

===== HOW TO HAVE =====

A CONVERSATION ABOUT THE WEIRD WEATHER

ULLU

THE SINGLE MOST IMPORTANT ACTION

you can take to focus people's power on climate is to start conversations about why climate matters to you, your friends, family, and the world you interact with every day.

YOU DON'T NEED TO BE AN EXPERT.

You don't need to change anyone's mind immediately.

You just need to start conversations, meeting people where they are at. No shame, no blame.

Don't worry about reaching a particular destination. It's a journey that involves "think time" post conversation, revisiting the talks, and evolving.

AND START, STAY AND END POSITIVE!

CONVERSATION

STARTERS:

WHAT'S UP WITH THE WEIRD WEATHER?



DID YOU KNOW

80%

OF PEOPLE BELIEVE CLIMATE IS A REAL THREAT?



HAVE YOUR KIDS TALKED TO YOU ABOUT THE CLIMATE?

DO YOU KNOW IF YOUR TOWN IS INVOLVED IN A SUSTAINABILITY PROGRAM?



WHAT FRUSTRATES YOU ABOUT THE CLIMATE CONVERSATION?

WHAT RESONATES MOST WITH YOU ABOUT THE CLIMATE STUFF GOING ON?

AFTER THE FACT

Share your experience with other friends who joined you in having these kind of conversations so you can compare notes and look for ways to continue building your confidence and skills.

We want to know how your conversations are going. What worked? What were some road blocks? Let us know how you are doing at hello@ullu.cc so we can continue improving our toolkit for others to have these crucial conversations, too.

A FEW GUIDELINES

FOR GOOD CONVERSATIONS

WHEN YOU LIKE SOMEONE, SHOW IT.

When someone knows you like them, they're much more likely to be open to your ideas. Find common ground with people. Be warm. Give them genuine praise for something. Warning: Fake it and people will know, which can backfire.

BE GENEROUS OF SPIRIT.

Let them talk first by beginning with questions. Listen carefully. Give people the benefit of the doubt. Look past small mistakes. Deeply, thoughtfully, and consistently think through their perspective. Show respect.

TELL YOUR STORY.

Know what's more powerful than facts? Stories. What happened in that moment where you first became aware of the climate challenge? When did you first start feeling nervous, and why? What else did you feel?

EXPERTS WHO PEOPLE LIKE AND RESPECT CAN BE POWERFUL.

Does your conversation partner have a leader they respect? Do you know what that person thinks about the climate? Concern about the climate crosses nearly all the typical political and religious boundaries.

REPETITION FROM MORE THAN ONE PERSON IS IMPORTANT.

It often takes more than one person talking about an issue to change a mindset. That's why a concerted, organized effort like ULLU is so important. And it's another reason why you should keep conversations brief and positive. If you start to feel revved up, it's time to stop.

DON'T SAY IT—DO IT.

When others see you act on your beliefs (by seeing you volunteer or change your lifestyle in some way, for example), it's powerful. What you do is more effective than what you say.

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ACTIONS

Use a smart thermostat.

Have you tried LED bulbs?

Electric lawn-mowers cost \$399.

Electric snow-blowers, they exist!

Home Energy Audit.

What is your tire pressure?

Hybrid and Electric Vehicles are cool.

Don't forget to turn off the lights (yes, mom.)

Avoid rush hour traffic.

Food waste drives the crisis.

Where is the closest farmer's market?

Buy local.

Use solar gain in the winter, open your blinds.

Put a dry towel in the dryer with your wet clothes.

Use a dimmer switch.

A slow cooker is 75% more efficient.

Reusable grocery bags are a thing.

Solar panels come with tax breaks.

Eat your veggies.

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