PRWeek Presents

The Impact of 🌍ne

Proposed by Morgan Jones

Informational Objective:
- **Increase awareness about climate change's severity and impact** among 30% of climate change deniers and those who do not believe climate change directly impacts their personal lives by 2024.

Motivational Objective:
- **Generate interest in making environmentally friendly actions** on an individual scale among 20% of newly educated climate change deniers and 50% of climate change believers by 2024.

Behavioral Objective:
- **Increase the amount of Americans who make individual efforts** to mitigate the effects of climate change by 15% by 2024.

Campaign Research

Though awareness of climate change and its immediacy increases, **46% of Americans do not deem climate change a major threat to the country's well-being** (Tyson et. al, 2023). The divide in opinions about climate change's impact in America falls across partisan lines. Primary and secondary research was conducted to evaluate the extent of this divide and to discover solutions to educate across a partisan audience.

Makeup of climate change believers and deniers

Those who identify with democratic or liberal ideologies tend to acknowledge climate change and support solutions to the issue. Those who identify with republican or conservative ideologies tend to resist acknowledging this issue (Wong-Parodi and Feygina, 2020). **This partisan divide has increased greatly in the past decade as Americans disagree on whether climate change is human-caused** (Hornsey and Fielding, 2020).

However, many Americans—on both sides—fail to see the urgency of human-caused climate change (Krishna, 2021).

Primary research collected from a Qualtrics survey supports these findings, showing that 93% of Democratic respondents acknowledge the reality of climate change, in contrast to 59% of Republican respondents. Moreover, 83% of Democrats strongly agree that climate change is a serious threat to the United States, compared to just 18% of conservative respondents. This Qualtrics survey was conducted over a two-week period in October 2023 garnering 204 responses.

Why is there a partisan divide?

This partisan divide among belief in climate change comes from people's desire to affiliate with a social and political group. Americans often base their understanding of climate change on the views prevalent within their social circles, rather than the opinions of scientists. **People seek out information that aligns with their group's ideology and modify their opinions to match those of their peers** (Palm et. al, 2017).

Conservative news channels, politicians and social groups have an established reputation for spreading misinformation and distrust about the severity and existence of climate change (Krishna, 2021). Conversely, liberal ideology supports enacting policies and lifestyle changes to mitigate the impact of climate change (Wong-Parodi and Feygina, 2020).

Because this issue falls across the partisan divide with both groups leaning into their respective ideologies, **this campaign must focus on educating people from within their social groups.**

Why do people fail to take action?

Many Americans fail to take action against climate change for two main reasons: **they don't believe climate change directly impacts their lives, and they believe that the responsibility for addressing climate change falls on government and corporate entities** (Frantz and Mayer, 2009).

Results from the Qualtrics survey confirm this information: 92% of respondents believe the government and 94% believe corporations have a responsibility to combat climate change. However, only 59% of respondents feel they, as individuals, can make an impact on climate change while 65% feel overwhelmed by the current climate crisis.

When the magnitude of the issue appears too large and individuals do not have the personal resources available to make a difference, many people believe they are not responsible for acting. Public relations campaigns that emphasize **practical and achievable steps toward preventing climate change** tend to be more effective. (Frantz and Mayer, 2009).

However, to reach across this partisan divide, any government or corporate action must not impede on the free market or upend the current socio-economic system.

Explanation of Strategy

Create The Impact of One

This campaign will create and promote a new initiative, The Impact of One, which aims to offer resources and information for Americans to adopt climate-friendly practices in their communities and daily lives. It emphasizes how **individual action, multiplied across millions of people can catalyze large-scale environmentally positive change.** The Impact of One will partner with the Climate Solutions Caucus, a bipartisan governmental entity, and B Lab, a nonprofit focused on creating positive climate solutions in the private sector, to garner national attention and support.

The Impact of One will launch a website and accompanying mobile app, leveraging **machine learning technology as a primary motivational tool.** This platform will provide personalized recommendations for eco-friendly actions based on users' locations, lifestyles and incomes. It will function as an educational tool for visualizing individual environmental impacts and a community hub for users to connect and collaborate on climate-friendly initiatives.

The Impact of One will host a press conference announcing the launch of this new organization to bring in media attention and utilize the social networks of its governmental and corporate partners. The organization will issue a press release following the conference to reach any media contacts who could not attend the event.

The Impact of One will also partner with **AI4Good**—a global nonprofit focused on promoting the UN's sustainable development goals through machine learning—for all machine learning necessities. As an independent partner, The Impact of One allows AI4Good to extend its influence to individuals, while The Impact of One concentrates on expanding its scope beyond machine learning to specifically target initiatives within the United States.

Increase awareness of climate change by reframing the narrative

The Impact of One's first objective is to engage climate change deniers by presenting information in a way that resonates with their moral values. Research suggests that people's beliefs about climate change are more influenced by their **moral values and the desire to conform to their social group** rather than having access to more information (Sparkman et. al, 2020)

This awareness objective first targets conservative climate change deniers—a group often overlooked in climate discussions. Since climate change believers are already informed on the existence of climate change, the focus is on specifically engaging climate change deniers.

The Impact of One aims to **reframe this existing narrative** to engage climate change skeptics by linking climate change to issues salient to a majority of Americans. Messages under this objective targeting climate change deniers will focus on personal responsibility and acknowledge climate change within the framework of the current industrial-capitalist system. **This approach considers deniers' strong defense of the existing system and their reluctance to support policies that might disrupt it.**

The Impact of One will engage conservative social groups by pitching members from the Conservative Climate Caucus to speak on Fox News about the impact of climate change on the American economy. To reach a **bipartisan audience,** The Impact of One will pitch members from the Climate Solutions Caucus—a bipartisan climate organization—to speak on various broadcast news channels including CNN, MSNBC and CBS.

Placing stories on broadcast news reaches older generations in America. Roughly 60% of U.S. adults above the age of 50 use television as their primary source of news (Pew Research Center, 2021). Recognizing the growing trend of Americans accessing news through social media, The Impact of One will amplify the message's reach by reposting interviews on its social media channels.

Americans between the ages of 18 and 29 access news primarily through social media (Shearer, 2021). To engage with a younger audience, The Impact of One will pitch Vox, The Washington Post and The Wall Street Journal to create and share content about climate change on their TikTok channels. These selected news publications are known for their strategic use of TikTok to present news in engaging ways. **The Impact of One will carefully balance the political leanings of each selected publication to ensure its message reaches across the partisan divide.**

Through public service announcements (PSAs) and digital advertisements, The Impact of One will frame the significance of climate change in a way that aligns with American values: economic benefits, energy independence and responsible stewardship of land. Because 75% of Americans rank strengthening the U.S. economy as a top priority, this objective will **tailor climate change messages to fit within an economic perspective** (Pew Research Center, 2023).

Garner support toward enacting climate-friendly behavior

After raising awareness among climate change deniers about the severity and impact of the issue, the second objective will **increase acceptance toward practicing positive climate actions among both newly informed deniers and existing believers.** Subsequent messages will strive to balance recognizing the seriousness of climate change while also offering practical, actionable solutions for individuals.

This objective will shift social norms toward climate-friendly practices. Recognizing that people are more receptive to ideas **endorsed by their social circles**, The Impact of One will focus on

2

promoting local initiatives and tailor its digital outreach to specific audience segments.

In collaboration with AI4Good, The Impact of One's website and mobile app will allow users to **visualize their personal climate impact**, calculated from their self-reported behaviors and lifestyle habits. The AI-driven database will suggest alternative, more sustainable behaviors. Users can also see the amplified positive impact these changes could have if adopted by millions of people. To promote this platform, The Impact of One will **pitch an exclusive to Fast Company** to launch this partnership due to the publication's focus on innovation in technology and world changing ideas.

The Impact of One will engage a digital audience by targeting advertisements on Facebook, Instagram and TikTok. **Leveraging AI4Good's machine learning, the campaign will tailor advertisements to users based on geographic location.** These advertisements will highlight how others in the same area are adopting positive behaviors and illustrate—through data visualization and image generation—what their communities might look like if each community member adopted positive climate behavior. Each advertisement will encourage viewers to visit The Impact of One's website for a comprehensive guide on how they can contribute positively to their communities.

The Impact of One will collaborate with micro-influencers to encourage positive climate behaviors. These influencers, chosen for their relevance in specific content areas like travel, food and beverage, fashion, and lifestyle, will demonstrate how they incorporate eco-friendly practices into their daily routines. Since social media users often follow these influencers for their niche content, having the influencers share climate-friendly tips relevant to their specialty will **enhance the trust and credibility of the message**. Each influencer's post will also encourage followers to interact with others through The Impact of One's group channels, fostering community engagement.

Shift behavior toward climate-friendly action

When Americans observe peers in their social groups engaging in environmentally friendly practices, they are more likely to adopt such behaviors themselves.

The Impact of One will launch a **week-long, nationwide climate competition within local communities leading up to Earth Day 2024.** The competition is designed to motivate individuals to enact actions that lead to substantial environmental improvements across the nation.

The campaign will hold a press conference at the White House, in partnership with the **Office of Science and Technology,** demonstrating government and corporate backing for its initiative and attracting media attention. The event will feature a range of speakers including political figures, business leaders and well-known celebrities who speak out against climate change. They will express their support for the competition and encourage Americans to take part in this initiative.

The Impact of One will issue a press release to announce the competition. This release will outline how community members can participate and promote the award for the top 10 highest-scoring individuals: the Environmental Stewardship Award.

To reach a young target audience, The Impact of One will collaborate with MrBeast and Billie Eilish to post a challenge to their followers, encouraging their audiences to participate in this competition. Both MrBeast and Billie Eilish remain outspoken about climate change and have supported separate climate initiatives in the past.

Community leaders across America will receive a toolkit detailing the steps to implement this competition in their areas. **Each participating community will organize its own press conference to generate local support and engagement.**

The Impact of One will equip community leaders with a list of specific, actionable steps that residents can take as part of the competition. These actions will be tailored to each geographic region, **utilizing machine learning to ensure they are practical and achievable for community members.**

The Impact of One will establish group forums on its website for individuals to collaborate and share the environmentally friendly actions they've implemented while discussing climate-friendly alternatives to current behaviors. To protect against hateful speech or misinformation spread throughout these group channels, The Impact of One will create detection models using data from climate scientists and flag any incorrect information. The detection models will provide an explanation on why the information the user posted was incorrect and provide alternative actions to take.

At the end of the competition, The Impact of One will air a 60-minute documentary on Netflix showcasing the winning city from each state. The documentary will use machine learning to visualize the data on environmental action taken and use image generation to **illustrate the potential for what the community might look like if all people in the community enacted climate-friendly behavior.**

After the competition ends, group forums, data visualizations and image-generated visuals will continue to be available on The Impact of One's website. Individuals can still engage with others in these forums, with the focus of these channels shifting toward **sustaining long-term environmental behavior change.**

Strategy

Objective 1: **Increase awareness about climate change's severity and impact** among 30% of climate change deniers and those who do not believe climate change directly impacts their personal lives by April 2024.

Strategy: Educate climate change deniers and those who do not believe climate change directly impacts their personal lives on the **direct impact climate change has on local communities** through cable networks and digital means.

Tactic 1: **Host a press conference announcing the launch of The Impact of One**—an organization which offers resources for Americans to adopt eco-friendly practices in their daily lives—in partnership with the Climate Solutions Caucus and B Lab. A press release will be distributed to key media contacts following the press event including the New York Times, The Wall Street Journal, National Review and Politico.

Tactic 2: **Pitch members of the Conservative Climate Caucus** to speak on Fox News about climate change's impact on the American economy. **Pitch members from the Climate Solutions Caucus** speak on broadcast news stations including CNN, MSNBC and CBS to reach a bipartisan audience. The Impact of One will post excerpts from the interviews on its social media channels to expand the messages' reach to social media.

Tactic 3: **Pitch Vox, The Washington Post and The Wall Street Journal** to create and share content about climate change on their TikTok channels, tailored in their distinct editorial voices. This approach targets the 18- to 30-year-old demographic by providing informative and engaging content on climate change through TikTok, a platform popular among this audience for consuming news.

Tactic 4: **Air PSAs that visually show the impact of climate change** using an economic and legacy frame. The purpose of these PSAs is to show the impact on the earth as well as show how it's not a natural occurrence and how humans cause it. These PSAs will be distributed as advertisements on cable news networks and as sponsored posts on Facebook, Instagram and TikTok.

Objective 2: **Generate interest in making environmentally friendly actions on an individual scale** among 20% of newly educated climate change deniers and 50% of climate change believers by April 2024.

Strategy: Increase consideration of **practicing environmentally friendly actions** among climate change deniers and believers through traditional and social channels.

Tactic 1: **Pitch an exclusive to Fast Company announcing The Impact of One's partnership with AI4Good** to create visualizations where individuals can see the impact of their actions and interact with other users to collaborate on climate-friendly behavior. Issue a press release to a key media contact at Fast Company.

Tactic 2: Use AI4Good's machine learning capabilities to **create impact visualizations and target advertisements toward Meta and TikTok users based on geographic location.** These advertisements use language centering on dynamic norms with an emphasis on collective action, and they illustrate how others within the target consumer's community are making climate-friendly decisions.

Tactic 3: **Pitch micro-influencers on Instagram and TikTok to share ways they practice environmentally friendly behavior specific to the content they post.** Specific content areas include travel, food and beverage, fashion and lifestyle. Each post will use the accompanying hashtag #ImpactofOne. Include, Lindsey Baruch (@lindseyeats) for the food and beverage influencer, Amanda Bloomquist (@amanda.bloomquist) for the travel influencer, Joel Moore-Hagan (@moorehisstyle) for the fashion influencer and Allie Bennett (@alliehbennett) for the lifestyle influencer.

Objective 3: Increase the amount of Americans who make individual efforts to mitigate the effects of climate change by 15% by April 2024.

Strategy: **Motivate Americans** to enact environmentally friendly actions in their daily lives.

Tactic 1: **Host a press conference at the White House promoting the launch of the nationwide competition.** Invite national leaders across governmental, business and entertainment sectors to speak in support of the competition. The governmental spokespeople include Republican U.S. Rep. Andrew Garbarino and Democratic U.S. Rep. Chrissy Houlahan, the business sector spokesperson includes Lisa Jackson, VP of Environment, Policy and Social Initiatives at Apple, and the entertainment spokespeople include Leonardo DiCaprio and Jimmy Donaldson, known online as MrBeast. **Issue a press release following the event** announcing the nationwide climate competition among local communities. The competition emphasizes how individual action, multiplied across millions of people can create large-scale positive change.

Tactic 2: **Pitch MrBeast**—with 46.6 million Instagram followers and 218 million YouTube subscribers—**and Billie Eilish**—with 110 million Instagram followers—to issue a challenge to their followers encouraging them to participate in the climate competition.

Tactic 3: **Create a toolkit for local communities** to enact and promote this competition in their communities using machine learning to provide environmental action specific to geographical location, average income and lifestyle habits of citizens.

Tactic 4: **Create group channels on The Impact of One's app** with specific topics for users to interact with others and share their climate-friendly behavioral changes.

Tactic 5: **Partner with Netflix and air a 60-minute documentary** at the end of the competition showcasing the top winner from each state in the United States. The Impact of One will post excerpts of the documentary on social media accounts.

Measuring Success

Objective 1: Increase awareness about climate change's severity and impact among 30% of climate change deniers and those who do not believe climate change directly impacts their personal lives by 2024.

- Use Google Analytics and social media analytics tools to track Key Performance Indicators (KPI): website traffic, social media engagement, sentiment analysis and media coverage of The Impact of One.

- Analyze the reach and impressions of broadcast news interviews and PSAs, and conduct content analysis to determine if guest speakers accurately conveyed messages relevant to The Impact of One.

- Collect demographic data of those who engaged with social media posts to determine which segments of the audience were most responsive.

Objective 2: Generate interest in making environmentally friendly actions on an individual scale among 20% of newly educated climate change deniers and 50% of climate change believers by 2024.

- Track media mentions of The Impact of One and AI4Good using media monitoring tools such as Cision, Muck Rack or Meltwater.

- Monitor reach and impressions of advertisements released on Meta platforms and TikTok, analyze location-based engagement, track the CTR and measure each advertisement's conversion rates.

- Conduct A/B testing to determine which visualizations have the greatest impact on audiences.

- Conduct social listening to determine how people talk about climate change in terms of specific content areas. Use tools such as Hootsuite, Sprout Social or Branwatch.

Objective 3: Increase the amount of Americans who make individual efforts to mitigate the effects of climate change by 15%

by 2024.

- Conduct a pre and post campaign survey to measure changes in awareness, attitudes and understanding of climate change and individual responsibility. The post survey will be sent out at the conclusion of the competition.
- Track media mentions of The Impact of One's competition and press conference using media monitoring tools such as Cision, Muck Rack or Meltwater.
- Conduct distribution and download analysis to track the number of times the competition toolkit is downloaded or distributed to gauge its reach and popularity among city officials.
- Track user registration and interaction on The Impact of One's group channels.
- Track viewership ratings and number of streams of the documentary
- Conduct a post-campaign survey one year following the conclusion of the competition to determine if the altered climate-friendly behavior remained consistent.

Conclusion

The Impact of One aims to motivate Americans to **enact climate-friendly practices by making the issue pertinent to their daily lives.** The first objective seeks to reframe climate change messages in terms of economic benefits, energy independence and responsible stewardship—topics relevant to many Americans. Once the messaging resonates with a broader audience, the campaign will leverage social groups to normalize climate-friendly actions within these circles. Ultimately, Americans will be invited to join a national climate competition, highlighting the **ripple effect of individual actions** and demonstrating **tangible, large-scale change within local communities.**

The use of AI is crucial to this campaign both in the execution of tactics and the evaluation stage. The Impact of One **leverages existing AI technology** used for climate change visualization and prediction. This technology, typically used on large-scale initiatives, will be tailored toward individual impact to highlight the importance of individual action.

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The Impact of One

The Impact of One to Host a Nationwide Climate Competition awarding 10 Individuals the Environmental Stewardship Award

The Impact of One, in partnership with the White House Office of Science and Technology Policy, is hosting a week-long climate competition among cities across the United States, beginning on Monday, April 15, 2024, and concluding on Earth Day, Monday, April 22. This competition is designed to motivate individuals to enact actions that lead to substantial environmental improvements across the nation.

At the end of the competition, the top 10 highest-scoring individuals will be presented the Environmental Stewardship Award—a newly founded award given to indivduals who have made significant efforts to better their communities and country through sustainable living. Subsequent awards will be given to the highest-scoring city from each state.

"Now more than ever, it's critical that we, as Americans, stand united to create positive environmental change," said Arati Prabhakar, director of the White House Office of Technology and Science Policy. "If every individual American makes small changes to their behavior, we will see a ripple effect across the country which will send us in a positive direction toward bettering the present and sustaining our future."

The competition was announced today at a press conference at the White House which featured key governmental, business and celebrity speakers.
- **Government:** U.S. Rep. Andrew Garbarino and U.S. Rep. Chrissy Houlahan are co-chairs of the bi-partisan Climate Solutions Caucus.
- **Corporate:** Lisa Jackson is the VP of Environment, Policy and Social Initiatives at Apple.
- **Entertainment:** Leonardo DiCaprio and Jimmy Donaldson, known online as MrBeast, remain outspoken on their support for climate positive initiatives.

City leaders will receive toolkits outlining specific, actionable steps that residents can take during the competition. These toolkits, developed using machine learning, will consider factors like location, average income and lifestyle habits of city residents to provide relevant and practical action steps.

The Impact of One's website will feature a dedicated landing page for each participating city during the competition week. On these pages, individuals can record the climate actions they've taken. Additionally, contestants can join group channels on the Impact of One's website to share their environmental actions and collaborate on ideas for adopting more climate-friendly behaviors.

For more information on The Impact of One and how to register for the competition, visit theimpactofone.org/climate-competition/

About The Impact of One

The Impact of One is a 501(c)3 nonprofit dedicated to providing resources and information for Americans to adopt climate-friendly practices in their communities and daily lives. It emphasizes how individual action, multiplied across millions of people can catalyze large-scale environmentally positive change.

Visit theimpactofone.org for additional information on this organization.

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The Impact of One
Digital Content

This is an example of one of the PSA's The Impact of One will air on cable networks and distribute as sponsored posts on social media.

It positions climate change within an economic frame which appeals to a large majority of Americans.

View it here: https://youtu.be/2gAFaEQz9II

Note: The video was fully produced and edited by Morgan Jones using copyright free videos and music. The voiceover was created using an AI generated voice, but the script was written by Morgan Jones. I chose to use AI as the voiceover to increase impact and provide a realistic idea of what the video would look like

theimpactofone

Did you know?

4 in 10 residents in Charleston, SC buy local produce, a practice that lowers carbon emissions from transportation and keeps jobs in the US economy.

Join your community today and be a part of the positive climate solution!

Visit theimpactofone.org to take a climate assessment and see the impact you can make in your community.

The Impact of One Climate Competition

This is an example advertisements the impact of one will produce using AI4Good's machine learning capabilities.
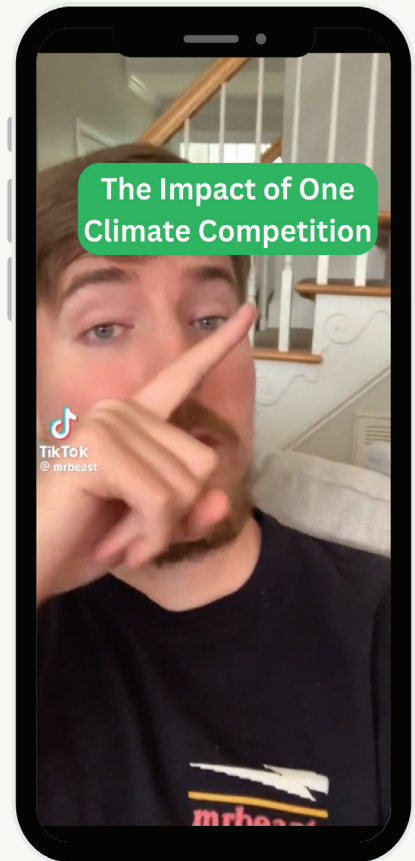
This is an example of a challenge MrBeast will give to his TikTok following.