

American Rivers, Inc.
(Washington, DC)

Total Award: \$50,000 over 1 year

Reframing the Environment: A Planning Proposal presented by American Rivers in collaboration with leading members of the national environmental community

Presidential Authority Grant

To support Reframing the Environment: A Planning Proposal presented by American Rivers in collaboration with leading members of the national environmental community, a multi-year reframing initiative designed to positively change public perception of the environmental movement, to increase measurable public support for environmental issues, and to provide an integrated conceptual framing and language useable by the whole environment movement. The project will look to build upon and apply the reframing methodologies developed by the Rockridge Institute (a NCF grantee), as well as partnering with the leading members of the national environment community to consider policy directions and the reframing of the environmental movement. Eventually, the project will work with polling organizations and communication firms to test new frames and develop powerful new campaigns on specific environmental issues. In its first phase, funding will be used to develop an approach to collaborative work between 20-30 national environmental groups and Rockridge, establish a working group of CEOs and communications directors, analyze and define current dominant frames used by and against the environmental community, determine and state the shared values and policy directions of the groups involved, suggest general guidelines for reframing environmental issues and for a basic shared core narrative, and develop a plan and funding proposal to conduct a multi-year reframing initiative.

Program Contribution Breakdown:

\$50,000 Environment Program: *Objective I, Strategy 2*