

THE CAMPUS CONSORTIUM FOR ENVIRONMENTAL EXCELLENCE AND CERES PRESENT

# CLIMATE CHANGE COMMUNICATION

## Tuning the Message.

September 7, 2006  
3:00 – 5:00 PM



Kirsch Auditorium  
MIT Stata Center  
(Building 32, Room 123)  
32 Vassar Street  
Cambridge, MA

Kendall Station:  
Red Line T Stop

Parking available  
at Vassar Street Lot

**If you're not Al Gore**, getting people to understand and accept the reality of climate change is not easy. How can we get the message of climate change to resonate with the average person or student? What symbols, signals and stories will most effectively reach a wide range of audiences? Who are the best messengers? What are the best messages?



**Join us** for a riveting discussion with **Solitaire Townsend**, managing director and co-founder of **Futerra**, a communications consultancy in the United Kingdom, who is one of the UK's leading specialists on the development and delivery of climate change communication strategies.

Following her provocative and inspiring presentation, we have convened an expert panel from the U.S. to share notes from their climate change communication experiences and to compare and contrast the challenges in the United States.

Panel Discussion:

**Julie Newman**, Sustainability Director, Yale University

**Peyton Fleming**, CERES Communication Director

**Riva Krut**, Vice President, Cameron-Cole

Moderated by **Anne Kelly**, Creative Resolutions LLC

For further information about the event, contact Tom Balf at the C2E2, at 617-951-1181 or [tbalf@c2e2.org](mailto:tbalf@c2e2.org)



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