

From Idea to Action: Creating Environmental Change

Seminar for Columbia's MA in Climate and Society

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Thinking About the Future.... Daydreaming



Describe your ideal life in the next two years....
Describe your ideal life in the next ten years.....

Thinking About the Future....

The DON'T WANTS are

Easier



What do you
NOT want?

Where do you
NOT want to
live?

What type of
people do you
NOT want to be
around?

Thinking About the Future.... SETTING THE SCENE



Do you want a job? A career? An occupation?

What is the difference to you?

How much MONEY do you want? TIME?

Thinking About the Future.... Creating a Board of Directors



Who are your top
eight mentors in life?
Why?

What have they done
to become your
mentors?

Thinking About the Future....

Brainstorm List

Summary: What do you think you want?

What experience do you have with that?

List your top 5...



Thinking About the Future....

Brainstorm List



What type of environment do you want?
Have you experienced that before? Where?

Now You Have an Idea.... Make it Happen

Succinctness

Confidence

Good Pitching
Abilities: For Yourself
and Ideas



Now You Have an Idea....
Make it Happen



Find a GOOD MATCH to you and your ideas

Now You Have an Idea.... Make it Happen



If it's not there, how can you CREATE ONE?

Now You Have an Idea.... Make it Happen

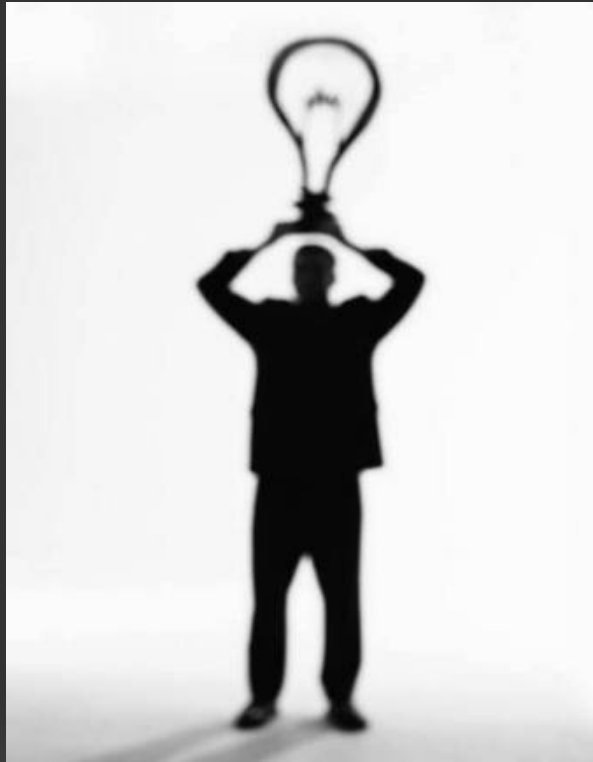


Remember: Grant makers, interviewers, companies, etc have too many applicants.

They are people like us, they get BORED!

"People give to People": Who do you know?

Now You Have an Idea.... Make it Happen



How can you WAKE THEM UP?

IDEAS?

Now You Have an Idea.... Make it Happen

Innovation
Personality
Creativity
Experience
Liveliness
What else?



Now You Have an Idea.... Make it Happen



What do you like in
people?

Who would you fund?

Now You Have an Idea.... Make it Happen

Activity (1 hour): Divide into groups of 5 students. You should have prepared a two page proposal to the fictitious Idea to Action Foundation. You will each have 5 minutes to "pitch" your grant proposal. The group will ask you questions about it and will decide upon ONE grant to fund at your table. You cannot vote for yourself and will have to explain as a group why you funded the ONE proposal.

Now You Have an Idea.... Make it Happen

REMEMBER, You need to keep guidelines in MIND!

- The Idea to Action Foundation funds only environmental work.
- Commitment to innovation and long-term change.
- Strong base of support.
- Direct-action agendas, working in research, education, outreach and innovation to preserve and protect our environment.
- Your efforts should be quantifiable, with specific goals, objectives and action plans, and should include measures for evaluating success.
- Most grants are in the range of \$10,000 to \$50,000.