

No More Dead Polar Bears: Art For Sustainability Engagement

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16:00 - 16:45 BST
Tuesday, 21 June 2022



No More Dead Polar Bears: Art For Sustainability Engagement



Susan Israel AIA, LEED AP
Climate Creatives, *President & Founder*

FS Club, June 21, 2022

ClimateCreatives.com



We're good

or not

Financial Industry and Climate Commitments

A growing movement

[Greenfin 2022](#), June 28-29, New York

[United Nations Global Compact](#)

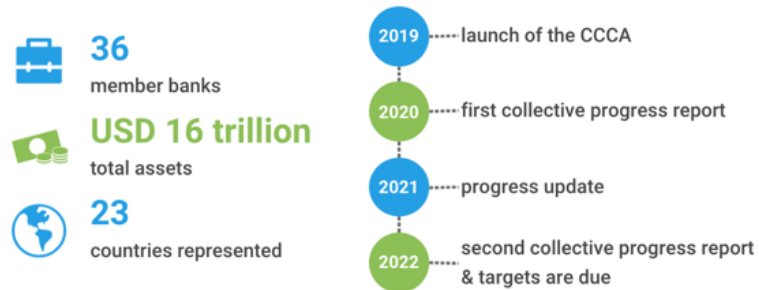
- [20209 participants](#)

[United Nations Environment Finance Initiative](#)

- 113 Banks
- 41 Countries
- US\$ 68trn Total Assets
- 38% of global banking assets

[Net Zero Banking Alliance](#)

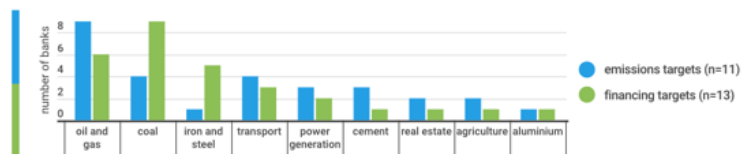
- [Members](#)



Portfolio-level



Sector-level



and 92% of banks report having exclusion or phase-out policies in place

Why Does Engagement Matter?

A moon shot - Ambitious ESG and policy goals need all hands on deck.

Everyone invested

Personal commitment to the mission

Different perspectives

Each person knows best how to apply principles to their own role

Synergy: $2 + 2 = 8$

Combined knowledge sparks new solutions



Who Needs to be Engaged?

“Wicked” Problem (Systems Thinking)

Everyone

- Investors
- Board Members
- Partners
- Management
- Employees
- Clients
- Customers
- Supply Chain
- Communities
- Policymakers



How?

Write a
report

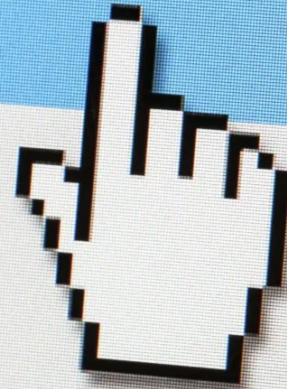


Send an
email

Sent Mail

Spam (372)

Trash



Call a meeting



Hold
trainings



Scare
them





CREATIVITY
COMMUNICATION
COLLABORATION
ENGAGEMENT

Climate Creatives

Using Art & Design to Empower Climate Action

ClimateCreatives.com

Climate Creatives Consultancy

How we work

Climate Creatives is a consultancy that delivers outreach, internal engagement, and educational programs. Our unique and impactful work is art- and design-based to engage people deeply. Climate Creatives uses a range of projects and methods to design a bespoke program that meets your organizations' goals. Scale, content, and location of each engagement vary, but we always connect people to climate issues meaningfully and empower them to act.

[Contact us to design a program for you.](#)



Climate Creatives History

Mission-driven, For-profit

High Impact, Scalable

- 12 years experience
- 500,000 people reached on-site
- + Digital impressions
- 140 diverse partners
- All sectors
- International



Climate Creatives Programs

We bring experiential art to organizations, communities, and schools

Engagement & Education for Organizations

- Bespoke programs for leadership and team
- Embed sustainability culture
- Intra- or inter-organization
- Multi-organization teaming
- Business, NGOS, Public Sector

Outreach: Sponsored Public Art Installations

- Community participation
- Climate topics: flooding, heat, renewables, AQ
- Permanent or ephemeral

Education – University & K-12

- Harvard Business School & others



How We Do It

Creative process

- Hope
- Agency
- Creativity
- Community
- Joy



Build cross-silo connections

Messaging

Must be all of these

- Positive
- Actionable
- Relevant
- Compelling
- Simple



Cross-Silo
Solutions Based
Positive
Relational
Scalable



Inside Organizations:
Impactful Employee Engagement & Educational Programs

Employee Engagement & Partner Development

Educational & Engagement Programs

- ESG Goals
- Sustainability Culture
- Climate & Resiliency Planning
- Equity, Inclusion & Diversity
- Public Health
- Client topics

Partnerships and Collaborations

- Launches
- Goal setting
- Alignment
- Engagement



Benefits

Team Development

- Builds creative capacity
- Empowers
- Educational
- Collaborative
- Aligns culture
- Bonds teams
- Fresh approach
- Impactful

Applications

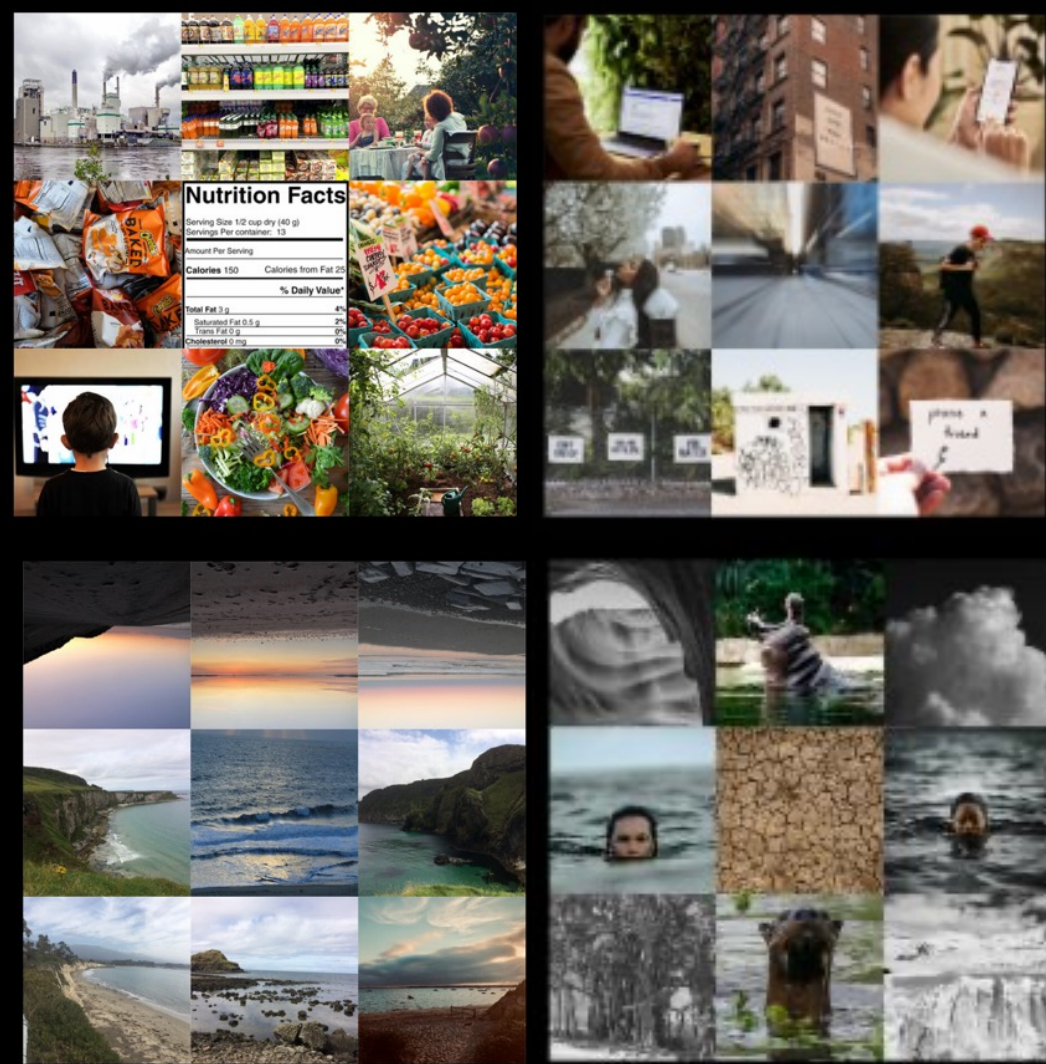
- Innovation Studios
- Establish goals
- Align partnerships
- Develop action plans
- Communicate initiatives



Virtual Workshops

Quarantine Quilts

- Team-based
- Facilitated design process
- Unlimited number of participants
- Framework for any content
- Custom Quilt (mosaic website)
- QuarantineQuilts.org



Participatory
Inclusive
Scalable
Educational
Empowering



Outreach Sponsorship

Public art programs that support climate adaptation

Public Art Outreach

Rising Waters

Makes data personal

Marks future flood levels

- 35+ Installations
- 3 countries

Benefits the Community

- Scalable: Train-the-trainer + Kits
- Social resiliency
- Agency
- Storytelling

Benefits Sponsors

- Highly visual
- Public interest stories
- Engages team - pride

Puts messaging into communities' hands



Community Collaborations

Rising Waters Around Buzzards Bay, MA

15 Community Partners

- New Bedford, Fall River municipal offices
- EJ community groups
- Buzzards Bay Coalition
- UMASS Dartmouth
- Non-profit organizations
- Towns from Fall River to Falmouth represented

Trainings for deep impact

- Installation instruction
- Companion projects by partners
- art, music, education, readings, etc)
- Climate/resiliency/renewables education

#Do1Thing Social Media Action Campaign



Data Communications Art

Rising Waters, Braintree, MA

Permanent Installations

- Public outreach for climate adaptation
- Citizen Science
- Tidal Gauges

Sponsorship Value

- Public visibility
- Support Community
- Pride of Sponsorship





THANK YOU!

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www.ClimateCreatives.com

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