



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**

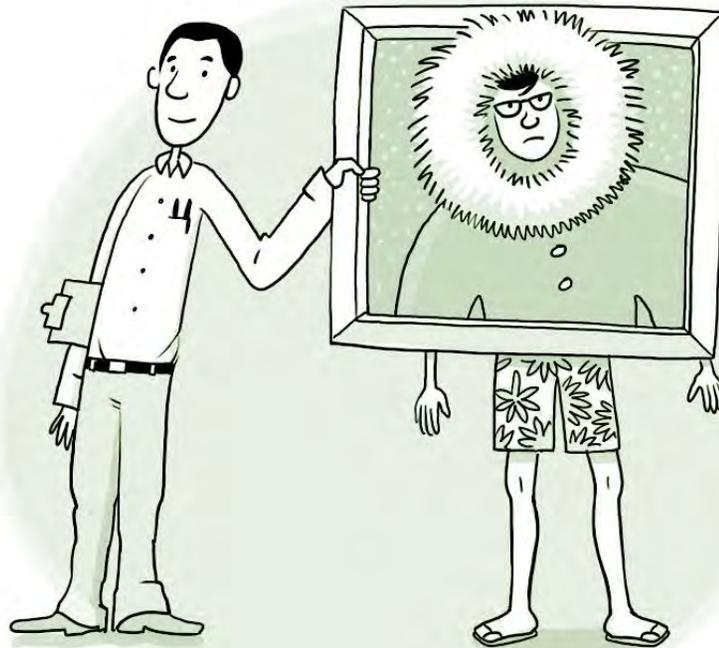
71%

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: Psychological 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

#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



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**



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