

# Animating Climate Campaigns:

Using the *Liberating Voices* Pattern Language to Connect and Start New Initiatives

## Call for Workshop Participation



## Community Day, June 20, 2021

Communities and Technologies 2021 Preconference Event

(This workshop is scheduled for 11:00 am - 12:30 pm PDT. People can [register and attend this workshop](#) only but they are also welcome—and encouraged—to attend the entire FREE [Community Day](#), (9:00 am - 2:30 pm PDT) event as well. In that case they should also [register for Community Day](#).

## Introduction

Wicked problems are complex societal problems that have many possible solutions and cannot be solved by any stakeholder on their own. And climate change might be the most obvious example of that.

Numerous initiatives — from global UN treaties down to local neighborhood initiatives — aim to mitigate the causes and adapt to the dire consequences of climate change. However, for those initiatives to achieve collective impact at the scale so urgently needed, they need to find ways to more efficiently connect, recombine and scale up their efforts.

In this online workshop, we will explore one way for climate action initiatives to discover and strengthen their connections: applying the *Liberating Voices* pattern language to the thriving ecosystem of climate initiatives around the world. Patterns in the *Liberating Voices* pattern language are activities that have been applied by activists and others who are working for social change. They are practice-based combinations of knowledge and action that are general enough so that they can be used over and over again but not in the same way twice. The patterns in a pattern language are also intended to be used together. **Citizen Science** and **Earth's Vital Signs** (both patterns from the *Liberating Voices* pattern language), for example, can work together since doing Citizen Science may inform our knowledge of Earth's Vital Signs, which itself can be used to suggest directions for more sustainable policies. Our intent is to focus on but not limit ourselves to the Seattle "climate action ecosystem", including the various efforts by a great diversity of people and institutions from the neighborhood to the city to the state, country and beyond. After all, what works in Seattle may also work in Cleveland, Kentucky, The Netherlands, or Bangladesh— and vice versa.

## The Workshop

In this workshop, we will be working with various pattern cards to generate ideas and find surprising connections between the climate initiatives represented in the workshop. A pattern card is an abbreviated "pattern" which is drawn from the *Liberating Voices* pattern language that over a hundred people helped develop. Each pattern in this collection of patterns represents an idea that people have used in pursuit of positive social change. By following the links to related patterns, one suggested action can lead to another. By coming up with many such actionable links between existing and possible climate actions, we should come up with scenarios for more impactful, interconnected campaigns.

Using the perspectives from a wide variety of "Initiative Advocates" who represent a range of climate action initiatives, we will generate ideas for collaborative connections between existing initiatives and ideas for new activities and projects. These should help strengthen and better connect climate campaigns in the Seattle region and beyond. By "acting locally" and "thinking globally" we also hope to inspire similar campaigns in other corners of our Global Village.

## Approach

The workshop will be totally online, using Zoom and the collaborative whiteboard Miro. First, several initiative advocates will introduce their own climate action, starting with some Seattle-based examples. In breakout groups, we will then work on alternative climate campaign ideas for strengthening and connecting the initiatives presented. Using the *Liberating Voices* pattern

language, each group will work on its own scenario. At the end of the workshop, we will jointly discuss these alternatives and come up with some recommendations. These will remain available online after the workshop for participants and others interested in inspiring climate campaigns in the Seattle region and elsewhere in the world.

We are hoping to attract a diverse group of people to this workshop. Please look at the categories below and see where you fit.

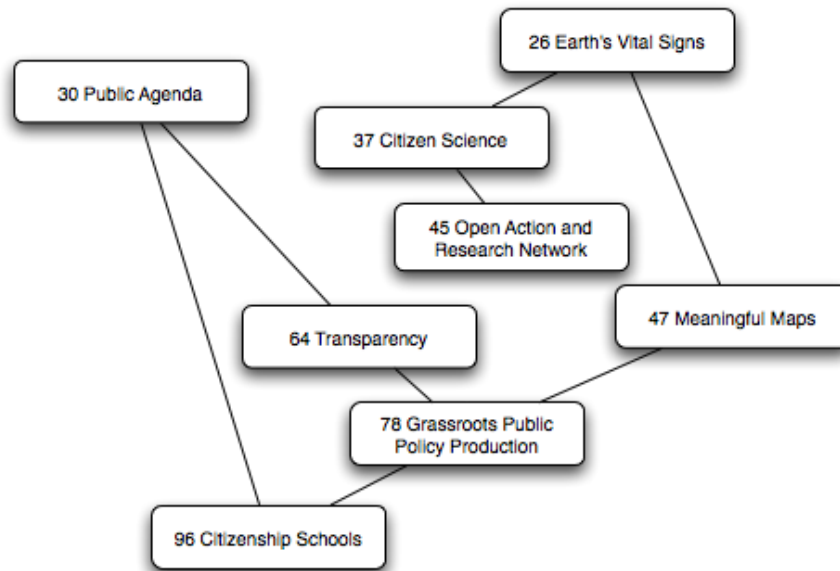
- An **Initiative Advocate** is somebody involved in or thinking about a concrete climate action, preferably in the Seattle area, and willing to (re)present that action in the workshop. You may, for example, be an activist campaigning to make your neighborhood block go solar, a business person who is trying to make your product more sustainable, a government official trying to develop policies that move us closer to sustainability, or an artist or musician working to give voice to people and other living creatures affected by climate change.
- A **Concerned Citizen** wants to do something about climate change, but may not have a concrete climate action to represent (yet). By participating in the workshop, you can get to know and join existing initiatives, and afterwards perhaps even start an initiative of your own!
- A **Communities & Technologies Researcher/Practitioner** has a professional interest in how to make communities work, using technologies of all kinds. By participating in the workshop, you can support issue advocates and concerned citizens in strengthening their collaboration and impact. It should also inspire you to find new ways to apply your tools and methodologies.
- A **Pattern Language Mentor** is knowledgeable about patterns and pattern languages (particularly *Liberating Voices*), and will be able to help answer questions, and generally assist and encourage the collaborative work we'll be doing in the workshop.

## Registration

To get the most out of this workshop, we would like you to register in time, so we can tailor the program as much as possible to the number, interests, and experiences/expertise of the participants. Please fill out this [registration form](#) as soon as possible, but at the latest by **June 18**.

## More information

If you have any questions, please contact the workshop organizers: Doug Schuler ([douglas@publicsphereproject.org](mailto:douglas@publicsphereproject.org)) or Aldo de Moor ([ademoor@communitysense.nl](mailto:ademoor@communitysense.nl))



If you want to know more about the *Liberating Voices* pattern language that we will use, check out this website: <https://www.publicsphereproject.org/patterns/lv>

If you REALLY want to know more, check out our paper in which we sketch the approach we will use in this workshop:

D. Schuler, A. de Moor and G. Bryant (2020). [New Community Research and Action Networks: Addressing Wicked Problems Using Patterns and Pattern Languages](#). In Proceedings of the 7th International Conference on ICT for Sustainability, pp. 330–337.