

SHIFT MINDSETS: An Important Climate Action

PURPOSE

The collective 'we' have ample evidence-based solutions to our climate emergency. We also have a myriad of vested interests that deny the evidence and thus keep us embedded in mindsets that spiral us down rather than up. The purpose of this TetraMeme is to initiate a process that widens an upward regenerative path forward. Far better that the path is wide enough to invite a diversity values and beliefs that believe in a healthy, peaceful future for all of life.

Engaging this diversity requires us to consider HOW we engage our family, friends, communities and institutions by gently and defiantly catalysing Mindset Shifts.

AMPLE EVIDENCE-BASED CLIMATE SOLUTION RESOURCES

There are ample solution resolving initiatives, organisations, individuals, and tools to save humanity and the planet. The questions are, why aren't we listening? If we have millions of \$\$ to spend on science-based solutions, what's the hold-up? What's stopping us from saving ourselves and the planet? Thus, the urgency of this project re: shifting mindsets. To maintain hope...here are some resources, based on science and asking Nature for her help...

- [IPCC Report](#)
- [Climate Action Tracker](#) (see what's happening globally)
- [drawdown.org](#) (Paul Hawken)
- <https://biomimicry.org/> (Janine Benyus) (excellent educational tools & programmes)

COMMS STRATEGIES

- [Decisive Climate Moments Call for Bold New Tactics](#)
- [Drawdown Lift](#) Climate Justice -Health and Education strategies

WHAT WE NEED NOW are leaders, followers and influencers with the skills to engage, shift mindsets, inspire and catalyse change locally, globally and in-between.

SHIFTING MINDSETS: TetraMeme Planning Process

1. Context & Potentials: List key trimtab mindset shifts
2. TetraMap listeners' needs/motivations
3. Nature's metaphor
4. Key relationships and design connector strategies that link engagement to mindset shift

1. Key trimtab mindset shifts to be made: (w/ ref to Espen Stoknes: see Addendum)

- **Social: Collaboration**
From "I'm pretty good at working alongside my teammates" to ***Let's work as a network knowing what I do, think, feel impacts what you do, think, feel.***
- **Economic: Ego to Eco**
From "What can I save, make, gain from this?" to

If we look at climate as the canary in the coalmine, how might what's happening around the world economically signal specific priorities to address? What are those priorities?

- **Environmental: Distant to local**
From “I don't relate to the environmental holocausts happening so far away.” to ***What's happening in my home, workplace, community that indicates the canary is suffering and dying?***
- **Political: Seeking blame**
From “Who's the bad-guy we can focus on?” to ***Let's be creative in imagining adaptive strategies that sync with Nature and each other.***

2. TetraMap listeners' needs/motivations

- **EARTH is firm, Solidifying:** Strong foundation/infrastructure; Bottom-Line; Facts; Replacement Strategies
- **AIR is clear, Transformative:** Justice; Efficiencies; Governance; Adaptive Planning
- **WATER is calm, Unifying:** Collaboration; Trust; Interdependence; Mycelium network
- **FIRE is bright!, Energising:** Creativity; Inspiration; Hope; An ecological future

TetraApproach to engagement:

- **EARTH – Set Context** (so everyone is on the same page. What do we have in common?)
- **FIRE – Engage** (Capture the attention of all 4 Elements)
- **AIR – Shift Mindsets** (Think through what mindset shifts YOU need to make to be effective; consider current audience mindset and replacement mindset that you want to introduce/embed) Focus on one trintab mindset so as not to overwhelm)
- **WATER -Raise self & team esteem** (Plan and envision how both are raised by end of the conversation)

3. Metaphor: The Eastern Bluebird whose vivid blue colour never fade.

<https://asknature.org/strategy/feathers-produce-non-iridescent-colors/>

Relevance: How do we stay committed and true to our values to ensure they don't fade?

Introduction



Few colors in the animal world are so uniform and breathtaking as the vivid blue of the eastern bluebird (*Sialia sialis*). It's hard to imagine that such a standout hue could be due ...to the shape of ... disordered structures. These nanoscale formations bend and bounce different wavelengths of light in different ways.

The Strategy

Looking extremely closely at the blue parts of bluebird feathers, scientists have discovered that the barbs are made of long strands of a protein ... tangled together... The tangles scatter different wavelengths of incoming light evenly, creating a single color that looks the same from whichever angle it's being viewed.

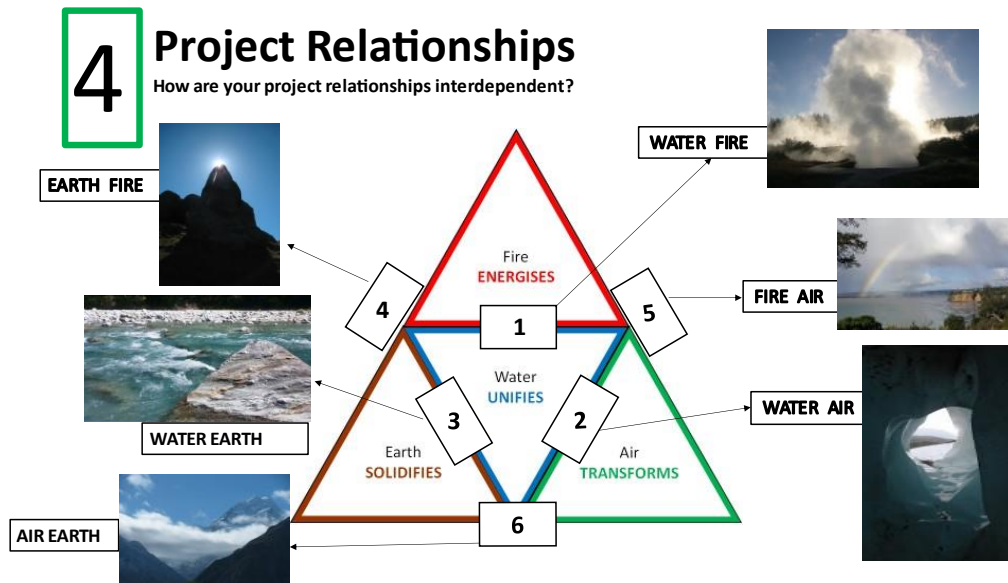
The Potential

This so-called “structural” approach to creating color through the configuration of molecules rather than through the use of pigments provides inspiration for the development of vivid, and more

sustainable, fade-resistant paints. Lessons learned about how to **direct the flow of light waves** might also be used to improve solar photovoltaic cells and light technologies such as laser.

Beyond that, a broader lesson comes in the form of how to think about solving problems. It just might be worth pondering broad chemical and physical principles—gravity, entropy, magnetic attraction, etc.—and consider how they might be helpful in achieving an end. **Designs based on, and taking advantage of universal laws can be far more efficient and compatible with living things than those that ignore the basic laws of nature.**

Key relationships and ‘connector strategies’ that link engagement to mindset shift



1. **Water-Fire (Unify/Energise):**
Set community context that catalyses trust, conversation, comradery, shared vision.
Connector Strategy: 1on1, small group conversations; town-hall meetings; events.
2. **Water-Air (Unify/Transform)**
Explore how together we can create synergies and handprints.
Connector Strategy: create a presentation that explains HANDPRINT concept and potentials
3. **Water-Earth (Unify/Solidify)**
Build the principled foundations we work on and let gravity do its work. Allow participants to work in areas aligned with personal values.
Connector Strategy: Bring people together to explore how we can best work together short and long-term.
4. **Earth-Fire (Solidify/Energise)**
Direct the flow of information and action. Allow participants to work in areas of personal ego-satisfaction and passion.
Connector Strategy: Choose opportunities to direct and leverage a solutions-based sharing of information and action steps.
5. **Fire-Air (Energise/Transform)**
Move quickly and efficiently. Be transparent and feedback-generous.
Connector Strategy: Experiment lots, fail fast, learn and take risks, calculated or not.
6. **Air-Earth (Transform/Solidify)**
Position messaging and actions in different contexts with overall effect of movement in the

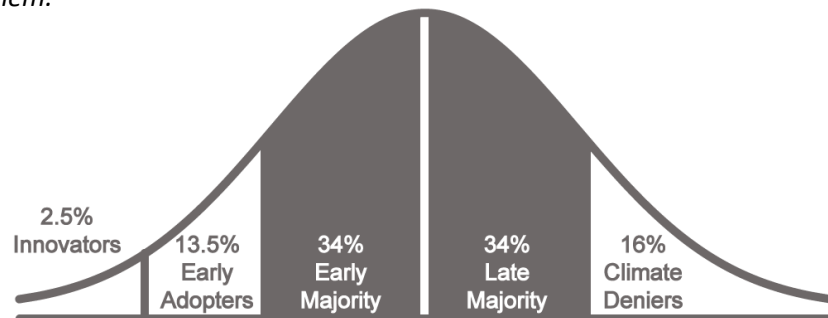
same direction.

Connector Strategy: Choose specific community contexts (eg school, local board, influential collaborators) – design engagement vocabulary/style to suit in order to build critical mass across the spectra of collaborators.

ADDENDUM

Espen Stoknes

“We know more than ever about this [climate change] issue, but the public and political will is lacking... Reason has won the public argument about climate, but so far has lost the case. Even if there is widespread concern, most Westerners still choose to look away—despite dire facts, or perhaps exactly because of them.”



WHO TO TALK TO

- Aim for the Early Majority and the Late Majority.
- The first 16% are already there; the final 16% are deniers. **The deniers are not going to change their minds; they've made it part of their identity.**

WHAT WE'RE UP AGAINST

*Five defenses of the human mind: Why good people avoid engaging in reversing global warming. (Adapted from Per Espen Stoknes' book, *What We Think About When We Try To Not Think About Global Warming*.)*

1. **Topic feels distant**—it seems far away from them either in space or in time
2. Topic is doom-laden—too scary and hopeless!
3. **There's no specific bad guy to rally against**
4. Engaging with global warming just **isn't part of their identity**/who they think of themselves as
5. **They know they're implicated, and are uncomfortable about that and what it would mean if they really engaged. So they de-prioritize global warming in their lives. Yes they know it's a problem, it's just not at the very top of their priorities.**

TIPS FOR HAVING EFFECTIVE CONVERSATIONS ABOUT GLOBAL WARMING

1. Present reversing global warming as something that is achievable, beneficial, and fun!
2. Encourage people with optimistic possibilities rather than trying to scare them into action.
3. Point out that the solutions have additional benefits, solve other problems, and offer an exciting direction for humanity to move in.
4. Tell stories about the way that the solutions can make everything better for everyone, and make sure that the person you are talking to can see themselves in the story.

While being mindful of what we're up against, **share from your heart, your passion, your commitment, and vision.**

SEEDING MINDSET SHIFTS 3 MINUTES AT A TIME (elevator pitches)

- **Social:** Collaboration: From “I’m pretty good at working alongside my teammates” to *Let’s work as a network knowing what I do, think, feel impacts what you do, think, feel.*

The facts on global warming are pretty convincing from scientific research and anecdotal events. Whatever natural or human intervention led to our current social emergencies (pandemic, war, inequalities) how do you think we humans can work together better to ensure a healthy future for our kids?

I’ve seen people work cooperatively, that is side-by-side with the same goals, doing great jobs and coming out with good solutions. I’ve also seen people work collaboratively and interdependently with the mantra, “My success depends on your success.” They often seem to drive issues with a sense of urgency and come up with creative solutions. They seem to take a few more risks, welcome failure and feedback as improvement boosters. What do you think? How have or might you collaborate better...that is work with others knowing that whatever you think or do somehow impacts others and the whole project?

- **Economic:** Ego to Eco: From “What can I save, make, gain from this?” to *What if we look at climate as the canary in the coalmine. How might what’s happening around the world economically signal specific priorities to address? What are those priorities?*

We all have egos...it’s what keeps us standing. But it seems abundance begets abundance...or more specifically, increases the desire for MORE. Our egos have been successful in creating abundance ...eg. advancements in tech, education, health, weapons, creation of useful stuff, creation of junk stuff, creation of an abundance of waste even. It seems we’ve forgotten, or never understood how Nature took billions of years to develop and perfect self-sustaining eco systems...and we’ve taken less than 10,000 years to bring us to a perfect social, economic, political and environmental storm.

What if we prioritised Nature over our abundance-craving egos? How might that look? What needs to happen for you to prioritise eco over ego?

- **Environmental:** Distant to local: From “I don’t relate to the environmental holocausts happening so far away.” to *What’s happening in my home, workplace, community that indicates the canary is suffering and dying?*

If you stand back and look globally...there’s sure a lot of ‘natural disasters’ affecting lives, livelihoods and the basics...food, water, shelter. It’s all a bit over-whelming so like, anything I need to find solutions for, it helps to ‘bring it home’. I ask myself what’s happening next to me...near me that’s close enough to touch so I can do something right away? For instance, plastic (a miracle invention in its time) is now a killing machine as it pollutes and clogs our waters, the air, the land. I ‘bring it home’ and look in my kitchen. Then ask myself...What’s here that I can recycle/reuse, that I should never buy again, that I can lobby against to make a difference? What do you think?

- **Political:** Think creatively about the next normal: From “Who’s the bad-guy we can focus on?” to
Let’s be creative in imagining adaptive strategies that sync with Nature and each other.

We’re trying to reduce waste to save ourselves. I have to ask myself, “How much time and energy am I wasting trying to find someone/something to blame for the mess we’re in.” I figure, A LOT! Count the time and energy wasted even listening to those who blame or stalk someone to blame...even more wasted time/energy!

I consider myself and most people to be creative, so every time I blamed someone or heard any blame, I reminded myself how creative I am and put my time and energy into creating a new idea or reframing the issue. Eg... In building an eco-house, every time we were being ‘sold’ on an eco build solution because it was cheaper, or guided away from it because it was more expensive (which inevitably brought up who to blame for the price)...we reframe “footprint” to “handprint”-thinking. That is, how would the product BEST serve Nature rather than increase my, the house’s footprint?

If nothing else...this blame-trigger I discovered helped me learn a LOT about eco-building and the concept of Handprinting which is a LOT more fun and inspiring than blaming myself for the carbon footprints!

Using this blame-trigger method to STOP and think also strengthens our creativity and can really get creatives juices flowing. The perfect emergency storm can be navigated with more creative, ECO over Ego strategies.