

RF | BINDER

**Converting Climate Change
Conversation Into Action**

A Case Study From the Grounded Summit

April 22, 2019



GROUNDED

Weave Purpose Into Every Fiber of the Experience

To inspire action, an event must present a clearly impact-oriented vision at every level. Every element of the event must speak to the larger issue at hand—and be part of the solution.





Create Spaces for All Voices to be Heard

To truly unify, inspire and empower a community to tackle a global issue, incorporating diverse voices and perspectives is key.

Create Opportunities for Engagement and Action On-site

Unique, hands-on experiences can motivate attendees to take immediate action, and inspire them with new ways of thinking and problem-solving.



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