



Mobilizing Communities for Climate Solutions

Lessons from a large-scale
cross-sector initiative in L.A.

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Climate change is **not** personal

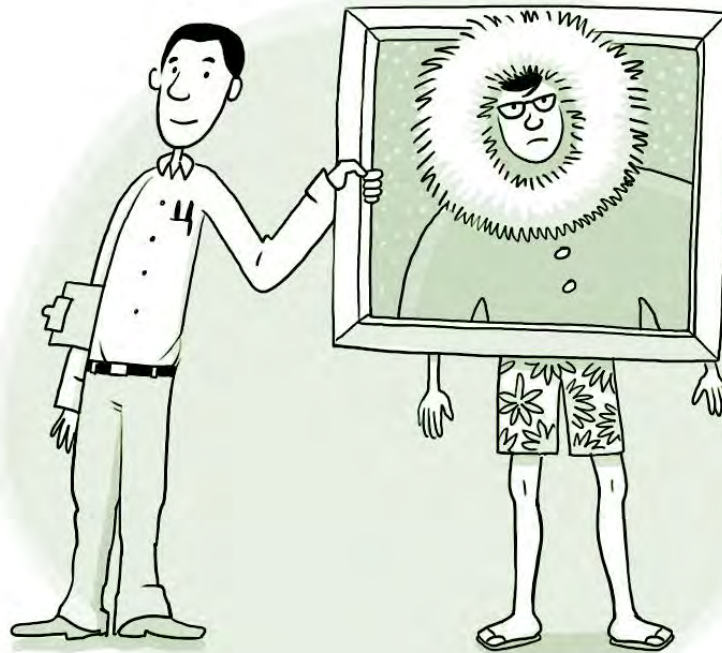
71%

BUT

68%

of Americans believe that climate change is happening*

say it's risky to admit their views on the issue if different from their friends and family*



*Source: American Climate Values 2014: Psychological Demographic Insights
ecoAmerica.org/research/#ACV14



The opportunity

- We need leadership
- We need to work together
- We need to make it real



#LetsTalkClimate

ecoAmerica
start with people

LET'S START A NEW CONVERSATION ON CLIMATE CHANGE

Get **new research**: messages to successfully
talk with others about climate change

COMING NOV 2015

Access it first! Register at:
LetsTalkClimate.ecoamerica.org

Features
9
Successful Messages

HOW TO GET ACCESS



Sign-up at
LetsTalkClimate.
ecoamerica.org



Pass this card on
to a friend



Receive report and
attend webinar

LET'S TALK CLIMATE: Messages to Motivate Americans

- **Rigorously market-tested messages on climate change designed to engage Americans across political and demographic groups on solutions.**
- **Valuable for anyone communicating on climate change.**
- **Includes tips for application, what to avoid, and specific language tailored for people in health, faith, higher education, communities, and business.**

Get Report & Webinar Sent Directly to Your Inbox:

LetsTalkClimate.ecoamerica.org

ecoAmerica
start with people

A conversation to start local

good for the economy → good for Sacramento

alternative energy → locally-made energy

- Remove psychological distance
- Harness power of the groups



Let's Talk Climate:
Messages to Motivate Americans
Coming Nov. 13th, be the first to access
LetsTalkClimate.ecoAmerica.org



AN OPPORTUNITY A RESPONSIBILITY



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EMPOWERING LEADERS AND ORGANIZATIONS AMPLIFYING LOCAL SOLUTIONS



Together we

1. Convene community & sector meetings
2. Provide sector-specific resources and guides
3. Focus on local climate specific policies & solutions
4. Implement an outreach plan



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Together we support solutions that

1. Create a positive energy future
2. Improve health
3. Build sustainable prosperity
4. Prepare for harmful impacts
5. Engage all Americans
6. Lead by example and engage others



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Together on Nov. 6th

Path to Positive Los Angeles Climate Day

1. Produce a **declaration** for LA climate solutions
2. Share **strategies** to make a difference
3. Equip you with **climate communications tools** and **tips**



RSVP at: PathtoPositive.la

Path to Positive Los Angeles Climate Day

Join Us!

Friday, November 6, 2015

8:00 am – 2:30 pm

Cathedral of Our Lady of the Angels

Conference Center

555 W Temple St

Los Angeles, CA 90012

RSVP at: www.PathtoPositive.la



This is your city, your country, your future, make your voice heard, send a message to city hall, to Sacramento, to Washington, and to the United Nations.

#ClimateDayLA