



SEEDING ACTION

# Cultivating a Culture of Hope and Action

Year 2 Report

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Association of Science  
and Technology Centers



# This Year's Highlights

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## This Year, Seeding Action has...

### Welcomed 25 new members

For a new total of  
92 members

### Gathered insights from 31 organizations

who completed the  
institutional assessment, to  
better understand network  
priorities and opportunities  
for collective impact.

### Provided funding to 12 organizations

to undertake projects  
that leverage iNaturalist  
to support local action to  
protect nature.

### Helped 24 organizations enhance their exhibitions

and visitor spaces by  
providing free signs that  
promote the use  
of iNaturalist

### Published 2 new resources

with recommendations,  
examples, and tools  
that enable approaches  
that help visitors  
become planetary  
health actors.

### Published 1 peer-reviewed article

to highlight the unique  
roles that science centers  
and museums can play in  
cultivating a culture of  
hope and action

### Hosted 12 virtual events and 5 conference sessions

to facilitate cross-  
organizational learning.

### Developed 2 new programs

that provide funding and  
resources while deepening  
our understanding of how  
to cultivate a culture of  
action.

Through these activities, we've supported our members to adopt new, expanded, and targeted efforts that help build a culture of hope and action. As described on p. 15–16, Seeding Action's framing guidance and practices have helped our members **communicate in ways that inspire active hope**, the resources we've curated have enabled members to **develop more action-oriented programs and exhibits**, and the relationships we've facilitated have enabled members to **leverage insights and expertise** from the network to enhance the impact of their planetary health work. Members also report that their participation in Seeding Action has improved their organization's capacity to **articulate their values, appeal to funders, and set goals and strategies for their future work**.

The pages that follow describe each of these activities and impacts in more detail, showcase examples from members sparking local action, and share our intentions and plans for the coming year.

# Letter from the Director



It's not hard to spot signs of an unhealthy planet—from our oceans to forests, farmlands to the atmosphere—we can see, feel, and measure changes that are harming our health and wellbeing. Science centers and museums are deeply familiar with these changes and have been sharing them with their audiences for many years. But as our environmental challenges intensify, our field has begun to shift its approach from one focused on educating about problems to one characterized by supporting communities to take collective action. In doing so, we are conveying a sense of “active hope” to audiences around the world, showing the many ways in which a healthier world is possible, and we all have roles to play.

This active hope approach is resulting in a more people who have the skills, experience, relationships, and determination to contribute to solutions; local policies and practices that are grounded in data and reflect community priorities; and measurable improvements in the health of ecosystems and communities around the world. Although the merits of an active hope approach are increasingly clear, infusing this approach in content, programs, partnerships, and operations can be a challenge, especially amidst financial uncertainty and dynamic social and political climates.

In 2023, ASTC launched Seeding Action in response to input from members, who expressed unrealized aspirations to support sustained, meaningful action to address challenges like climate change, biodiversity loss, and pollution.

*“Our field has begun to shift its approach from one focused on educating about problems to one characterized by supporting communities to take collective action.”*

## Seeding Action makes an active hope approach actionable by:

- Developing **cross-sector partnerships** that connect members to new insights and opportunities for impact
- **Elevating and making the case for science centers' and museums' impact** on community and planetary health
- **Creating and curating resources** that members can apply to a range of public engagement initiatives
- **Continually refining and sharing insights** into ways that public engagement organizations can contribute to a thriving planet.
- **Facilitating cross-organizational learning and exchange** to enable more effective efforts

Over the past year, we've expanded our work in each of these areas, in partnership with members, researchers, businesses, and others committed to a thriving planet. We're delighted to share a snapshot of the Seeding Action network and highlights from the past year. We're grateful to everyone who has shared their expertise and ideas with us, and we look forward to continuing to work together toward a culture of hope and action for a healthy future.

**Rose Hendricks, PhD**

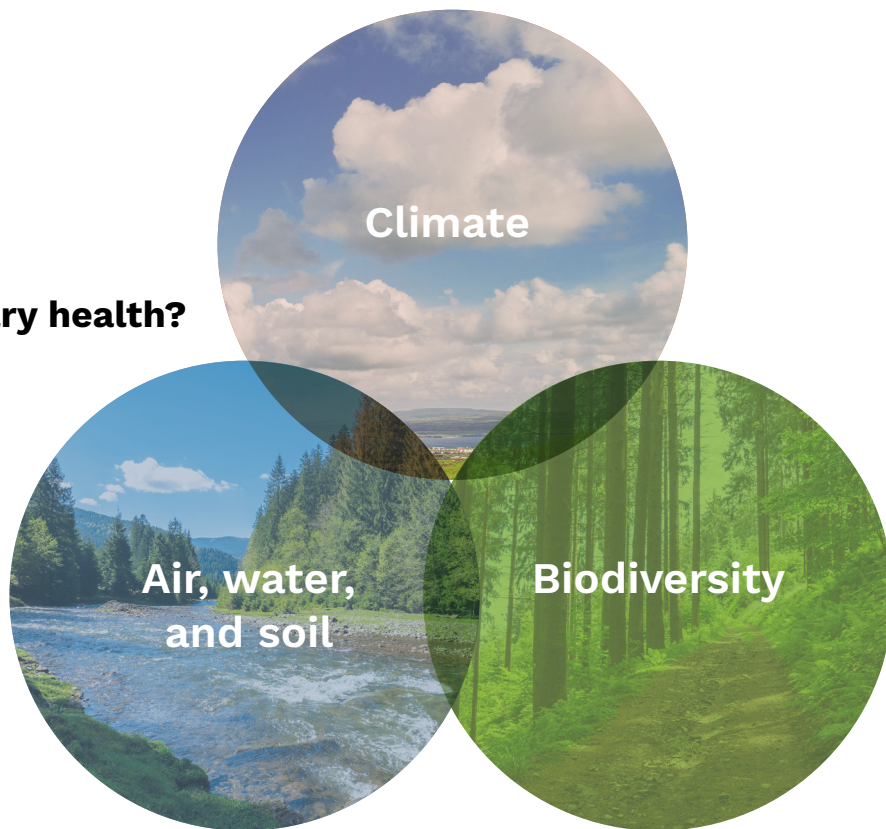
*Executive Director of Seeding Action*

# What is planetary health?

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We use the term **planetary health** to encompass a wide range of interrelated environmental topics, such as climate change, biodiversity, and pollution. While this term is often not the right one for a particular organization's work, we use it frequently to describe the work taking place across the Seeding Action network because its breadth captures the range of our members' efforts (e.g., community-led heat mapping, exhibits on local conservation efforts, Youth Climate Summits, and more). In addition, it centers the idea of health, which is positive and aspirational—something with inherent value that we can work toward.

***What is  
planetary health?***

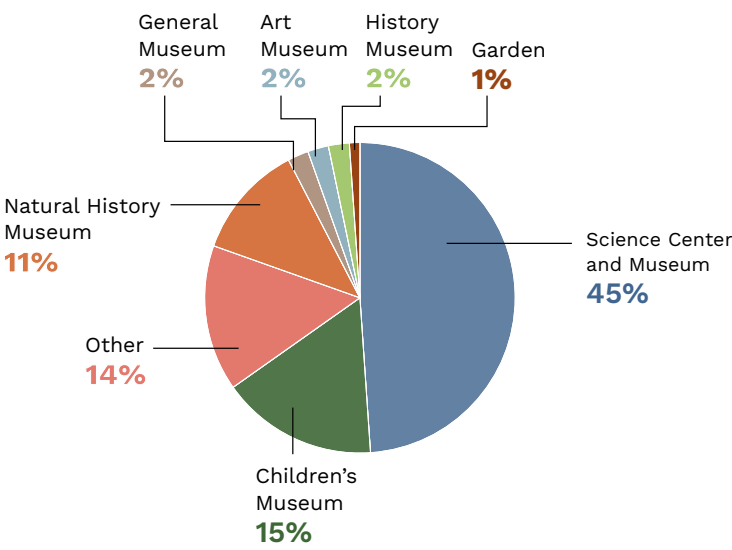




# Network Snapshot

In the past year, 25 new organizations have joined Seeding Action. Our 92 members comprise a range of organization types, missions, geographies, and cultures.

## Our members have diverse identities

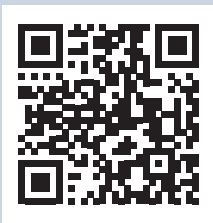


### Want to add your organization to the Seeding Action map?

We welcome all organizations committed to prioritizing planetary health through their content, exhibits, and programming; relationships and partnerships; and operational decisions to join the Seeding Action network.

Seeding Action members receive access to events and virtual spaces to build relationships across and beyond the network, targeted and adaptable information and resources, and opportunities to contribute to and benefit from collective efforts.

*There is no financial cost to join.*



**JOIN TODAY**

[seeding-action.org/join](https://seeding-action.org/join)

## We now have 92 Seeding Action members



**25 new members this year**

Our members are geographically dispersed, including across the **United States, Canada, England, Australia, Kuwait, Benin, Malaysia, Egypt, South Africa.**

A full list of Seeding Action members can be found at [seeding-action.org/members](https://seeding-action.org/members)

# Insights from Seeding Action's Institutional Assessment

The Seeding Action institutional assessment is designed to help members advance their planetary health work by facilitating reflection and internal alignment and providing ideas and resources they can apply to their work.



Full report

## THE ASSESSMENT INCLUDED:

- **Organizational survey:** completed by someone with insight into many of the organization's planetary health efforts
- **Individual survey:** completed by any staff member at an organization whose work relates to planetary health.

Here we share insights from the **31 organizations** who completed the *Seeding Action institutional assessment* in 2025, including responses from 97 individuals.

## INSIGHTS

### 1 Prioritizing planetary health

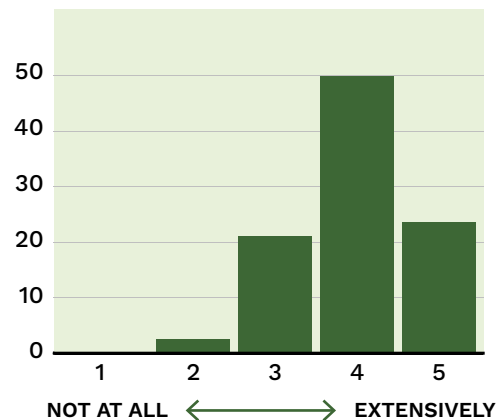
Most respondents see planetary health as embedded in their organization's work and priorities

### 2 Aiming for short- and long-term impacts.

Members' planetary health programs and content are designed to achieve both near-term and longer-term impacts, each of which can ultimately contribute to a culture of hope and action. In the near-term, they're aiming to do things like expand audiences' *understandings* of planetary health challenges and solutions, foster a deeper *appreciation* for the natural world, and build the belief that *a better world is possible*. In the longer-term, they're working to do things like improve *local ecosystem health*, increase *civic and political participation*, and change or enact *new policies*.

To what extent do you feel that planetary health is embedded in your organization's work and priorities?

(n=97)





### 3 Highlighting a range of actions

In their content and programs, members highlight a wide range of actions that their audiences can take.

These actions include: **learning about planetary health issues and solutions, making impactful consumer decisions, reducing energy use, engaging in conversations, joining groups, participating in community and citizen science, and taking civic or political action**, among others. Members often highlight different types of actions simultaneously, providing their audiences with more opportunities to discover solutions that align with their priorities, abilities, and interests.

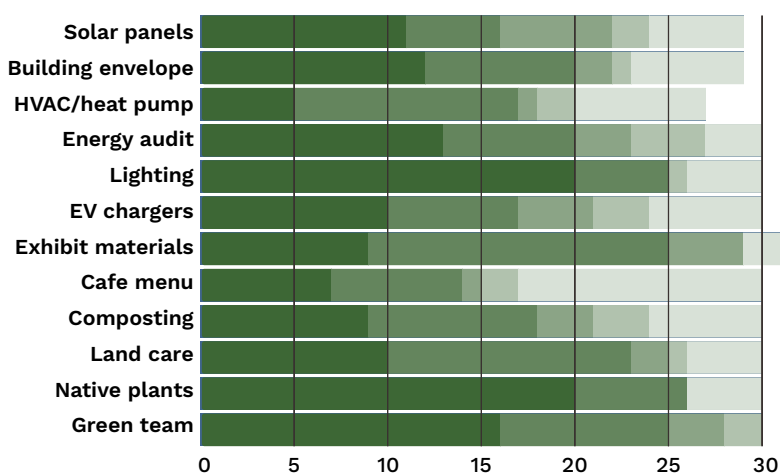
### 4 Partnering to advance planetary health

Members partner with a range of community organizations and institutions to undertake efforts that contribute to a culture of hope and action. Common partner types include state and local government entities; K-12 districts, schools, and teachers; other museums, nonprofits, and networks; universities and researchers; and businesses.

### 5 Making operational decisions that enhance planetary health

Members are prioritizing planetary health when making decisions about their facilities and operations, from energy generation and use, to waste, outdoor spaces, and green teams.

#### Has your organization pursued...



#### FROM OUR SURVEY...

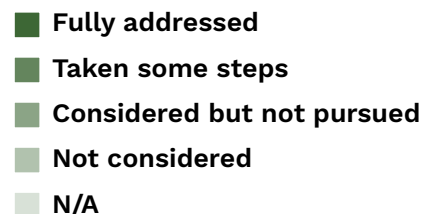
*In your mind, if your organization's planetary health efforts were wildly successful, what would that look like? What would be different in the world?*

#### SAMPLE RESPONSES

“If our planetary health efforts were wildly successful, I think this would look like our exhibitions being very low emission in build and low-waste, planning tour routes to have the least amount of emissions, and having many of our exhibitions have climate tie-ins that are focused on climate action.”

“Our region would be more resilient to the effects of climate change. The youth who have attended would vote for leaders who make positive planetary health decisions. And ultimately, the youth would step into leadership roles to impact change around the world.”

“The phrase ‘climate change’ would no longer be political.”



## INSIGHTS, CONT.

### 6 Supporting local action



**Sustainable Boise**

#### **The WaterShed (Boise, ID)**

The WaterShed has a **“community climate action” space**, centered around the seven climate action priorities highlighted in the City of Boise’s Climate Action Roadmap: water, transportation, energy, innovation and engagement, food systems, natural environment, and consumption and waste. For each, The WaterShed shares actions, ranging from individual to community. For transportation, for example, they have a large interactive software-based game where visitors can redesign Boise’s streets to be more bike-friendly, which speaks to community-level action. They also have an interactive where students can ride a bike, and the screen features real bike routes in Boise. This section encourages them to think on an individual level about trips they could take by bike. Finally, there’s a section where people can learn about the municipal government’s efforts to take action on transportation by learning about our modern zoning code, which prioritizes walkable neighborhoods.



**Nature Play Festival**

© Jessica Cronin Photography

#### **Discovery Museum (Acton, MA)**

The Discovery Museum hosted a **Nature Play Festival**, a fully free day of outdoor fun in partnership with a wide range of community organizations and local businesses to offer immersive, nature-based activities, including Invasive Plant Papermaking, Mud Kitchen, Bug Hunts, and Log and Rock Flipping. They invited attendees to explore their accessible giant Treehouse and Discovery Woods nature playscape, and take guided Nature Walks on the conservation land that abuts the campus. The goals of the event were to inspire families to take time to play outdoors—an important step in building pro-social environmental values in young people—and highlight low-lift solutions families can engage with at home, as well as demonstrate the outdoor education expertise and environmentally sustainable operations of the organization to local and federal policy makers.



**Our Changing World**

#### **Asheville Museum of Science (Asheville, NC)**

**Our Changing World** is the Asheville Museum of Science’s first exhibit inside their new planetary health gallery. From satellites to storytelling, diverse ways of collecting data show us that planetary change is here and now, so what roles do climate scientists and community members play in shaping the visions and solutions for a more sustainable future?

*Our Changing World* documents collective experiences during and after Tropical Storm Helene (2024) to gain an understanding of the compounding impact of climate change on a region’s environment and its communities. Patrons can participate in regional community science projects, explore real-time data sets, create culturally specific data art, or listen to oral histories from local scientists and community members who used diverse skills to help in the Helene recovery efforts. As patrons exit *Our Changing World*, they are invited to share their own stories, tips, visions, or actionable steps for creating climate resilient communities.



# Partnerships

New cross-sector partnerships have enabled us to integrate diverse expertise, perspectives, and approaches into programs that provide resources, insights, and collaboration opportunities for Seeding Action members.

## The Air We Share

A partnership between **Sanofi** and **Seeding Action** will support science centers and museums in the United States to engage with their local communities on the ways that environmental challenges like air pollution, wildfires, and extreme heat affect human health.

### Participating organizations will receive

- **Funds**
- **Assets** that can be adapted for public engagement programs and communications
- **Access to a community of practice** and science experts to support impactful programs.

This program will also include a youth challenge that can be implemented at science centers and museums across the country.

Three institutions—**Liberty Science Center**, **Museum of Science**, and **The Franklin Institute**—have begun designing their efforts to support action that improves human and community health, especially respiratory health.

## JOIN US

Applications are now open for organizations who would like to join this project, to undertake new efforts that engage local communities on topics related to the environment and human health. Cohort members will receive up to \$20,000, program and communications assets, and the opportunity to coordinate and learn from others to develop new public engagement efforts.

More information on this partnership and the cohort application can be found on the project webpage for *The Air We Share*.



## PARTNERSHIPS, CONT.

### OUR FIRST COHORT

- 12 Organizations ranging in size, mission, and geography, spanning three countries.
- The cohort began their work in July 2025, and their projects will unfold in the second half of 2025 and first half of 2026.

### Members of our first cohort

Boise WaterShed Education Center  
California Academy of Sciences  
Dayma  
Indigenous Earth  
Invasives Canada  
Montshire Museum of Science  
Natural History Museum of Los Angeles County  
Natural History Museum of Utah  
Phillip and Patricia Frost Museum of Science  
San Diego Natural History Museum  
Sciencenter  
South Dakota Discovery Center

### Applications for cohort 2 will open in November 2025.

Find more information on this partnership—including information about future cohorts and how to order your free sign.



## Seeding Action *with* iNaturalist

Seeding Action and iNaturalist are supporting science centers and museums to cultivate a culture of hope and action through the use of iNaturalist, a free app that connects people and nature. This partnership is supported by the Gordon and Betty Moore Foundation.

### Through this partnership, we're supporting our members to develop projects that use iNaturalist to:

- Build participants' sense of agency to contribute to biodiversity research and conservation efforts.
- Provide skills, relationships, and experiences that lead to sustained action.
- Generate high-quality biodiversity data that addresses community priorities.

To achieve these goals, we're hosting three cohorts of organizations developing projects that use iNaturalist to catalyze community action. This cohort model will enable organizations to learn from and support each other and to coordinate public participant data collection.

For each project, we'll measure participant outcomes not only at the time of participation, but also in the months that follow, to help us understand the extent to which museum programs using tools like iNaturalist can foster short- and long-term changes for participants. Moreover, by coordinating this data collection across sites, we'll develop a stronger understanding of the mindsets, skills, and experiences that underpin planetary health action, and how museum programs can give rise to those outcomes. With each subsequent cohort, we'll integrate and build on the insights developed previously, to iteratively improve our understanding of how museum experiences—especially those using apps like iNaturalist—can contribute to a culture of action. Ultimately, the projects and data generated through this program will enable more evidence-based initiatives (using iNaturalist, other apps, and beyond) that result in sustained, meaningful changes for individuals, organizations, and communities.



## Sample projects

Supported by Seeding Action with iNaturalist

### Natural History Museum of Utah

In conjunction with an upcoming exhibit on basket weaving, the Natural History Museum of Utah is working with Indigenous co-curators to address one of their concerns: the availability of basket weaving materials (sumac and willow). The project will train local experts in areas of interest to lead teams of community volunteers using iNaturalist to track the phenology and range of these species to inform management and restoration. They will also collaborate with the co-curators to create opportunities and resources that engage youth and raise awareness of the cultural importance of sumac and willow.



Elsie Holiday gathers sumac for basket weaving.  
Credit: Kirstin Roper, copyright NHMU

### The Natural History Museum of Los Angeles County

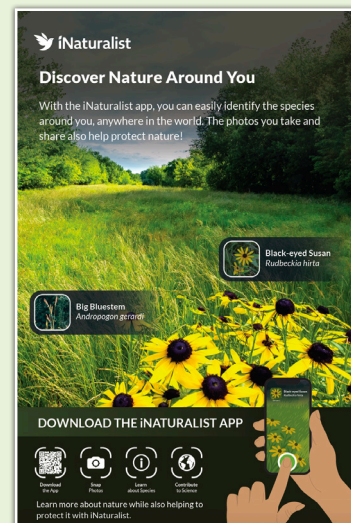
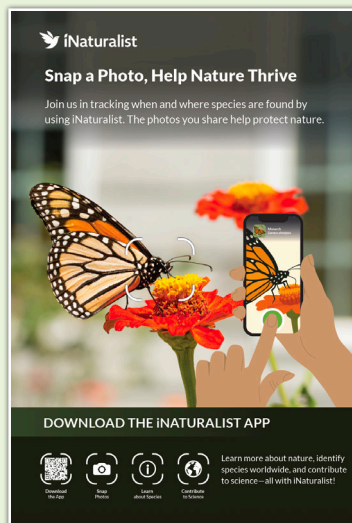
The Natural History Museum of Los Angeles County is launching two new community science projects that focus on ants and spiders in Southern California, to understand the habitat role of green spaces that are under threat from gentrification and development. In collaboration with local community partners, they will host events, share learning materials, and share their findings locally.



Community scientists taking a hike on Elephant Hill to document local biodiversity.  
Credit: Lila Higgins

## Want to enhance your garden, visitor space, outreach display, or online presence?

To reach additional audiences with the invitation to contribute to biodiversity data collection efforts, we're offering free signs for indoor and outdoor spaces. We have several designs and signage types available. On the project webpage, you'll also find a social media toolkit with graphics and template text you can adapt and use across your social channels.



# Resources & Events

Over the past several years, many members have shared similar questions and challenges:

- How should we **talk about topics like climate change** in communities that may be less receptive to conversation about this topic?
- How can we **celebrate the lifestyle decisions** people make with planetary health in mind, while also **encouraging more social, collective action**?
- How can we **overcome dominant “doom and gloom” narratives** to help our audiences see that a better world is possible?

To help our network navigate some of these complex and critical questions, the Seeding Action team has created several resources that bring insights from our members’ work together with research from a range of disciplines to provide frameworks, recommendations, exemplars, and tools that science centers, museums, and others can apply to their planetary health work.

## How can we invite people to *imagine the future* in ways that promote sustained, meaningful action?



### RESOURCE

#### **Imagination & Planetary Health: Resources for Supporting a Culture of Hope & Action**

Imagination can be a vital component of efforts to build a culture of hope and action. *Imagination & Planetary Health: Resources for Supporting a Culture of Hope & Action* furnishes ideas, tools, and models to science centers and museums interested in incorporating imagination into their planetary health work.

**This three-part suite of resources includes**

- **Exploring Imagination’s Connections to Planetary Health** highlights how and why imagination might bolster planetary health initiatives and includes recommendations for designing efforts to encourage imagination.
- **A Resource Board** provides a curated collection of tools and templates to support science centers and museums interested in incorporating imagination into their planetary health work, from activity plans to references and recommended readings.
- **A Series of Models** spotlights the diverse ways science centers, museums, and other public engagement organizations have and are working with imagination.



Bell Museum,  
*Imagine the Future*



## How can we *communicate about planetary health topics* in ways that spark sustained, meaningful action?



### RESOURCE

#### **Framing Planetary Health: Communicating to Cultivate a Culture of Hope and Action**

This guide describes a high-level strategy for approaching planetary health communications. It is designed to provide new ideas that can inform exhibits, programs, marketing, and beyond. The recommendations within can be applied to a range of topics, such as climate change, biodiversity loss, and pollution, and can be adapted for various settings and audiences. The resource can be used to design new messaging, reflect on or update existing content, or to design a broader communication strategy.

**The guide supports communicators to consider their context and goals, and to incorporate four key messages into their work:**

- Planetary health challenges are here and now.
- The health of the planet affects the things we care about.
- A healthier world is possible.
- We all have roles to play.



### RESOURCE

#### **Framing Planetary Health Worksheet**

The Framing Planetary Health Companion Worksheet mirrors the structure of the guide and offers questions to help communicators apply the concepts in the guide to their unique efforts.



**Access all of these resources on Seeding Action's resource page.**



San Diego Natural History Museum, *Action from the Archives: The Nat at 150*

## RESOURCES & EVENTS, CONT.

### Cross-organization exchanges enhance members' abilities to leverage insights and evidence for their efforts to spark action

Each person who participates in the Seeding Action network has unique experiences, examples, resources, and questions that contribute to our collective understanding of promising approaches for cultivating a culture of hope and action. Seeding Action hosts monthly gatherings, periodic webinars, and in-person events at the ASTC annual conference; elevates members' efforts in publications and presentations; and facilitates targeted connections to enhance our collective ability to build on past work and knowledge.

**Some of the ways we've elevated resources, networks, and exemplars to support cross-organization exchanges over the past year include...**



#### VIRTUAL EVENTS

**Hosted 12 virtual events to highlight resources and program examples, while facilitating opportunities for members to connect and learn from each other.**

##### Topics have included

- Facilities and operational considerations that enhance planetary health (with The Climate Toolkit)
- Supporting young children to become stewards (with Caretakers of Wonder)
- Fostering empathy to spark environmental action (with Advancing Conservation through Empathy for Wildlife Network)
- Facilitating imagination for a healthy planet (with Re-Imaginary)
- Inspiring teens to tackle planetary health challenges (with Anchorage Museum, The Wild Center, and Morehead Planetarium and Science Center)



#### IN-PERSON SESSIONS

**Convened in-person sessions at the ASTC annual conference.**

##### Sessions have included

- *Bringing iNaturalist to Your Museum: Bioblitz in San Francisco*, preconference intensive
- *Inspiring Planetary Health Action Through Imagination, Creativity & Experimentation*
- *Ingredients for Action: Approaches That Cultivate a Culture of Hope and Action for Planetary Health*
- Planetary Health Action Fair, featuring posters and demonstrations from approximately 20 organizations working to cultivate a culture of hope and action for planetary health.



#### PUBLISHED ARTICLE

***Opportunities for science centers and museums to cultivate a culture of climate action***

This open-access article describes the unique role that science centers and museums can play in sparking climate action, and opportunities to further expand their impact.



**Access the article  
in *npj Climate  
Action***



# Reflections from our Members

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The 2025 institutional assessment asked respondents to share the ways that their participation in Seeding Action has influenced their work.

Respondents shared that **relationships** facilitated by Seeding Action have enabled them to learn from others and incorporate new insights into their work, in addition to providing a valuable community that offers a sense of solidarity and encouragement. They also described the value of Seeding Action **resources** that offer recommendations, tools, and frameworks. In addition, several respondents noted that their participation has enhanced their understanding of broader **landscapes**, allowing them to consider their work in the context of the field—what other organizations are doing, and the challenges and successes they’re experiencing.

**Seeding Action has begun to shape the public engagement approaches and messages our members share with public audiences. For example:**

“ASTC’s Seeding Action has helped Quest Science Center more clearly articulate the values that guide our youth climate change programming and partnerships. The network’s emphasis on equity, reflection, and peer learning has functioned like a mycelium network: quietly connecting and nourishing our thinking, language, and actions. It has directly shaped how we have reframed our Planetary Health Program, which now centers intergenerational approaches to deepen youth understanding of climate change, support meaningful action, and build a vibrant community committed to the well being of future generations.”

**-ADRIAN BUENO, PLANETARY HEALTH PROGRAM COORDINATOR  
QUEST SCIENCE CENTER**

“I attended multiple virtual gatherings and webinars, used resources, and learned many new ideas and considered some of our future planned content differently based on the information gained. For example, (1) we put out a SASSY climate opinion survey and learned that our community is more than twice as “alarmed” as the national average, (2) we would like to plan a Youth Climate Summit and were introduced to the Youth Climate Summit Network, and (3) we would like to plan a future Climate Change exhibit and learned ideas about how to make sure it is effective and relevant to our local audience based on the work that has been done at other locations.”

**-HEATHER SEGALE, EDUCATION AND OUTREACH DIRECTOR  
UC DAVIS TAHOE ENVIRONMENTAL RESEARCH CENTER**

“Our museum had begun working on a major new permanent exhibition about climate change and climate action when Seeding Action resources started becoming available. Serendipitous timing! I’ve since eagerly read every new resource to learn about the current state of the field in terms of climate change communication and education, what other institutions are implementing, and to inform strategies and messaging. It’s so important to be part of a community, and the resources, monthly gatherings, conversations, and opportunities offered by Seeding Action have also benefited both the exhibition and our institution immensely.”

**-CECILIA NGUYEN, SENIOR EXPERIENCE DEVELOPER  
OREGON MUSEUM OF SCIENCE AND INDUSTRY**

## MEMBER REFLECTIONS, CONT.

**Seeding Action has also begun to shape organizational strategy and culture for some members. For example:**

“Seeding Action’s framing of hopeful and action-oriented messages about planetary health and climate change has become an integral part of our goal statements and objectives for programs and exhibits offered by the museum. These goals being set now will shape our work over the next 5 years.

It has been wonderful to have a starting point for approaching this big and all-encompassing area of knowledge and understanding. It is incredibly helpful that the Seeding Action team provides the research, the framing of content, the gathering of resources, and the on-going updates about what is happening in this area. Without that, I would still be thinking ‘I should really do more about climate change in our programs, but I am not sure where to start.’”

—MIA JACKSON, EDUCATION MANAGER  
MUSEUM OF NATURAL AND CULTURAL HISTORY, UNIVERSITY OF OREGON

# Looking Ahead

We're eager to build on the momentum of the past two years by continuing to develop cross-sector partnerships that create new opportunities for impact, support evidence-based public engagement initiatives, and refine our understanding of how science centers, museums, and others can encourage people to become planetary health actors who contribute to a culture of hope and action.

## Plans for the next year include

- Supporting and learning from the 12 organizations in the first **Seeding Action with iNaturalist cohort**, and beginning work with a second cohort of organizations.
- Collaborating with Sanofi and 10 science centers and museums to **design a youth challenge and launch programs and events** that equip and encourage communities to take action to address environmental issues that impact their health.
- **Hosting discussions** on topics like civic engagement, imagination, and framing to enhance efforts to build a culture of hope and action.

Beyond these specific initiatives, we're looking forward to continuing to learn from network members and partners, collaboratively refining our understanding of how public engagement efforts can best facilitate action, and integrating emerging insights into all our efforts to advance a culture of hope and action for planetary health.

Our members' visions of wild success (shared in the institutional self-assessment) offer direction for our work in the next year and beyond, and we look forward to collaborating to move our institutions and communities in these envisioned directions.

## OUR MEMBERS' VISIONS

"People would believe that positive change IS possible to achieve and fun to work for."

"Better human health outcomes, increasing biodiversity, equitable access to a better quality of life, everybody fully engaged in sustaining a beautiful and healthy planet (across the globe)"

"I see a vibrant built environment, a climate-resilient region, and a population of empathetic, capable individuals."



# How can Seeding Action support *your* work?

If you work at a science center, museum, or other public engagement organization that is committed to contributing to a healthy planet...

- ➔ Encourage your organization to **join Seeding Action** to gain access to monthly gatherings, a network of similar organizations and grant and cohort opportunities.
- ➔ **Sign up as an individual subscriber** to stay up to date on Seeding Action efforts and opportunities.

If you want to deepen your organization's work on the connection between planetary health and human health...

- ➔ **Apply to The Air We Share cohort** for up to \$20,000 to develop a program or event that supports local action on environment and health challenges. (see p. 9)
- ➔ **Stay tuned for opportunities to incorporate project resources** like signage, facilitator guides, and a youth challenge into your space and programs.

If you want to offer resources—expertise, materials, or funds—or collaborate to support organizations working to cultivate a culture of hope and action for planetary health

- ➔ Contact Seeding Action's Executive Director, Rose Hendricks: [rhendricks@astc.org](mailto:rhendricks@astc.org)

If you want to design, refine, or assess your planetary health programs or content to encourage public participation in sustained, meaningful action...

- ➔ **Use the Framing Planetary Health guide** and companion worksheet to consider new opportunities to weave evidence-based messages into your work. (see p. 13)
- ➔ Review *Imagination & Planetary Health: Resources for Supporting a Culture of Hope & Action* for insights, tools, and examples that can inspire new approaches to inviting visitors to take action to contribute to the futures they would like to bring about. (see p. 12)

If you want to support more people to use iNaturalist to contribute to data collection that protects nature...

- ➔ **Apply to the next Seeding Action with iNaturalist cohort** for up to \$20,000 to develop a new effort that leverages iNaturalist to help more community members participate in sustained, meaningful action. The application will open in November 2025, see QR code on page 10.
- ➔ **Enhance your indoor or outdoor space** by ordering a free sign that invites visitors to use iNaturalist to protect nature. (see p. 11)
- ➔ **Use the Seeding Action with iNaturalist social media toolkit** to invite online audiences to use iNaturalist to help protect nature. (see p. 11)

**SEEDING ACTION**  
[seeding-action.org](https://seeding-action.org)