

# THE G-WOW MODEL: An Interpretive Model for Climate Communication for Action



1. A recreational, cultural, economic activity that is important to me:

\_\_\_\_\_

2. What plant or animal being(s) does this activity rely on? \_\_\_\_\_

3a. If the activity relies on a being: what habitat or environmental conditions does this being need to survive and thrive?

\_\_\_\_\_

3b. If this activity does NOT rely on a being: what habitat or environmental conditions are needed to support this activity?

\_\_\_\_\_

4. What place-based evidence have you observed indicating this activity, the being, or habitat is changing due to shifts in environmental variables such as temperature, precipitation (as rain, ice, or snow), storm events, drought:

\_\_\_\_\_

5. What evidence based on Traditional Ecological Knowledge (TEK) indicates this activity, being, or habitat may be changing?

\_\_\_\_\_

6. What evidence based on scientific ecological knowledge (SEK) indicates that environmental variables supporting the habitat conditions needed by this being or this activity may be changing due to climate change?

\_\_\_\_\_

7. Does place-based, TEK, and SEK evidence agree that climate change may affect this being or habitat conditions supporting this activity?

\_\_\_\_\_

8. What will you do to fight climate change with change?

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# G-WOW Model Visualization

Example: Wild Rice Harvesting

## Activity



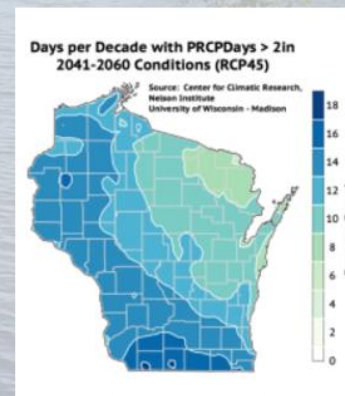
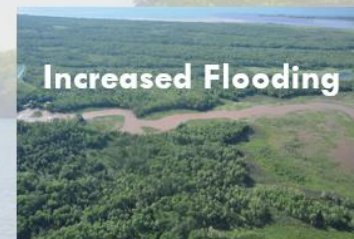
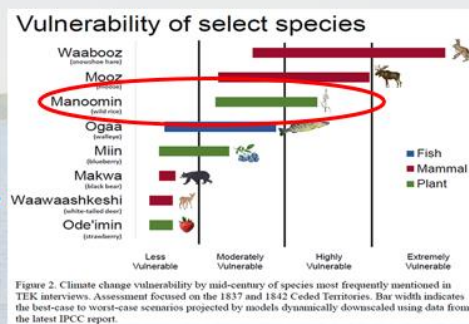
## Being/Habitat



*Requires shallow water,  
moderate water level  
changes, cool growing  
season*

## Evidence

(TEK, Place-based, SEK)



**How will climate change affect the sustainability of wild rice?  
What does this mean for cultural practices that rely on manoomin?**

*Projected frequency  
of 2"+ rain events,  
by mid-century*