

Climate Champions



Supporting Mass Audubon's Action Agenda:
Mobilize and Advocate for Climate Action

A Mass Audubon grassroots volunteer program to advocate for policies that advance nature-based climate solutions.

Heather Packard - Community Organizer with Mass Audubon's Policy & Advocacy Team

go wild

Mass Audubon's
Action Agenda
2021-2026



Mass Audubon's Action Agenda

An ambitious five-year plan launched in 2021 to meet the challenges of climate change and the loss of biodiversity which are deeply impacting the health and well-being of our environment and our communities.

Building on our Strengths

- Promoting profound engagement between people and wildlife.
- Network of wildlife sanctuaries and thousands of volunteers & members.
- Collaboration with our members, partner organizations, and community leaders.

Action Agenda Goals

Resilient Landscapes



Protect + Steward

Ensure **30%** of Massachusetts is protected by 2026, including **10k** acres of new land.

Enhance management of **200k** acres of forest and **2,500** acres of coastal ecosystems.

Inclusive and Equitable Access



Listen + Engage

Protect and provide access to **20** new urban greenspaces.

Double participation of low-income communities and communities of color in our programs.

Climate Policy



Mobilize + Advocate

Achieve full implementation of the state's **2050 net zero** carbon emissions goal by mobilizing **140k** members.

Advance policies reversing negative health impacts of climate change for low income residents & communities of color.

Mass Audubon's Advocacy Strategies

1. Lobbying Strategy: Direct engagement with legislators at constituent meetings and Lobby Days to advocate for the '**\$1 Billion for Nature & Climate**' campaign
2. Communications Strategy: Elevating our advocacy agenda via **earned media, social media, and thought leadership**
3. Grasstops Strategy: Leveraging our relationships with public officials to influence their decisions for strong climate policy – **Power-mapping!**
4. Grassroots Strategy: Develop a network of advocacy volunteers organized into regional hubs – **Climate Champions!**





Climate Champions

- Grassroots volunteers statewide
- Advocating for nature-based climate solutions
- At both state and town level
- Organized into regional hubs
- Helping Massachusetts achieve 'Net Zero by 2050'
- Supporting environmental justice policies

Meet Kevin Izzo - Mass Audubon Climate Champion

“As I became more climate aware, I realized that reducing my individual impact wasn't enough and that I needed to do more. Not having previous advocacy experience I wasn't sure where to start. [Climate Champions](#) has provided me a way to educate myself and become more active. It is a thoughtful group with wide-ranging concerns.”



Climate Wins – Did you help too?

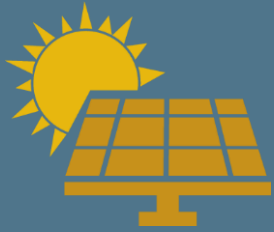
In 2022 Climate Champions have:

- Won ***\$540 million*** in investments in climate and nature
- Advocated for Massachusetts' landmark climate law
- Weighed in on the state's proposal for net-zero buildings
- Elevated natural and working lands policies in MA Climate Plans
- Led coalitions fighting for investments in open space & climate adaptation
- Promoted solar and wind policies that protect land, wildlife, and habitats
- Called for streamlining wetland restoration regulations
- Made "Get Out the Vote" calls to environmental voters

PEOPLE POWER WORKS!



Mass Audubon Legislative Agenda 2023-24



Impacts of development of renewables

- * Offshore wind & solar siting



Climate Resiliency and Natural & Working Lands

- * Wetland restoration & drought response



Investments in Nature & Climate

- * Sustainable climate funding & ARPA

Resilient Landscapes, Habitat & Wildlife

- * Rodenticide, pest & mosquito, pollinators

- Note about equity and environmental justice

Advocacy Opportunities

- Designed by policy experts and environmental scientists
- In coalition with many other organizations
- Grassroots and Grasstops too!
- Advocacy Toolkit training
- Mix of engagement opportunities:
 - ❖ Stay informed, monthly e-newsletter
 - ❖ Email legislators via Action Alerts
 - ❖ Get involved, take action via Climate Champion emails
 - ❖ Attend monthly statewide Climate Champion calls
 - ❖ Participate in monthly Climate Champion regional hub meetings



Next Steps

- Sign-up for Policy and Advocacy e-newsletter & complete the Action Alerts
- Sign-up as a Climate Champions & then...
1 meeting, 1 training, and 1 action monthly!
 - ❖ Ask legislators to co-sponsor
 - ❖ Research Legislator Dossiers
 - ❖ Recruit more Climate Champions
 - ❖ Write letters to the editor or social media posts
 - ❖ Get involved in your town's climate work
 - ❖ Submit testimony at legislative hearings
 - ❖ Advocate for legislators to read *Gaining Carbon*
 - ❖ Join fall Lobby Day on solar siting bills

Become a Climate Champion!



LEARN MORE & SIGN UP > www.massaudubon.org/ClimateChampions