



Connect, Engage & Energize Mobilizing Climate Action in Your Community

PRELIMINARY SCHEDULE - Subject to Change

Wednesday, April 3rd 2024 | Brandeis University | 8am - 4pm

Registration & Coffee

8:00 - 9:00 Registration & Sign-in

Art Table

Art for a Healthy and Positive Climate Future
8:00 - 4:00 Participants are invited to contribute to a collective community art project which will depict our aspirations for positive climate action and a healthier world

Welcome & Plenary Session

9:00 - 9:10 Welcome and Appreciation

Climate Risks Facing New England: The Decisive Decade for Action
9:10 - 9:50 Dr. Sarah Das, Science Mom & Researcher at Wood Hole Oceanographic Institution

Panel Session #1

Campaign Showcase
Highlights from five successful campaigns

- **PlugIN Metrowest** - Electrifying Acton, Wayland, Natick & Framingham
- **Engaging Youth Voices** - Weston HS Green Team on the Sustainability Commission
- **Mass Go Solar** - An initiative to solarize the state
- **Electrify Brookline** - A neighborhood-based campaign to help Brookline move beyond fossil fuels
- **Curbside Composting in Framingham** - reducing food waste city-wide

10:40 - 11:00 **BREAK**

Breakout Session #1

Personal Professional Development: Empowering you!
Choose one breakout session to attend

- **Improving 1:1 Conversations** - for more effective climate communication
- **Sustainability Manager Roundtable** - supporting municipal employees
- **Fundraising for your Community-Based Work** - tips & ideas
- **Leveraging Digital Tools** - social media and free online tools & resources
- **Best Practices for Climate Messaging** - insights from marketing professionals



Lunch & Keynote

11:50 am **LUNCH**

12:30 - 12:40 Awards & Recognitions

12:40 - 1:10 **The Power of Possibility: Why Climate Optimism is Necessary**
Anne Therese Gennari, The Climate Optimist

Breakout Session #2

Making your Organization More Effective

Choose one breakout session to attend

- 1:20 - 2:10
- **Got Volunteers?** - methods for volunteer engagement
 - **Strategizing for Climate Change Wins** - moving from idea to policy change
 - **Raising the Bar** - tools and resources to make your organization more effective
 - **Engaging Diverse Constituencies** - mobilizing underserved communities
 - **Coaching Programs** - what they are, how they differ and how to build the one that's best for you
 - **What is Your Message?** - refining your organization's campaign messaging
-

2:10 - 2:30 **BREAK**

Panel Session #2

Starting Conversations & Inspiring Action: Building the Climate Movement

Panel conversation - moderated by **Sabrina Shankman**, The Boston Globe

With panelists:

- 2:30 - 3:20
- **Jim Antal**, Author of [Climate Church](#), [Climate World](#)
 - **Crystal Johnson**, Massachusetts Executive Office of Energy and Environmental Affairs
 - **Frank Lowenstein**, Rare
 - **Darr Reilly**, Carbon Crew Project
 - **Sue Vatnick**, THIS! Is What We Did
-

Closing

3:20 - 3:30 **Closing Remarks & Evaluations**

3:30 - 4:00 Networking, Social time, Book sales

*Schedule is subject to change and will be updated as presenters are confirmed