LEARN-CC: Local Education and Action Resource Network on Climate Change

http://climate.mcmaster.ca

Introduction
LEARN-CC is a web tool that allows members of the public to report actions they are taking to help limit climate change as well as the local impacts of climate change that they have noticed. Submissions can include images and are displayed on an interactive map of the region.

Objectives
1. Create a geocoded database of climate change-related actions and impacts in Southern Ontario and beyond
2. Encourage communities, businesses, and members of the public to take an interest in environmental and climate change issues
3. Stimulate debate, encourage research, and promote actions to mitigate and adapt to climate change
4. Collaborate with community partners and create connections between various organizations

Development
- Organize planning meetings with partners including the City of Hamilton, CleanAir Hamilton, Green Venture, the Hamilton Conservation Authority, and McMaster President’s Office
- Find and adapt proper online tools (Google Fusion Tables, JotForm survey, and Weebly website)
- Program in special components like a clickable legend and ward boundaries
- Create beta site, gather feedback and preliminary submissions from partners
- Liaison with media outlets (McMaster Office of Public Relations, McMaster Daily News, the Silhouette)
- Organize June 24 launch with community partners
- Take website live
- Update and monitor site
- Implement feedback

Successes
- 800 unique visitors on first day, average of 75 per day since June 24
- 91 climate change Action submissions, 3 impact submissions
- Collected 50 images of actions, 2 of impacts
- Mentioned on a CBC Hamilton podcast, in the McMaster Daily News, the Silhouette, and on various other websites
- Increased visibility for community partners and McMaster Centre for Climate Change
- Fostered communication and collaboration

Future Work
- Continue updating and managing the website
- Feature climate change actions in Action of the Month blog, a monthly showcase for outstanding contributions
- The City of Hamilton is hosting events to mark October as Climate Change Action Month
- Integration with the Climate Change Charter
- Possible expansion beyond the Hamilton area
- Collaborate with City of Hamilton and McMaster Sustainability office to further advance this initiative
- Focus on continued publicity and engagement

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