1. The **strength and vitality** required for sustained physical or mental activity.

2. **Power** derived from the utilization of physical or chemical resources, especially to provide light and heat or to work machines.
Crafting A Behavior Change Campaign
Engage Community
YOUR SWEATER IS A PORTABLE PERSONAL HEATER
YOU DON’T PLUG IN
Use what you know
Craftivism Workshops

“The creation of things by hand leads to a better understanding of democracy, because it reminds us that we have power.”

Betsy Greer, *Craftivism, The Art of Craft and Activism*
Celebrate

You and Your Sweater Make a Difference!

WWU GREENHOUSE GAS EMISSIONS (2007-14)

Celebrate!
Agents of Change

Joy sustains activism.

~Rebecca Solnit, *Hope in the Dark*
Finding Your Way

Needs
Partners
Audience
Tools
Skills
Strengths
Style
Thanks!

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