

INSIGHTS REPORT 2020

NATION
SWELL

BUILD
IT BACK
BETTER

DATA FOR GOOD

CULTURE OF CONNECTION, BRIDGING AND BELONGING

ECONOMIC OPPORTUNITY AND FUTURE OF WORK

CLIMATE JUSTICE

EDUCATION



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WELCOME



FRIENDS

Welcome to ‘Build It Back Better’, a NationSwell initiative designed to surface and advance solutions to some of the world’s biggest challenges, to help build a more equitable, inclusive and resilient world for all. This report synthesizes the key insights and impact arising from the Climate Justice track within ‘Build It Back Better’, and we hope you will use it to inform your strategy, collaborations and solution-building going forward.

At NationSwell, our mission is to strengthen society and the planet by helping purpose-driven leaders and organizations take their impact to the next level. We do that by creating the conditions for impact to thrive:

- Creating forums where change-makers can access cross-sector expertise and inspiration to shape strategy and build confidence in solutions;
- Making connections that catalyze meaningful partnerships to accelerate and scale their work;
- Engaging stakeholders through experiences and content designed to drive awareness and action; and
- Providing proximity to resources that empowers innovators to find mission-aligned funders and investors for impact solutions.

Build It Back Better represents the culmination of many months of work from across our mission-driven team of strategists, creators, producers and community-builders, and would not have been possible without the inspiring partnership of Starbucks.

Starbucks envisions a world that is people, planet, and profit positive and has made a pledge to halve their water, waste and carbon footprint by 2030. Michael Kobori — Chief Sustainability Officer at Starbucks, and our central collaborator on this work — is a passionate advocate for action around climate justice: “Time is up. If you aren’t creating problems and trouble, and people aren’t pushing back, you aren’t doing enough!”

Thank you, Michael and the Starbucks team, and our supporting partners Camelback Ventures and Pivotal Ventures, and to all those who participated with ideas and energy to make this track possible.

With gratitude,



Greg Behrman
NationSwell Founder & CEO

WHAT IS 'BUILD IT BACK BETTER'?





WHAT IS 'BUILD IT BACK BETTER'?

As the human and economic impact of COVID-19, racial injustice and economic turbulence continue to be felt across the country, strong and informed leadership, and solution-building across sector boundaries, has never been more essential.

We created 'Build It Back Better' to give leaders and organizations — across business, philanthropy, investing, nonprofits, public office and entrepreneurship — the expert, action-focused forums they need to workshop solutions, share resources, spark new connections, raise their profile and form cross-sector coalitions for meaningful change.

In 2020, we facilitated six tracks for inspiration and collaboration around some of the world's most pressing challenges: Climate Justice, Culture of Connection, Bridging & Belonging, Data for Good, Economic Opportunity, Education, and the Future of Work.

Within each track, we worked with our partners to co-design, plan, curate, facilitate and produce a series of expert working sessions and high profile live events. Plus, we created bespoke thought leadership and social content to amplify the solutions and leaders involved, and have synthesized Insights Reports — including this one — for each track that capture the insights and imperatives to drive action.

Next spring, we will launch our next round of expert tracks focused on fostering cross sector 'collaboratives' around solutions to issues including sustainability, health equity, justice reform and more.



“NationSwell have been great thought partners on the content and direction of the sessions. We appreciated their ability to bring together exceptional keynoters who inspired us, as well as the participants. What I love most is NationSwell’s commitment to helping us address these issues does not end with the convening and discussions.”

— Michael Kobori, Chief Sustainability Officer, Starbucks

CLIMATE JUSTICE: THE CONTEXT



An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various pieces of debris, floating in the blue water. The scene is dimly lit, emphasizing the environmental impact of pollution.

BOLD SOLUTIONS AND COLLABORATION AROUND CLIMATE CHANGE ARE NECESSARY NOW

Dr. Robert Bullard, the so-called ‘Father of Environmental Justice’, has said: “America is segregated and so is pollution: Zipcode is still the most accurate predictor of health, wealth and well-being.”

Since the 1970s, the climate justice movement has been advocating for the recognition that climate change, and the individual, corporate and public actions and inactions that contribute to it, have a disproportionately negative impact on underserved communities. This is because many other social factors — including gender, race, ethnicity and economic disparity — conspire to put underserved communities in a more vulnerable position when it comes to the impacts of climate change, such as rising seas, heat deserts, increased hurricanes, wildfires and more.

And yet: The climate movement has largely left out diverse voices, government policy is nonexistent or blind to equity issues, and even corporations that take a progressive stand on environmental issues, more often than not, keep “sustainability” siloed from “social justice.”

In 2020, the impact of climate change in America was impossible to ignore. A year on from Greta Thunberg calling out world leaders at the UN for their lack of action over climate change — “How dare you?” — a “nuclear winter” descended over the Bay Area, CA as smoke billowed from the largest wildfires ever seen in the U.S.

So, as Michael pointed out, time is up. Bold solutions and collaboration around climate change are necessary now, at a federal, state, corporate, philanthropic and individual level. And, if we are to avoid “gentrifying” access to those solutions, we must start by focusing on those who are most impacted and the least served today.

With this context, the goal of the Climate Justice track was to identify and explore the big ideas and the most meaningful measures that the public, private and philanthropic sectors can take to advance climate justice and reverse climate change for generations to come.

EVENTS



THE FIGHT FOR CLIMATE JUSTICE

Sept. 16, 2020
Opening public event



Speakers

BILL MCKIBBEN

Author + Environmentalist

ROBERT BULLARD

Renowned Author + “Father of
Environmental Justice”

HEATHER MCTEERTONEY

National Field Director, Moms Clean
Air Force

Moderator

MICHAEL KOBORI

Chief Sustainability Officer, Starbucks

Event Description

The issue of climate change and need for environmental sustainability are intimately bound up with the fight for justice and equality. Organizers across the country and world, in particular those from younger generations, are mobilizing to try to halt and reverse the effects of climate change and address the ways in which it disproportionately impacts marginalized communities. Together, we explored what climate justice looks like, and what it will take to get there, as we work to rebuild a better and more resilient nation.

THE BIG & NEEDED SOLUTIONS TO CLIMATE CHANGE

Sept. 23, 2020

Working Group session

Introduced by

MICHAEL KOBORI

Chief Sustainability Officer, Starbucks

Featuring solutions from

SONIA RANGEL

COO of Corazon Latino

CHAD FRISCHMANN

Senior Director Research & Technology,
Project Drawdown

Participants

MELANIE AUDETTE

SVP, Mission Investors Exchange

RAY BOYLE

Program Director, Build It Green

HASEENA CHARANIA

Sustainability Communications Supervisor, UPS

GILONNE D'ORIGNY

CEO, Planet A

ALICE KASWAN

Professor of Environmental Justice, University of San Francisco

AMNA KHAN

Director, Ceres

LAUREN KICKHAM

Advisor on Climate Innovation Fund, Microsoft

BONNIE LEI

Head of Global Strategic Partnerships, AI For Earth at Microsoft

CAROLINE LEWIS

Executive Director, The Cleo Institute

Event Description

We invited a diverse set of experts to join in a collaborative discussion on the most powerful solutions, from renewable energy to green infrastructure, needed to build more sustainable and resilient communities.

HELEN LOWMAN

President & CEO, Keep America Beautiful

VANESSA MILER-FELS

Director of Energy Innovation & Impact, Microsoft

JASON NORMAN

Partner, Concrete Rose Capital

JOHN OPPERMANN

Executive Director, Earth Day Initiative

MONA PATEL

CEO & Founder, Gray Zones

JENNY ROBERTS

Senior Manager Global Responsibility, Starbucks

PAUL SCOTT

Executive Director Green Chemistry & Sustainable Design,
Estée Lauder

ERIK SNYDER

General Partner & CEO, Drawdown Fund

ROBERT VERCHICK

Chair of Environmental Law, Loyola University

COLLABORATING FOR CLIMATE JUSTICE

Sept. 29, 2020

Working Group session

Introduced by

MICHAEL KOBORI

Chief Sustainability Officer, Starbucks

Featuring solutions from

ERIK SNYDER

CEO of Drawdown Fund

ANNE KELLY

VP of Government Relations at Ceres

JONATHAN STOTT

Executive Director of EcoRise

Participants

BRENDA CULLEN

Founder, Cause First Consulting

HUI WEN CHAN

SVP Environmental & Social Risk Management, Citi

REBECCA CHEN

VP Marketing, Action Button

JANIECE EVANS-PAGE

CEO, Tides Network

CHAD FRISCHMANN

Senior Director Research & Technology, Project Drawdown

AUSTIN LEE

Co-Founder, bettercorp

Event Description

The issue of climate change and need for environmental sustainability are intimately bound up with the fight for justice and equality. Organizers across the country and world, in particular those from the younger generations, are mobilizing to try to halt and reverse the effects of climate change and address the ways in which it disproportionately impacts marginalized communities. Together, we explored what climate justice looks like, and what it will take to get there, as we work to rebuild a better and more resilient nation.

KYLE LUKIANUK

President, Good Returns Network

HOWARD PYLE

SVP Global Experience Design, MetLife

JENNY ROBERTS

Senior Manager Global Responsibility, Starbucks

GRACE RODRIGUEZ

CEO, Impact Hub Houston

STEPH SHARMA

MD & Founder, Symbio Strategies

SHIN-PEI TSAY

Director of Cities & Transportation, Uber

BILL WEIHL

Founder & Executive Director, ClimateVoice

THE FUTURE OF THE MOVEMENT

GEN-Z AND MILLENNIALS AT THE HELM OF CLIMATE JUSTICE

Oct. 26, 2020

Closing public event



Speakers

ALEXANDRIA VILLASEÑOR

Activist and Founder of Earth Uprising

KRISTY DRUTMAN

Activist and Founder of Brown Girl Green

Moderator

DR. KATHARINE WILKINSON

Author and Co-editor of All We Can Save

Event Description

Youth organizers are at the helm of this movement, working to not only build a better future for themselves, but a more equitable and resilient planet for generations to come. We hosted a conversation with prominent youth activists to explore the vital role of youth in building the climate movement and recommendations for intergenerational allyship.

INSIGHTS & RESOURCES

'Aha moments' that can shape your thinking, and powerful evergreen ideas to take forward into how your approach your work.



1

AT THE HEART OF CLIMATE CHANGE SIT THE FUNDAMENTAL QUESTIONS OF JUSTICE

“When we talk about creating solutions to climate change the centerpiece is justice, fairness and equity... Climate justice is racial justice, economic justice, health justice, food justice, gender justice; anything where disparities have been compounded”

— Dr. Robert Bullard

3

WE SHOULD BE RESOURCING FRONTLINE COMMUNITIES, NOT CONDESCENDING THEM

“Don’t show up with solutions to make them resilient: Give them a seat at the table, listen to their experience and support their solutions. “People who have survived inequity are actually the masters of resilience, so listen”

— Heather McTeer Toney

2

EQUALITY OF RESPONSE WILL NOT ACHIEVE EQUITY: WE MUST FOCUS ON THE UNDERSERVED

“The people who have contributed least to the problem are feeling the pain the most; We can’t treat everyone equally because you’re building on inequality”

— Dr. Robert Bullard

4

NO INDIVIDUAL CAN CHANGE THE COURSE OF CLIMATE CHANGE NOW: IT WILL TAKE COLLABORATION, POLICY CHANGE AND SHIFT IN POWER

“We’re not going to solve it one Prius at a time; the most important thing individuals can do is be less of an individual”

— Bill McKibben

5

...BUT WE NEED BOTH SYSTEMIC CHANGE AND INDIVIDUAL ACTIONS

“If you invest the time and energy to inspire one person, it can ripple out to millions online, and companies are checking what you care about”

— Kristy Drutman

7

TO ACTIVATE MORE PEOPLE AROUND CLIMATE CHANGE, THE MOVEMENT NEEDS TO BE MORE INCLUSIVE

The sustainability movement can often be inaccessible because it requires absolute “purity” to the mission. To become more accessible, we need to encourage more diverse champions; use language everyone can understand; encourage a dialogue.

“Stop being judgemental about climate, stop putting climate issues in a box; I’m proud to be a climate activist and I love bacon, you don’t have to be vegan!”

— Heather McTeerToney

6

FOLLOW YOUNG PEOPLE: THEY ARE BRAVER IN DEMANDING JUSTICE AND HAVE THE MOST AT STAKE

“The potential power that could emerge from that demographic to make transformative change could change this country altogether and we don’t need to wait to see them come of age.”

— Dr. Robert Bullard

“Adults often tokenize youth by making them spokespeople for their work; they need to give up their agendas and get behind young people’s agenda”

— Kristy Drutman

8

WE MUST BE BOLD AND AMBITIOUS WITH OUR SUPPORT AND SOLUTIONS

“Climate change solutions need to be fast — if we don’t solve it soon, we can’t solve it at all. There’s no getting the ice caps back.”

— Bill McKibben

RESOURCES

Websites, books, news articles and organizations that offer vital context, detail and solutions on this issue



The 40 Things Joe Biden Should Do First on Climate Change — Bloomberg

Project Drawdown's "Table of Solutions" to address climate change — Led by NationSwell Council member Chad Frischmann, plus an essay by Chad: Drawdown's 'System of Solutions' Helps to Achieve the SDGs

The West Oakland Environmental Indicators Project

A Matter of Degrees podcast



All We Can Save — Truth, Courage, and Solutions for the Climate Crisis — by Dr. Ayana Elizabeth Johnson and Dr Katharine K. Wilkinson, and featuring essays by NationSwell panelist Heather McTeer Toney and Alexandria Villaseñor



California launches Nation's first Statewide Climate Corp + Press Release



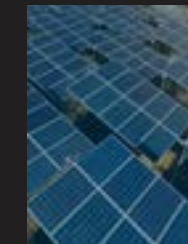
2016 Microbiome Initiative

Bloomberg Report — American Politicians Who Vote Against Climate Change Get More Corporate Cash

Leadership Council for Intersectional Environmentalist



'Pollution is Killing Black Americans. This Community Fought Back' — The New York Times



Jay Inslee's An Evergreen Economy for America

Fund to address Climate Change through Catalytic Capital

'In a Historic Wildfire Season, It's Time To Follow the Lead of Young Campaigners' — by NationSwell Panelist and Summit Speaker, Bill McKibben for The New Yorker

The Climate Equity Act — introduced by Vice President Kamala Harris and Rep. Alexandria Ocasio-Cortez

INSPIRING LEADERS

NationSwell speakers and other inspiring leaders in this space, to follow and learn from



DR. MILDRED MCCLAIN
Executive Director of Harambee House



DR. AYANA ELIZABETH JOHNSON
CEO of Ocean Collective



BEVERLEY WRIGHT
Executive Director of Deep South Center for Environmental Justice



KEYA CHATTERJEE
Executive Director of U.S. Climate Action Network: “Our communities will ignite an era where we end the climate crisis by centering racial and economic justice.”



MAGGIE THOMAS
Political Director at Evergreen Action



DONNEL BAIRD
CEO of BlocPower

SOLUTIONS





We heard loud and clear from this track that the most transformative solutions that leaders and organizations can rally behind to support climate justice, are those originating from underserved communities most affected by the impact of climate change.

Plus, experts across the track highlighted a range of existing sustainability solutions and needs that deserve more attention.



SOLUTIONS THAT WORK

Relevant, cutting-edge solutions — both global and local — to explore and consider supporting

MICROGRIDS

to create energy independence for communities, by communities

REGENERATIVE AGRICULTURE

solutions for farmworkers to adopt new tech & regenerative practices and new models of land ownership
e.g. Agrarian Trust

CULTURALLY RELEVANT RESOURCES

e.g. Spanish translated materials that empower communities to demand climate action

HYPERLOCAL AIR AND WATER QUALITY SOLUTIONS

building on Clean Air and Clean Water Act

SOLAR SOLUTIONS

in particular community solar projects — a small sized city area of solar panels could power the entire U.S.

AGGREGATING SOLUTIONS AND INFORMATION

to lift everyone's efforts up e.g. Drawdown Solutions

PATHWAYS FOR YOUNG PEOPLE INTO ENVIRONMENTAL OPPORTUNITIES

e.g. EcoRise's Green Building Academy and Youth Council partnership with Mayor's office in San Antonio

NATIONSWELL SOLUTIONS SPOTLIGHT

ECORISE: GREEN BUILDING ACADEMY

EcoRise is a non-profit leading the way in sustainability education and green job opportunities for high schoolers. Their programs empower underrepresented youth to flourish as eco-literate citizens in work and in life. As the field of green building rapidly expands, they equip teachers with the tools and resources to prepare their students to enter the green workforce with highly sought-after skills and experience.

“We are creating solutions that are working at the intersection of equity, climate, and public health issues.”

— Jonathan Stott, Executive Director, EcoRise



To find out more visit www.ecorise.org



SOLUTIONS WE NEED

Solutions that our group of experts identified that address an urgent, unmet need

POLICY CHANGE

Climate justice cannot be achieved without ensuring that the government is creating guidelines and incentives for business — in particular, to set ambitious new goals for their environmental impact — because these shifts are not possible at the speed the world needs through market forces alone.

A HOLISTIC APPROACH TO EMISSIONS STRATEGIES

As many big businesses come out with 2030 emissions goals, we must make sure we are addressing both sides of the emissions equation: both reducing sources of emissions down (e.g. clean electricity) and also collaborating with the Earth's systems to bring carbon home (e.g. regenerative agriculture).

EDUCATING THE NEXT GENERATION TO INVEST IN SUSTAINABLE SOLUTIONS

Currently Gen X has both the largest amount invested in sustainable investments and the largest percentage allocated to ESG/impact investing. In order to leverage the clarity and urgency of the younger generations, we should be helping educate Millennials and Gen Z on how to invest their 401k portfolio to index/companies that are actually supporting equitable climate solutions.

CALLS TO ACTION

Imperatives for leaders and organizations alike that surfaced from our experts across the track.

1

FIND FRONTLINE COMMUNITY SOLUTIONS YOU CAN SUPPORT

Look for local environmental organizations that you can fund long term on the work that they are doing to combat climate change; empower local partnerships (e.g. HBCU Community Equity Consortium), and use Climate Action Networks guiding questions to ensure you are listening the most relevant voices (e.g. Will our strategies or policies benefit those most vulnerable and disproportionately affected by climate change?) How will we know?

3

INTEGRATE YOUR SUSTAINABILITY WORK WITH SOCIAL JUSTICE

Make sure that any coalition or dedicated team you are part of is working hand in hand with the social and economic efforts that are needed to make environmental progress equitable. For example, don't just divest from fossil fuels, but also support policy that makes workforce transition possible for those communities affected by the change in industry.

2

CHANGE CORPORATE PRACTICES: HOW YOU BANK, WHERE YOU EXERCISE POWER

Check our 350.org 'Follow the Money' advice and toolkit to help take on the fossil fuel industry, including storytelling tools and petitions

“Companies, if you bank with Chase, Wells Fargo, Bank of America ... close down those relationships and tell them it's because they keep funding fossil fuels”
— Bill McKibben

4

GIVE YOUNG PEOPLE AGENCY IN YOUR WORK, AND SUPPORT THEIR WORK

We don't have time for our young leaders to become Senators, We need more young representation, real listening to young voices at influential gatherings (e.g. UN Youth Councils) and investment in their solutions.

“Climate justice has to be an intergenerational endeavour: We need adults to Fund, Amplify, and Narrate the work we are doing”
— Alexandria Villaseñor

EMERGING IMPACT

At NationSwell, our goal is to create the conditions for impact to thrive. Specifically, this track was designed to surface solutions, diversify experts' perspectives and catalyze new collaborations to accelerate impact around Climate Justice. We are excited to share several ways in which that impact is starting to emerge.

1

Starbucks connected with leadership of EcoRise, City of LA and Drawdown Project to explore collaborations

2

Starbucks has appointed a leader internally to spearhead their climate justice efforts, and is seeking to re-engage experts from across the Climate Justice track to help them define goals and roadmap for action

3

Following their announcement to commit \$100m to CDFIs in support of local communities and BIPOC-owned small businesses, Starbucks has connected with several BIBB participants including Action Button to find ways to collaborate further.

4

Several funders are working with Kristy Drutman to provide connections and resources to support her work

WITH THANKS TO OUR PARTNERS

In Partnership With



Patrick J McGovern
FOUNDATION



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For more information,
contact the NationSwell team at
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