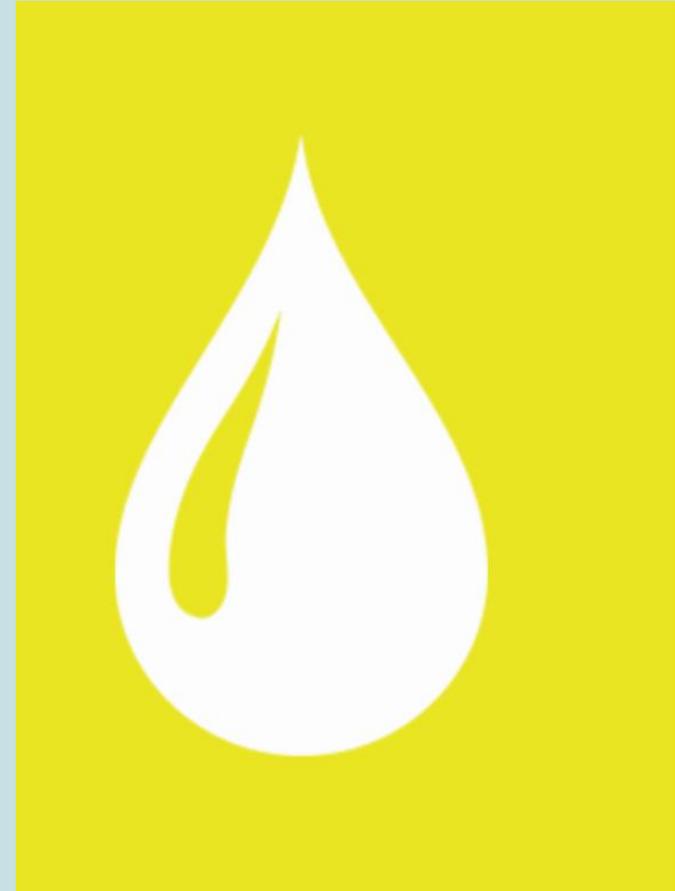
OK, MAYBE **THIS** ONE IS.



**HELP
JOEY**
.COM

What about sweat?

- *Everyone* can relate to sweat.
- Sexy?



Sweaty Back = Sweck

Sweck

Sweck or “sweaty back,” usually presents itself as a big disgusting sweat stain on one’s back. Sweck has been known to cause body odor, friend loss, and regrettable hugs.

“Aren’t you going to hug her goodbye?”

“Wouldn’t be right man, I’ve had some major sweck all day. Don’t wanna put her through that.”

Sweaty Belly = Swelly

Sweaty Knees = Swees

Sweaty Bottom = Swottom

Fast forward many months,
and lots of testing later...



INTRODUCING THE SWEATUATION





**THERE'S A 97% CHANCE
YOU'LL EXPERIENCE
A SWUG THIS SUMMER.**

LET'S TALK SWEATY HUGS. LET'S TALK CLIMATE CHANGE.



Live better in a hotter Philadelphia.

[THESWEATUATION.COM](http://thesweatuation.com)



10 OUT OF 10 WILL
EXPERIENCE **SWELLY** IN
PHILLY THIS SUMMER.

LET'S TALK SWEATY BELLY. LET'S TALK CLIMATE CHANGE.



Live better in a hotter Philadelphia.

[THESWEATUATION.COM](https://thesweatuation.com)



**SWECK IS AT AN
ALL-TIME HIGH
IN PHILADELPHIA.**

LET'S TALK SWEATY BACK. LET'S TALK CLIMATE CHANGE.



Live better in a hotter Philadelphia.

[THESWEATUATION.COM](http://thesweatuation.com)

Pilot

- 6 weeks (Summer '15)
- Fishtown neighborhood

Postings



Outreach



Social Media Contest



HERE'S THE SWEATUATION IN PHILLY

The climate is changing. It's getting hotter and wetter and yes, sweatter in Philadelphia. In fact, it's more sweat than we've ever seen. But there are ways we can live better in this sweaty situation.

IMPROVE
YOUR SWEATUATION

WIN A
BRAND NEW BICYCLE

CONTACT US: The Franklin Institute | 222 North 20th Street
Philadelphia, PA 19103 | www.curp.org

PHILLY CARES: See how our partners are helping
improve the sweatuation.

STAY CONNECTED: Sign up and stay in the loop on all things sweaty.
Enter Email

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LIVING MORE COMFORTABLY IN A
HOTTER, WETTER PHILADELPHIA
IS EASIER THAN YOU THINK.



< PREVIOUS

NEXT >

CONTACT US: The Franklin Institute | 222 North 20th Street
Philadelphia, PA 19103 | info@curbphilly.org

PHILLY CARES: [See how our partners are helping
improve the environment.](#)

STAY CONNECTED: Sign up and stay in the loop on all things CURB.

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Results



Press

From Geekadelphia and Green Philly Blog...

...to Natural Resource Defense Council and
a professor at UVA

- **3.6 million** impressions online
- Website visited **10,495** times

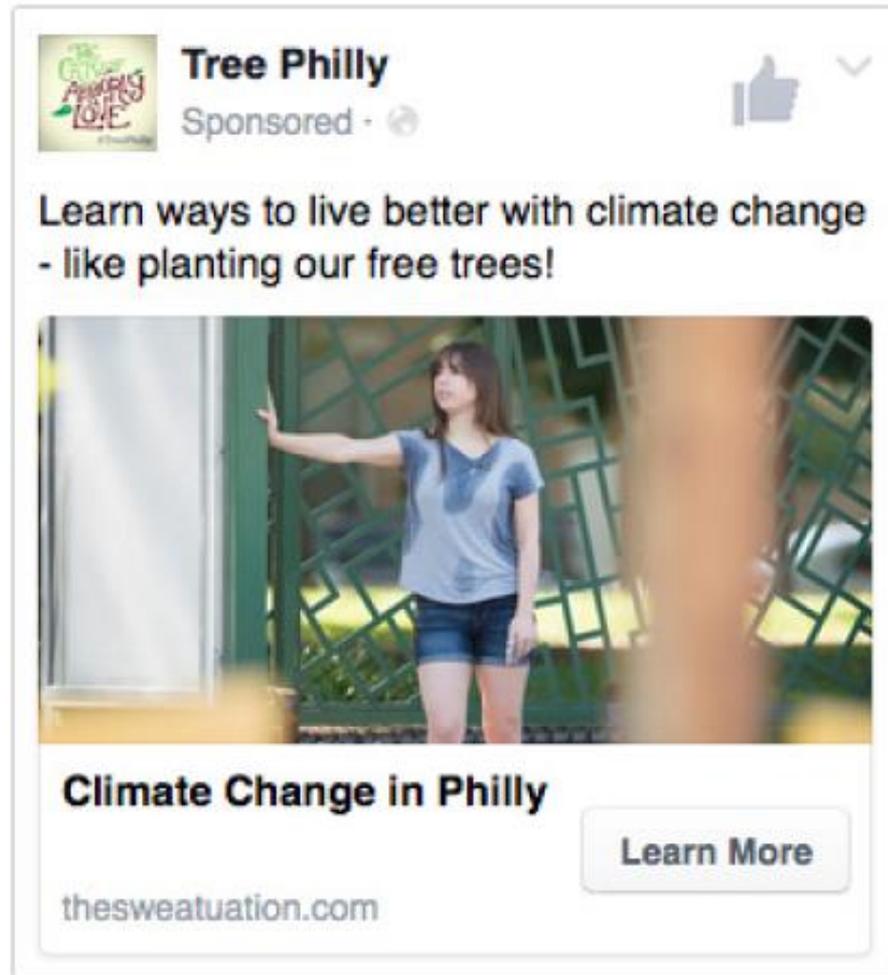
Survey

- **200** responses
- **35%** seen the campaign at least once
- Of those, **43%** had talked about the campaign with their friends, family, and neighbors

“How Did The Campaign Make You Feel?”

- *It definitely made me more aware of the changing climate.*
- *Eye catching and caused me to investigate further.*
- *Nice to get confirmation that what I felt was really happening!*

How did our partners feel about it?







Next Steps for Sweatuation?

- Pilot in DC summer '16
- Sweatuation 2.0 in all 4 cities in summer '17

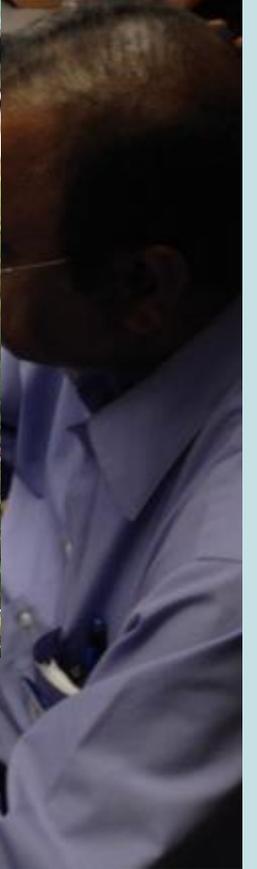
How does this relate to network building?

- Informal:
 - Opportunities, not expectations
 - Decentralized
 - Fun



Network To Date

- 150 members, 50 organizations
- Climate Matters Newsletter each week
- Building a community
- Changing practice



Resources

- www.CUSPproject.org
- www.ClimateCentral.org
- www.ConnectingOnClimate.org
- www.ecoAmerica.org

Thank You!

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