Open Mind ~ Open Seas Let's Take Environmental Action - With the Help of Psychology

Exercise: My Environmental Psychology Canvas

The goal of this exercise is to brainstorm and develop an individual or collective environmental action in/for the ocean environment.

While planning environmental actions, intuition and knowledge often become blurred. A process with small steps makes it easy to implement the gained knowledge. The "Environmental Psychology Canvas" from the "Handbook for Encouraging Sustainable Actions" by Wandelwerk E.V. offers a question catalogue and a simplified template for environmental action. The canvas is no action guide but an environmental psychology reflection tool for possible influences on behaviour. As a creative brainstorming tool, it can be used alone or in a group.

If you want to work with the canvas in the classroom, you might take the following steps:

- 1. In the first step, you can phrase a goal and specify a behaviour and measures that the action should be all about. You can find a question catalogue in the guide that will help you with it. You might answer the entire question catalogue or choose a number of questions that you find suitable.
- 2. In the next step, you fill the canvas with all your ideas that come to mind when thinking about the status quo or a potential change. Let your creativity run free!
- 3. In the last step, you can summarise all results. For instance, you can do this by marking main ideas in colour, prioritising ideas with sticky points, drawing connecting lines, or much more.



Here you see an example of specifying behaviour and action: (see the document "My Environmental Psychology Canvas" for the blank canvas and more information)

~×·	
My goal:	Reduce paper usage
My behavior of choic	e. Stickers against free ads
	and newspaper
	⇒ attach, single–time, individua
My measure:	Throw sticker + message
	in mailboxes
	My weighbordood a votlage legters
My target group:	ornus manufe let theme serticion
	My neighborhood, a rather hetero group, maybe let them participa in the action beforehand?
	&
	Tr
My context of action:	SB My neighbors will find a sticker w friendly message in their mailboxes, it wery simple and easy to use.



This is an example of the filled in canvas:

(see the document "My Environmental Psychology Canvas" for the blank canvas and explanations concerning each field. If you want to learn more about the canvas, we recommend reading the "Handbook for Encouraging Sustainable Actions" by Wandelwerk e.V)

The environmental psychology canvas

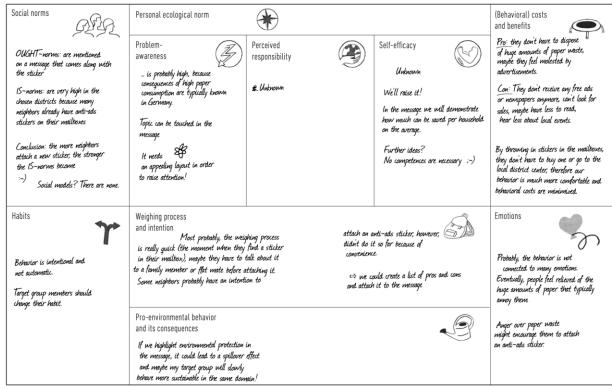


Illustration 10. Example of the environmental psychology canvas.

