



## Frequently Asked Questions

### **“Individual behavior change won’t make a difference.”**

This project is built on the idea that individual behaviors DO make a difference. First and foremost, individual action helps create a space for increased awareness on climate change and for the creation of sound public policy. Secondly, individual actions can be combined with other actions to lead to real reductions in waste, consumption and emissions.

### **“I’m not sure what to write.”**

We suggest that you pick something that is NEW and that is SPECIFIC and MEASURABLE. Ask yourself - if someone asked you at the end of the year “Did you accomplish your promise?” would you be able to say yes? For example, it is more difficult to answer yes to the statement “I’m going to support the environment,” and easier to do so if the promise was to switch to renewables, eat less meat, or participate in a community initiative.

### **“I’m not a parent or grandparent. Can I participate?”**

This project is dedicated to future generations. You can dedicate your photo promise to a younger sibling, niece or nephew, your community, your future self, or simply “future generations.” A common option is to simply write “Dear Tomorrow,” if you can’t think of anyone specific.

### **“I’m under 18, can I participate?”**

Anyone can participate and share their photo promise with their friends, family and social networks. If children under 18 want to participate in the online archive, they must either get permission from their parent/guardian or they can participate in the letter project (no photo).

### **“Can I participate in the online photo project but remain anonymous?”**

Yes. When you submit your photo promise online, you will have the option of choosing to post your photo anonymously (without your name). If you wish to remain completely anonymous, we recommend that you take a photo of your promise only, and not yourself.

### **“How might my photo be used?”**

When you submit online, you will give your written consent to make the Photo Promise available for publishing on the website, and possibly also on Facebook, Twitter and Instagram. Your Photo Promise may also be used to further the greater DearTomorrow mission, and to increase awareness on climate change. It will not be used for commercial purposes.