



Harvard Alumni for Climate and the Environment and Climate Reality Project Climate Boot Camp

Program Overview

The program is designed to accomplish three things:

1. Carry the individual through a personal journey to develop confidence and skills as a climate change maker.
2. Help the attendee learn organizational change skills to evolve the sustainability strategy of his/her business or organization.
3. Teach the participant where and how to find the helpful practice information and strategies most useful to his/her business or organization.

The program will have two phases: The first phase will be offered to the Harvard Alumni who represent a large body (400,000+) of generally well placed, well respected, members of a large number of organizations and communities globally. In the second phase, the recorded Boot Camp will be offered free of charge on a number of platforms, and promoted to wide-ranging, global audiences well beyond the Harvard community.

Attendees of the Climate Boot Camp will receive a free e-workbook with automated, guided links to videos, reference sites and databases. Tracks for a deeper dive into specific areas of interest will be offered, as well as guided weekend work sessions, and an Action Plan template that participants will be guided through, resulting in actionable steps at the conclusion of the training.

Program Themes

Throughout the program, we are looking to weave consistent themes within our speaker sessions and overall messaging. They include the following:

- **Win-Win-Win:** People need to find the opportunities to create wins for themselves, their organizations and our Earth in transforming to sustainability. In order to activate climate leaders, we need to help them overcome the paralysis of “apocalyptic fatigue” often characterized as the 5 D’s – Doom, Distance, Dissonance, Denial, and Identity. We weave the reframing of the climate crisis challenge throughout our programs with a counternarrative characterized by Opportunity, Relationships, Better Choices, Motivating Progress, and Success Stories. (See Per Espen Stoknes, “[I change by presenting a new psychology of climate action](#)”.)
- **Environmental Justice:** This focuses on the “fair” distribution of environmental benefits and burdens, so the burdens and costs do not primarily fall on lower income individuals, nor should the benefits primarily accrue to wealthy individuals and nations.
- **The Hero’s Journey:** The Hero’s Journey is a transformational narrative structure that underlies stories in many cultures worldwide where the hero perseveres and succeeds despite obstacles and



set-backs. We need to help climate leaders prepare for and overcome the obstacles and set-backs that they will face in driving change in their organizations.

Program Curriculum

| Session Number | Title of Presentation | Description/ Narrative | Estimated Duration** |
|---|-----------------------------------|--|-------------------------|
| SESSION 1. THE CLIMATE CRISIS: TAKING ACTION | | | |
| Thursday, October 14th, 8:00PM - 9:30PM ET | | | |
| 0 | Introduction | We need to convert from unsustainable technology and practices. Meeting the challenge does not need to upend our economy. It offers unprecedented market opportunities and the opportunity to address environmental justice inequities. Your organizations need leaders to help find their opportunities. | 6 |
| 0.1 | Welcome | Welcome and acknowledgements. | 6 |
| 0.2 | Land Recognition | Land recognition and thanks to Mother Earth for the gifts of life and for everything that we have. | 2 |
| 0.3 | Master of Ceremonies | Introduce the MC and MC introduction to session. (MC provides introductions for each speaker.) | 7 (includes all intros) |
| 1.1 | Overview of the Climate Crisis | The climate crisis has been driven by explosive global demand with unsustainable technologies and practices. We cannot continue to deliver a middle class lifestyle in the inequitable and polluting way we have. The attendee must understand that humans are causing the climate crisis and must take urgent action to correct it. This is an example of how to effectively articulate the climate crisis facts. | 14 |
| 1.2 | Call to Adventure: A Hero's Story | A hero's journey with experiences and discoveries. An uplifting and encouraging example of what you learn about working for sustainability and social justice. Exemplifies some of the problems, but also some of the ways to deal with those problems. Problems include siloed organizations, only profit matters, can't imagine a better way, complacency/inertia, not my problem/doesn't affect me. | 15 |
| 1.3 | What We Must Do | We know what the challenges are and there are answers. This presentation focuses on what we must do to achieve a sustainable and environmentally just society. | 15 |
| 1.4 | Case Discussion: | Beginning the process of thinking about what characteristics | 25 |



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| | What did you learn? | are important to your organization and about your role in sustainability, and selecting an initial focus for your work through this Boot Camp. | |
| SESSION 2. STRATEGIES THAT WILL WORK FOR YOUR ORGANIZATION | | | |
| Tuesday, October 19th, 8:00PM - 9:30PM ET | | | |
| 2.1 | Refuse the Call? | It is normal to have concerns when we set off to deal with a crisis. Action is needed to get a better result, but there are bound to be people who will resist and even resent changemakers. You may have doubts (e.g. who am I to fix this, why will they listen to me, what if they are negative and harsh?). Someone who has persevered through these challenges will acknowledge your natural concerns and describe his journey of working through his own concerns and what he found on the journey. | 4 |
| 2.2 | Strategies That Work | An overview and introduction to the mentors, strategy frameworks, tools and processes the attendee will use to formulate their strategy for their organization. This session provides an orientation to the agencies and tools that are available and referenced in the workbook (e.g. Project Drawdown, UN, DOE, Energy Star, Doughnut Economics Action Lab, etc.). | 12 |
| 2.3.1 | Overview by Functional Area (Select one track) | Transportation | 40 |
| 2.3.2 | | Built Environment | |
| 2.3.3 | | Energy Use | |
| 2.3.4 | | Industry | |
| 2.3.5 | | Circular Value Chain | |
| 2.3.6 | | Food & Ecosystems | |
| 2.4 | Work Session | Completing 'Climate SWOT' for your organization to identify and understand which strategies may be most impactful. | 30 |
| SESSION 3. ANTICIPATING CHALLENGES TO THE STATUS QUO | | | |
| Thursday, October 21st, 8:00PM - 9:30PM ET | | | |
| 3.1 | Building the "Business Case" | A "business case" presents the external and internal motivations for an organizational strategy. The reasons why an organization should develop a sustainability strategy will differ depending on how evolving trends in society and the economy impact its operations. Your role is to identify these trends and how they will impact your organization. The rest of Session 3 will present these external trends. Session 4 will deal with internal factors in the development of your specific business case. | 12 |
| 3.2 | A Transformative Plan | Making a major change. Delivering on my potential to make an impact. | 4 |



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| 3.3 | Opinions are Changing | Dealing with common objections to becoming sustainable. The public and your customers' opinions are changing. They understand the costs and risks of our unsustainable society and economy and they want change. | 10 |
| 3.4 | Impact Investment and the Changing Financial Market Priorities | Dealing with common objections to becoming sustainable. ESG investing, the motivations, trends and returns in green investment and the impact of climate and social justice on traditional approaches. How this will drive behavior. Also how the private sector can play a major role in a more just and sustainable economy. | 16 |
| 3.5 | Stakeholder Mobilization | How do we win at what matters most with multi-organizational public/private stakeholder engagement. The answer lies in things like understanding and prioritizing needs over wants with consensus. We get people on the field when we share alignment on the problem. It's not the solution, it's dealing with the same problem. The problem is general, an obstacle is a problem that must be addressed. This is time dependent. Removing the obstacles requires teamwork. | 8 |
| 3.6 | Promoting Political and Economic Policies that Produce Sustainability | Advocates will continue to drive change. Meeting minimum, required standards is a losing strategy because those standards will keep moving higher. Getting out ahead of the crisis with sustainability leadership and advocacy will avoid costs, reputational risks and organizational crisis. | 10 |
| 3.7 | Work Session | Developing arguments and influence pathways to rally support and overcome barriers to change. | 30 |
| SESSION 4. BUILDING AN ACTION PLAN IN YOUR ORGANIZATION | | | |
| Tuesday, October 26th, 8:00PM - 9:30PM ET | | | |
| 4.1 | Organizational Transformation | How to use the business case strategic framework to develop a plan for your organization. What are the specific reasons your organization should become sustainable? | 30 |
| 4.2 | Your Organization's Audit | How to identify an organization's opportunities. | 8 |
| 4.3 | The Transformational Journey | What is the transformational dialog and how do we conduct it? | 8 |
| 4.4 | Measuring the Net Positive Impact Goal | How to challenge your organization to a Net Positive goal and measure it; tactics for small and larger organizations; issues with emerging standards. | 8 |



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| 4.5 | A Climate Hero Story | This is a hero overcoming adversity - a real life story, overcoming adversity, thriving. | 6 |
| 4.6 | Work Session | Defining an inspiring vision to guide your work and translating this and your Boot Camp experience into a clear goal and actions. | 30 |
| SESSION 5. BUILDING SUPPORT FOR YOUR ACTION PLAN | | | |
| Thursday, October 28th, 8:00PM - 9:30PM ET | | | |
| 5.1 | Building Support | Learnings based on extensive interviews of trends and concrete examples that can help the participant build momentum and de-risk taking action in your organization by aligning around a common purpose -- "the commitment to create value by contributing to the benefit of society and the planet". | 12 |
| 5.2 | Investing in Sustainability Offers Strong Growth and an Attractive Future | It is a false choice to believe that we must choose between growth and sustainability. The emerging sustainable economy can lead to lower energy prices, more jobs, and greater productivity while improving climate justice and securing the future for our children. | 12 |
| 5.3 | What We Must Do - A Conclusion | A recap of the opening sessions of the Boot Camp and what we need to do to achieve sustainability. | 7 |
| 5.4 | Nature, Beauty, Gratitude | This is a hero overcoming adversity - a real life story, overcoming adversity, thriving. | 8 |
| 5.5 | Call to Success | Timely updates prior to COP-26 on how our combined climate actions can be commensurate with the size of the problem. The U.S. domestic agenda acknowledges the challenge of the climate crisis and seizes the opportunities to Build Back Better across all communities. Climate, health, environmental and racial justice, and job growth are interconnected. This is a call to mobilize economies and societies so that we all can flourish. | 16 |
| 5.6 | Now We Go! | The charge to take action. Those of you who embrace this challenge will face challenges of your own, but these forces will be won over. Those of us who hear this call, will be known as people who had the foresight, the vision, the discipline, the strength of character to save a world and deliver it to a much better society and economy, a world that thrives. So, here is what is next. | 5 |
| 5.7 | Work Session - Finalizing the Plan | Continuing to define an inspiring vision to guide your work and translating this and your Boot Camp experience into a | 30 |



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| | | clear goal and actions. | |
| SESSION 6. LEARNINGS, ACCOMPLISHMENTS, AND FOLLOW-UP | | | |
| <i>Date TBD</i> | | | |
| 6.1 | Review of Accomplishments, Learnings and New Resources | Survey results of participant accomplishments. | 90 |

** The initial course offering will be live but designed to be restreamed and made available to large audiences after the initial course offering. Speakers may pre-record speeches for the initial course.*

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