

# Templates

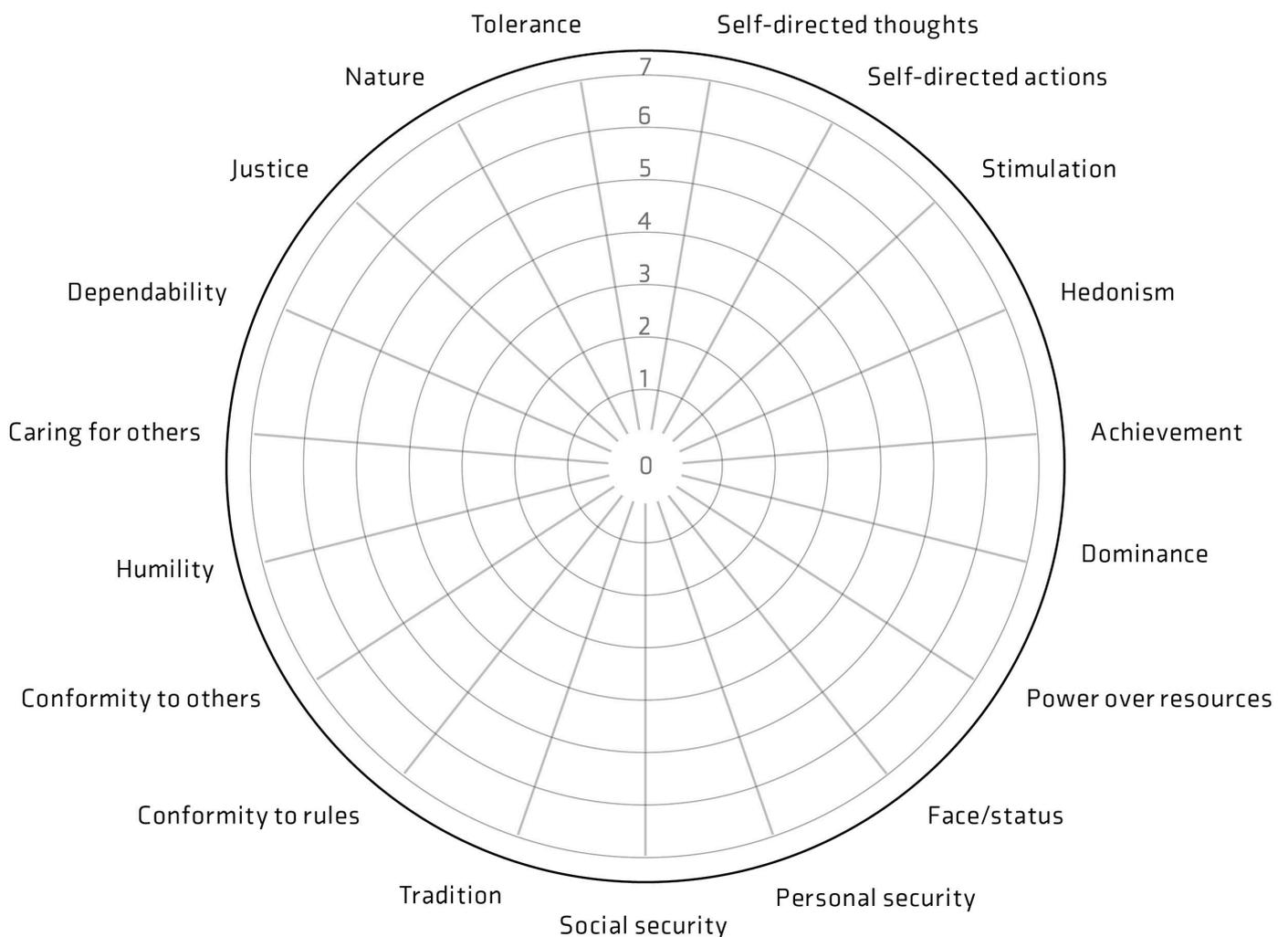
accompanying the book:  
“The Psychology of Collective  
Climate Action – Building  
Climate Courage”



**Karen Hamann**  
**Paula Blumenschein**  
**Eva Junge**  
**Sophia Dasch**  
**Alex Wernke**  
**Julian Bleh**

## Value wheel

1. For each value, make a dot on the dividing line that aligns with the level of importance that value has for you, with 7 being extremely important and 1 being unimportant.
2. Connect the dots to get a clearer picture of your value basis.



## Burnout in climate action groups

### Your basis for discussion

	With respect to this point, my involvement in the climate group is ...		
	just right	mismatch	major mismatch
<b>Workload</b> The amount of work for the group in a week			
<b>Leisure time</b> Free time for nature			
Free time for hobbies and exercise			
Free time for contacts outside the group			
<b>Guilt and anger</b> Moments in which I feel guilty			
Moments in which I feel angry about climate injustices			
Opportunities to let off steam			
<b>Hopefulness</b> Moments in which I feel hopeful			
Moments of (small) success			
<b>Participative efficacy</b> Responsibility that I have in my group			
(Time) pressure that I perceive in my group			
<b>Support networks</b> Emotional support I receive in my group			
Practical support I receive in my group (e.g., task support)			
<b>Identity</b> My own closeness to the group			
Appreciation I receive			
Possibilities to share my emotions with others			
<b>Conflicts</b> The amount of conflicts			
Times I feel angry towards other group members			
The group's way of dealing with conflicts			
Discrimination that I perceive in the group			

## Canvas

for brainstorming and planning a specific collective climate action

 <b>Social identity</b>	 <b>Moral beliefs</b>	 <b>Efficacy beliefs</b>
<p>Which social categories and groups does the target group already identify with? How can we acknowledge these groups and their values in our communication?</p>	<p>Does our target group already perceive the injustices that we want to draw attention to? Are they angry enough?</p>	<p>Does the target group believe that the collective climate action can actually achieve something? Do they feel like they can contribute to the group?</p>
<p>Does the target group already identify with a climate action group? How can we increase identification with the help of social norms?</p>	<p>How do we want our collective climate action to be perceived in public? How can we strike a balance between public attention and support?</p>	<p>How can we strengthen a sense of efficacy before, during, and after the climate action?</p>
<p>How can we design a climate action so that people feel like they belong to the group, feel good about the group, and find meaning through the group's collective action? How can we communicate this to outsiders?</p>	<p>How can we frame our collective action so that it motivates and tells engaging stories?</p>	<p>Which coping strategies could help us to face the potential failure of our collective climate action?</p>