

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. Impart the organizational change skills required to successfully evolve the sustainability strategy of his/her organization, or community.
3. Teach the attendee where and how to find the best practice information and strategies most useful to his/her organization, or community.

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 to broad, global audiences well beyond the Harvard community. It will be made available on a number of platforms and promoted to wide-ranging, global audiences.

Attendees of "The Climate Boot Camp" will receive a free e-workbook with automated, guided links to videos, reference sites and databases. It also includes a guide to auditing their organization's sustainability alternatives and options as well as to developing a strategy for helping the organization to have a greater positive impact on sustainability. In addition, the e-workbook is automatically self-grading and can automatically issue a certification upon completion.

Program Themes

Throughout the program, we are looking to weave consistent themes within our speaker sessions and overall messaging. Please keep these themes in mind as you craft your presentation. 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 world-wide where the hero perseveres and succeeds despite obstacles and set-backs. We need to help climate leaders to 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	4
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 attendee needs to see an example of how to effectively articulate the climate crisis facts. The student must understand that humans are causing the climate crisis and must take urgent action to correct it. 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.	8
1.2	The Call to Adventure	This is the call to action - for our economy and for us individually! We have built a wonderful world with rising living standards - but on unsustainable cheap fossil fuel and massive destruction of our living ecosystems. The world economy and society will become sustainable. We have allowed our global competitors to take the critical emerging market leadership position away from the U.S. We must obtain leadership of these industries or become a backwater.	10
1.3	Organizational Contributions: A Hero's Story	The status quo is strong and organizations and people typically have strong pressures to resist and fear uncertainty and change. But, some (heroic) organizations answer the call. The speaker is someone who has answered the call or tells a hero story about an organization answering the call.	4



1.4	Where We Are Starting - The Survey	The results of our pre-attendance survey benchmarking the sustainability initiatives of attendees' organizations and the attendees' confidence in being able to change them.	5
1.5	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 society. Touches on environmental justice.	16
1.6	Work Session: What did you learn?	Beginning the process of thinking about what characteristics are important to your organization about your role in sustainability.	26
SESSION 2. STRATEGIES THAT WILL WORK FOR YOUR ORGANIZATION			
Tuesday, October 19th, 8:00PM - 9:30PM ET			
2.1	Refuse the Call?	How our fears block us from taking action and the consequences of our inaction. (Examples or hero stories are helpful) How to deal with our fears and the fears of others. The elements that cause us to build our self confidence and to take action. How we maintain a healthy mental attitude as we struggle with our own fears and the fears of others.	7
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 eWorkbook (e.g. Project Drawdown, UN, DOE, Energy Star, Doughnut Economics Action Lab, etc.).	10
2.3.1	Overview by Functional Area (Select one track)	Transportation	40
2.3.2		Facilities	
2.3.3		Energy Use	
2.3.4		Manufacturing and Heavy Industry	
2.3.5		Circular Economy: supply chain, circular economy, waste and recycling	
2.3.6		The Environment: sustainable agriculture, land use, water, oceans, sinks	
2.4	Work Session	Which strategies are most impactful for your organization?	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	8



		deal with internal factors in the development of your specific business case.	
3.2	Climate Hero Story	Struggling through adversity to change an organization.	4
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.	8
3.4	Impact Investment and the Changing Financial Market Priorities	Dealing with common objections to becoming sustainable. The motivations, trends and returns in green investment and the impact of climate on insurance compared to traditional approaches. How this will drive behavior.	8
3.5	Sustainable Capitalism	Dealing with common objections to becoming sustainable. The role that the private sector can play in building a more sustainable and just economy.	8
3.6	How the Dysfunctional U.S. Political System Is Taking a Toll on Organizations and National Competitiveness	The U.S. political system is not designed to serve the population; it is a duopoly that serves the short term profit incentive of politicians and industry. This dooms the U.S. economy to fall behind competitively. Organizations and their leaders will find regulation, consumer attitudes and foreign competition makes their competitive and political positions increasingly untenable as their customers and the voters turn against them.	8
3.7	Advocacy: 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.	8
3.8	Work Session	Your commitment, and the challenges you will likely face in your organization because of how our society and economy works and how that can evolve.	30

SESSION 4. HOW TO BUILD A SUSTAINABILITY PLAN IN YOUR ORGANIZATION

Tuesday, October 26th, 8:00PM - 9:30PM ET

4.1	Aligning Sustainability With Your Organization's Motivations	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?	10
4.2	Developing Support for a Sustainability	Linking the sustainability strategy for your organization to the potential benefits to sell the strategy internally and to engage others. Touches on environmental justice.	6



	Strategy for Your Organization		
4.3	Overcoming Conflict	Driving change means anticipating resistance and knowing how to overcome it.	8
4.4	Your Organization's Sustainability Audit	How to identify an organization's sustainability opportunities.	8
4.5	The Transformational Journey	What is the transformational dialog and how do we conduct it?	8
4.6	Measuring the Net Positive Impact Goal	Challenge your organization to a Net Positive goal and measure it.	7
4.7	Developing Your Priorities	The process for thinking through what an organization's priorities are and what they need to be. Why to include environmental justice in your prioritization scheme. (This could be a case study example from personal experience.)	8
4.8	Work Session	Develop a "straw man" strategy for your organization including how to engage your organization.	30
SESSION 5. HOW TO BUILD SUPPORT FOR YOUR SUSTAINABILITY PLAN			
Thursday, October 28th, 8:00PM - 9:30PM ET			
5.1	Building Support	How to build momentum in your organization.	8
5.1.1	Investing in Sustainability Offers Strong Growth and an Attractive Future	The Climate Crisis is hostile to growth and economic prosperity while the investment in sustainability offers growth and prosperity.	8
5.2	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
5.3	A Hero's Story	This is a hero overcoming adversity - a real life story, overcoming adversity, thriving. (May be combined with other hero story for panel.)	5
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5.5	Call to Action	This is the challenge, it presents the precipitating event - we must act.	3
5.6	Call to Success	The Motivational Speech - a Call to Action	12
5.7	Now We Go!	The charge to take action.	6
5.8	Work Session - Finalizing the Plan	This is the conclusion of the student's strategy, where it becomes an action plan.	30



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.	85

** 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.*

*** Speakers may be allocated additional time for engagement activities.*