

Public Interest Projects
(New York, NY)
Strategic Values Project

Total Award: \$250,000 over 1 year

Program Contribution

Environment Program, \$200,000

Interprogram Initiatives for Social and Economic
Justice, \$50,000

To support the Strategic Values Project (SVP) which will use social values research to create a tool to use for developing strategic initiatives that, on the one hand, elevate environmental sustainability and social justice perspectives and values and, on the other, reverse the trend toward environmentally destructive values and social alienation. The project will 1) develop a strategic values method for creating and evaluating social change strategies based on an empirical understanding of social values; 2) develop two to three strategic initiatives using the strategic values method; and 3) create and popularize among thought leaders, foundations and organizations a method for creating strategic initiatives (e.g. Ethical Business) that use bridge values shared by progressive and non-progressive audiences alike (e.g., Freedom of Opportunity) - to change the values held by constituents of opportunity (e.g., middle-class Latinos). Strategic Values will provide a way to understand which constituents hold which values and what kind of an initiative will move constituent values in the direction of greater environmental awareness and social justice. The project will publish and promote a "Road Map" which will give a comprehensive picture of the American values landscape, defining the environmental and social justice base from a values perspective, and laying out a detailed, long-term strategy for how to build that base into a true majority.

Environment Program: *Objective I, Strategies 1 & 2*

Interprogram Initiatives for Social and Economic Justice: *Objectives I & II*