MEDIA RELEASE

REGION-WIDE COLLECTIVE IMPACT INITIATIVE FOR CLIMATE SOLUTIONS LAUNCHED

(Monday, March 22, 2021) -- On March 24, the Steering Committee for a region-wide collective impact initiative for climate solutions will convene for the second time. The Committee is working to identify and advance high-impact, equitable climate solutions now required by the New York State Climate Leadership and Community Protection Act.

The collective impact model is designed to tackle urgent, yet complex problems that cannot be solved with a single solution or from within a single organization or sector. Climate change is exactly this kind of issue.

The Climate Solutions Accelerator has convened a diverse steering committee with representation from local business, health, housing, transportation, and agriculture sectors to develop a shared understanding of the threats and opportunities that climate change presents for our region and shared vision for how to reduce climate-changing emissions to net-zero in a swift and equitable manner.

Representatives serving on the steering committee include technical and lived-experience experts from all across the nine-county Genesee-Finger Lakes Region. The general public will also be an important participant in the collective impact process: over the course of the initiative, the collective will solicit public feedback via surveys, focus groups, and open meeting opportunities regarding local priorities for climate solutions that also improve overall quality of life in our community.

"Climate change is one of the most pressing issues facing our community, particularly because it will worsen already existing inequities in our region. Our community is experienced in the collective impact model, and we believe in its potential to garner broad support for bold, systemic climate solutions that will help address existing community concerns and strengthen the Region's vitality," says co-chair Simeon Banister, Vice President for Community Programs at Rochester Area Community Foundation.
“The Genesee-Finger Lakes Region houses a wealth of natural resources and agricultural land, and we can take advantage of these assets to become a leader in the transition to a net-zero economy, as envisioned by the State’s ambitious climate legislation. I look forward to the opportunity to work with so many committed individuals and organizations in cultivating a more sustainable local economy and resilient community,” says co-chair Professor Jan Nyrop, Goichman Family Director at Cornell AgriTech.

“Climate change is an ominous threat to our region, but there’s good news: strong climate solutions that involve all stakeholder sectors will do more than just prevent disaster--they will provide healthier, safer, more equitable, vibrant, and prosperous communities,” said Abigail McHugh-Grifa, Executive Director of the Climate Solutions Accelerator. “The regional collective impact process we’ve recently launched is designed to bring the full range of interests together for the best solutions.”

More information can be found at [www.climategfl.org/collective-impact](http://www.climategfl.org/collective-impact).

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