

What if . . .

Americans have been bombarded with conclusions and prescriptions about what needs—or doesn't need—to be done about climate change. What if they were given an opportunity to draw their own conclusions?

Americans have heard from everyone with a vested interest about climate change. What if they were able to hear the facts directly from the world's top climate experts?

Americans have been confused and turned off by the complexities and technical jargon of science. What if they were provided clear, engaging information that empowered them?

Americans have listened to a cacophony of competing opinions about the best way to meet the climate challenge. What if they had the chance to talk with each other, create their own consensus, and have their voices heard?

Welcome to the Climate Solutions Project

What if the transformational potential of hands-on learning; easy access to authentic, unbiased information; and face-to-face family, peer group, and community interactions could be employed on a mass media scale?

These questions lay the foundation for the Climate Solutions Project—a “public intervention” that will engage millions of Americans directly in the climate challenge. Through two years of intensive planning with a blue ribbon panel of climate scientists, behavioral scientists, social marketers, economists, ethicists, public health professionals, the project has developed a highly evolved public engagement strategy, a first-rate creative team, and a detailed master plan.

The Climate Solutions Project has been presented and discussed in meetings with federal agencies and major professional societies including the Centers for Disease Control and Prevention, National Oceanic and Atmospheric Administration, US Climate Change Science Program, National Science Foundation, and American Association for the Advancement of Sciences. The project was a finalist for the prestigious 2009 Buckminster Fuller Challenge grant.

With its innovative approach to public outreach, the Climate Solutions Project is attracting the attention of progressive corporations as we develop funding and sponsorship relationships. Shovel-ready, the Climate Solutions Project offers a mature and highly effective alternative to traditional mass media advertising and public relations campaigns.

What if Every American Found a Voice?

Imagine if every American had a clear understanding of climate change, why it matters, and what can be done about it. Imagine if everyone felt comfortable talking openly about their hopes, fears, and shared expectations.

The Climate Solutions Project provides a traveling “world’s fair”—a high-profile exhibition and festival engaging millions of Americans directly with climate science and related issues through an unforgettable, experiential approach to learning, dialogue, and action that is free of political advocacy. We will encourage a cultural shift that helps everyone participate in society’s response to climate change. Our approach employs interactive learning; easy access to authentic science; many routes to civic and consumer participation; plus organized dialogues about risks, opportunities, goals, and choices.

With the support of world-renowned experts in climate science, economics, ethics, social science, communications, and social marketing, the Climate Solutions Project offers a carefully crafted program that will transform the ways in which Americans relate to global warming.

Personal Interactions on a National Scale

The Tour — 20 U.S. cities over two years with facilitated group discussions, interactive exhibits, presentations, dialogue with decision-makers, live entertainment, and a consumer expo

Target Audiences — the majority of Americans who are concerned about climate change but not committed to policy action or behavioral change, plus specific groups: 1,000 opinion leaders in each city, local businesses and institutions, local news media, and K-16 educators

Potential Outreach — 300,000–500,000 people per city (capacity: 1 million), 10 million Americans overall (capacity: 20 million)

Extended Outreach — interactive web tools and a lively online community, plus do-it-yourself kits enabling local organizers in smaller towns to engage their own communities

Multiple Engagement Strategies — open to the public for one month in each city with specially designed programs for community leaders, businesses, faith-based groups, schools, and community organizations

Multiple Outcomes — interaction with policy and opinion leaders, reports to decision-makers, online social networking, personal commitment and reminder media, and consumer options

A Blue Ribbon Team — Bowman Design Group, Ed Hackley Design, Fred Friendly Seminars, Ignition, Public Agenda

Advisors in Climate Science

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George Luber

Centers for Disease Control and Prevention

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Susanne Moser

National Center for Atmospheric Research

Cynthia Rosenzweig

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Richard Somerville

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Birch Aquarium at Scripps
(free-choice learning)

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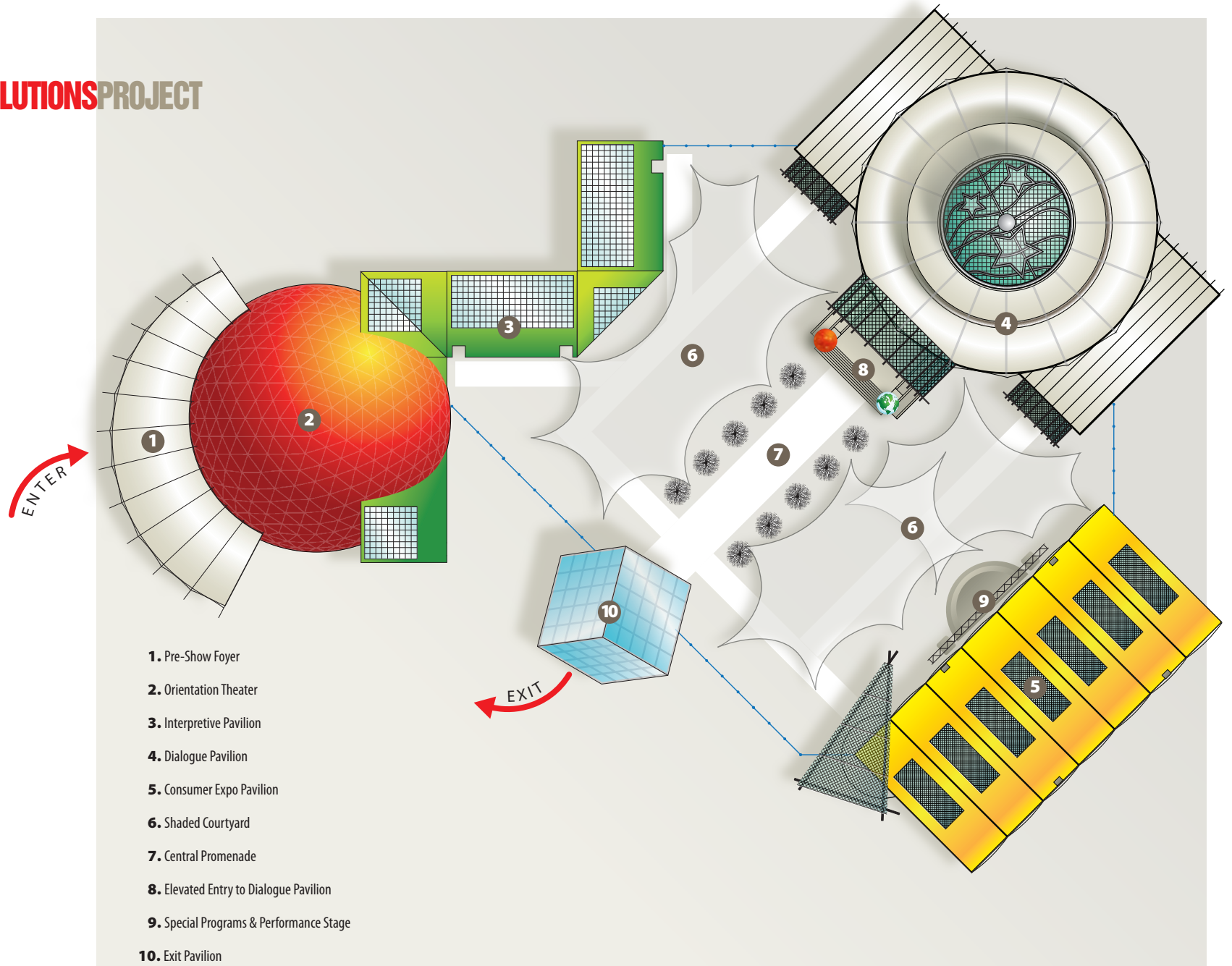
Jerry Schubel

Aquarium of the Pacific
(free-choice learning)

Gary Yohe

Wesleyan University
(economics)

CLIMATE SOLUTIONS PROJECT



- 1. Pre-Show Foyer
- 2. Orientation Theater
- 3. Interpretive Pavilion
- 4. Dialogue Pavilion
- 5. Consumer Expo Pavilion
- 6. Shaded Courtyard
- 7. Central Promenade
- 8. Elevated Entry to Dialogue Pavilion
- 9. Special Programs & Performance Stage
- 10. Exit Pavilion

Topic Plan