



Timbre
Consultants

THE WESTERN NEW YORK ENVIRONMENTAL ALLIANCE 2015 CONGRESS

Buffalo, NY

DATE
December 2015

FOCUS AREA
Environment / Climate Change
Community Engagement and Activation
Conference

SERVICES
Outreach and Community Engagement
Communications Strategy
Branding and Messaging
Digital Strategy
Event Planning and Execution
Workshop Facilitation
Outreach
Advocacy

The Western New York Environmental Alliance (WNYEA) is an independent, member-run organization. With more than 100 member organizations, WNYEA's mission is to mobilize change through planning, collective action and collaboration, in order to ensure sustainable, thriving ecosystems and communities in Western New York.

For the past 9 years, WYNEA has held a Congress in Buffalo bringing together the leading voices in the Western New York community around pressing environmental issues. In 2015, with the nations of the world addressing climate issues at the Paris Climate Summit, WNYEA sought to lead a crucial discussion on climate change, solutions and the implications for climate justice in Western New York. Timbre was hired not only to manage the promotion, programming and planning of the Congress, but to also to increase attendance and diversity among panelists and attendees and to a advance a solutions-oriented discussion on climate change.

Timbre successfully met these goals. We rebranded the Congress, "Taking Climate Action: The Future of Western New York," in an effort to emphasize the collective interest in climate change. Event attendance was at 200+, exceeding expectations and standards set by past years. The hallways were filled with local environmental groups and innovators. Panelists and, through direct engagement with the Greater Buffalo community, attendees represented the diversity of the region. And, in addition press coverage of the event, we reached over 13k people on social media.



TAKING CLIMATE ACTION:
THE FUTURE OF WESTERN NEW YORK

at the Buffalo Museum of Science - 1020 Huron Street
Exhibition, Networking, Refreshments at 6:30 pm, Panel Discussion at 6:30 pm
Free and Open to the Public



Join us for an evening of discussion, exhibition & exploration of climate change solutions, their impacts on the WNY community & the implications for climate justice.

- PANELISTS:**
- Business**
Joseph Mendelson, Director, Policy & Regulatory Affairs, SolarCity
 - Environment**
Adrienne Birmingham, Vice & Shop, Program Director, The Lead Center Institute
 - Social Justice**
Mina Poleramm, Executive Director, Green Action
 - Public Sector**
Brendan McHaffey, Executive Director, Buffalo Office of Strategic Planning, School
 - University of Buffalo:**
Jason Bliner, Associate Prof. of Geology, Labor and Environment

***SAVE THE DATE**
TAKING CLIMATE ACTION:
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WNY ENVIRONMENTAL ALLIANCE 2015 CONGRESS