



CLIMATE ADVOCACY LAB



2024 Annual Impact Report

by Apollo Gonzales,
Carina Barnett-Loro,
and Kate McKenney

Letter to Our Advocates

Dear Lab members and supporters,

The Lab team wrapped up 2024 with mixed emotions, including tremendous pride for the powerful organizing work that happened across our community, anxiety about the changes that would certainly come with a new Administration, and a resolute commitment to supporting a multiracial, cross-class (MRXC) climate movement grounded in values of curiosity, collaboration, and joy.

2024 was also another year of growth, transition, and impact for the Climate Advocacy Lab. In January, the Lab **merged with the [Digital Climate Coalition](#)**, a movement support organization that we helped incubate in 2020. Kate McKenney joined our team as Digital & Data Director, bringing new skills and capacity to our team, as well as access to exciting analytic platforms and tools. As movement work coalesced around equitable IRA implementation, we **launched the [IRA Data & Insights Hub](#)**. The Hub is a central repository for polling, messaging research, real-time digital advertising analytics, and organizing case studies to support a range of clean energy deployment and pollution reduction efforts. In the spring, we facilitated a virtual training series to **help climate coalition leaders operationalize recommendations** from our [Blueprint for an MRXC Climate Movement](#). Two of our key programs marked 5-year milestones last year, creating a natural opportunity over the fall to synthesize learnings and evaluate the impact of our [Training for Impact](#) and [Climate Justice Microgrants](#) work. We took an opportunity in the final months of the year to **reflect on movement needs, scenario-plan, and prepare new research and training offerings** to meet this critical moment.

Finally, we wanted to note that (as this Annual Report “goes to press”) our leadership structure at the Lab has changed! Carina [wrapped up her time at the Lab](#) in early 2025 after nearly a decade at the organization. Apollo transitioned to a new role as Executive Director, and Kate became our Managing Director.

Looking ahead to the Lab’s 10th birthday in May 2025, we are struck by how much the movement has grown and evolved and how much progress we’ve made in that time, as well as the significance of the challenges we face – both familiar opposition and emerging threats. As always, the Lab team is heartened and inspired by the passion, creativity, and commitment of our community and grateful for the opportunity to support the climate movement. We are also deeply appreciative of our [Funder Collaborative](#), our [Advisory Board](#), and, of course, the amazing [Lab Team](#)!

In solidarity,
Apollo, Carina, and Kate

Apollo Gonzales



Katie McKenney



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Research and Insights

The Lab's Research Program priorities in 2024 reflected the climate community's shift in focus last year toward IRA implementation efforts, with big questions about how to build support for utility-scale clean energy among key constituencies, counter mis and disinformation, and increase adoption of household climate solutions. As many organizations scenario-planned around the election, the Lab invested in research to understand how we build power durable enough to withstand changes in the administration through a case study of the Minnesota Clean Energy Coalition. We also supported a fifth Climate Justice Microgrants cohort, moving over \$100,000 to help partner organizations share insights around what's working to win and implement equitable solutions.

Our Impact

A new Hub for Clean Energy & IRA Insights: Much of the Lab's research work last year focused on aggregating, analyzing, and synthesizing the tremendous amount of polling, advertising data, message testing, and campaign reflections focused on IRA and IIRA implementation efforts. The Hub's Community Data Dashboard aggregates insights from over \$2 million in paid digital ads, helping members make strategic decisions to optimize for persuasion and action-taking. In addition to monthly newsletters and blog posts, the Lab also hosted training & webinars to support interdisciplinary knowledge-sharing.

《BY THE NUMBERS》

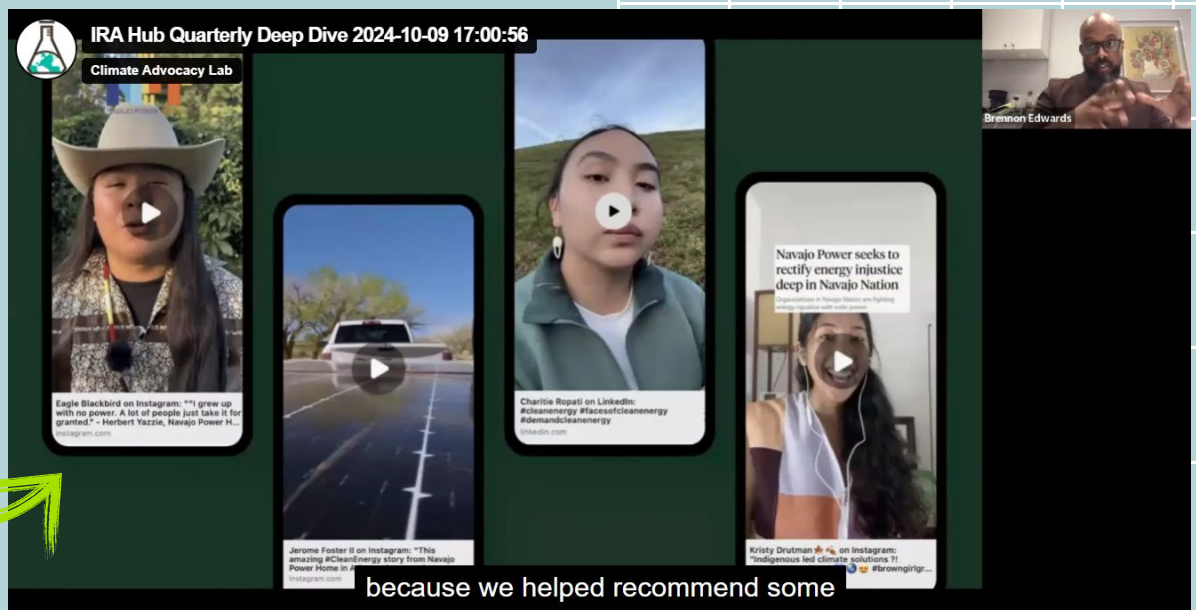
597 New resources added to the Resource Library in 2024

152 Lab members who attended an IRA Data & Insights Hub peer learning webinar

21 Interviews with Minnesota climate leaders that informed this case study on the strategy that led to big, statewide policy wins

25 Climate justice microgrant recipients whose reflections, learnings, and insights informed our 5-year Learning & Impact report

Brennan Edwards shared insights from the Navajo Power Project's influencer storytelling efforts during October's IRA Hub peer learning call.



because we helped recommend some

Key Learnings

- **Authentic messengers can effectively combat misinformation and build support for clean energy.** Real people, with experience, credibility, and connections to the community. For example, farmers, local scientists, county officials, union workers, and landowners were some of the highest-performing messengers among rural audiences. The most powerful messages came from those messengers telling local, personalized stories that emphasized economic benefits – such as farmers discussing how solar energy helps preserve and boost rural communities.
- **Community organizing increased engagement with IRA incentive programs.** For example, programs like door-to-door canvassing and technical assistance workshops helped ensure homeowners, businesses, non-profits, and houses of worship took advantage of tax incentives for rooftop solar, heat pumps, and energy efficiency upgrades.
- **Keep testing with your audience!** While some insights were generalizable across audiences, the performance of most messages differed greatly when aspects such as digital platform, tone, and call-to-action were changed.



«TESTIMONIALS»



“It has been really helpful to have the Lab consolidate and circulate relevant polling, messaging, and other field experiments regarding public opinion on IRA. This helps our team at Data for Progress gut-check our own research and inspires us to conduct research where we’re seeing gaps and areas for further interest. It’s a great resource for the climate community!”

Danielle Deiseroth

Executive Director, Data for Progress

“I use the Lab’s research to inform communications strategies for the Climate Investment Protection Project (CIPP) and was so grateful to the Lab for helping us collect narrative threat resources. It’s been useful to have all the narrative threat resources in one place for our state teams, as well as recommendations for how to incorporate the learnings into our work.”

Stephanie Demassa

Network Facilitator, CIPP

“The information shared via the Lab’s IRA Hub has been very useful to me. I know if I am looking for messaging guidance, I can find it there – especially around countering the myths and disinformation out there. I’m a clinician, not a marketing person, so it’s been helpful to have a place where I can go for specific ‘Don’t say it like this, say it like that,’ recommendations, with the facts to back them up.”

Kathleen Slonager

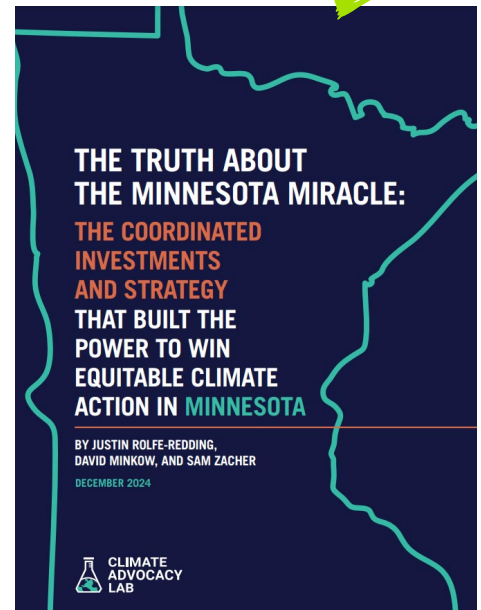
*Executive Director,
Asthma and Allergy Foundation of America - Michigan Chapter*

Case Study: Minnesota's 100% Clean Energy Coalition

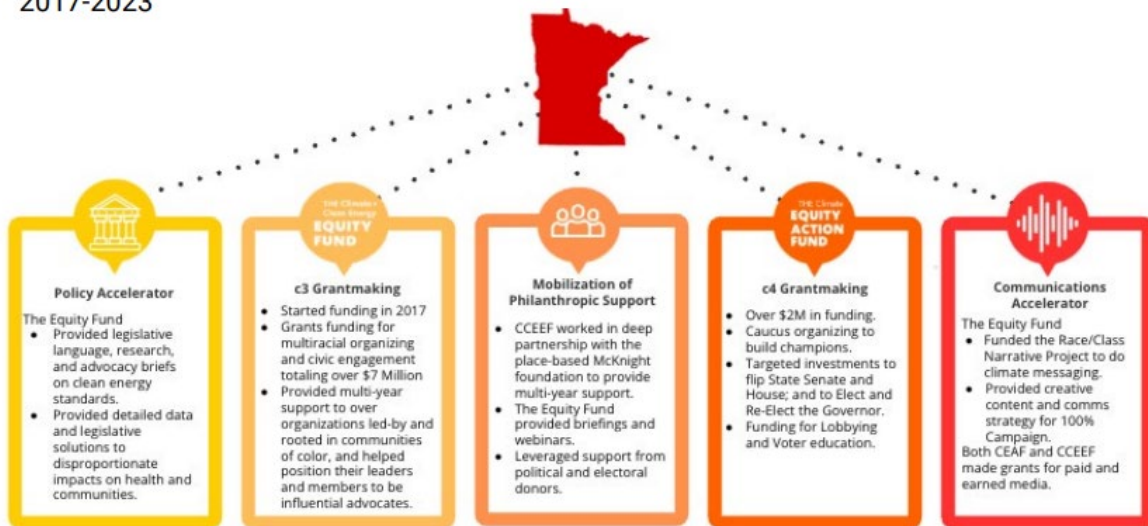
In partnership with our friends at the [Climate and Energy Equity Funds](#), the Lab [developed a case study sharing lessons learned](#) from the coordinated investments and strategy in Minnesota that resulted in the 2023 100% clean energy law and other bold climate policies. The case study was built on interviews with coalition leaders as well as campaign materials, media coverage, and relevant academic literature.

Key Learnings

- **Sustained funding for an expanded coalition supported stability, cooperation, and trust.** Funders committed multi-year, general operating support grants for both climate-focused groups as well as multi-issue social justice advocacy organizations. This grantmaking approach helped support strategic flexibility and self-direction, collaboration (over competition) – as well as a larger, more representative coalition.
- **Patient, long-term organizing efforts built durable power.** This approach also allowed organizations to focus on organizing and leadership development in their communities, which resulted in a durable and influential statewide constituency for climate equity.
- **Investments in movement infrastructure amplified impact.** In addition to supporting traditional advocacy and organizing work, investments in shared movement resources (such as narrative research and a policy accelerator training program) helped create the conditions necessary for campaign success.



Deployment of Support to Minnesota 2017-2023



Summary of CCEEF and CEAF's investments and activities in Minnesota. (Source: CCEEF and CEAF)

Summary of Climate and Clean Energy Equity Fund's investments and activities in Minnesota that laid the groundwork for transformative legislative wins. (CCEEF and CEAF)

«TESTIMONIAL»

“The Western Conservation Foundation is a strategic re-granter in the climate space in the west and this case study speaks to a lot of the work we’re working on every day. We really appreciated the insights shared in the report.”

Jason Pitt

Program Manager, Western Conservation Foundation

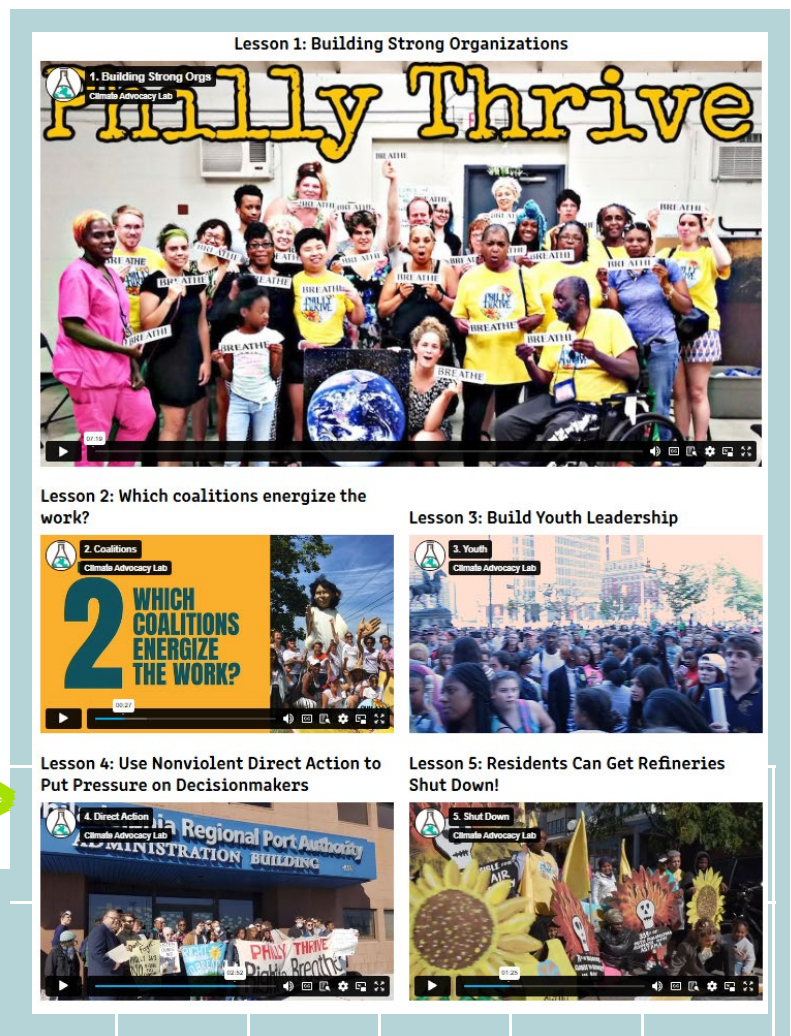
Organizing Lessons from Philly Thrive

Philly Thrive was one of 7 participants in our **2023-2024 Climate Justice Microgrant cohort**. They used their grant to develop a **series of 5 videos sharing lessons learned** from their Right to Breathe campaign, which resulted in the closure of the largest oil refinery on the East Coast.

Key Learnings

- **Build youth leadership.** Part of Philly Thrive’s organizational theory of change was a true commitment not just to youth engagement, but to youth leadership – recognizing that young people bring “an essential energy to life and movement spaces,” bringing new ideas and an approach to work “not so ingrained in the old ways of being.” A city-wide, entirely youth-led and organized rally ended up being one of the most powerful, effective tactics of the campaign.
- **Choose coalitions that energize the work.** Small, community-serving organizations must be cautious about which coalitions to engage with and spend time and resources pursuing. They emphasize the importance of prioritizing collaborations with partners who share similar theories of change or risk being tokenized.
- **Nonviolent direct action puts pressure on decision-makers.** Philly Thrive leaned heavily on NVDA in their **campaign to close down the PES Oil Refinery** in South Philadelphia, including holding protests outside the refinery gates to educate workers and fence-line community members about their campaign. These tactics eventually led to the successful targeting of Port Authority and City Hall decision-makers who could close down the site.

With resources from the Lab’s Climate Justice microgrant program, Philly Thrive developed a **series of videos sharing lessons learned** from the successful “Right to Breathe” campaign.



《IMPACT STORY》



"While the Philly Thrive team did an initial round of internal reflection on the campaign in 2020, it was exciting and important to return to this reflection work in 2024 – with the benefit of some more distance – and gather additional lessons learned from this successful campaign. We were both able to focus on the bright spots and also to name the places where we have more clarity in hindsight.

The microgrant program allowed us a lot of freedom to provide our lessons learned in a format that was also the most beneficial to Philly Thrive. These videos will now be able to be used as a part of our membership orientation to inform new members of our history. This project also created an opportunity for us to reconnect with past member leaders, and express appreciation for their contributions to our organizational growth.

We hope that our videos (particularly those focusing on choosing which coalitions to engage with and developing youth leadership) serve as food for thought for newer organizations and help them make wiser decisions than we did in the moment! We also hope this video series provides some inspiration and encouragement. If we build strong organizations, we can get enormous refineries shut down!"

Kristen Harrison and R Merriman-Goldring, Philly Thrive

Training

The Lab continued to balance breadth and depth in our training program last year, offering both intensive peer learning cohort and virtual skill-building opportunities for members. We wrapped our second Climate + Health Peer Learning Circle in February and our fifth Training for Impact (TFI) cohort in May as well as training series focused supporting healthy climate coalitions and Get-Out-the-Vote efforts. We also offered trainings for the broader Lab community across a range of topics from Building a Ladder of Engagement for Youth to Data-Informed Digital Organizing Strategies.

Our Impact

- **Expanded our work at the intersection of climate and health.** The Lab’s second Climate + Health Peer Learning Circle (PLC) wrapped in February of 2024, giving our team the opportunity to collate related resources and share program learnings. The goal of the Lab’s Climate + Health work is to equip health professionals with the strategic communications and advocacy skills necessary to drive behavior change and meaningful climate action. Nearly 50 health professionals representing a diversity of sectors including psychiatrists, physicians, psychologists, nurse educators, clinicians, health communicators, and mental health counselors, among others, participated in the Lab’s two PLCs. A number of strategies and takeaways emerged from their campaign work, including the importance of:

« BY THE NUMBERS »

260

Members who participated in at least one of the 24 virtual trainings we hosted last year

6

Content modules covered as part of our second Climate + Health Peer Learning Circle, including

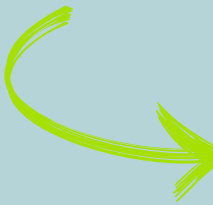
16

State and regional climate coalition leaders who participated in our spring training cohort focused on operationalizing recommendations from our Blueprint for a MRXC Climate Movement

7

Common barriers to success for early-career climate organizers, identified through a new report summarizing insights and reflections from the Training for Impact program

Health professionals from across the country participated in the Lab’s second Climate + Health Peer Learning Circle, representing organizations such as Health Professionals for a Healthy Climate, Alliance of Nurses for Healthy Environments, and Climate Psychology Alliance of North America.



Key Learnings

- **Professional societies can create new “social norms” around climate and health advocacy.** The “lack of perceived support” from medical professional organizations has been identified as a barrier to action for health professionals. PLC participants from Climate Health Now have been organizing members of the California Medical Association, with a goal of getting them to support at least one climate/health-related initiative each year. Another PLC participant is leveraging her research project (studying the effects of wildfires on cancer outcomes) to encourage more activism among other oncologists, including the American Society for Radiation Oncology.
- **Adaptation and resiliency planning is patient care.** A PLC participant from Delaware Valley Community Health has been working with their organizational safety committee to create a comprehensive resiliency plan, with the goal of ensuring their clinics remain open and functional during extreme weather events. Another PLC participant from Central Florida Jobs with Justice is focused on securing “climate-safe” conditions for farmworkers – one of the most vulnerable populations to extreme weather, especially heat.
- **Addressing the growing impacts of climate change on mental health.** One PLC participant created learning materials for her pediatric resident colleagues at the University of Washington to help facilitate discussions about the impact of climate change on youth mental health. Another participant from the Climate Psychology Alliance of North America is building out a regional network of “climate aware” therapists to share resources, align around calls to action, strengthen connections, and support each other.



«TESTIMONIAL»

“The Lab’s Climate + Health Peer Learning Circle has been a catalyst for personal and professional growth, reinforcing my commitment to driving positive change in climate and health – including in my work to educate pregnant patients or those planning to become pregnant about the profound influence the environment can have on their pregnancy and overall health. The cohort has not only enhanced my communication skills but also boosted my confidence in strategizing and organizing community action. Witnessing the far-reaching efforts of others in the circle has been inspiring, emphasizing the importance of collective action and keeping me motivated in my advocacy journey.

I was able to implement insights from the cohort directly into my current campaign to strengthen climate education for K-12 students in Illinois, including the importance of defining my target audience, being explicit about group member expectations, and utilizing social media strategically were key takeaways. The impact was evident as we pivoted from focusing on a petition to emphasizing legislator calls and meetings, recognizing the power of personal connections.”

Marie A. Cabiya

IL Clinicians for Climate Action and Climate Education

«TESTIMONIAL»



“Participating in the Climate + Health Peer Learning Circle has significantly impacted my professional journey as a psychologist in a hospital, providing a unique avenue to integrate climate advocacy into my work and engage with elected officials on vital legislative initiatives. Being part of this circle has allowed me to leverage the communication strategies and language discussed within the group to actively support conversations with elected officials.

Specifically, it’s been instrumental in advocating for policies regarding climate education and its impact on youth mental health. Two noteworthy projects have evolved from this experience. One focuses on creating learning materials for pediatric residents to facilitate discussions around climate change and mental health in their practice. The second project utilizes social media as a powerful tool to communicate about climate change, foster resilience, and inspire action among young people. The privilege of learning and applying this knowledge has enabled me to share valuable insights with both local and national advocacy groups, amplifying the impact of our collective efforts.”

McKenna Parnes

Assistant Professor, University of Washington

Helped Climate Leaders Implement Best Practices for MRXC Coalitions

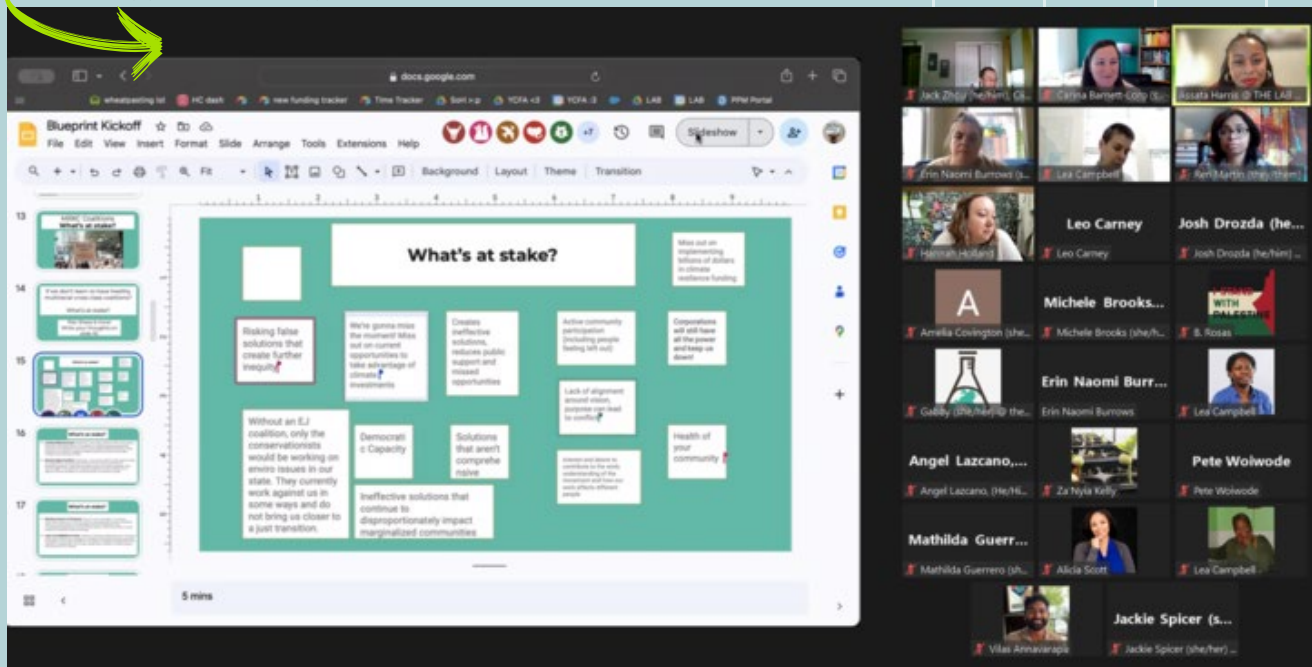
Based on feedback from members following the release of our [Blueprint for a Multiracial, Cross Class \(MRXC\) Climate Movement report](#), the Lab led a four-part training series to help coalition leaders operationalize its recommendations and insights. Leaders from 16 different state and regional coalitions participated in the series, which covered topics such as [Building the Coalition](#), [Ways to Work Together](#), [Accountability & Conflict Management](#), and [Alignment & Growth](#).

Key Learnings

- **Challenges persist in supporting and maintaining multiracial, cross-class coalitions.** Participant reflections underscored the critical need for tailored strategies and robust support mechanisms to foster trust and collaboration among diverse stakeholders.
- **Conflict management strategies emerged as particularly important.** Training modules that supported the “normalization” of conflict allowed individuals to adopt a fresh perspective on their work, approach challenges collaboratively, and begin implementing both more adaptive programming and responsive support structures.
- **Peer learning space helped participants feel less alone.** Participants expressed relief that other coalitions were struggling with similar challenges and gratitude for a structured space to brainstorm new processes and support mechanisms.



Leaders from 16 different state and regional coalitions participated in the Lab's 4-part training series focused on coalition dynamics and strategies to support a more powerful multi-racial, cross-class climate movement.



《TESTIMONIAL》

"Two strategies from the Blueprint trainings that have been particularly helpful in our work were the "importance of predictability" as a way to work together and dealing with the different types of conflict. It's easy to feel the need to skip over the time it takes to set up procedures and norms for our coalition work because of the near-constant pressure to get things done, but taking the time to build these routines and procedures makes the process much easier to follow and saves time in the long run while ensuring the work that is done gets done well. Reframing conflict as being 'us vs. the problem' instead of 'you vs. me' is an important skill to hone, especially as it relates to interpersonal and intergroup conflict.



Since integrating these strategies into our work, we have successfully executed multiple events, including two canvassing events, that have largely gone well. The predictability of processes has been essential for these and will continue to be as we ramp up having more and more events between now and the end of the year.

Finally, we've also taken more time to celebrate the wins in our organization and across our coalitions, based on recommendations from the training. Several team members who have been struggling recently have shown a significant morale boost over the past month as a result. Even when the wins we're celebrating are small, it is still hugely important for us to recognize them instead of just going over things that have gone wrong or not as well as they could have."

Chris Herweyer
Michigan LCV

《TESTIMONIAL》

"I've always believed in the power of collaboration, however, navigating conflicts within coalitions has often been challenging. Participating in the training sessions, especially the conflict resolution module, was eye-opening. It reaffirmed that conflict is a natural part of coalition work, not a sign of failure.

Another key takeaway was implementing breakout groups for campaign mapping, limiting each group to three members. This approach has proven invaluable in breaking down complex tasks and fostering more focused discussions. It's a strategy I've already begun implementing with my team, and the results have been promising. Although our coalition is currently on summer recess until August, I anticipate these strategies will enhance our effectiveness when we resume. The training's impact has been profound, despite missing one live session—thankfully, the recordings were excellent and kept me well informed.

This experience has reinforced my commitment to building stronger, more resilient coalitions in our pursuit of environmental justice. I look forward to applying these learnings and continuing to drive meaningful change in our community and beyond."

Alicia Scott

Coalitico LLC, State to Federal Climate Initiative

Celebrated 5 Years of Training for Impact (TFI)!

After wrapping up our fifth TFI Peer Learning Cohort for early-career organizers across New England in May, the Training Team took time over the summer to pause and synthesize [Insights and Reflections from Our First Five TFI Cohorts](#), including critical skills and common barriers to success. The provides additional background information on the curriculum and structure of TFI as well as on how the program has grown and evolved to meet the needs of early-career environmental and climate justice leaders organizing in multiracial, cross-class, and intergenerational contexts.

Key Learnings

- **Political education, strategic planning, and activist team-building are a few areas prioritized in the TFI curriculum, based on participant feedback.** The TFI curriculum focused on building "strategy capacity," including how to develop a holistic power analysis and campaign strategy – based both on their organizational theory of change and positioning within potential coalitions and the larger climate movement. Similarly, one of the primary goals of the program was to increase participants' "organizing capacity," so they can: build and sustain healthy, joyous activist teams that prioritize relationship-building and create pathways for leadership development.
- **Ageism, tokenization, and imposter syndrome were three of the top barriers to success faced by cohort members.** To address these barriers and challenges, the TFI curriculum incorporated targeted skills-building and leadership development exercises to help participants understand their own leadership styles and build both confidence and skills.



- **The pivot to a hybrid (in-personal and virtual), regional model facilitated deeper connection, trust, and commitment.** Establishing regional, peer-to-peer caucus spaces to facilitate relationship-building and shared learning between cohort members. These spaces allowed organizers to share experiences, build a collective identity, and learn from/with one another.



《TESTIMONIALS》

“Among the modules, the strategic objectives session stood out significantly. It enabled me to view my workload holistically, recognizing that each campaign contributes to larger, overarching goals of building people power in Massachusetts. This shift from transactional organizing to meaningful engagement has been transformative, emphasizing community investment and impact over one-off actions. The Ladder of Engagement framework was instrumental in developing my new campaign strategy. It reinforced the basics of power mapping and engagement strategies, grounding our efforts in foundational principles that have bolstered our campaign’s effectiveness. Conducting a SWOT analysis further empowered me by highlighting organizational strengths and opportunities alongside challenges. This shift from focusing solely on weaknesses to identifying actionable opportunities was helpful in moving the work forward, even though it is difficult at times and has barriers. The conflict management session provided essential tools for navigating challenges within coalitions, fostering smoother collaboration and more effective advocacy. Overall, TFI has been an enriching and gratifying experience. It has equipped me not only with practical skills and frameworks but also with renewed confidence and a deeper sense of purpose in my role.”

Rachel Boyd

Spring 2024 TFI Participant, Better Future Project



“Engaging with diverse groups including labor, environmental, and environmental justice organizations through TFI deepened my advocacy skills and underscored the importance of meeting people where they are, building trust, and fostering meaningful relationships... The program also helped me understand the difference between advocacy, organizing, and mobilizing, as well as enhancing my conflict management skills to articulate my needs effectively and using “I” and “we” statements to push for change... The peer-to-peer learning space enriched my understanding of the challenges faced by other organizations in Massachusetts’ organizing and made me feel less alone and more willing to problem-solve. This prompted me to evaluate and initiate changes within my own organization. One of our initiatives is establishing an environmental justice funding pool for BIPOC-led organizations, simplifying the application process to reduce barriers. Additionally, we’re creating project-based funding opportunities to support organizing efforts directly.”

Zahra Saiffee

Spring 2024 TFI Participant, Environmental League of Massachusetts

Community and Partnerships

The Lab's interdisciplinary community of practice continued to grow in 2024! Our digital Slack community offered a space for members to connect, share resources, and pose questions facing their work. We also cherished the opportunity to catch up with members at more in-person events – from workshops to conferences to happy hours. A commitment to supporting our [strategic partners](#) in their multiracial, cross-class organizing anchored all of our work, through 1-on-1 coaching, research and data support, and tailored training offerings.

Our Impact

MRXC Leader convening: In June, the Lab brought together a group of 25 climate movement leaders to discuss what they've been learning about building multiracial, cross-class power in the climate movement. Conversation topics included the importance of emphasizing shared goals, democratic governance, and realistic expectations about conflict.

《BY THE NUMBERS》

693 New members who joined the Lab in 2024, bringing our total membership to over 4,100!

42 Lab Members who attended an in-person Happy Hour last year in Oakland, DC, or Denver.

4 Newsletters highlighting work with our strategic partners, including [Energy Democracy Project](#) and [NC Climate Justice Collective](#)



Leaders from our strategic partner organizations and other movement support entities gathered in LA last year for a convening on Building Multiracial, Cross-Class Power in the Climate Movement.

Key Learnings

- **Creating healthy relational cultures requires intention.** MRXC collaboration should begin with trying to understand each others' perspectives, grounding in shared interests and goals, and then revisiting those shared goals throughout the collaboration. We also need to develop shared, democratic governance structures that reinforce the values of coalition members
- **Building in tight feedback loops promotes reflection, learning, and iteration.** Training around conflict resolution is one piece of this work, so coalition members can develop emotional resilience as well as the skills to address and resolve tensions.

- **The climate movement has to continue deepening our analysis of class and political economy.**

Participants agree that the movement has focused much more attention on working across race than across class. Our friends at Labor Network for Sustainability offered some helpful insights based on their work, including an analysis of class through the lens of economy and power. In this framework, the key distinction is between the owning/employing class, who hold exclusive decision-making power, and the working class, or all those who sell their labor to employers in exchange for wages. This wider formulation of the working class, which is inclusive of differences in income, education, and occupation, recontextualizes the potential power of a cross-class climate movement and the need for cross-class solidarity.



«TESTIMONIALS»



“This convening created a space for people with experience in coalitions to share valuable insights and reflections. Coalitions have and will face similar challenges regardless of size or geographic location. There is a wealth of existing knowledge & experience in our movement and coalition spaces. It is important for us to learn from each other, so we do not have to spend time and energy reinventing the wheel or struggling on our own. Our movement is stronger when we are grounded in historical knowledge of our movement and not siloed away from each other. This was an inspiring convening that allowed us to reflect on historical examples of multiracial, cross-class wins and applying lessons learned going forward.”

Jackie Spicer

Nevada Environmental Justice Coalition

“I feel better equipped to build and participate in multiracial, cross-class coalitions to win ambitious, strategic campaigns that change lives, that increase the power of our people and decrease the power of the fossil fuel industry so that we can build a future where everyone thrives. Thank you Climate Advocacy Lab for organizing a nourishing convening.

Vicki Kaplan

People’s Action

“It was very powerful to learn about how other people dealt with some of the uglier and harder-to-explain obstacles that pop up in coalition building. It made me feel like I wasn’t alone, and it was nice to hear that other people had at least some of the answers. The people were also amazing, and I will definitely be asking them lots of questions in the future - everyone was super willing to offer their insights and listen to the specific nuances of your personal challenges. It made me more interested in learning about the labor aspect of the movement, after the convening, I hopped on some North Carolina labor calls to learn about the coalition work they’re doing and see where we could work together.”

Felicia Wang

People Power NC



One the Lab's strategic partners, Asian Pacific Environmental Network (APEN), is an environmental justice organization rooted in the immigrant and refugee communities in Richmond and Oakland, CA. APEN has been leading a just transition away from an extractive economy based on profit and pollution and toward local, healthy, and life-sustaining economies that benefit everyone.

Last year, the Lab's support for APEN focused on helping test and develop a new narrative strategy to expand their membership: identifying new members outside the Bay Area, building their base of support among AAPI youth, and testing out a "blended" organizing model.

Key Learnings

- **Significant opportunity for climate justice education.**
The research underscored that many AAPI folks are not familiar with how environmental and justice issues impact their communities – often disproportionately. Helping “connect the dots” could be an effective strategy for engaging and organizing.
- **Racism and “sense of dread” are barriers to action.**
The racism impacting AAPI communities and fears around climate change both emerged as barriers to engagement. Messages that emphasize collective efficacy and climate solutions could be effective messaging strategies to mitigate those real fears.
- **More research is needed.** Data gaps limit our understanding of how AAPI communities connect with climate justice.

«TESTIMONIAL»

“APEN's partnership with the Lab has helped illuminate valuable messages and ways to build authentic connections with our newest base. The Lab helped run various message tests to get valuable information about the audiences we're hoping to get better engaged with. We've been able to launch a successful new membership project with the guidance of the Lab!”

Ayesha Abbasi
State Organizer, APEN

Segment Analysis: Very Concerned

THIS SEGMENT

People who selected Very concern

41% (254 of 625 people)

58% (147 people)
Democrat

63% (161 people)
Voted Dem

62% (157 people)
Bachelor's Degree+

37% (94 people)
None/Atheist/Agnostic

How They See Themselves



Environmentalism

Looking after nature and the environment is important to me



Compassion

Compassion for the suffering is the most important virtue



Humor

I like to joke around, even about serious topics



Social Trust

It's important to trust other people

How They See The World



Government should do more to solve problems and help meet the needs of people



Political correctness is good because it helps vulnerable people be treated more fairly



When people work together toward a common goal, I think they should share the rewards equally, even if some people contributed more than others



I think it is important that every person in the world be treated equally, regardless of their race, sexuality, or gender

Their Ideal Leader

My Leader is:

Behaves ethically

Trustworthy

Able to get things done

My Leader is not:

Dishonest

Breaks the law

Racist

NY Renews

The Lab both expanded our partnership with NY Renews in 2024, continuing to support both core coalition staff as well as member organizations in service of their shared mission to ensure a just transition for workers and a healthy, equitable, and accessible green economy for all. We have also been providing coaching and support to a cohort of NY Renews coalition members in support of base-building, digital strategy, and data infrastructure. Our partners include PUSH Buffalo, El Puente, Long Island Progressive Coalition, Nos Quedamos, Citizen's Climate Lobby Brooklyn, Climate Families NYC, Dayenu, and Sixth Street Community Center. We also developed a tool that provides NY Renews with a variety of dashboards and reports to help track key metrics, evaluate impact, and inform strategic choices around segmentation, advertising, and investment in digital organizing tools. The Lab also worked with NY Renews to **develop and test persuasive messaging** that would help grow and activate their base across five regions (Capital/Mid-Hudson, Long Island, NYC, and Western NY) using online surveys and qualitative listening tools.

Key Learnings

- **New Yorkers' perceptions of clean energy, a just economic transition, and climate justice solutions differ greatly across regions.** We found the strongest support for equitable clean energy solutions in New York City (72% "Strongly" or "Somewhat" support) and the lowest support in (56% "Strongly" or "Somewhat" support) in Western NY, illuminating important areas for education and organizing.
- **Patriotism, reputation, and tradition are key motivators of support for clean energy solutions among people who live outside of NYC.** NY Renews has not traditionally leaned into their sentiments in their communications, so these insights present an opportunity to test new strategies for identifying and activating members in underrepresented areas.
- **More room for research on communicating intersectional, justice-focused climate solutions.** Our research found a wide range of support for statewide efforts to ensure a portion of state and federal funds for clean energy targeted toward lower income communities and people of color. We also need to continue to explore support on other issues that intersect with our work including the economy, immigration and healthcare.
- **Exploring deeper research in Long Island.** Working with the Long Island Progressive Coalition, we are using the research as a starting point to support their work to build power both with policymakers and the constituencies they are accountable to.



«TESTIMONIALS»

"With Lab's support, we were able to leverage several new media market and social media management tools – including Sprout Social, Meltwater, a custom audience explorer tool – which have been critical resources in allowing the coalition to assess our media impacts across audiences statewide and identify gaps where we need to invest further."

Marie Scarles

Communications Director, NY Renews

"The Lab played a key role in our new digital capacities program for the coalition, providing direct support to member organizations with a series of specialized training on email, digital organizing, and social media strategies. The Lab continues to partner with coalition members on specific digital and capacity needs, including coaching member organizations to develop effective brands, digital and data infrastructure, audience strategy, and effective programmatic work."

Zasu Scott

*Digital & Communications Manager
NY Renews*

Our Thanks

A big thank you to all the Lab members and strategic partners with whom we worked in 2024 -- with special appreciation to everyone whose work and reflections are featured in this report, including 100% Minnesota, Philly Thrive, APEN, and NY Renews.

We also wanted to recognize Lab “alumni” who transitioned off the team in 2024 to pursue new adventures, including Rebecca, Diamond, Nicole, and Andrea! Thank you for all your contributions to the Lab’s internal and programmatic work.

Please reach out if you are interested in exploring a strategic partnership with the Lab or learning more about how to support our work!

All our best,
The Lab Team



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