

*Environmental Business Council of New England, Inc.
Sustainable Solutions Lab at the University of Massachusetts Boston*

How We Decide to Get Serious about Climate Solutions *Politics, Communication, and Framing*

Friday, September 25, 2020

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Join us next week! **Thursday, October 1, 2020**

Climate Cocktails

A networking event hosted by the Climate Adaptation Forum

EBC & Sustainable Solutions Lab at UMass Boston – Quarterly Climate Adaptation Forum
EBC Contact: Ann Gisinger, agisinger@ebcne.org | SSL Contact: Rebecca Herst, rebecca.herst@umb.edu

www.climateadaptationforum.org

AGENDA

10:00 a.m. **Welcome**

- Rebecca Herst, Director, Sustainable Solutions Lab
University of Massachusetts Boston

Program Introduction – What You Will Learn

- David W. Cash, Ph.D., Dean
John W. McCormack Graduate School of Policy and Global Studies
University of Massachusetts Boston

10:10 a.m. **Release of the Sustainable Solutions Lab Report**

Views that Matter: Race and Opinions on Climate Change of Boston Area Residents

- Paul Watanabe, Ph.D., Professor of Political Science
Director of the Institute for Asian American Studies
University of Massachusetts Boston
- Lorena M. Estrada-Martínez, Ph.D., MPH
Assistant Professor of Environment and Public Health
School for the Environment, University of Massachusetts Boston

10:30 a.m. **Climate Across the Spectrum: Bare-Knuckle Politics in the Field**

Moderator: Mary Skelton Roberts, Co-Director, Climate, Barr Foundation

- Jacqueline Patterson, Senior Director
NAACP Environmental and Climate Justice Program
- Benji Backer, President and Founder, American Conservation Coalition
- Randy Abreu, Policy Director, Congresswoman Alexandria Ocasio-Cortez (D-NY)

11:45 a.m. **Break**

12:00 p.m. **Psychology, Semantics, and Strategy: Accelerating Response to Climate Change**

Moderator: Sarah Finnie Robinson, Director

“The 51 Percent Project”, Institute for Sustainable Energy
Senior Fellow and Adjunct Clinical Professor
College of Communication, Boston University

- Elke Weber, Ph.D., Gerhard R. Andlinger Professor, Energy and the Environment
Professor of Psychology and Public Affairs
Princeton University
- Justin Worland, Correspondent, TIME Magazine - Energy and Environment
- John Marshall, Chairman and CEO, Potential Energy Coalition
Senior Client Advisor, Lippincott

1:15 p.m. **Adjourn – Closing Remarks**

- Kathryn Meng Elmes, Ph.D., Carbon Strategic Partnerships, Indigo Agriculture
- Alex Papali, Political Director, Center for Economic Democracy

FORUM CO-CHAIRS

David W. Cash, Ph.D., Dean

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David W. Cash is the Dean of the John W. McCormack Graduate School of Policy and Global Studies at UMass Boston and a founding Dean of the Sustainable Solutions Lab. He has spent his career trying to understand and better harness knowledge to solve pressing policy challenges. Spending the past decade in Massachusetts state government in catalytic roles, Cash helped to transform the commonwealth's energy and environmental policy and regulatory landscape. His job history includes being a commissioner at both the Department of Environmental Protection and Department of Public Utilities, and Undersecretary of Policy at the Executive Office of Energy and Environmental Affairs. In these roles, he helped develop and implement nation-leading science-based environmental, climate, and clean energy programs; statewide climate adaptation planning; innovative renewable energy and grid modernization efforts and the Regional Greenhouse Gas Initiative—the nation's first CO2 cap-and-trade program. He earned a PhD in public policy from Harvard University, concentrating in environment and natural resources. He also completed an MAT in science education from Lewis & Clark College and a BS in biology from Yale.

Sarah Finnie Robinson, Founding Director, The 51 Percent Project

Senior Fellow, Institute for Sustainable Energy
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Sarah Finnie Robinson is an Adjunct Clinical Professor at the College of Communication and a Senior Fellow at the Boston University Institute for Sustainable Energy, where she is Founding Director of The 51 Percent Project on climate communication.

Through the Project, a research and data-driven communication initiative, Robinson identifies best practices for mainstream consumer messaging to engage the majority of Americans who are ready to invest and participate in climate solutions. This includes spearheading BU's institutional partnership with the Covering Climate Now major-media coalition. Robinson also collaborates with Dr. Elke Weber and her team at Princeton to identify pathways for accelerated accomplishment on climate solutions at financial and corporate organizations.

Robinson is the founding partner of WeSpire, a Boston tech firm that powers sustainability programs at F500 corporations. She serves on the Advisory Council of Boston Harbor Now and active on its Climate Task Force. She spent the first two decades of her career at The New Yorker and The Atlantic, before launching iVillage.com as lead content editor. BA Princeton University, English; MA Middlebury College Breadloaf School, English Literature.

Kathryn Meng Elmes, Ph.D., Carbon Strategic Partnerships

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Kathryn manages strategic partnerships for Indigo Carbon and leads technology exploration at Indigo Ag, where she engages with researchers, entrepreneurs, growers, and industry experts working to measure and amplify soil carbon sequestration, improve soil health, and increase grower profitability. She received a PhD and MA in Geography from Clark University, and a MSc in International Development: Environment and Development from the University of Manchester, UK. Prior to Indigo, Kathryn served as Investment Principal at the Massachusetts Clean Energy Center, where she invested in, supported, and managed a portfolio of enterprise and consumer-facing companies in the clean energy industry. Prior to that she was the Director of Cleantech Open Northeast, the global accelerator for early-stage clean technology startup companies, after having served as the Director of Operations for the Worcester Cleantech Incubator (WCTI).

Alex Papali, Political Director
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Alex Papali has been a grassroots organizer in the Boston area since high school, in areas ranging from energy democracy to tenant rights to political repression. At the Center for Economic Democracy, he helps grow community power to challenge the structural causes of economic, social, and environmental injustice, as well as to build out the infrastructure for alternative systems.

SPEAKERS

Randy Abreu, Policy Director
Congresswoman Alexandria Ocasio-Cortez (D-NY)
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Randy Abreu (@AbreuEsq) is the Policy Director and former Legislative Aide to Congresswoman Alexandria Ocasio-Cortez (D-NY), where he handled the Green New Deal portfolio and worked with the Congressional Oversight Committee.

Abreu previously served in the Obama Administration where he was appointed to the Department of Energy's Office of Technology Transitions and Clean Energy Investment Center. He is an alum of the Congressional Hispanic Caucus Institute and Google Policy fellowships and is currently a Google NextGen Leader and Internet Law and Policy Foundry fellow.

Benji Backer, President
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Benji is President and Founder of the American Conservation Coalition and a graduate of the University of Washington. He serves on the Wisconsin Conservative Energy Forum's Leadership Council and is a fellow at the Chapman Center in Seattle. He previously served as the co-chair for Young Americans for Mitt Romney in Wisconsin. He has been awarded the Grist 50, Forbes 30 Under 30, RedAlert 30 Under 30, and GreenBiz 30 Under 30.

He has contributed to publications such as CNBC, The Hill, Fox News, The Washington Examiner, and The Independent. Benji has also spoken at events across the country, including at CPAC three times. Through ACC, Benji is excited to be helping unite Americans on pro-environmental reforms and change the narrative when it comes to the environment.

Benji grew up in Wisconsin and is an avid Wisconsin sports fan, as well as hiker and skier.

Lorena Estrada-Martínez, Ph.D., MPH, Assistant Professor of Environment and Public Health
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Lorena M. Estrada-Martínez is Assistant Professor of Public Health in the School for the Environment at the University of Massachusetts Boston and, along with Dr. Paul Watanabe, Principal Investigator (PI) of the Sustainable Solutions Lab report Views that Matter: Race and Opinions on Climate Change of Boston Area Residents. Her research uses life-course and ecological frameworks to understand racial and ethnic health inequities. She is the author of various studies on how community- and family-based dynamics impact the short- and long-term risk for behavioral and mental health outcomes among minority youth, with a particular emphasis on Latinx populations. She is also the PI of an EPA-funded study on the health impacts of 60+ years of military activities on the people of Vieques, Puerto Rico, and co-PI of an NSF-funded study on Puerto Ricans' decisions migrate to the United States or stay on the island after Hurricane Maria. She received her BA in psychology from the University of Puerto Rico, Río Piedras and her PhD from the University of Michigan School of Public Health.

John Marshall, Senior Client Advisor
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John's 30 years of experience advising the leaders of Fortune 500 companies spans branding, marketing, innovation and digital transformation.

At Lippincott, John is a senior client advisor. He divides his time between leading client relationships and his nonprofit startup Potential Energy, a major industry-wide effort tapping the best talent in the marketing industry to fight climate change. He is also a Professor of Marketing at the Tuck School at Dartmouth College. In his ten years at Lippincott, John has held several leadership roles, including Chief Strategy and Growth Officer, Chief Client Officer, and head of the firm's Brand Strategy and Innovation practices.

Jacqueline Patterson, Senior Director
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Jacqueline Patterson is the Senior Director of the NAACP Environmental and Climate Justice Program. Since 2007 Patterson has served as coordinator & co-founder of Women of Color United. Jacqui Patterson has worked as a researcher, program manager, coordinator, advocate and activist working on women's rights, HIV&AIDS, racial justice, economic justice, and environmental and climate justice. Patterson served as a Senior Women's Rights Policy Analyst for ActionAid where she integrated a women's rights lens for the issues of food rights, macroeconomics, and climate change as well as the intersection of violence against women and HIV&AIDS. Previously, she served as Assistant Vice-President of HIV/AIDS Programs for IMA World Health providing management and technical assistance to medical facilities and programs in 23 countries in Africa and the Caribbean. Patterson served as the Outreach Project Associate for the Center on Budget and Policy Priorities, and Research Coordinator for Johns Hopkins University. She also served as a U.S. Peace Corps Volunteer in Jamaica, West Indies.

Patterson's publications/articles include: "Jobs vs Health: An Unnecessary Dilemma", "Climate Change is a Civil Rights Issue", "Gulf Oil Drilling Disaster: Gendered Layers of Impact", "Disasters, Climate Change Uproot Women of Color"; "Coal Blooded; Putting Profits Before People"; "Just Energy Policies: Reducing Pollution, Creating Jobs": "And the People Shall Lead: Centralizing Frontline Community Leadership in the Movement Towards a Sustainable Planet"; book chapter, "Equity in Disasters: Civil and Human Rights Challenges in the Context of Emergency Events" in the book Building Community Resilience Post-Disaster; and book chapter, "A Circuitous Path to Climate Justice" in the Book, All We Can Save.

Patterson holds a master's degree in social work from the University of Maryland and a master's degree in public health from Johns Hopkins University. She currently serves on the Steering Committee for Interfaith Moral Action on Climate, Advisory Board for Center for Earth Ethics as well as on the Boards of Directors for the Institute of the Black World, The Hive: Gender and Climate Justice Fund, the American Society of Adaptation Professionals, Greenpeace, Bill Anderson Fund, People's Solar Energy Fund, and the National Black Workers Center Project.

Mary Skelton Roberts, Co-Director, Climate
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Mary Skelton Roberts is a co-director for Climate at that Barr Foundation. In that role she is a thought leader, strategist, and change maker, leveraging the Foundation's resources to improve mobility options for communities throughout Massachusetts and helping the region prepared for the impending impacts of climate change. She spearheads efforts to bring Bus Rapid Transit to Greater Boston and helped catalyzed Go Boston 2030, a long-term plan for the future of transportation in the City. In her climate preparedness work, she helped catalyze Climate Ready Boston, the City's first comprehensive analysis of climate vulnerability and the first multi-neighborhood resilience plan in the United States.

Mary currently serves as board chair of the Hispanics in Philanthropy and is a trustee of the Funders' Network for Smart Growth and Livable Communities. She also sits on advisory committees for the Boys and Girls Clubs of Boston and the Milagros Para Niños' at Boston Children's Hospital.

Mary holds a BA from the University of Southern California and an MA in city planning from MIT. She is also trained mediator certified by the Program on Negotiation at Harvard Law School and taught at the Center for Dispute Resolution in London, England. A native Spanish speaker of Cuban decent, Mary delights in raising her daughter Dahlia, preventing her dog Scooter from catching the squirrels at the Arnold Arboretum, and practicing salsa moves with her husband Rojellio.

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Paul Watanabe is Professor of Political Science and Director of the Institute for Asian American Studies at the University of Massachusetts Boston. He serves as President of the Board of Directors of the Nisei Student Relocation Commemorative Fund; the Board of Directors of the South Shore Health System; Board of Advisors of North Hill Communities; the Board of Trustees of the Harry H. Dow Memorial Legal Assistance Fund; and the City of Boston's COVID-19 Health Disparities Task Force. He was appointed by President Obama to serve on the President's Advisory Commission on Asian Americans and Pacific Islander and served as the first Chair of the U.S. Census Bureau's National Advisory Committee on Racial, Ethnic, and Other Populations. He is the author of *Ethnic Groups, Congress, and American Foreign Policy* and principal author of *A Dream Deferred: Changing Demographics, New Opportunities, and Challenges for Boston*. His scholarly articles on ethnic studies, Asian Americans, public policy, political behavior, foreign policy, and health disparities have appeared in major academic journals and edited volumes. Paul received his B.S. in Political Science from the University of Utah and Ph.D. in Political Science from Harvard University.

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Elke Weber is the Gerhard R. Andlinger Professor in Energy and the Environment and Professor of Psychology and Public Affairs at Princeton University. Her research models decision-making under uncertainty and time delay in financial and environmental contexts from a psychological and neuroscience perspective. Her expertise in the behavioral decision sciences has been sought out by advisory committees of the National Academy of Sciences on Human Dimensions in Global Change, an American Psychological Association Task Force that issued a report on the Interface between Psychology and Global Climate Change, and Working Group III for the 5th and 6th Assessment Report of the U.N. Intergovernmental Panel on Climate Change (IPCC). She is past president of the Society for Neuroeconomics, the Society for Judgment and Decision Making, and the Society for Mathematical Psychology. She is a fellow of the American Academy of Arts and Sciences, the American Association for the Advancement of Science, the American Psychological Association, the Association for Psychological Science, the Society for Risk Analysis, the Society for Experimental Psychology. She received the Distinguished Scientific Contribution Award from the Society for Risk Analysis and was elected to the German National Academy of Sciences Leopoldina and the US National Academy of Sciences.

Justin Worland, Correspondent
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Justin Worland is a senior correspondent at TIME magazine based in Washington D.C. covering climate change and the intersection of politics, policy and society. He has written several TIME cover stories, including Greta Thunberg's Person of the Year cover story and has received multiple awards for his coverage including the SEAL award for environmental journalism. He previously covered politics at Roll Call and breaking news with TIME in New York. He graduated from Harvard with a degree in history.