



Environmental Consortium
of Hudson Valley Colleges & Universities

*3rd Annual Student Summit of the
Environmental Consortium of Hudson Valley Colleges & Universities*

**Engaging the Unengaged:
Spreading the Green Message Beyond the Choir**

Friday April 25, 2008

Vassar College
Poughkeepsie, New York

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Keynote Speaker: Lucy Shea, Futerra Sustainability Communications



Lucy Shea, Director of Strategy for Futerra Sustainability Communications, led a master class in which attendees participated in a hands-on experience that left them with more knowledge, ideas and empowerment for effectively communicating at their home institutions. Above, students work on a targeted campaign, the results shared in a public pitch to the group.

About Lucy Shea

Lucy oversees several teams in Futerra Sustainability Communications and drives its international expansion. An expert on internal and external communications for sustainable development, Lucy is also a highly experienced facilitator, with a slightly guilty carbon footprint from regular international training on climate change communications.

Lucy is the author of *Communicating Sustainability*, a special UN Environment Programme report, and is a member of the UN's Sustainable Lifestyles Taskforce. She is also co-founder of the RE: Fashion Awards, see www.refashionawards.org.

About Futerra Sustainability Communications

Since being co-founded in 2001 by Solitaire Townsend and Ed Gillespie, Futerra has built a unique expertise in communicating sustainability and corporate responsibility. We work across Europe and the USA, have clients in China and Australia, and completed projects in Russia, Brazil and Africa last year. Services include strategy, PR and media, advertising and brand, employee engagement, visual and digital services. Everywhere we work, people are thinking differently, and beginning to act differently.

Additional resources from Futerra Sustainable Communications can be found (and downloaded) from their website: www.futerra.net. Resources include: The Greenwash Guide, 10 Tips for Sustainability Communications, New Rules New Game, and more!



Event Agenda

- 3:00 p.m. Check-in
- 3:30 p.m. Welcome
Lucy Johnson
Professor of Anthropology
Chair of the College Committee on Sustainability
Vassar College
- 3:40 p.m. Energy and Climate Change Communications Masterclass
Lucy Shea
Director of Strategy
Futerra Sustainability Communications
- Q&A
- 5:40 p.m. Closing Remarks
- 5:45 p.m. Dinner and Networking
- 7:00 p.m. Adjourn



About the Environmental Consortium

The Environmental Consortium of Hudson Valley Colleges & Universities facilitates cooperation among its regional colleges and universities, and organizes inter-institutional collaboration among higher education communities. By channeling this extraordinary bank of intellect, talent and activism into innovative education and public service, the Consortium advances understanding and appreciation of the Hudson River Watershed and beyond. Thorough contemplation of the natural world, and our relationship to it, requires the exploration of multiple areas of knowledge. In accordance with this fundamental canon, the Consortium has adopted interdisciplinary study as its guiding principle and priority. The Consortium's diverse programs utilize the regional environment as an extended laboratory and classroom to further its mission.

A special thanks to Vassar College for hosting the Summit, and to Catherine Meyer of Environmental Studies Program for all her assistance, and to Stop & Shop for providing a portion of the catering.

Student Activities Task Force Planning Committee:

Lauren Fifield (Siena College), Lucy Johnson (Vassar College), Donna Kowal (Pace University), Michelle Land (Pace University), Madeline Mignone (Dominican College), Larry O'Connell (Pace University), Fredrica Rudell (Iona College), Ruth Sawyer (Vassar College), and Stephanie Scavelli (SUNY Westchester Community College).

For a list of member institutions visit: www.environmentalconsortium.org

Contact:

Environmental Consortium of Hudson Valley Colleges & Universities
c/o Pace Academy for the Environment
78 North Broadway
White Plains, New York 10603
914-422-4077
info@environmentalconsortium.org

