

HOW-TO GUIDE

Green Umbrella

ecoAmerica's How to Guide is a resource for US leaders and their stakeholders to address climate challenges wherever they are living and working.

OVERVIEW

If you are a local, regional or national leader who is working on a climate change agenda, this stepwise model will help you organize a successful climate program with planning, stakeholder engagement and execution steps. This series features the finalists of ecoAmerica's 2024 American Climate Leadership Awards.

STEP-BY-STEP GUIDE

- 1. Conduct Landscape Analysis:** bring together diverse partners to describe regional climate impacts and injustices affecting specific populations, using listening sessions, surveys, and more. Focus on addressing power structures and access to participation in decision-making.
- 2. Incubate and Launch:** form steering committee, establish mission/vision/values, co-create governance structures, set membership parameters and leadership rules, create branding, design member benefits to be delivered, organize an initial project to engage communities, and launch the collaborative.
- 3. Center Equity and Justice:** identify opportunities to fill resource gaps, focusing on strategies that address the distribution of burdens and benefits across different populations. When prioritizing issues, geographies, and populations, focus on making a commitment to correct past harms and facilitate repair.
- 4. Embrace Systems Thinking:** focus on addressing underlying structural conditions that are the root cause of climate, social, and racial injustices. Embrace strategies that cultivate accountability, reduce harm, and prevent unintended consequences.
- 5. Accelerate and Grow:** create a 3-5 year strategic plan, marketing and development plan, and annual implementation plan for the Regional Climate Collaborative. Staff up to tackle key issues identified by the community and support core operations related to communications, grant writing, marketing, and development.
- 6. Co-create Evaluation Mechanisms:** create data collection, analysis, and evaluation approaches in collaboration with communities that show how your collaborative is supporting progress, and the successes of community efforts.
- 7. Maintain:** continue to add partners, focus on policy and systems-level change, increase membership and brand awareness, and expand upon observed successes.