

## Attachment for CC-7. Public Education and Outreach

Option No.	GHG Reduction Policy Option	Priority for Consideration	Feasibility Considerations	Notes
7.1.	<b>State Government Education and Outreach Actions</b> The State should lead by example (i.e., walk the talk) regarding education and outreach.			
7.1.1.	Establish an education & outreach committee to educate audiences regarding climate plan policies and to oversee those relating to education.			
7.1.2.	Include state public education and higher education officials in the committee established above			
7.1.3.	Create and maintain one or more “outreach coordinator” positions specifically tasked with climate outreach and coordination among state agencies and outside entities.			
7.1.4.	Educate state employees across-the-board, and assign “point persons” to do so on an on-going basis.			
7.1.5.	Institute annual Governor’s Awards to recognize climate action of several types/categories.			
7.2.	<b>Target Audience: Policymakers (legislators, regulators, executive branch, agencies)</b> Implementation of climate actions hinges on policymakers’ approval.			
7.2.1.	Educate policy makers on CAP policy recommendations, climate change in general, scientific and technological advances, and progress toward state goals through regular briefings in order to promote acceptance and implementation of mitigation and adaptation policies.			
7.2.2.	Provide continuing outreach & assistance to Governor’s office, legislature, and implementing agencies on a regular basis.			
7.3.	<b>Target Audience: Future Generations</b> Integrate climate change into educational curricula, post-secondary degree programs, and professional licensing.			
7.3.1.	Add climate change to public education performance standards for science and social studies; identify (a) gaps in climate change education, and (b) specific curricula to fill any gaps.			

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7.3.2.	Organize groups of educators to identify, assemble, and employ climate change curricula appropriate to age groups			
7.3.3.	Integrate “best practices” into public school design & construction to educate students (and parents) first-hand in their communities & colleges (i.e., walk the talk).			
7.3.4.	Integrate climate change into core college curricula.			
7.3.5.	Promote research into climate change and solutions at state universities; develop university “Centers of Excellence” on climate issues, new approaches, and technologies.			
7.3.6.	Integrate climate change into existing and/or new educational competition programs.			
7.3.7.	Work with science centers, zoos, and museums to include a climate science focus appropriate to their core mission			
7.3.8.	Introduce core competencies on climate change into professional licensing programs (e.g., energy efficiency in building design and construction, use of recycled materials, etc.)			
7.4.	<b>Target Audience: Community Leaders &amp; Community-Based Organizations</b> (e.g., institutions, municipalities, service clubs, social & affinity groups, NGOs, etc.) Recognize leadership; share success stories & role models; expand involvement and participation within civic society.			
7.4.1.	Educate community planning and zoning officials about climate change, impacts, and opportunities.			
7.4.2.	Identify individual community leaders who are acting effectively on climate change; showcase and share their successes.			
7.4.3.	Identify individual community leaders who are not yet acting on climate change and make a special effort to educate and encourage them to act.			

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7.4.4.	Engage associations and attend their periodic meetings to reach out on climate change, impacts, sector-specific mitigation actions, and adaptation opportunities.			
7.4.5.	Identify, assist, and leverage community-based organizations that have expertise or interest in climate-related issues			
7.4.6.	Work with community-based organizations to identify & build upon climate issues related to their core mission			
7.4.7.	Develop & coordinate a network of community-based organizations acting on climate change so they can link up, organize joint events, etc.			
7.4.8.	Support and facilitate outreach and education within community-based organization regarding climate change issues and actions			
7.4.9.	Develop and provide concrete information on co-benefits to entities to use in boosting their climate efforts			
7.4.10.	Organize & host events that focus on leading by example, sharing “how-to,” illuminating financial risks and opportunities, co-benefits, etc.			
7.4.11.	Encourage municipal leaders to join ICLEI’s <sup>1</sup> Cities for Climate Protection program and/or the Mayors Climate Protection Agreement <sup>2</sup>			
7.4.12.	Help communities statewide implement programs like Ft. Collins’ ClimateWise program.			
7.5.	<b>Target Audience: General Public</b> Increase awareness and engage in climate actions in personal and professional lives.			
7.5.1.	Educate broadcasters, reporters, editorial boards, etc. about climate change, the risks it imposes, and solutions.			

<sup>1</sup> ICLEI is the International Council for Local Environmental Initiatives. See [www.iclei.org](http://www.iclei.org).

<sup>2</sup> See <http://www.ci.seattle.wa.us/mayor/climate/>.

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7.5.2.	Work with state broadcasters and print media associations to develop & run climate change public service announcements.			
7.5.3.	Conduct public polling to benchmark strength and depth of climate understanding.			
7.5.4.	Keep a high profile on climate change issues and actions through regular public mention by Governor and other public leaders			
7.5.5.	Develop and use a state-based “brand” on climate awareness and action			
7.5.6.	Develop & maintain a state climate change website for the public including a clearinghouse of climate change information and resources.			
7.5.7.	Work with existing company outreach efforts to customers to enhance awareness of climate change issues & opportunities			
7.5.8.	Undertake a concerted planning effort to identify and address climate adaptation issues & needs in the state			
7.5.9.	Work to educate consumers – and home designers, builders, and contractors – to ensure that they are aware of the different choices they have for space heating and cooling (e.g., evaporative vs. refrigerative) and the impacts of those choices.			
7.5.10.	Develop a statewide voluntary program to structure and assist individuals in undertaking actions to reduce GHG emissions.			
7.6.	<b>Target Audience: Industrial &amp; Economic Sectors</b> Sector-specific climate change education and outreach.			
7.6.1.	Residential, Commercial, & Industrial			
7.6.2.	Transportation & Land Use			<ul style="list-style-type: none"> <li>• Have a State award for the car dealer that sells the most hybrids?</li> </ul>

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7.6.3.	Energy Supply and Use			<ul style="list-style-type: none"> <li>• Do public service announcements to educate the public about DSM.</li> <li>• Include environmental disclosure in monthly electricity bills.</li> <li>• Help municipal utilities move to greater demand-side emphasis rather than supply-side.</li> </ul>
7.6.4.	Agriculture & Forestry			
7.6.5.	Implement a state program of voluntary business actions to reduce GHGs (like Ft. Collins' ClimateWise Program).			
7.6.6.	Institute a "business incubator" program to attract and support new business development relating to the new energy economy.			
7.6.7.	Audiences outside Colorado too			
7.7.	<b>Target Audience: Particular Sectors</b> Increase awareness and engage sectors in mitigating greenhouse gas emissions (e.g., users of public lands, forest industry, farmers, ranchers, etc.).			
7.7.1.				