AMERICA AT AN INFLECTION POINT

Report 2013

ecoAmerica
start with people

"If you think mitigated climate change is expensive, try unmitigated climate change."
—DR. RICHARD GAMMON, UNIVERSITY OF WASHINGTON – SEATTLE

"Social movements emerge as a result of the efforts of purposeful actors (individuals, organizations) to assert new public values, form new relationships rooted in those values, and mobilize the political, economic, and cultural power to translate these values into action."
—MARSHALL GANZ, "LEADING CHANGE: LEADERSHIP, ORGANIZATION AND SOCIAL MOVEMENTS," HANDBOOK OF LEADERSHIP THEORY AND PRACTICE

"We, the people, still believe that our obligations as Americans are not just to ourselves, but to all posterity. We will respond to the threat of climate change, knowing that the failure to do so would betray our children and future generations. Some may still deny the overwhelming judgment of science, but none can avoid the devastating impact of raging fires, and crippling drought, and more powerful storms. The path towards sustainable energy sources will be long and sometimes difficult. But America cannot resist this transition; we must lead it."
—PRESIDENT BARACK OBAMA, 2013 INAUGURAL SPEECH

"Broken by it, I too, may be; bow to it I never will. The probability that we may fall in the struggle ought not to deter us from the support of a cause we believe to be just."
—ABRAHAM LINCOLN, SPEECH OF THE SUB-TREASURY (1839), COLLECTED WORKS

"It is quite possible that the environment might become the world's most inclusive political issue."
—NEWT GINGRICH AND TERRY MAPLE, A CONTRACT WITH THE EARTH, 2007

"What we have before us are some breathtaking opportunities disguised as insoluble problems."
—JOHN GARDNER, 1965 SPEECH

Greetings,

Americans are awakening to the reality of global warming. **The climate system has "tipped" and the impacts are now widely manifest** in unprecedented costly floods, wildfires, droughts and extreme weather impacting every region of the nation. Nearly 80% of Americans say they notice. They have good cause for concern.

Less obvious is when our social systems will tip in response. Social change often occurs as a 'Black Swan' event—unprecedented and unpredictable. Emerging, latent concern can be unleashed with force and urgency by an event or series of events, presenting a window of opportunity. **We could well be at such an inflection point** on global warming.

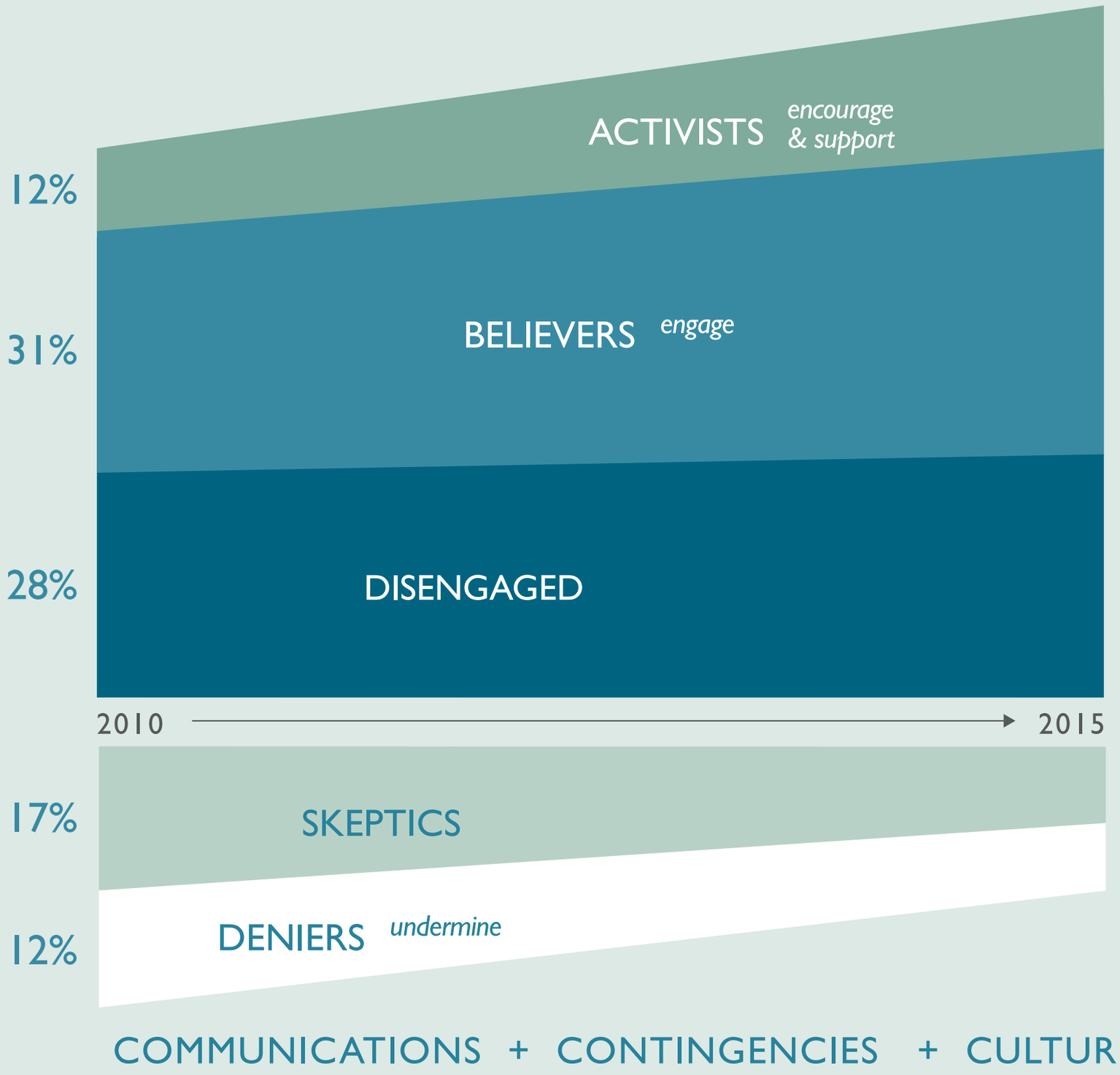
In addition to the opportunity presented by the emerging reality of climate change, President Obama has heralded a shift in his position. The climate solutions movement faces these inflection points with unity on the problem, but not the solution. We don't offer a cohesive vision and united front for the public and the president to rely on and rally around.

Understanding and effectively responding to strategic gaps such as these is key to getting climate change placed as a priority on the national agenda. We need to provide the **thought leadership and build the public support that our political system requires** for effective policy.

To help address these challenges, ecoAmerica and our partners will launch a major new initiative in 2013. **MomentUs will work behind the scenes to support the climate solutions movement**, fill strategic gaps, and empower sector-based responses to the economic, health, security and moral challenges brought by climate change. Learn more on pages 14-18 of this report.

Bob Perkowitz
Founder and President

CLIMATE AS A SOCIAL CHALLENGE



No longer is climate change about distant lands and polar bears; it has arrived on our lands, our shores, and in our weather. Climate is already impacting the American people. And, they are noticing.

We must take advantage of these regrettable circumstances. Now is the **time to transition the climate movement from an environmental issue into a social movement.** We have reality. We have the solutions. What we need now is public support.

Climate change is now here, faster than predicted. Addressing it as a social movement **allows us to align our solutions at the practical and positive center of America.** It allows us to build authentic relationships with diverse sectors of Americans, representing their values and self interest.

ecoAmerica is at the forefront of social innovation to engage Americans on climate change and preparedness.

Join us.

WHAT WE DO

ecoAmerica grows the base of popular support for climate solutions in America. We fill a critical need in the climate movement—to significantly increase and diversify the number of Americans who believe in and support solutions.

ecoAmerica starts with people to genuinely understand and address Americans' core concerns and how they relate to climate and preparedness.

We **employ deep and predictive research** that tells us which Americans are ready to move on climate, and how we can activate them.

We then **collaborate within and beyond the movement,** partnering with organizations and sectors that will effectively reach and motivate Americans. We bring together new and unlikely leaders and organizations to build authentic relationships and **catalyze collaboration and progress.**

With our partners **we create national engagement programs that inspire participation** to permanently transform how Americans live, work, and play. These programs connect with Americans' core values to bring about and support change in personal and civic choices and behaviors.

By focusing on peoples' values and communities, we build **new cultural norms**—growing the public will, desire, and demand for meaningful action on climate change.

All of our work is grounded in partnership. We invite strategic collaboration to further collective success.

RESEARCH

ecoAmerica starts with people. Our science is predictive and deeply applicable research that enables us to identify receptive audiences and catalyze behavior changing programs for large sectors of Americans.

We begin with sophisticated psychographic research on American primary motivations and values. We measure a spectrum of social values and how they relate to attitudes on climate and preparedness, as well as personal and public policy behaviors. This **research identifies large sectors of Americans who are ready to shift their behaviors.**

The social sciences are filled with research on climate change and its social, political, psychological, and behavioral implications. ecoAmerica assembles teams of social scientists to **pull together the best work into seminal reports for each field, adding practical application to the findings.**

We conduct communications research to provide rigorously tested, motivating narratives that inform, inspire and empower people to positive solutions. Harnessing best practices in communications and neuroscience, our proven methodology helps to **break down receptivity barriers and increase absorption, saliency and urgency.**

ecoAmerica's sector research provides context on the external cultural factors influencing Americans, including in the economic, political, and social dimensions.

ecoAmerica research provides deep insights that enable progress on climate and preparedness. But, we don't stop there. ecoAmerica **freely shares all research findings with like minded organizations** to build knowledge, skills, direction, partnerships and success in efforts to engage Americans in climate and sustainability solutions.

"Leveraging the targeting, engagement and messaging information from these studies helps to inform our outreach efforts. Climate solutions advocates need this kind of research to help activate their existing constituents, and to amplify support."

—FRANCESCA KOE, DIRECTOR, NRDC

PARTNERS

the alliance for climate protection · NRDC · Sierra Club · Linden Trust for Conservation · The Nature Conservancy · Audubon · EDF Environmental Defense Fund · MacArthur Foundation · California Conservation · Defenders of Wildlife · Ocean Conservancy · EARTHJUSTICE Because the earth needs a good lawyer

PROGRAMS

Over the past six years, ecoAmerica has developed and proven a new model for engaging Americans. With this model we have been able to develop and launch uniquely effective national programs that provide positive results and a foundation for future work.

ecoAmerica programs are built on strategic partnerships that provide leverage, scale and mutual benefit. **We act as a catalyst,** bringing our research and best practices forward to design and develop programs. We then partner with organizations that have direct access to and influence with our target audiences.

With our partners we bring the programs to large and cohesive sectors of society, and groups of Americans who are ready to absorb, retain and diffuse climate and sustainability values and actions.

Once our programs have achieved success and show sustainable viability, we hand them off to our organizing partner to continue onward. This allows us to move forward and create new programs to ultimately engage higher numbers of Americans in climate solutions.

From higher education, to families, to baby boomers, to the climate and conservation community, ecoAmerica research, best practices and **programs have engaged many sectors and tens of millions of Americans,** affected permanent improvements in climate and preparedness, and infused lasting positive values into the fabric of American culture.

"The ecoAmerica team is very smart about its consumer research and developing programs to engage new audiences. The ecoAmerica partnership on Nature Rocks helped us to advance our goal of making nature relevant to broad American audiences."

—ELIZABETH WARD, DIRECTOR, THE NATURE CONSERVANCY

PARTNERS

LEADERSHIP SUMMITS

If we are to succeed, we need to share our best information and collaborate. This cooperation enhances cohesion and collective efficacy.

Aligned with shared principles and empowered in collective action, we could shift our energy regime in ways that promise a more secure, safe, healthy, and prosperous future. We have the assets—people and money. We now need to put **principles before policy and common cause before organizational self interest.**

If we can pull ourselves together, we will be able to pull the nation together around climate solutions. We also need to **expand our movement, empower leadership, address climate directly, and connect with the hearts of Americans.** By bringing leaders from new and resonant sectors to our planning tables, we can forge authentic partnerships and constituency engagement, and **help America attain the cultural and economic benefits that come from addressing climate change.**

To this end, **ecoAmerica holds annual leadership summits**—one day, invitation only working sessions—that bring together the brightest and most innovative leaders from diverse sectors within and beyond the movement. These leaders share their own research, thinking and best practices. They discuss, collaborate and prioritize solutions for the myriad of aspects for engaging the hearts and minds of Americans on climate change.

These summits **inspire new strategies, plans, and levels of collaboration, and forge fresh alliances with new sectors** to engage the hearts and minds of Americans.

"It was a great pleasure to participate this year. I was blown away by the calibre of the conversation, organization, and outcomes. Bravo! I actually feel…dare I say it…hopeful."

—WHITNEY MORTIMER, PARTNER, IDEO

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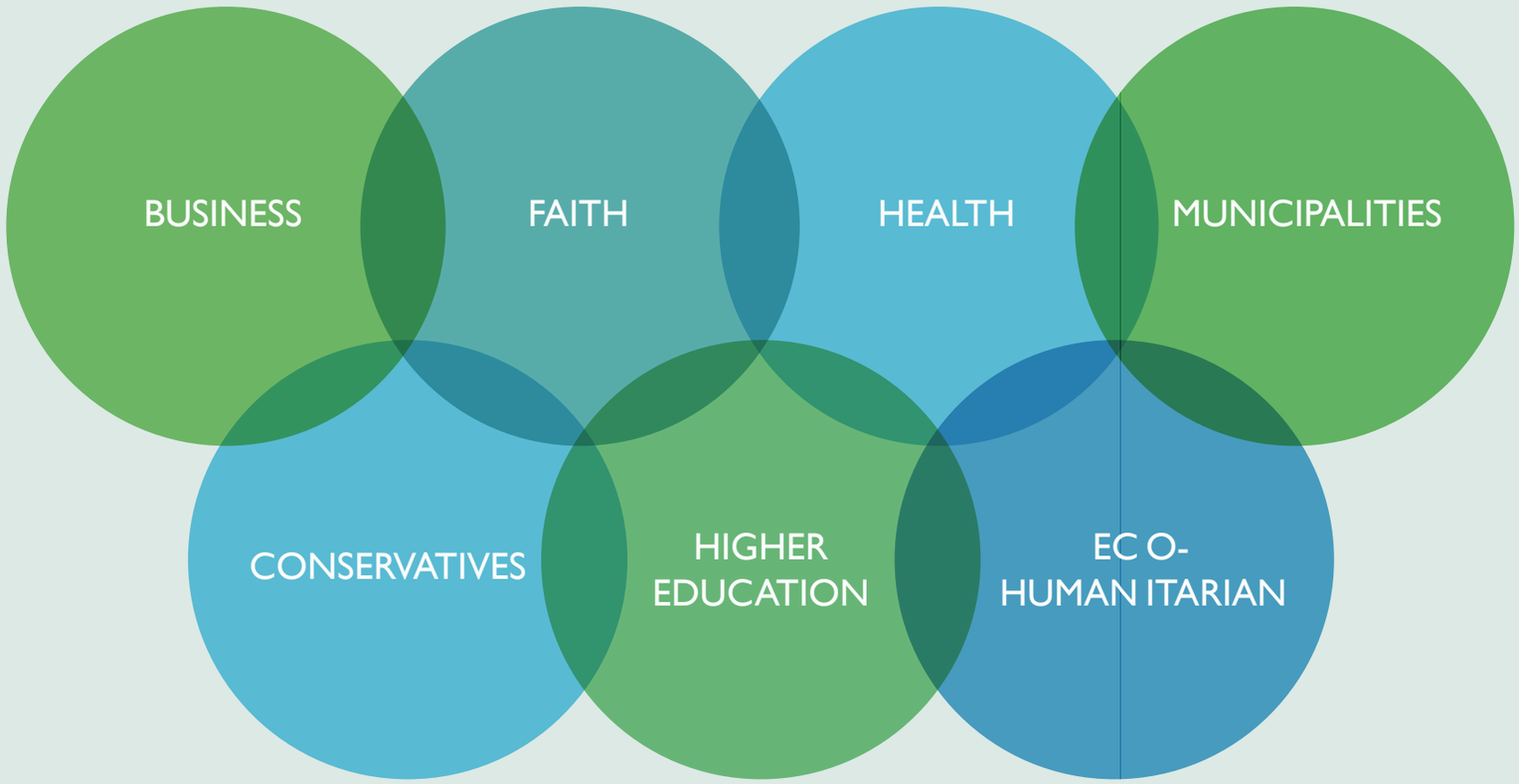
momentus OPPORTUNITY



We burn fossil fuels to provide nearly all the energy humans use to create economic prosperity and personal comfort.

The shift to renewable energy necessary to stop this pollution and avoid the frightening consequences of climate change not only threatens powerful private interests, **it challenges our concepts of economic growth and our values.**

Many thousands of organizations in America are working on climate solutions on every level. **Aligned and empowered in collective action toward a common goal,** we can exponentially increase our effectiveness.

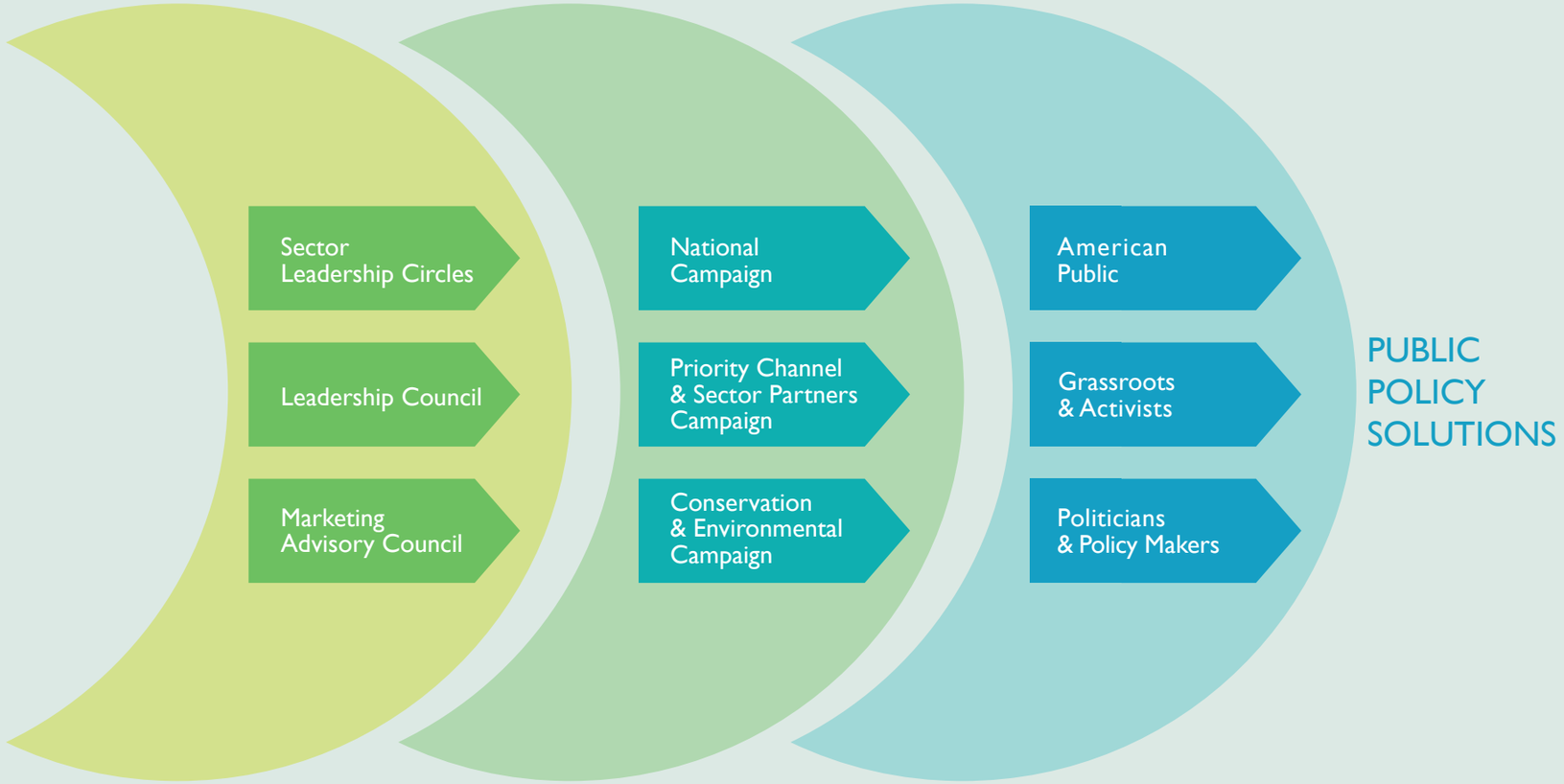
Together, we can change society and solve climate change in ways that promise a more secure, safe, healthy, happy and even a more prosperous future.

MOVING AMERICA TOWARD CLIMATE SOLUTIONS

The Movement Action Plan (MAP) Model - a framework and roadmap for progress

- STAGE 1: Normal Times (mid 1800s-1979)
- STAGE 2: Prove the Failure of Official Institutions (1979-2001)
- STAGE 3: Ripening Conditions (2001-2006)
- STAGE 4: Take Off (2006-2008)
- STAGE 5: Perception of Failure (2009-2012)
- STAGE 6: Majority Public Opinion (2013-future)
- STAGE 7: Success
- STAGE 8: Continuing the Struggle

PUBLIC SUPPORT FOR PUBLIC POLICY



The MomentUs Plan has been prepared under the auspices of and with support from the MacArthur Foundation and the Linden Trust for Conservation

momentus™

MomentUs is a new strategic organizing and communications initiative designed to build a game-changing increase in personal and institutional support for climate solutions by using local and regional impacts and preparedness to engage the American public in mitigation.

MomentUs will **lead from behind, fill strategic gaps, and empower sector-based American responses** to the economic, health, security and moral challenges brought by climate change. It has been designed to help bring together the strategies, partners and funders needed to ignite progress on a new path for climate solutions in America.

This path is rooted in the empirical past. **By studying past social change efforts** and the battle for climate in America, we can learn what works and employ this to determine success factors to advance truly effective solutions.

The MomentUs Plan contains the analysis and a dynamic, flexible plan for building support for climate and sustainability solutions in America. Contact ecoAmerica for more information.

MOMENTUS WILL:

MomentUs is a backbone initiative that will work in the background to create and celebrate leadership, and to empower and support other organizations and the movement.

It will fill three strategic gaps:

1) **Provide valuable social sciences and state of the art marketing research to help everyone engaged in climate solutions be more effective.**

2) **Expand and diversify the movement for climate solutions to seven targeted sectors that can have significant influence on outcomes.**

3) **Collaborate within and among sectors in the creation of a new master narrative and campaign to connect climate change with the center of American values, and build game-changing support for solutions.**

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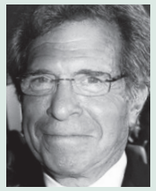

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FINANCIALS

BALANCE SHEET

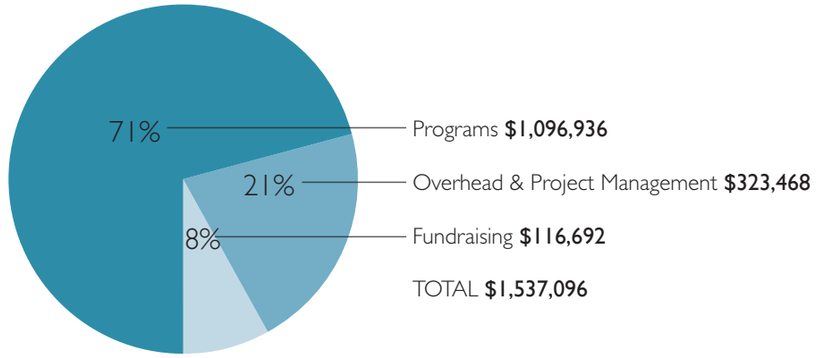
	2012
ASSETS	
Current Assets	
Checking/Savings	$ 1,447,066
Other Current Assets	$ 5,982
Total Current Assets	$ 1,453,048
Total Fixed Assets	$ 10,958
Other Assets	
Website & Other	$ 45,556
Pledge Commitments	$ 8,775,000
Total Other Assets	$ 8,820,556
TOTAL ASSETS	$ 10,284,562
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	$ 20,603
Long Term Liabilities	$ -
Total Liabilities	$ 20,603
Total Equity	$ 10,263,959
TOTAL LIABILITIES & EQUITY	$ 10,284,562

INCOME STATEMENT

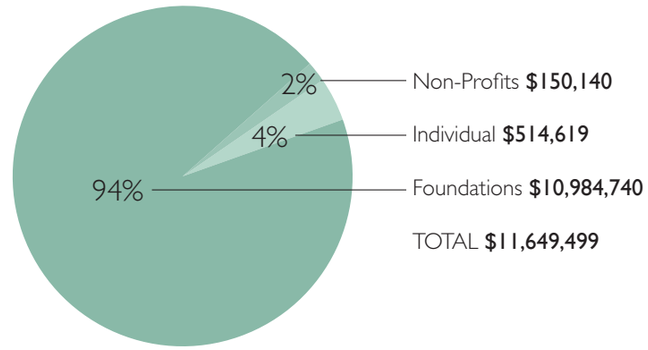
	2012
TOTAL INCOME	$ 11,649,499
EXPENSE	
Marketing	$ 37,797
Personnel Costs	$ 428,942
Program Expense	$ 925,775
Research	$ -
Management	$ 144,581
TOTAL EXPENSE	$ 1,537,096
Ordinary Income	$ 10,112,404
Other Income	$ -
NET INCOME	$ 10,112,404

note: all financials are preliminary, unaudited.

2012 EXPENSES BY PROGRAM



2012 INCOME BY SOURCE



Visit ecoAmerica.org to learn about our latest program and research offerings, and visit ecoAffect.org for news, information and thought leadership on engaging Americans for climate and sustainability solutions.

ecoAmerica

ecoAmerica is a 501(c)3 organization. We depend on the generous support of donors and key constituents who share our philosophy that climate and sustainability progress starts with people!

For information on supporting our work, including gifts of securities, planned gifts, or tribute or memorial gifts, please contact **JENNI LEBLANC**, *VP of Development, at* **202.457.1125**

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