WRITING SAMPLES

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Sarah Schmidt
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PWA #2: Ames Agreement Research

The incredibly oil-wealthy country of Venezuela is positioned on the northern coast of South America; however, despite its abundance of this valuable commodity, Venezuela faces economic devastation, political instability, and countless social injustices. In addition to these issues, and arguably as a result of a deep dependence on the oil industry, the country faces a multitude of worsening environmental concerns. To effectively evaluate these climate impacts, one must consider a variety of influential elements: energy dependence, economic aspects, current climate policies, projections, and notable further consequences.

First and foremost, it is critical to consider Venezuela's overreliance on fossil fuels generally, including oil, natural gas, and coal. However, despite this variation of fossil fuels, the country's dependence on the oil industry in particular overwhelms its use of any other energy sources. For instance, Venezuela contains the largest proven oil reserves on the planet, which encompass over 300 billion barrels of the natural resource and comprise roughly 90-95% of the country's economic export earnings (Delgado, 2024). Furthermore, it is estimated that Venezuela itself burns approximately 74 million barrels of oil on an annual basis (U.S. Energy Information Administration, 2024). Thus, it is undeniable that the country is both personally, politically, and economically reliant on this industry. Additionally, in relation to the oil production process, Venezuela also possesses significant natural gas reserves. In fact, the country is the seventh largest producer of natural gas in the world, as it is estimated that the volume measures 6,300 billion cubic meters (Ratner et. al., 2024). Therefore, it is incontestable that the oil industry, in its entirety, dominates Venezuela's economy, which largely influences governmental power and, in turn, drives political corruption.

Considering this, it is also important to note Venezuela's additional energy sources that are not categorized as fossil fuels. Despite the country's minimal investment in solar and wind energy production and underdeveloped renewable energy infrastructure, the majority of Venezuela's residential electricity is generated by hydroelectric efforts (Werrell et. al., 2019). Additionally, oil is not Venezuela's only noteworthy natural resource. Numerous ecosystems

contribute to Venezuela's rich biodiversity, including a small percentage of the Amazon rainforest in the southernmost portion of the country (Burelli, 2022). Lastly, the country is also home to an array of naturally occurring mineral-rich deposits, including bauxite, gold, diamonds, and iron ore (Venezuelanalysis, 2024).

To truly comprehend the economic context of Venezuela's ascension and descent as one of the wealthiest petrostates in the world, it is important to consider the country's history and progression. In the mid-1900s, Venezuela was considered to be one of Latin America's most prosperous nations. However, in the country's current state, Venezuela is experiencing a severe economic, political, and social crisis littered with hyperinflation, corruption, complete dependence on oil, repression, and poverty. Of notable mention is the country's reliance on oil, which causes extreme economic vulnerability, devastating political deception, and even detrimental infrastructure impacts (Roy et. al., 2024). Thus, each of these struggles contributes to an obstruction and irrelevance in creating and upholding environmental initiatives.

Therefore, the implementation of climate-related policies in Venezuela is incredibly limited. Despite its involvement in the Paris Agreement of 2016, an international document designed to reduce large-scale emissions, Venezuela has not progressed in this area due in part to its economic decline. Furthermore, little to no carbon pricing or emission regulation exists in the country, and the environmental policies that do exist are weakly enforced and often not implemented at all. This is due to Venezuela's overwhelming focus on the catastrophic economic circumstances.

Thus, due to the country's combination of avoidance and poor execution of environmental regulation and policies, the warming climate currently impacts Venezuela in numerous ways, and projections observe that the intensity and frequency of said impacts will continue to increase. The ongoing and currently observable effects include simultaneously changing and increased rainfall and drought and flood conditions, glacier retreat in the Andes, deforestation concerns, particularly in the Amazon, and water stress (Other and Belonging Institute at UC Berkley). Projections utilizing climate models forecast more extreme weather events, rising sea level, and threats to the oil industry (Climate Change Knowledge Portal).

In conclusion, Venezuela's conflicting paradox creates a fragile scenario in which a thriving economy and environmental action cannot coexist. To succeed, Venezuela must

effectively address climate change with policy while also diversifying the economy and restoring social justice.

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Packback Writing Assignment #3: Climate Literacy

Climate literacy, according to the 2024 Climate Literacy Guide from the U.S. Global Change Research Program (USGCRP), is "an understanding of how the climate system works, how human actions influence climate, and how climate influences people and other parts of the Earth system." Despite the importance of the concept of climate literacy, the comprehension of basic scientific systems and how we influence an ever-changing climate is a concerningly uncommon skill set. Though there are a multitude of barriers that exist to normalizing climate literacy, among the most notable are ignorance and selfishness. These obstacles, though psychological in nature, are explained by widely-held external misconceptions about climate science. One of the most popular misconceptions is that climate change is a naturally occurring cycle, and thus, anthropogenic factors are not influencing the climate. To effectively analyze this misconception and determine a feasible solution, this report will outline the misconception itself, the argument's origination, and lastly, the contributing factors. Then, leveraging these findings, will present actionable solutions and strategies for disproving climate misconceptions.

The myth of climate change being a natural occurrence is a particularly recurring argument against climate change in its entirety; however, scientific observations and conclusions ultimately refute this idea. It is undeniable that the climate has experienced variation throughout our planet's history, and certain warming occurrences can be explained by natural systems. However, current levels of warming are occurring at a tremendously rapid pace - unlike anything observed before the inception of the Industrial Revolution in the mid-1700s. While this historical event provided great development for society, it also introduced widespread fossil fuel combustion and the emission of greenhouse gases. Thus, using models that demonstrate long-term historical climate data, we can conclude that anthropogenic factors are indisputably to blame for our changing climate. Furthermore, immediate solutions are required to address this misconception, as approximately 28% of Americans believe climate change is caused by natural elements (Center for Climate Change Communication, 2025).

In examining the development of this climate misconception, I have identified three significant factors that assist in creating and furthering said climate misunderstanding: lack of education, cognitive adversities, and a skewed media environment. First and foremost, education is an important element in producing climate science misconceptions, and includes contributions such as an insufficient climate science curriculum throughout school, or rather, a lack thereof completely. Secondly, cognitive factors and media literacy challenges like confirmation bias, confusion with differentiating weather and climate, and complications in reading and understanding scientific data are all common facets. Next, a skewed media environment, especially with the relatively recent introduction of social media, reinforces and supports the formation of misconceptions related to climate and otherwise. Often, these aspects are interconnected, and these factors confirm one another, which further convinces the believer of this misconception.

Therefore, considering these influencing elements and the basis of the misconception itself, we can develop practical strategies to decrease the belief that climate change is a naturally occurring circumstance. Since the source of this misbelief stems from media literacy, cognitive and general literacy, and an absence of climate education, it is logical to design solutions that address these obstacles. Thus, integrating climate-centered curriculum and lessons in elementary, secondary, and tertiary science courses will help disprove and prevent climate misconceptions. By purposefully teaching scientific processes, how to read and interpret data, climate history, and how anthropogenic actions impact Earth's natural systems, we can better equip society to fully understand climate change - and the crucial role that we play in it. Additionally, by requiring science-based media literacy programs throughout a student's educational journey, we can provide individuals with the critical thinking skills necessary to evaluate the reliability of media information and avoid confirmation bias. By introducing these concepts in the early stages of education, we can help proactively invalidate climate change misconceptions.

In conclusion, despite climate literacy serving as an essential capability in alleviating and coping with climate change, less than 10% of the planet's population is considered climate literate (Allianz, 2023). Thus, by studying and understanding climate misconceptions, we can discover solutions to increase climate literacy. Through early education, effective communication, and media literacy programs, we can collectively improve public understanding of climate change and encourage action.

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Packback Writing Assignment #1: Historic Climate Scientists

Eunice Foote: Undercredited Climate Scientist, Feminist, and Global Luminary

The ever-changing and undeniably fascinating field of climate science has progressed immensely as a result of groundbreaking findings and conclusions from brilliant climate scientists throughout history. Among these climate scientists is an often overlooked contributor who discovered the relationships between differing atmospheric gases and heat from the sun. This frequently unspoken and undervalued name: Eunice Foote. To truly understand Foote and her important additions to the scientific comprehension of the greenhouse effect, one must analyze her life story, background, and findings.

Eunice Foote, born in July of 1819, discovered her passion and flair for science at a relatively young age. Foote was initially inspired to innovate by her father, a farmer and entrepreneur, but her academic interest and curiosity in experimentation began at the Troy Female Seminary (Joosse, 2023). This institution was among the first to educate women in a similar manner and topical level to which men were being educated at the time. At the academy, Foote studied a variety of subjects, ranging from mathematics to foreign languages; however, the hands-on science curriculum quickly became her area of highest interest. In 1841, Eunice married Elisha Foote, an innovative lawyer and equally passionate science advocate, and the two moved to Seneca Falls, New York, shortly after they wed ("Eunice Foote: The Nearly-Forgotten 'Mother of Climate Science,'" 2025).

After their move, Foote began to conduct simple yet remarkable experiments that would later be referenced as the first experimental demonstrations of the greenhouse effect. At the time, however, Foote noted that she was simply curious about the temperature interactions between sunlight and greenhouse gases (DeSantis, et. al., 2011). Her home laboratory consisted of particularly minimalistic resources, but this did not stop Eunice from discovering unprecedented information. Using only two glass cylinders, four thermometers, and an air pump, Foote observed the temperature variations and heating behaviors of air, carbon dioxide (referred to as carbonic acid gas at the time), and hydrogen. Eunice referred to this series of experiments as 'Circumstances Affecting the Heat of the Sun's Rays.' Foote discovered that containers

encompassing carbon dioxide grew much hotter than those of other atmospheric gases. She wrote: “An atmosphere of that gas would give to our earth a high temperature; and if, as some suppose, at one period of its history the air had mixed with it a larger proportion than at present, an increased temperature…must have necessarily resulted.” Thus, Eunice, unbeknownst to her own awareness, acknowledged the correlation between carbon dioxide concentrations in the atmosphere impacting global warming (Wilkinson, 2019).

After documenting her findings in writing, Eunice and her husband attended the annual American Association for the Advancement of Science (AAAS) to share their recent work. Despite Eunice’s diligent and revolutionary work, she was not encouraged to personally present her conclusions, and instead her experiments were shared by Joseph Henry, the first director of the Smithsonian Institution (“Eunice Foote: The Nearly-Forgotten ‘Mother of Climate Science,’” 2025). This inability to present her own work was reflective of the current scientific circumstances that underestimated women’s intelligence and ability to contribute relevant scientific discoveries. This circumstance, among others, likely reinforced Foote’s feminist ideology, as she was directly involved in the women’s rights movement, and even signed the 1848 Seneca Falls Convention’s Declaration of Sentiments (DeSantis, et. al., 2011).

In September of 1856, Eunice Foote’s paper was published in the American Journal of Science. A mere three years later, European scientist and physicist John Tyndall ran similar experiments and formulated a nearly identical conclusion; however, Tyndall noted in his work that he was unaware of any similar findings (“Eunice Foote: The Nearly-Forgotten ‘Mother of Climate Science,’” 2025). Whether or not this is entirely truthful is a subject that is still widely considered.

Nevertheless, Eunice Foote was the first documented scientist to experimentally demonstrate the complex process of the greenhouse effect, precisely as it relates to carbon dioxide’s relationship with infrared radiation. Though Eunice’s contributions were long overshadowed and commonly mistaken for the work of men, her curiosity, innovation, and persistence led to trailblazing climate discoveries. Foote’s brave experiments continue to reinforce the foundation of modern climate science and empower women across the world.

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Professor Hassid

International Studies Capstone Seminar - Strange Encounters & Turning Points (INTST:4300)

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Preserving Earth: An Urgent Matter Achievable Only Through International Cooperation - An Analysis of Effective Environmental Treaties

Introduction

Climate change, ozone depletion, global warming, expedited species extinction, and ecosystem biodiversity depletion - these environmental concerns are issues that require global cooperation. The significance of these problems is frequently disregarded. The interconnectedness of nature's equilibrium is easily disrupted, and in turn, species and humans alike reap the repercussions. From droughts and flooding that damage food production and human health, shifts in this fragile stasis impact all living creatures, despite the country or area they inhabit. Perhaps society has universally agreed to ignore our planet's imminent and disastrous end, or perhaps people care more about political obstinacy and status. Regardless, the conservation of our planet's environment and climate stability is an urgent matter that requires complete collaboration between international entities; historical successes such as the Montreal Protocol, the International Whaling Moratorium, and the Kyoto Protocol illustrate how global cooperation equates to progress.

In this comprehensive paper, I analyze three environmental policy case studies. In examining these, I aim to highlight the strong components of each treaty while criticizing the flaws. I also provide general context that establishes clarification and understanding, and

explains the responses of participating and uninvolved countries. Through these detailed case studies, I compile the findings into a conclusion that outlines effective features for international environmental agreements.

The Necessity for Multinational Agreements in Environmental Protection & Preservation

Environmental deterioration is not confined to one particular country or region. Some countries contribute more emissions than others; however, the influence of these emissions is experienced worldwide (Global Emissions, 2022). Ecological preservation is a transboundary issue; no country is immune to pollution, climate change, or rising sea levels. According to the Council on Foreign Relations, global warming is best referred to as a 'collective action problem,' stating that: "A collective action problem arises when a group would be better off as a whole if its members joined forces, but at the same time, those members have reasons to act selfishly and not cooperate. With climate change, cooperation means countries using their limited resources to reduce greenhouse gas emissions, despite each country's temptation to use those resources for other national priorities instead." (Climate Policy: Opportunities and Obstacles, 2024).

Furthermore, it is nearly impossible for an individual country or governmental power to single-handedly solve global warming. Independent initiatives are valuable; however, the magnitude of national efforts alone is incredibly limited. This concept is best summarized by Kristjan Prikk, Estonian ambassador to the United States, who states: "There are issues that are local, that are regional, and that touch us all on this globe. One of these burning issues that has to be tackled globally is the issue of climate change. There is no collective effort as enormous and as demanding as solving the climate crisis. All countries can contribute—and it's best done in collaboration" (Prikk, 2024, as cited in Johns Hopkins University).

Additionally, while small-scale sustainable practices are constructive, they certainly are not the innovative answer to the declining state of Earth. The power of change undeniably falls into the hands of policymakers. Despite the current bipartisan divide in our country, support for environmental accountability is unanimous. Roughly 65% of American citizens agree that the government is "doing too little" to reduce climate change effects (Nadeem, 2020).

Transnational legislation and collaboration are not only detrimental in reversing environmental destruction, but it is also beneficial. Both psychological and tangible forces drive positive, widespread results. For example, collective fiscal and innovative resources simplify the process of reducing global warming. Pooled knowledge and intellectual capabilities offer educational resources. Finally, countries may feel compelled to adopt particular environmental treaties when they recognize the overwhelming benefits these regulations carry. According to a research article featured in the Springer Nature journal, governmental authorities often face coercion and persuasion to implement environmental justice legislation. This is referred to as "public and peer pressure" throughout the journal (Karlsson et. al., 2022).

The universal and globalized crisis of environmental conservation, or the efforts thereof, are issues that concern all of mankind, not one country. Since countries cannot individually dismantle the threat of Earth's inevitable end, international authorities must unite. In doing so, the stability and effectiveness of these treaties are ultimately strengthened. Additionally, countries combine resources and inspire cooperation through successful advancements. Thus, meaningful international collaboration is crucial in obtaining lasting climate progress.

Case Study I: The Montreal Protocol (1987)

The Montreal Protocol on Substances that Deplete the Ozone Layer is an internationally

adopted agreement developed to preserve and restore the stratospheric ozone layer. In the early 1980s, scientists discovered that the ozone layer was rapidly thinning and significant holes were emerging at an alarming size and rate (UK Research and Innovation). After acknowledging the existence of the ozone hole, researchers determined that a variety of man-made chemicals had likely contributed to the gaping atmospheric hole (UN Environment Programme). These chemicals are typically referred to as ozone-depleting substances (ODS). During the late 1900s, ODS were regularly utilized in a variety of ordinary objects - from hairspray to air conditioning units. The Montreal Protocol effectively eliminated the production and consumption of detrimental ODS like chlorofluorocarbons.

This revolutionary multinational agreement was the first environmental agreement to be ratified and upheld by every country in the world (UN Environment Programme). This protocol made a measurable difference in reducing the destruction of Earth's ozone layer. Paul A. Newman, Chief Scientist for Earth Science at the NASA Goddard Space Flight Center, shared insights about the power of compatibility on climate change, too. "This report shows that the Montreal Protocol is having a positive impact on our ozone layer, while also reducing the climate effects of ozone-depleting substances," (National Oceanic and Atmospheric Administration). In addition to rapidly weakening the ozone layer, chlorofluorocarbons are destructive greenhouse gases that produce and trap heat inside the planet's atmosphere, a process called the greenhouse effect (NASA Science).

While it is apparent that international synergy is the obvious explanation for our climate concerns, the world has yet to work together to alter our outcome. Despite this, the Montreal Protocol serves as a guidebook for successful environmental agreements. The efficacy of the Montreal Protocol is facilitated by indisputable scientific evidence, universal access to

technological advancements and alternatives, fiscal and financial support, and arguably the most important yet elusive - universal cooperation.

Foremostly, the basis and justification for the Montreal Protocol is endorsed by decades of scientific data, observations, and conclusions. Global scientists from every corner of the planet recognized the need for transformation; however, atmospheric science was not a political debate until policy came into play. In 1981, the United States and the United Nations held negotiations and presented scientific facts to countless political leaders from numerous countries (Whitesides, 2020). After accepting the overwhelming scientific evidence, the Montreal Protocol rippled through the planet, creating a widespread domino effect. Designing the protocol under the premise of legitimate science instead of skewing the treaty's biased political agenda encouraged the adoption of the agreement by the entire world.

Furthermore, acquiring viable and affordable alternatives for chlorofluorocarbons enhanced the plausibility of the protocol. While advanced countries adapted to the exchange rather quickly, underdeveloped areas struggled. To account for this disparity, a fund was created. Under the Montreal Protocol, this investment provided disadvantaged nations with resources to assist in the “phase-out” process. The fund allocated finances for technical expertise, technological resources, and equipment. The Multilateral Fund reserve is “managed by an executive committee consisting of delegates from seven developing countries and seven industrial countries” (World Bank Group).

The scientific nature of the treaty, coupled with accessible alternatives and fiscal collaboration, demonstrates the capability of international partnership. As a result of these influential elements, the Montreal Protocol has significantly reduced the emission of harmful

greenhouse gases like chlorofluorocarbons by more than 99% (Ortiz-Ospina, Our World in Data, 2024). The lessening of greenhouse gases through this landmark treaty is revitalizing atmospheric protection. According to a panel of United Nations experts, the "ozone layer is on track to recover within four decades" (United Nations News, 2023). To this date, the Montreal Protocol is frequently praised as the framework for future internationally adopted environmental justice legislation.

Case Study II: The International Whaling Moratorium (introduced in 1982, implemented in 1986)

The International Whaling Moratorium was initially proposed by environmental conservationists in 1982 as an attempt to restore the whale population after facing extreme decline and potential extinction due to an upsurge in commercial whaling (Conrad, 2023). The ban was executed on the first of January, 1986. Despite the moratorium successfully decreasing the overexploitation of whales for commercial purposes, from nearly 15,000 whales killed in 1980 to about 700 by 1991, the ban encountered heavy resistance from several countries (Conrad, 2023).

The International Whaling Commission (IWC) had a major impact on the implementation of the International Whaling Moratorium; however, the ban has since encountered several difficulties in addition to opposition from nations with booming whaling industries, such as Japan, Norway, and Iceland. These countries often questioned the data and justification behind the moratorium, claiming that commercial hunting could resume without contributing to permanent extinction.

In addition to responding with scientific data to rationalize their argument, adversaries

also retaliated against legislative bans on whaling practices due to their lasting cultural significance. In opposing countries like Norway, whaling has been a traditional element of Norwegian customs since the 17th century (New Bedford Whaling Museum). Since commercial whaling is an important economic commodity and cultural practice, nations debated whether or not the issue crossed legal lines. The commission quickly acknowledged these complaints and curated exceptions that permit whaling for indigenous communities and scientific purposes.

Regardless of these hostilities and loopholes, whale populations have seen admirable levels of recuperation. In addition to efforts made by the IWC, the prosperity and triumphs of the International Whaling Moratorium were empowered through activism and an immense public support for the ban. As I previously indicated, public sentiment is powerful; however, government officials ultimately declare the rulings. In this particular situation, advocacy for the ban drove legislators to implement initiatives. This is among the strong elements of the International Whaling Moratorium: meaningful activism that inspires results.

In addition to receiving public attention, the International Whaling Moratorium enlightened modern-day society to the value of protecting wildlife. This movement revealed humankind to its moral and ethical obligation to preserve animals and reduce our impact on their ecosystems. Furthermore, it prompted an uncharted and universal emotional empathy towards species of all kinds (Dewey, 2007). Generating a moral and ethical proposal typically produces action, as it did with the International Whaling Moratorium.

Even though major whaling nations maintained contentions, their oppositions were not accepted. On several occasions, Japan, Iceland, and Norway have attempted to convince the IWC to allow them to resume commercial whale hunting; however, their requests have been

consistently denied (Science Media Museum, 2022). Despite this, these nations have all continued whaling activities, claiming the actions to be for scientific advancements or cultural purposes. In general, however, these countries have complied with the ban, and in turn, the whale population has stabilized greatly and, in some regions, grown immensely.

While the International Whaling Moratorium has faced lasting controversy, the data behind the ban tells a story of success. Through positive public advocacy and activism, society demanded immediate action from policymakers. Thus, humans were introduced to a moral dilemma that drove ecology and animal conservation. Finally, despite objections, commercial whaling nations decreased their hunting frequency. Though the International Whaling Moratorium suffered setbacks, there are compelling and influential components that have had predominantly positive outcomes.

Case Study III: The Kyoto Protocol (1997)

The Kyoto Protocol was originally endorsed in 1997; however, it did not become effective until 2005 due to an intense ratification procedure (United Nations Climate Change). This agreement was produced to demand accountability from industrialized nations and economies. The policy aimed to transition to a decrease in the large-scale distribution of greenhouse gases by international corporations. The protocol specifically targeted the emissions of industrialization due to their immense contributions to global warming (United Nations Climate Change). The Kyoto Protocol also implemented methodical and extensive measurement records through a corporate transaction review process.

This international agreement is driven by a concerning rise in greenhouse gas contributions and thus accelerates global warming. In 1995, the Second Assessment Report

(SAR) supplied scientific findings that influenced the formation and endorsement of the Kyoto Protocol (Intergovernmental Panel on Climate Change). This report included various hypothetical scenarios that demonstrated the deadly impact of greenhouse gas emissions. The SAR also outlined the demand for complete international adoption to achieve measurable success (Intergovernmental Panel on Climate Change).

Among the most individualistic and unique concepts in the Kyoto Protocol is the overall structure of the agreement. The treaty binds emission levels for developed countries worldwide while stimulating flexible and alternative mechanisms. As the first international treaty to legally target globally industrialized corporations, the Kyoto Protocol serves as a framework for growth and inspiration, similar to the Montreal Protocol. Additionally, this agreement introduced the concept of carbon markets, or emissions trading. This allowed countries to "sell" their excess emission units to other nations that exceeded their carbon ceilings (United Nations Climate Change). This manufactured an entirely new commodity that could be traded and sold.

In spite of impressive endeavors to assign liability and enforce repercussions on international corporations, the Kyoto Protocol struggled to receive ratification from the United States due to economic concerns (Malakoff, 2007). Additionally, officials discovered difficulty in the active enforcement of the protocol. Considering this, the Kyoto Protocol stimulated global climate justice and perhaps pioneered the abstraction of the Paris Agreement.

Qualities of Effective International Environmental Policies

After thoroughly analyzing the Montreal Protocol, International Whaling Moratorium, and Kyoto Protocol through detailed and comprehensive case studies, I can confidently compile an interpretation of the detrimental features that an environmental policy must reflect to be

successful. It is my hope that this encompassing list provides a general structure for prospective international conservation legislation. These principal characteristics for efficacy include clear scientific explanation and evidence, supportive international institutions, strong mechanisms for underdeveloped and developed nations alike, public activity and advocacy, and structures of measurement and accountability.

Foremostly, factual evidence for reform is among the most crucial elements of a successful international agreement. Scientific consensus not only persuades policymakers to act but also explains the sense of urgency and need for impactful strategies. Additionally, a basis of scientific facts eliminates a biased approach and provides realistic solutions. Thus, to be productive and practical, international environmental justice efforts must be formulated on the basis of scientific evidence.

Secondly, strong multilateral institutions are imperative in designing a functional and lasting international environmental policy. Established multilateral institutions, such as the United Nations, create an organization that fosters cooperation and encourages participation. Furthermore, influential institutions promote a sense of shared responsibility and equality among participating nations. Thus, international agreements are greatly strengthened through supporting multilateral institutions.

The third feature of powerful multinational environmental agreements is assistance and adaptations for both industrialized and underdeveloped countries. In the case of the Montreal Protocol, a Multilateral Fund was established to assist underdeveloped countries. Additionally, the Kyoto Protocol's introduction of carbon markets encouraged trading and allianceship between industrialized economies. Thus, providing resources for underdeveloped nations and

promoting constructive collaboration between countries is another facet of impactful environmental agreements.

Arguably the most dynamic and influential factor of triumphant multinational conservation efforts is public advocacy and utilizing civil society as a driving force. In democratic nations like the United States, government officials are elected by the citizens of the country. When these officials recognize that their constituents are displeased with the state of an issue, they feel obligated to make a change. When the greater society advocates for conservation and preservation, legislation is created and upheld. Thus, mobilizing the power of the people is a crucial piece of effective international environmental policies.

Finally, structures of measurement and accountability undeniably impact the efficacy of an agreement. Simply put, these systems provide methods of assessment for the efforts of the treaties. Additionally, they allow officials and policymakers to measure whether or not nations are abiding by the agreements. Without detailed measurement and accountability structures, compliance and accountability standards are left undetermined. Thus, the creation and implementation of measurement and accountability methods are important elements of international preservation legislation.

Lessons and Conclusion

Analyzing and studying pieces of historically successful multinational environmental policies transforms the preservation of our planet into a realistic undertaking. Considering this, these challenges cannot wait. The need for environmental cooperation across countless countries is urgent. By applying the comprehensive list of features that compose a successful environmental treaty, progress is possible. Only international cooperation and consensus can

contribute to effective and enduring environmental reforms. In collaborating through our shared identity as humans and separating our cultural differences, society can recognize the shared responsibility for Earth's future.

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Sarah Schmidt
Erin Wilgenbusch
Brand Storytelling (PR3240)
Brand-Person Relationship Interview

Sutton's Story - A Routine Constant: Alani Nu Energy Drinks

Sutton, a sophomore at Iowa State University, spends her time focused on school, friends, and exercise. To Sutton, there never seems to be enough hours in the day, and though every day looks mostly the same, she still goes to bed each night excited for the day that lies ahead. The motivating factor behind her excitement: Alani Nu, a fun, bright-colored energy drink with unique and fruity flavors. Every morning, the second her alarm rings, Sutton thinks about the caffeinated treat that waits for her in the fridge. She shares that this is something she enjoys daily and has served as a constant in her routine since high school. This blend of nostalgia, reliability, and uniqueness has fostered the loyal relationship she shares with this product.

After chatting with Sutton about her emotional connection with Alani Nu, I gathered several fascinating insights about the role Alani Nu plays in her life. Furthermore, I was able to understand how she truly views the brand and how this perception impacts her purchasing habits. When we first began our conversation, among the first elements of Alani Nu that Sutton brought up and continued to reference later on was the product's packaging. The cans feature bright, neon colors that dance in abstract and playful designs. This captivating package design gives consumers a hint at what's inside the can - bold, fruity energy drinks with "strong flavors," as Sutton describes it.

Sutton's love and loyalty for Alani Nu extend beyond the pretty packaging. It's the "highlight of [my] day to crack open the can in the morning," Sutton shares. The drink keeps her going, and not just because of the caffeine. As a vital piece of her daily routine and regimen, Alani Nu energy drinks have become an emotional part of Sutton's day. If the day is chaotic, at least she knows she will have her delicious Alani Nu to break up the chaos and give her a boost of caffeine. As Sutton would describe it best: "It literally just makes me happy! It's the peak of my day!"

For Sutton specifically, we know that moments of consistent, reliable experiences build and reinforce brand loyalty. Furthermore, we recognize the emotional aspect that the Alani Nu energy drinks play in Sutton's story. Therefore, to effectively leverage the consumer need for

reliability and emotionally targeted purchases, I recommend a campaign that features a variety of Alani Nu customers. In this campaign, the message could revolve around Alani's constant role in each individual's life stories. For consumers like Sutton, it is crucial to place their lives at the center of the storytelling narrative. The campaign should address their feelings, goals, and emotions, then highlight how the product plays a key role in helping them overcome a challenge. The consumer should always be the main character, not the product.

To translate the insights I've gathered in this interview into quantitative data about the relationship, I can establish a deeper understanding of this particular brand-person experience, as well as others. To leverage the interview for numerical statistics, I may count adjective usage or specific word mentions. For example, Sutton used the adjective "bright" four times throughout our interaction. Additionally, she chose the word "reliable" a noteworthy number of times as well. Furthermore, I may analyze specific themes or concepts throughout the interview. From here, I can associate numbers with how many times a certain theme is mentioned. By translating insights from this interview into quantitative data, I can identify patterns and ultimately draw conclusions.

Sarah Schmidt
Expected graduation: Spring 2027

Volunteering: Helping Others Helps You, Too!

The importance of volunteering is a topic that is often discussed, but the concept that doesn't earn rightful recognition is the many benefits of jumping in to lend a helping hand. From mental and emotional fulfillment to physical advantages and the fostering of a sense of belonging and purpose - volunteering isn't only good for the community, it's good for you, too! In fact, according to the National Institutes of Health, research has shown that volunteering reduces mortality. Plus, if you volunteer at least twice this year, you can earn 35 Adventure2 points!

Ready to roll up your sleeves and make a difference, but unsure where to start? From building homes to reading to children, there's a volunteer opportunity for every passion and skill set. Check out these local volunteer opportunities in your area and explore how you can get involved:

- United Way - Story County
- Mary Greeley Medical Center
- The Salvation Army USA
- Ames Public Library
- Rieman Gardens
- Food at First
- Habitat for Humanity
- And more!