

Abstract #: 437

Author Name: Bob Perkowitz

Author Company: ecoAmerica

Second Author's Name:

Abstract Title: Mobilizing Communities for Climate Solutions: Lessons from a Large-Scale Cross-Sector Climate Initiative in L.A.

Abstract Text:

Climate change and climate solutions become relevant when they reach you in your own community -- where you live, learn, work, play and pray. Many communities, large and small, are already mobilizing for climate change. Organizations within those communities, including colleges, businesses, government agencies, churches and healthcare institutions are working on various aspects of the issue. How can you bring them all -- doctors, religious leaders, elected officials, business leaders, and educators -- together to create a game-changing, unified, climate solutions initiative that will build the public support needed for effective, comprehensive action that meets the unique needs of their community and region? In this session, ecoAmerica President Bob Perkowitz will discuss Path to Positive: Greater Los Angeles, a large-scale community catalyst leadership initiative that unites local government, health, faith, business, and higher education leaders to create a cohesive call for action on climate solutions in greater Los Angeles. This initiative, a joint project of ecoAmerica and Climate Resolve, utilizes ecoAmerica's best-in-class messaging research, as well as the deep relationships and regional expertise of Climate Resolve to activate thousands of L.A. citizens in support of climate solutions. Perkowitz will share the organizing and messaging concepts, successful examples from other communities, and the lessons learned in the first year of building P2P:GLA, with an emphasis on the tactics and messaging that work best for bringing unusual suspects from a range of sectors into the fold in support of climate solutions.