



# **C-Change Conversations**

Mission and Approach,  
Program Summary, and  
Testimonials



## **Mission and Approach**

C-Change Conversations envisions a world where the issue of climate change transcends politics, and our leaders and citizens are united in their resolve to mitigate its risks and to protect the planet for future generations. Our mission is to improve understanding about the science and effects of climate change, especially among those who underestimate its risk. To that end C-Change facilitates ongoing discussion and engagement on the issue, forging consensus across the political spectrum around the urgent need to address the challenge.

C-Change's primary audience is moderate and conservative business and community leaders who are unsure how to evaluate the risks of climate change. The use of peer-to-peer communication to deliver strong data from credible sources has been successful in improving our audience's understanding of the risks associated with a changing climate. Our goal is to shift the perception of climate change from a political issue to a human one.

## **The Primers**

Kathleen Biggins, founder and president of C-Change Conversations, worked with scientists and energy and policy experts to develop the *C-Change Primer*. This PowerPoint presentation uses powerful visuals and information from trusted sources to provide a non-partisan, accessible overview of the science behind climate change, a clear-eyed assessment of the potential risks ahead, and why all should care about the issue. It is widely hailed as an intelligent, dispassionate introduction to and illumination of climate change. What follows is a brief description of each Primer presentation.

**The *C-Change Primer*** frames climate change around the issues that are important to American voters: jobs and the economy; health and personal security; and terrorism, refugee crises, and geopolitical security. The Primer answers many of the questions most Americans have about warming temperatures: How do we know climate change is real? How do we know climate change is caused by humans? What is the scientific consensus? What are the dangers? Is there hope? It was developed in consultation with independent climate scientists and public policy specialists and has been presented throughout the U.S. and overseas. The C-Change Primer is available in English and Spanish.

**The *C-Change Health Primer*** presentation focuses on how climate change will impact our ability to stay healthy and safe and what we can do about it. The presentation explores how warming temperatures have a negative effect on the essentials to good health: shelter and personal safety, clean water, food security, clean air, and our ability to manage diseases. It concludes by explaining

how we can innovate, mitigate, and adapt to a changing climate. The Health Primer was developed by C-Change Conversations in consultation with health professionals, independent climate scientists, and public policy specialists.

**The C-Change Business Primer** presentation is intended for employees, boards, and other business decision makers and stakeholders. In addition to providing an overview of the science and effects of climate change, the Business Primer illuminates the physical, reputational, legal, and regulatory risks. The presentation uses a risk assessment framework that is similar to how business people look at risk: how likely is the risk, how dire the consequences could be, and how difficult or costly it could be to avoid the risks associated with climate change. The *Business Primer* was developed by C-Change Conversations in consultation with independent climate scientists, public policy specialists, and business professionals.

### **Other Programs**

In addition to our Primers, C-Change Conversations educates audiences and promotes informed discussion about climate change through our speaker series and digital and video resources such as *Curated Climate News*, *Ask a Scientist*, *Solution Series* interviews, and podcasts. Visit [C-ChangeConversations.org](http://C-ChangeConversations.org) to learn more about our other programs.

### **Praise for the Primer**

“Kathleen Biggins presented the C-Change Conversations Primer to great acclaim to about 200 bankers and businesspeople located across the globe. The Primer is logically prepared and delivered, giving the audience both the foundational science behind climate change and relating it to issues that matter to everyone. Throughout the presentation, Kathleen weaves in themes such as Jobs and Economy, Health and Personal Security, and Geopolitical Stability, demonstrating how climate change impacts them all. The Primer is pitched as a “non-partisan conversation” on the topic of climate change – designed to push past political preconceptions and attitudes – and it delivers on this promise most effectively. Kathleen’s style is passionate, not preachy, and leads the audience to the conclusion that action is imperative and overdue. Some of the examples of technology-led initiatives are fascinating and show how sustainable business can have positive impacts on our local economies and communities. I would recommend the C-Change Primer as a great investment of time for people of all backgrounds and experience, but particularly to companies that want to ensure their employees understand and can speak comfortably about climate change.”

*Bill Woodley, Head of U.S., U.K., and Europe. Commonwealth Bank of Australia*

“The presentation blew me away – both in the comprehensiveness of the facts and message, but also the way it is delivered with a passion and compassion that is stirring, resonating, and impactful but not far out for a skeptical conservative audience. These women have created, to my mind, one of the best, most persuasive presentations on climate change that I have seen and heard – it is the message and messenger both. Their work is revolutionary in concept and ambition.”

*Joseph Stanislaw, international economist and co-author of Commanding Heights: The Battle for the World Economy*

“The presentation is persuasive yet delivered in a non-partisan and engaging way that even skeptics find compelling. You will leave this presentation knowing more, asking more, and expecting more of yourself, local businesses, and your government.”

*Stephen H. Hagerty, Mayor, Evanston, Illinois*

“C-Change Conversations’ work is truly inspirational. They provide interesting and understandable presentations, suitable for a wide range of audiences that lay out the facts in such a way that they become irresistible as a basis for action. Our children and grandchildren will thank this fine group for helping all of us to cease allowing this disastrous situation to continue.”

*Peter H. Raven, President Emeritus, Missouri Botanical Garden, St. Louis*

“As a life-long conservative, I’ve always been a bit skeptical of the global warming doomsayers. However, I must say after listening to Kathleen Biggins’ presentation of the science and effects of climate change, I was blown away by the potential implications of global warming in the not-too-distant future. Regardless of where you sit on the political spectrum, I would highly recommend that you listen to the presentation as it is well worth your time.”

*Steele Ash, Quail Valley Club, Vero Beach, FL*

“You dazzled our Seattle audience and inspired many skeptics that may now look at the human causes of climate change and take a more proactive role. Best of all, you are arming our audience with real data to describe the climate phenomena we are experiencing.”

*Garden Club of Seattle, WA Member*

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