Mobilizing Communities for Climate Solutions

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

BECC • October 20, 2015
Meighen Speiser
Chief Engagement Officer
ecoAmerica
Climate change is not personal

71% of Americans believe that climate change is happening*

BUT

68% say it’s risky to admit their views on the issue if different from their friends and family*

*Source: American Climate Values 2014: Psychographic & Demographic Insights
ecoAmerica.org/research/#ACV14
The opportunity

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

www.PathtoPositive.la
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:
Let'sTalkClimate. ecoamerica.org
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

www.PathtoPositive.la
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

www.PathtoPositive.la
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

www.PathToPositive.la
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