



Connect, Engage & Energize Mobilizing Climate Action in Your Community

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

Registration & Coffee

8:00 - 9:00 Registration & Sign-in
Everyone is encouraged to arrive early for maximum networking opportunities

Art & Games

8:00 - 4:00 Participants are invited to lend a hand on a collective community art project which will depict our aspirations for positive climate action and a healthier world. Then step right up and get playful with our new Climate Carnival games. These classics with an eco-twist are all handmade from reclaimed wood. Andrew Breithaupt, Art & Games Facilitator.

Welcome & Plenary Session

9:00 - 9:10 Welcome and Appreciation

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

Panel Session #1

Campaign Showcase

Highlights from six successful campaigns

- **PlugIN Metrowest** - Electrifying Acton, Wayland, Natick & Framingham. Jillian Wilson-Martin, Town of Natick
- **Weston Students in Action** - Jonathan Lan, Weston Students for Environmental Action
- **Mass Go Solar** - A coalition of solar energy businesses and advocates to solarize Massachusetts. Laury Hammel, Sustainable Business Network of MA
- **Electrify Brookline** - A neighborhood-based campaign to help Brookline move beyond fossil fuels. Diane Sokal, Mothers Out Front - Brookline
- **Growing Curbside Composting in Framingham** - Aimee Powelka, Energize Framingham
- **Opt-In Specialized Code** - Weston's Path to a Surprisingly Smooth Town Meeting. Nicholas Christman, Weston Sustainability Committee

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

Breakout Session #1

Personal Professional Development: Empowering you!

Choose one breakout session to attend

- 11:00 - 11:50
- **The Power of Conversations:** a Key to Growing the Climate Movement
 - **Supporting Municipal Staff and Learning from Each Other:** a Sustainability Manager Roundtable
 - **Fundraising for your Community-Based Work:** tips & tools
 - **Leveraging Digital Tools:** social media and free online tools & resources
 - **Best Practices for Climate Messaging**
 - **Engaging Youth Voices:** how to support and engage the youth in your community

Lunch & Keynote

11:50 am **LUNCH**

12:30 - 12:40 Announcements & 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?** Practical tips for Engaging and Growing Your Team from Casual Contacts to Volunteer Leaders.
 - **Strategizing for Climate Change Wins** - moving from idea to policy change
 - **Learn how MassEnergize can Amplify and Supercharge your Local Engagement Efforts**
 - **Engaging Diverse Constituencies** - organizing in 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
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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
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Closing

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

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