Equitable Engagement Strategies

eDemocracy Network
powered by ETHELO

About Us

TARAH STAFFORD

Tarah is a screenwriter, and pubic engagement specialist. Friendliness is her secret weapon.

BEN WEST

Ben is a "seasoned" campaign organizer, public speaker and engagement specialist. Being a total geek also makes him useful at times.

The eDemocracy Carbon Budget Project

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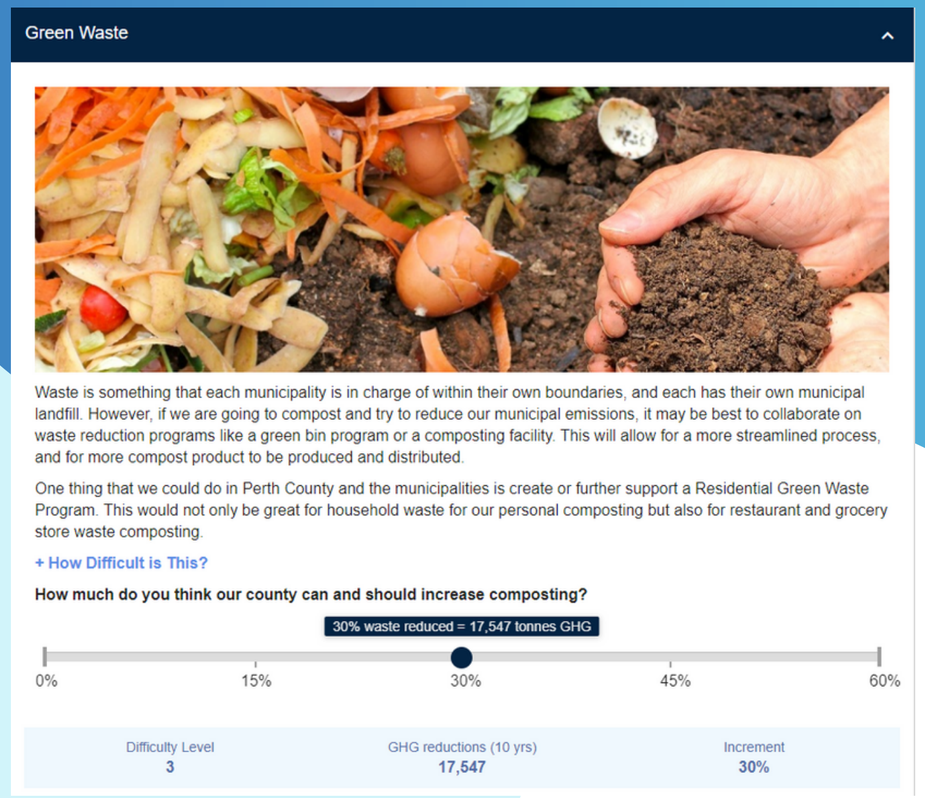

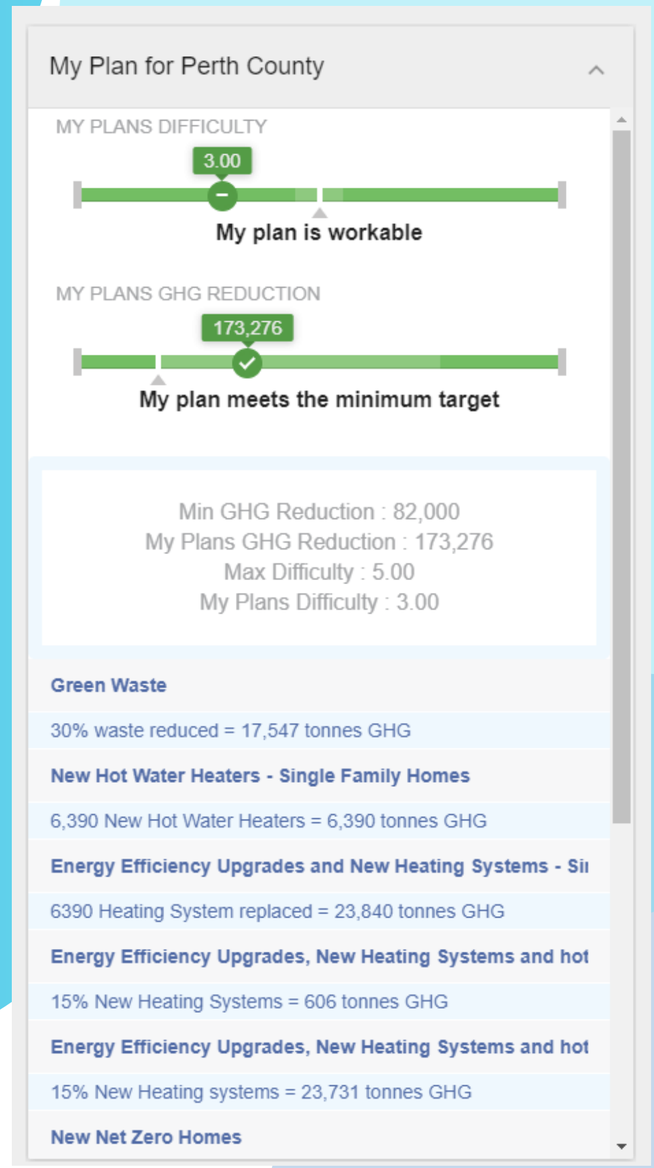

How much compost can we keep out of the landfill?

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This reduces 10k tons of GHG emissions!

How many homes can we retrofit and upgrade?

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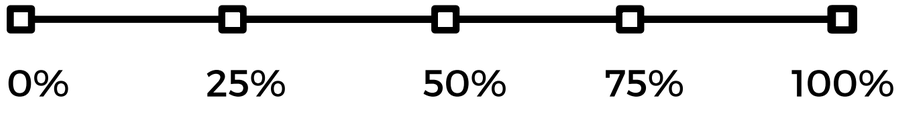

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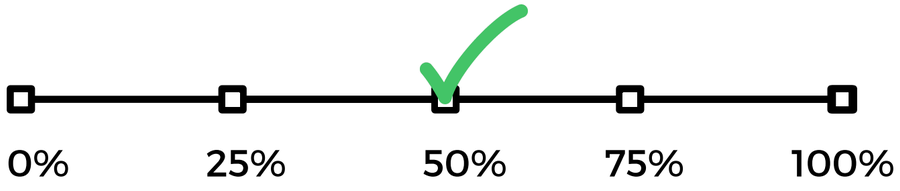

How many homes can we retrofit and upgrade?

This reduces 80k tons of GHG emissions! 👌

How many gas cars can we replace with EVs?

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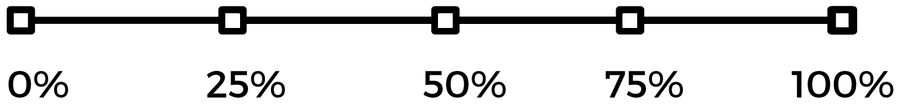

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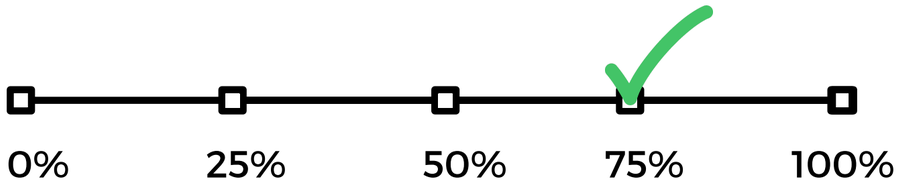


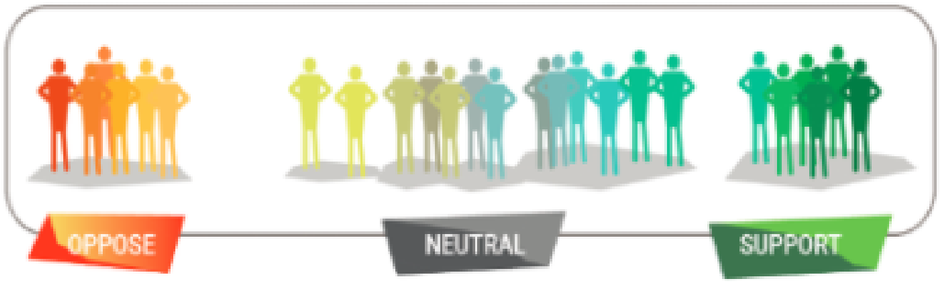
How many gas cars can we replace with EVs?

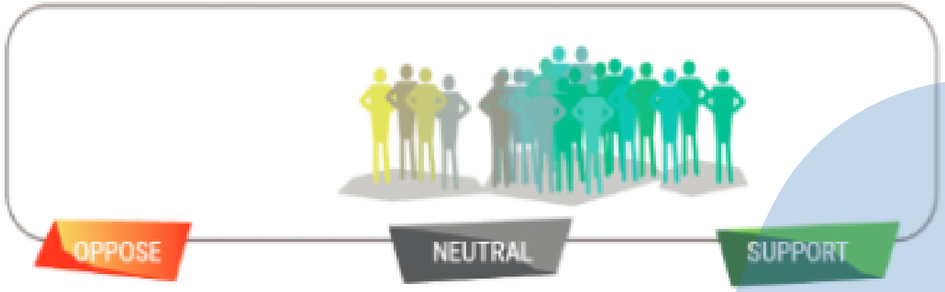
This reduces 770k tons of GHG emissions! 👏

What makes a plan fair?

+ How do we identify community consensus?

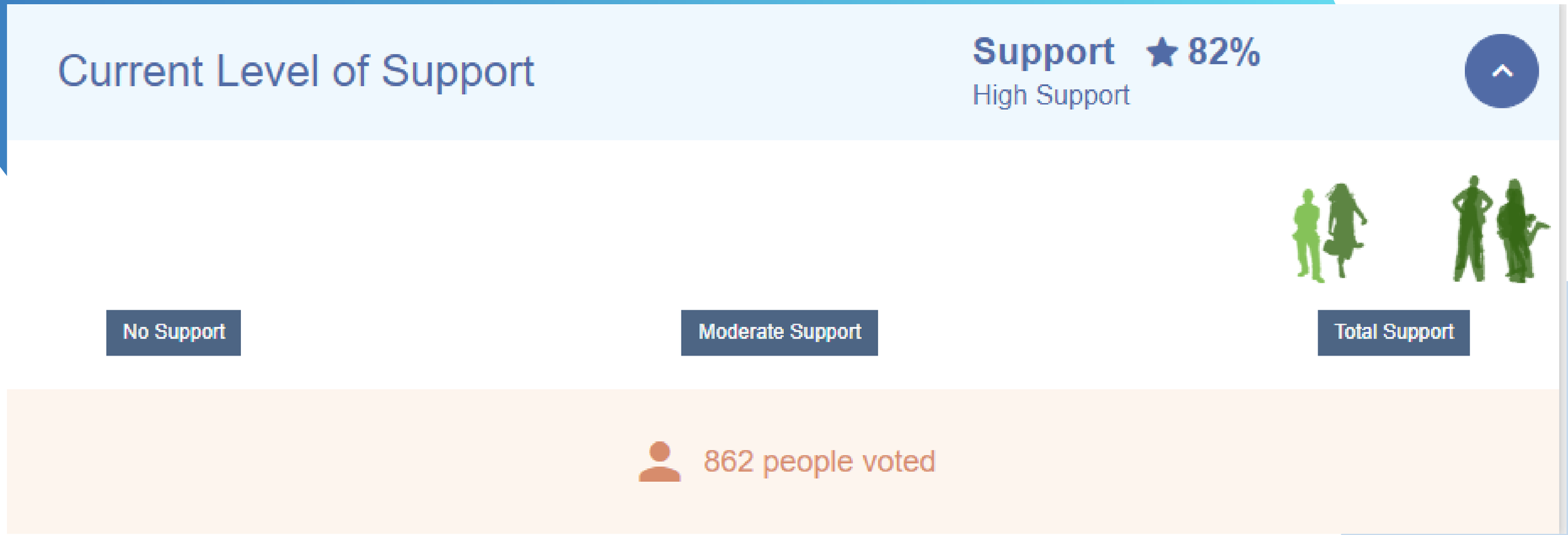
What makes a fair plan? Aside from hitting the target, its important to have a plan with support. But there are different levels of support. Here is an example. The two pictures below represent levels of support and opposition for two potential plans:





The plan on the right is a better plan than the one on the left. Why? Because the people on the right are roughly equally happy. The plan on the left is divisive, with winners and losers.

What makes a plan fair?



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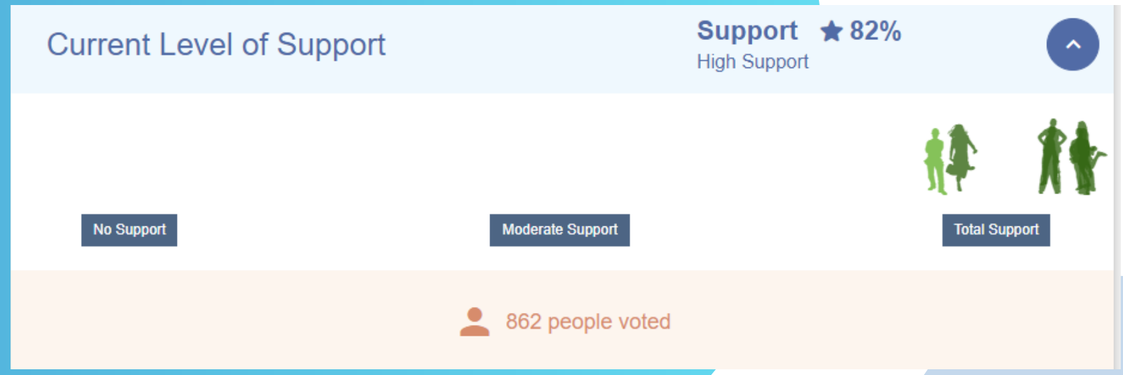


REACHING EVERYBODY

Hard-to-reach Groups

MATCHING MESSAGES

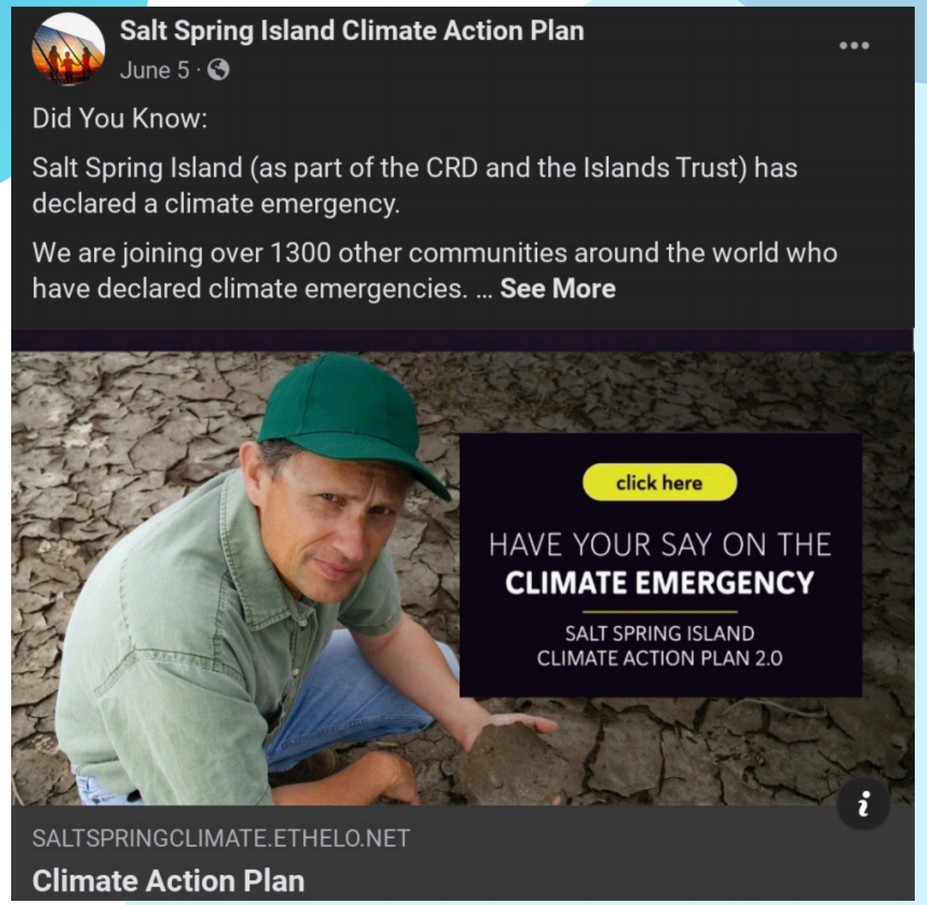
Understanding Their Pain Points

UNDERSTANDING PERSPECTIVE

Anita's Journey

COMMUNITY OUTREACH

Online & Offline



REDUCING FRICTION

Make it Easy

"If you confuse, you lose!"

REPORTS

"What gets measured gets done"

Conflict*

Moderate Conflict — **Least Conflict**

40% | 30% | 20% | 10% | 0%

- Bikes - Cycling Infrastructure
- Personal Vehicles
- Public Transport - Bus Routes
- Energy Efficiency Upgrades and New Heating Systems - Condos and Townhouses
- New Hot Water Heaters - Single Family Homes
- Energy Efficiency Upgrades and New Heating Systems - Commercial/Institutional / Industrial buildings
- Green Waste
- Energy Efficiency Upgrades and New Heating Systems - Single family homes
- Tractors and Other Farm Vehicles
- New Net Zero Homes

REPORTS

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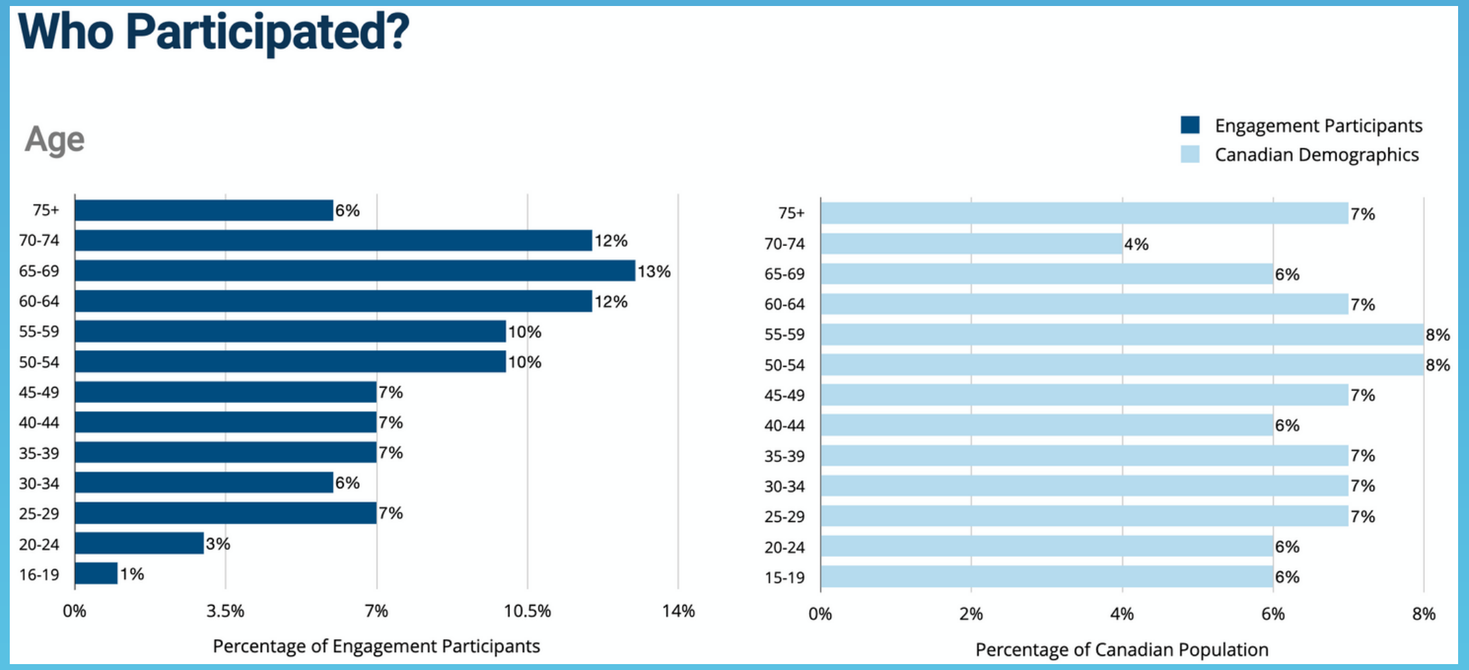

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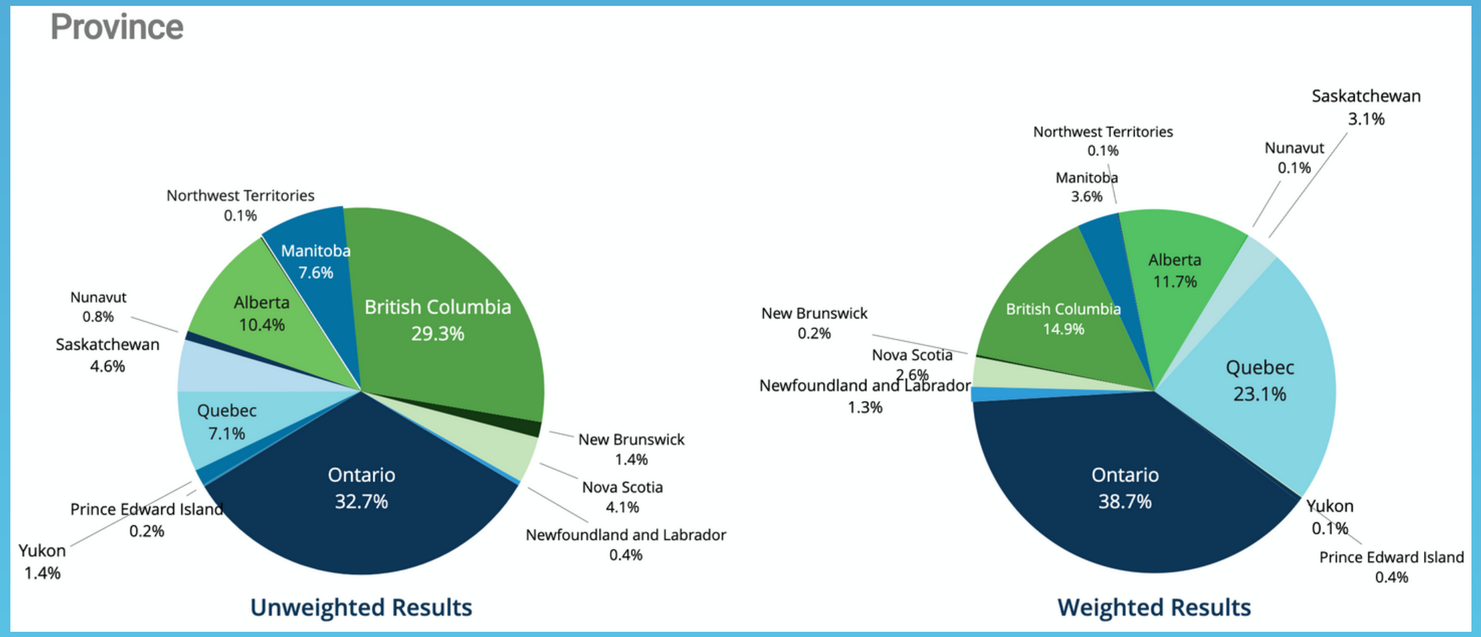
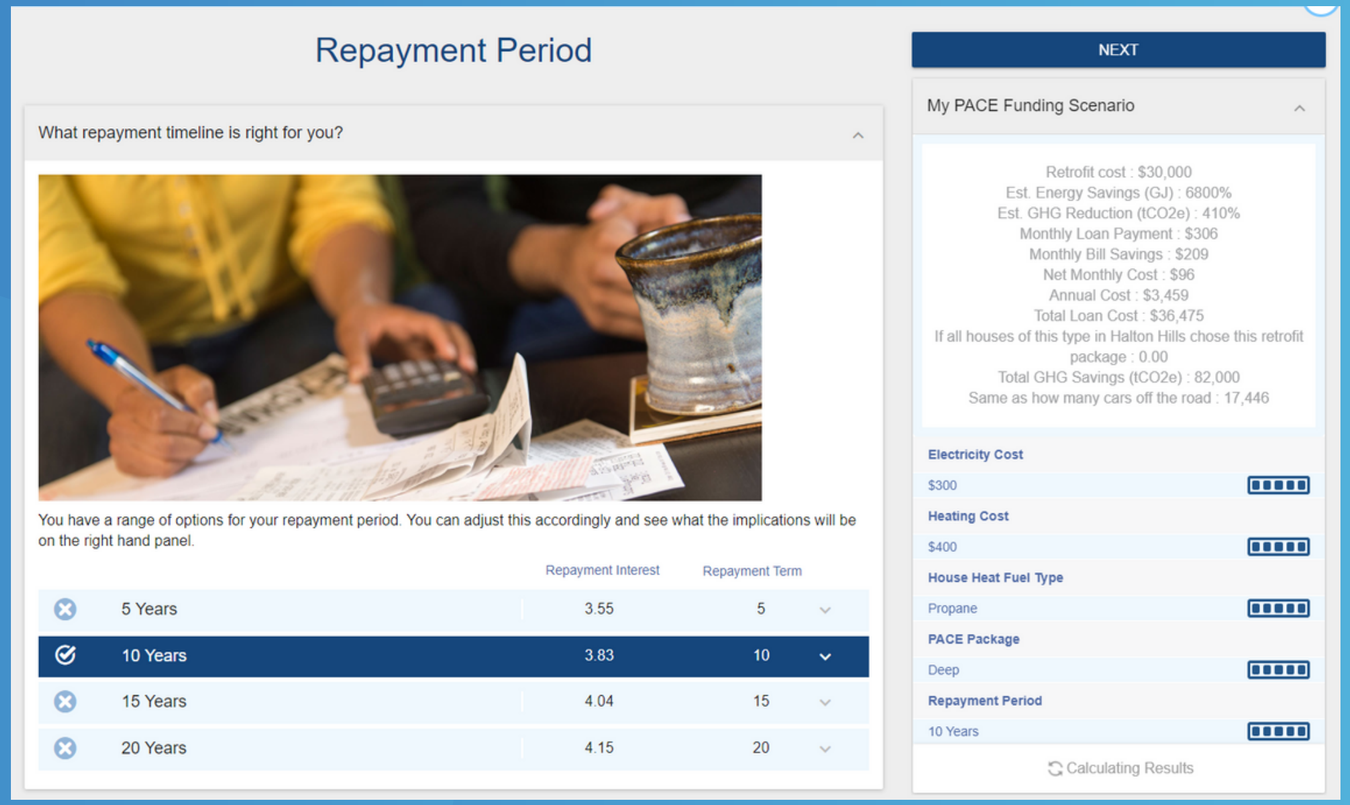


Engagement doesn't end after the Climate Plan



Looking forward to hearing about what's going on in your community.

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