

Social and Behavioral Change

Very often people have everything required to take a step forward on reducing carbon emissions, but they either lack the motivation to do it, or they simply don't know HOW to do it. Sometimes they don't even know it's possible. Influencing people is an incredibly complex endeavor, but it is possible that an innovation in social outreach that would work in multiple communities could have a large impact.

Boston climate action plan

Boston has a plan to reduce its greenhouse gas emissions by 80% by the year 2050. They also have a well-designed website that outlines that plan and what it means. [Learn More](#)

Berkley, CA climate change plan

This city's initiatives have resulted in a 43% reduction in waste sent to landfills, reducing their methane footprint dramatically. [Learn More](#)

Energetic art

These [artificial trees](#) generate a small amount of power as the wind blows through their "leaves", both providing renewable energy, and showing everyone who sees them that we're surrounded by energy just waiting to be collected.

Solar thermal power

Port Augusta, Australia is working towards replacing their coal-fire power plant with a stand-alone [solar thermal plant](#). This is both an advance in solar power, and a new example of a community taking action on climate change!

Tortilla chips made out of crickets

[This company](#) has developed [food made from insects](#) that looks and tastes just like one of America's favorite snack foods. They're high in protein, low in fat (for chips), and good for the environment!

Positive Deviance

This organization is trying to help communities harness the inherent creativity and human resources *within* the community to solve seemingly intractable problems

Wind-powered trains

The Netherlands' largest train operator has signed a contract with a large European wind energy corporation to power all of their trains - enough power to run Amsterdam for a year - off of wind energy, and they're going to do it by 2018!

Transition town models to encourage community action

There are a number of groups working the "[transition town](#)" model, which encourages towns to work as communities to transition away from fossil fuels.

Redesigning cities for bikes

Lessons from a "[brilliant](#)" [bike plan](#), showing how innovations in city planning, layout, and use can result in more efficient transit.

Cooperatives to help people and institutions work together

[This group](#) is working to bring together different groups and people to build economic prosperity from climate action.

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