



**momentus™**  
**PATH TO POSITIVE**  
**2015 LEADERSHIP SUMMIT**  
RECOMMENDATIONS REPORT JULY 2015

## TABLE OF CONTENTS

I. Letter from ecoAmerica .....	3
II. Session 1 - The Path to Positive Achieving Success .....	4
III. Session 2 - Climate Leadership & Collaboration .....	6
IV. Session 3 - Sector Discussions & Recommendations	
Faith .....	9
Health .....	11
Higher Education .....	13
Communities .....	15
Business .....	17
V. MomentUs Program Resources .....	19

“What an *extraordinary success!* Honored to be part.”

– Jim Whitehead, EVP, American College of Sports Medicine

“This sector approach is *clearly magical.*”

– Celinda Lake, President Lake Research Partners

“(The summit was) *engaging, useful, and well-run.*  
It was wonderful to make connections with so many folks. Thanks again  
for accommodating the last minute changes to Sen. Schatz’s schedule.”

– Jimmy O’Dea, AAAS Fellow for U.S. Senator Brian Schatz of Hawaii

The MomentUs 2015 Summit, Path to Positive, was generously supported by the following foundations and organizations:

MacArthur  
Foundation

CLEARPATH



July 2015

## Greetings,

As you read this report on the MomentUs 2015 Climate Leadership Summit, you'll notice a theme – energy. Not fossil fuel or the renewable kind, but the emerging new energy source that we need to tackle climate change – human energy. That energy emanates from the 180 leaders who attended the Summit who collaborated and ranked their best ideas on building leadership and public support within their sectors and across the nation for meaningful action on climate change now.



The MomentUs leaders are energized about broadening the base, bringing in more diversity, building leadership, overcoming legacy obstacles, and sharing the successes and potential to rapidly accelerate and amplify climate solutions.

This report summarizes the context, speakers, and results from the two plenary sessions and the five sector (health, higher education, faith, business and communities) breakout discussions. Each followed a format of TED-style presentations or a panel discussion, followed by small group deliberations leading to specific recommendations that were consolidated and are listed here. Given the strategic level of the participants, and the structured and balanced way the recommendations were developed, they are likely the best ideas for engaging America in general and through those sectors in climate action.



We invite you to review the comments here, and then go to the companion articles on the ecoAmerica blog ([ecoAffect.org](http://ecoAffect.org)), and on the MomentUs program blogs listed below to share your own thoughts. Here at ecoAmerica, we will be incorporating the guidance from these leaders into our own work and programs, and you might consider doing the same.

A special thanks to all the participants in the 2015 MomentUs Summit. You can find a list of them at [momentus.cvent.com/2015summit](http://momentus.cvent.com/2015summit). We also want to thank the ecoAmerica Board, the MomentUs Leadership Councils and Circles, and especially the ecoAmerica team for all the work that went into this, and the great outcomes that are resulting from it.

Godspeed in your climate work,

Meighen Speiser

Bob Perkowitz



## SESSION ONE THE PATH TO POSITIVE: ACHIEVING SUCCESS

What does success on climate look like, and how would we move America toward it? What would it take to build the kind of leadership needed to win on this issue? Session I speakers provided thought leadership to get ideas flowing, and then participants collaborated in small work groups to develop and prioritize specific ideas to elevate climate leadership in America. The following question guided the work.

*What are the best strategies and tactics to build public support and political will for climate solutions in America?*

### SPEAKERS:



**Rand Rosenberg:** Introduction

Former Senior VP of Corporate Strategy and Development at PG&E



**Steve McBee:** Speaker

Chief Executive Officer and President of NRG Home



**Dr. Georges Benjamin:** Speaker

Executive Director, American Public Health Association



**Wendell Brase:** Speaker

Vice Chancellor for Admin & Business Services, University of California, Irvine



**Rev. Sharon Watkins:** Speaker

General Minister and President, Christian Church (Disciples of Christ)

## SESSION 1 RECOMMENDATIONS:

Here are the top recommendations as agreed to by the leaders in the room (in order of priority):

- **Increase Diversity:** The movement needs to expand to include a greater diversity of leaders, organizations and people. Their energy and support will add critical insights and mass to the planning and work of shifting America to a new energy future.
- **Success Stories:** Communities and organizations across the nation and across all sectors are achieving great success in saving money and reducing pollution. We need to share and promote all the successes to inspire and raise awareness of solutions so people know they are here and now.
- **Positive Messages, Trusted Messengers:** We should build and shift outreach to cadres of trusted messengers that appeal to mainstream Americans and promote the personal moral, health and economic benefits of climate.
- **Engage Conservatives:** America works best when we agree on the challenges, and have strong, competing ideas to solve them. We need to empower conservative leaders, narratives and solutions to achieve American climate solutions.
- **Local Engagement & Empowerment:** The best way to engage Americans is to make climate a relevant and actionable issue in their own cities, towns, and counties.

## ADDITIONAL THEMES INCLUDED:

- **Model Change:** “Walk the walk” on climate-friendly actions, and talk about climate solutions. And as we do this, be sure we package our actions as models for others to follow.
- **Engage Youth:** Upcoming generations have the biggest stake in action now to solve climate change. We should inspire and support them as they lead and mobilize. Consider intergenerational conversations, to help them influence parents and other adults
- **National Campaign:** Develop a campaign to bring together Americans and give them specific actions to take that are meaningful, accessible, and engaging. Be creative, such as an “ask your doctor” advertisement.
- **Funding Support:** Current funding for efforts to engage Americans on climate solutions does not match the challenge. We should significantly increase funding support and consider other incentives, (like awards) to engage Americans on climate solutions.
- **Cultural Influencers:** Promote climate solutions through artists, musicians, comedians and other cultural influencers.

These recommendations illustrate a desire to change the conversation from climate crisis to climate solutions. They seek to make climate change more personally relevant, and bring more organizations, leaders, and American people into the climate conversation. Empowering Americans with ways to lead by example, speak effectively about climate solutions and provide them with resources to do so, will spread the good news that climate solutions are here and now. We have the ability to create positive momentum to build the public support and political will needed to get solutions across the goal line.



## SESSION TWO CLIMATE LEADERSHIP & COLLABORATION

Each of us can make a difference on climate change. Every organization, city and individual is a part of the climate change solution. It's our role to lead and we can only achieve success by working together. In Session II panelists shared their ideas and joined the table discussions to chart strategies to build leadership and cross-sector collaboration for climate solutions. The question for the session was:

*What are the best ideas to build leadership and/or collaboration for climate solutions across America?*

### PANELISTS:



**Aimée Christensen:** Introductions  
Founder and CEO,  
Christensen Global Strategies, LLC



**Dr. Carlton Brown:** Panelist  
President, Clark Atlanta University



**Katherine Hayhoe:** Panelist  
Director, Climate Science Center,  
Texas Tech University



**Hon. Greg Nickels:** Panelist  
51st Mayor, City of Seattle



**Jim Whitehead:** Panelist  
EVP, American College of  
Sports Medicine



## SESSION 2 RECOMMENDATIONS:

Here are the top recommendations as agreed to by the leaders in the room (in order of priority):

- **Expand and Diversify Leadership:** Shift climate change from a special interest, environmental issue to a broad social and public issue. We should open up more to underserved communities and unusual suspects.
- **Build capacity:** Create infrastructure for collaboration (resources, space, training, mentors). Include support for training on emotional intelligence and cultural sensitivity to approaching and working with new leaders.
- **Platforms for Engagement:** Create new organizations, venues, and programs as a foundation for engagement and collective action.
- **Master Narrative:** Develop and align on new messages and story telling about climate change. Focus on realistic solutions that build common ground, focus on personal benefits and give a sense of higher purpose that can be adapted across audiences in the movable middle.

## ADDITIONAL THEMES INCLUDED:

- **Expand Funding:** Raise more funding to support diverse and widespread climate leadership.
- **Local Leadership:** Climate leadership across the sectors at the local level will instill pride, self-interest, and ownership that will spread upwards to state and national levels.
- **Online Collaboration:** Create a multi-sector web portal that can provide information, tools/toolkits, sharing and collaboration, and crowd sourcing of ideas.
- **Peer-to-peer engagement:** Stimulate and support viral outreach and expansion of the climate solutions movement through resources and friendly competition that encourages outreach to peers.
- **Metrics:** Define clearer goals and metrics for success. Monitor and publish progress.

Clear similarities and synergies emerged among the ideas for building public support (Session I) and building leadership (Session II) on climate solutions. The first recommendation in both sessions indicates we need a broader base of support, one that invites and proactively seeks inclusion by diverse stakeholders. All of us can contribute here. And to achieve our goal, we need a platform and campaign for collaboration that builds a diversity of capacities, brings alignment on purpose, message, and goals, and stimulates broad and inclusive engagement.



## SESSION THREE SECTION LEADERSHIP DISCUSSION

During Session Three, leaders broke out into sector specific discussions. The purpose of the sessions were to enable leaders in Climate for Health, Blessed Tomorrow, Solution Generation, Path to Positive Communities and America Knows How to work together to discuss and chart opportunities specific to their particular sector.

They were asked very specifically for “the best ideas to build leadership and/or collaboration for climate solutions across each of their sectors” to galvanize leadership, collaboration, and collective impact.

Leaders worked together for almost two hours. They then provided top recommendations (answers to the question) as agreed to by their groups





**SESSION THREE: SECTOR LEADERSHIP DISCUSSION: BLESSED TOMORROW**

Blessed Tomorrow Program Director (faith): Kara Ball

In this session, national representatives from denominations and faith based organizations discussed opportunities to build leadership and momentum for climate solutions across faith traditions and communities. The question for the session was:

*“What are the best ideas to build leadership and/or collaboration for climate solutions in the Faith sector?”*

**PANELISTS:**

**Rev. Dr. Joel Hunter:** Panelist

Senior Pastor of Northland,  
A Church Distributed



**Rev. Dr. Sharon Watkins:** Panelist

General Minister and President,  
Christian Church (Disciples of Christ)



**Rabbi Steve Gutow:** Panelist

President and CEO,  
Jewish Council for Public Affairs



**Bishop Vashti McKenzie:** Panelist

African Methodist Episcopal Church



**Rev. Dr. Jim Antal:** Panelist

Minister and President,  
MA Conference of the United Church of Christ

## FAITH RECOMMENDATIONS:

Here are the top recommendations as agreed to by the faith leaders in the room (in order of priority):

- **Support the Pope:** Amplify the Encyclical and build momentum. Now is an especially powerful moment for leaders and people of faith to elevate their leadership and inspire others to action since more people will be paying attention to climate change than ever before.
- **Major on the Majors:** Develop three simple, common messages that will inspire people to action. Rally faith leaders around concrete and focused ideas that will build consensus and momentum.
- **Interfaith at the Local Level:** Partner at the local level with climate solutions as the area of common ground. Bring faith leaders and communities together to answer the call to solve climate change.
- **Promote Practical solutions:** Inspire faith leaders and constituents to take everyday practical actions, as individuals and groups, to lead by example in their climate impact. Participate in public life. Engage young people through social media. Send the message that we can all be part of the solution.

Faith leaders affirmed that we are in an opportune time for leadership and collaboration for climate solutions. With Pope Francis' recent encyclical (including an historic address to a joint session of Congress) and the upcoming December global climate negotiations in Paris, faith leaders, as recognized moral authorities, are uniquely positioned to reach the "movable middle" at this important time. Faith leaders recognized the important role they can play in helping to frame climate change as a moral and ethical issue and helping shape and promote a sustainable media narrative of the need for action that requires attention beyond any one particular event. By amplifying faith voices and engaging faith communities and others, people of faith will have an enormous impact on policy over the next 8-10 years.



**SESSION THREE: SECTOR LEADERSHIP DISCUSSION: CLIMATE FOR HEALTH**

Climate for Health Program Director (health): Jennifer Tabola

In this session, national representatives from across health including, leading physicians, nurses, public health, health care professionals, as well as researchers, foundation representatives, and media and communications experts, discussed opportunities to build leadership and collaboration to galvanize momentum within the Health community. Recognizing that many health leaders and organizations are doing work to address climate change, health leaders explored strategies for moving farther, faster, by working together across the sector. The goal was to amplify the health voice to engage the broader health sector and communicate with the public on climate as a priority health issue to accelerate solutions. The question for the session was:

*“What are the very best ideas to build leadership and/or collaboration for climate solutions in the Health sector?”*

**PANELISTS:**

**Frank Loy:** Moderator  
ecoAmerica Board Chair



**Dr. Norman Anderson:** Panelist  
CEO, American Psychological Association



**Dr. Georges Benjamin:** Panelist  
Executive Director,  
American Public Health Association



**Dr. Jeffrey Levi:** Panelist  
Executive Director,  
Trust for America's Health



**Jim Whitehead:** Panelist  
CEO and Executive VP,  
American College of Sports Medicine

## HEALTH RECOMMENDATIONS:

Here are the top recommendations as agreed to by the health leaders in the room (in order of priority):

- **Expand and Equip Health Leaders:** Through the process of recruiting, professional education, messaging support and capacity building, health leaders agreed to galvanize both existing and new health and climate advocates with positive, focused, and attainable strategic goals.
- **Align on Strategic Plan for Growing Leadership:** Develop and activate a sector-wide strategic plan for climate change. This includes collaboration to elevate health leadership and public engagement on health and climate, and provide details on goals, objectives, and tactics at the sector, sub-sector (public health, medical, health-care, etc.) institutional, and individual health leader level.
- **Create Climate Action Fellows Initiative:** Recognizing that capacity is a barrier to elevating health and climate within many key organizations, pursue funding for and place fellows within organizations to support individual institution's health and climate efforts and sector-wide initiatives.
- **Encourage Engagement:** Encourage and facilitate collective/civic engagement to make important changes on climate solutions and specifically climate and health communications.
- **Training Leaders:** Train leaders within the health sector (CEOs) and administrators in the field through business advisors, associations, and publications on climate-related health impacts, solutions (with health co-benefits), and climate and health communication.

Recent research indicates that health care providers and public health professionals are already seeing the impacts of climate change on their patients and in their communities. There have been key events in 2015, including the release of the Lancet Commission Report, the White House Summit on Climate and Health, and the Papal Encyclical where trusted and credible health leadership have been leveraged to increase awareness that climate change is a critical health issue with far-reaching and varied impacts that will exacerbate existing health challenges and lead to additional health consequences. Fortunately, many climate solutions have immediate as well as long-term health benefits. The time is now to attract and equip more health leaders to help the public and decision-makers understand the health and climate connection and the tremendous health benefits climate solutions will deliver to all Americans.



**SESSION THREE: SECTOR LEADERSHIP DISCUSSION: SOLUTION GENERATION**

Solution Generation Program Director (higher education interim): Wayne Lifshitz

Led by a moderator, a panel of university and higher education association presidents discussed opportunities to build leadership and collaboration to galvanize momentum within the Higher Education sector. Panelists shared their best ideas and experiences on how they successfully engaged leaders and their institutions to implement climate solutions on campus, within their community and between institutions of higher education. The group of approximately 25 higher education leaders then engaged in a discussion to identify their top ideas for building leadership and collaboration within the sector. The question for the session was:

*What are the best ideas to build leadership and/or collaboration for climate solutions in the Higher Education sector?*

**PANELISTS:**

**Heather Henriksen:** Moderator

Director of the Office for Sustainability  
at Harvard University



**Dr. Carlton Brown:** Panelist

President, Clark Atlanta University



**Dr. Antonio Flores:** Panelist

President and CEO,  
Hispanic Association of Colleges & Universities



**Wendell Brase:** Panelist

Vice Chancellor,  
University of California Irvine



**Dr. Jerry Weber:** Panelist

President, College of Lake County



## HIGHER EDUCATION RECOMMENDATIONS:

Here are the top recommendations as agreed to by the higher education leaders in the room (in order of priority):

- **Share and Collaborate:** Share best practices and data, and work better together across institutions. This includes creating a common vision, promoting action and demonstrable impact, facilitating accountability, and working together on funding opportunities that promote collaboration and program implementation for climate solutions within and across campuses.
- **Train Academic Leadership:** Increase access to and the requirements for sustainability training and integrated education for institutional leaders, students, faculty and other stakeholders. Additionally, build a broader sustainability talent pipeline by training students and cultivating youth leaders.
- **Increase On Campus Engagement:** Grow the number of universities who are acting and implementing measurable programs on campus that demonstrate their commitments to a sustainable future. Demonstrate action through activities such as working toward a carbon neutral campus and divesting. Empower growth through mentoring between universities, fostering the ability to share best practices, and ability to ask questions and engage in online discussion forums. Engage and invite participation by students, faculty and staff. Communicate progress to all stakeholders and the community.

The higher education sector is quite far along when it comes to taking action on climate change and implementing sustainable solutions on campus. They are driven both by the cost savings and the pressure to do the right thing, by their students and communities. Higher education leaders feel it's their responsibility to ensure that their students and communities act today in order to protect and strengthen their towns, regions, nation and world. The solutions generated by the group therefore tended to focus on more sharing and helping each other achieve success and facilitating an organic movement [within the university] to train staff and students as well as institutionalize the need to collaborate. Additional discussion touched on the opportunity for higher education leaders to elevate their leadership on climate solutions - in their communications nationally, locally, and with their students, faculty, staff, and other stakeholders.



## SESSION THREE: SECTOR LEADERSHIP DISCUSSION: PATH TO POSITIVE COMMUNITIES



Path to Positive Communities Program Director (communities): Dan Barry

Led by Mayor Greg Nickels, an esteemed panel that included elected officials and leaders from organizations dedicated to promoting local climate solutions shared examples of effective community-scale collaboration that broadened the climate discussion and included new constituencies in the conversation. Panelists shared their best ideas and examples of collaboration within and among communities. Mayor Kautz described how she advanced issues related to climate protection in a conservative, mid-west town without focusing on the word “climate.” The other panelists described conscious, local efforts to include unusual constituencies through engagement campaigns and pledges. The panelists then joined 30 community leaders to participate in the breakout discussion. The question for the session was:

*What are the best ideas to build leadership and/or collaboration for climate solutions in the Communities sector?*

### PANELISTS:



**Hon. Greg Nickels:** Moderator

51st Mayor of Seattle, founder;  
US Mayors Climate Protection Agreement



**Hon. Elizabeth Kautz:** Panelist

Mayor, Burnsville, MN; Former President,  
US Conference of Mayors



**Jonathan Parfrey:** Panelist

Executive Director, Climate Resolve. Co-founder,  
Path to Positive LA



**Brendan Shane:** Panelist

North American Regional Director,  
C40 Cities



**Garrett Fitzgerald:** Panelist

Strategic Partnerships Advisor,  
Urban Sustainability Directors Network

## COMMUNITIES RECOMMENDATIONS:

Here are the top recommendations as agreed to by the community leaders in the room (in order of priority):

- **Offer Good Pay, Green Jobs:** Influence communities to support climate solutions by offering good pay for green jobs. In the private sector, environmentally friendly jobs are growing at a faster rate than ever before. As community leaders, we need to help promote and support these efforts.
- **Communicate that Solutions = Stability, Prosperity:** Tie climate solutions to economic stability and prosperity. Climate policies and programs alone will not bring wide support, but connecting them with a strong economy and clean, safe jobs will show how solutions matter to citizens personally, and thus broaden and deepen support.
- **Empower Leader to Leader Support:** Engage respected local (and national) business leaders in peer-to-peer outreach to identify, reach out and engage other leaders within their industries and communities in climate solutions. Provide information, resources and on/off line networking opportunities to solidify and enhance their engagement.
- **Influence Citizens:** Help civic leaders to inform and influence citizens on how climate impacts them, and how solutions align with personal values and needs. When leaders elevate their leadership on climate, and speak within their organizations and communities on climate, it provides information and permission for staff and citizens to also engage, inviting participation for greater numbers of mainstream Americans.
- **Listen, Collaborate, Inspire:** Listen to the community, foster open collaboration, and frame things in a positive light to support communities to pursue and implement solutions. Community Leaders should focus on leading with solutions to boost engagement (versus focusing on the negative).



It is important that community solutions “fit” the community, and that the leaders and their constituents have a voice in making local decisions. Listening to local concerns, appreciating local cultural and historical realities, fostering open collaboration, and keeping the discussion oriented on the range of positive and citizen-relevant solutions will make the climate discussion flow more easily and generate better results.

Communities across the county, from large cities to small towns, continue to lead in the effort to investigate, incorporate, and refine climate solutions. This work has accelerated over the past decade as local leaders, and their constituents, find themselves increasingly thrust onto the front lines of climate impacts. The convergence of local political leadership and the growing need for more climate solutions that also support broad community economic and cultural values provides a growing set of opportunities for elected leaders and community sector leaders to forge partnerships aimed at advancing policies and programs that provide climate co-benefits. Finding new, diverse, leaders and elevating their voices will bring more people into the conversation.



**SESSION THREE: SECTOR LEADERSHIP DISCUSSION: AMERICA KNOWS HOW**

America Knows How Program Director (Business): Lita Reyes

The ultimate success of a climate-friendly business, no matter the size, is whether an organization has a leader who is effective at influencing his/her board, employees, and customers that responsible use of natural resources merits investment of strategic, human, and, in some cases, financial resources. Led by Aimee Christensen, business leaders met to discuss how businesses today can lead on climate change solutions while still gaining competitive edge, increasing market share, and boosting shareholder value. The question for the session was:

*What are the best ideas to build leadership and/or collaboration for climate solutions in the Business sector?*

**PANELISTS:**

**Aimee Christensen:** Moderator

Founder and CEO,  
Christensen Global Strategies



**David Levine:** Panelist

Co-founder and CEO,  
American Sustainable Business Council



**Katherine DiMatteo:** Panelist

Executive Director,  
Sustainable Food Trade Association



**Danny Kennedy:** Panelist

Entrepreneur, activist, author,  
and co-founder, Sungevity

## BUSINESS RECOMMENDATIONS:

Here are the top recommendations as agreed to by the business leaders in the room (in order of priority):

- **Promote Business Case Studies:** Empower business leaders with business case studies. Show success is achievable using sustainable solutions by providing case studies to leaders of small and medium sized businesses (from SMEs for SMEs). Use creative storytelling and imagery to showcase stories and bring them to life.
- **Partner with SMEs:** Unify organizations with 1 to 250 employees that are also chiefly responsible for driving innovation and competition in many economic sectors. Enable SMEs to achieve “smart” partnering that addresses their geographical and regional needs.
- **Form Clean Energy Co-Ops:** Organize SMEs to leverage their buying power and form cooperatives or consortiums for sourcing renewable power. Show how this is an opportunity for growth and cost savings now, and an investment in the future. Ensure that leaders understand the benefits, and that they are empowered to encode these opportunities into the DNA of their organizations.
- **Add David to Goliath:** Empower small businesses to band together to negotiate with big businesses to achieve cost-savings inherent within large vendor resources. For example, enable SMEs to work with FedEx to pool together drop shipments in geographical areas thereby saving fossil fuels expense for FedEx and enabling SMEs to enjoy the cost savings on shipping.

The key ideas and recommendations focused on a need to support small-and-medium enterprises (SMEs) which represent 50% of all US employees. Often times SMEs simply do not have or might be isolated from the financial and human resources to design and implement change, and might possibly “just be trying to keep the lights on and pay employees.” For that reason, raising awareness of success through business leaders who have succeeded in moving their organizations forward on internal change and sustainability program implementation is beneficial as a communications outreach and public relations campaign. Empowering SMEs to collaborate in a number of areas, including regional partnerships, clean energy consortiums, and outreach can leverage resources in a way that is accessible, scalable, and effective. And, since big business has tremendous resources, knowledge, and strategic know-how, it makes good business sense to identify how to initiate and support long-term systemic change in the business sector, by sharing knowledge, providing strategic advice, and connecting leaders to enable SME’s to participate successfully in a right-sized sustainability program.





## MomentUs programs

Through the MomentUs initiative, ecoAmerica empowers mainstream American leadership on climate change to lead by example and engage their stakeholders and communities in solutions.

### WE NEED LEADERSHIP

Research on successful social change shows that Americans follow trusted leaders that are part of their daily lives – where they live, work, learn and pray. MomentUs is building coalitions of leaders in five key sectors: communities, faith, health, higher education and business. ecoAmerica provides them with the rationale and the resources they need to engage their organizations and inspire their diverse stakeholders to support climate solutions.

### WE NEED TO WORK TOGETHER

Collective action is more than just a term. We are more powerful when we work together within and across sectors, at national and local levels. MomentUs sector programs provide leaders and organizations with platforms to share learning and work together on common goals. We hold more than 40 working leadership meetings a year, including the national Path-to-Positive Summit, sector meetings, and local programs such as Path-to-Positive: Los Angeles.

### WE NEED TO MAKE IT RELEVANT

People often feel overwhelmed and powerless in the face of negative news about climate change. Some Americans fear that climate change solutions will hamper our economy and freedoms. Yet the impacts of climate change are now in our daily news headlines, and Americans are becoming ever more concerned. They seek answers and solutions. ecoAmerica uses sophisticated communications research to craft emotionally compelling messages that resonate with the core values of everyday Americans.

Momentus consists of five programs to engage a diverse network of leaders in Health, Higher Education, Faith Communities and Business to lead on the Path to Positive.

Five sector-based programs deliver the rationale, strategies and resources needed for climate leadership.

- More than 160 national leaders and organizations collaborating as founding partners of MomentUs programs.
- The Path to Positive—a vision and commitment that provide a common goal and principles for all stakeholders.
- National, local and sector leadership summits to expand and empower leadership and collective action.
- Field-tested, state-of-the-art research and guides on how to talk about climate so people listen, understand, and act.
- Webinars and workshops that inspire and offer best practices on shifting awareness and attitudes on climate solutions

Join us, today!



