

Game Changers: Solutions for 2024

First Fridays Webinar

January 5, 2024

Bart Ziegler: [00:02:11] Welcome everyone tuning in to join us for January edition of the Samuel Lawrence Foundation's First Fridays Series webinar. This is the first one in this brand-new year of 2024. Happy New Year to us. My name is Bart Ziegler. I'm the President of the Samuel Lawrence Foundation. The Samuel Lawrence Foundation advances impactful programs at the intersection of science, arts, and education, looking for solutions to our planet's greatest challenges, from greenwashing, nuclear waste, to climate change. We believe that by bringing incredible minds and incredible voices together, we can move from collaboration to action. Today's edition of First Fridays will be looking precisely at that: a wide range of global solutionists, highlighting the most inspiring ideas that can make the biggest difference to the world's most intractable problems. I'll turn this over now to our moderator, former senior editor of Huffington Post, now CEO of Brooklyn Story Lab, Lance Gould, to moderate today's discussion and introduce our wonderful panel of speakers. Lance, thank you.

Lance Gould: [00:03:32] Thank you, Bart, and happy New Year to all. So now it is 2024. And in addition to celebrating a new year, we're also mindful that we're one year closer to 2030. That's the deadline suggested by scientists and other experts as the date by which we need to adopt the UN Sustainable Development Goals, aka the SDGs, or face potentially irreversible negative consequences. Since 2020, these experts have been clamoring for solutions, and the UN responded by proclaiming a decade of action. So now we're four years into that decade of action, with a tightening window on what we need to produce to overcome this massive challenge. But I don't want to start the new year on a negative note. And in fact, this is a feel-good episode of First Fridays as we've assembled a team of experts with ideas that will play a role in discovering and nurturing solutions that will have a positive impact on all of us. Welcome, panel. You can see all of our all of our guests today. Joining us today, we have Jacquelyn Francis, Founder and Executive Director of the Global Warming Mitigation Project. Nina Soraa, who oversees Programs and Partnerships at the UNLEASH Innovation Lab. Terry Torok, Executive Producer at Live from Earth Entertainment and Co-Founder of the Creative Intelligence Agency, aka the CIA. The other CIA. Verneda Adele White, fashion designer and founder of America's Hot Sauce. And Tricia McLoughlin, General Manager of the Anthem Awards. Welcome to all. Each [00:05:00] of the guests today is privy to a wide range of solutions from all over the

globe or are themselves contributing to new ideas or innovative approaches that live up to the ideals of the SDGs, making sure no one on the planet is left behind by 2030. First, we'd love to hear a little more about the initiative with which each panelist is involved here, and then we'll learn more about some granular ideas that each has come across in their work. And that should give us all a lift of inspiration as we start a new year. Jacque, let's start with you. You founded the Global Warming Mitigation Project in Aspen, Colorado. Tell us about how this project got off the ground and about its basis in science, in science.

Jaquelyn Francis: [00:05:39] So I'm actually going to start with when I was 12 years old, I learned about the greenhouse effect. And this was now, um, what we call global warming and, uh, climate change. And so, for a few years, I worked for the Aspen Science Center as the executive director. But I really wanted to get back to climate change because it was the most difficult problem that the world was facing in my eyes. And so I went back to school, got a master's in energy policy and climate change. And, um, through that program, I realized that really, there are solutions all over the world, and we needed to amplify them and elevate what they're doing. And so, I became a solutionist by creating the organization, the Global Warming Mitigation Project, which has three different ways we look at elevating solutions. And we're going to talk a little bit more down the road about the prize. But we also have an internship program that we recently got over 6000 applicants to do internships this spring for 49 jobs that we have. And so, we're seeing so much demand for people wanting to get into climate careers. And, um, I started the organization. And just based on there's a demand for people who want to know what they can do in this world surrounding climate change. And I feel like everything, everything touches climate change in every single way. So that is why I started the Global Warming Mitigation Project.

Lance Gould: [00:07:12] That's amazing, and kudos to you. I mean, you're really a pioneer in this work and what you've done is really outstanding. And from what I understand about the global warming mitigation project, there's sort of a, a there's sort of three interlocking elements that all play off each other. You mentioned the internship program, which helps people, helps young people find jobs in the projects that win prizes. But tell us more about the prizes. One of the initiatives that the Dwnp oversees is a science-based competition, the Keeling Curve Prize, which awards \$50,000 annually to each of ten global projects that demonstrate the ability to reduce, replace or remove greenhouse gases in the atmosphere. This is amazing. Tell us. Tell us about the development of the Keeling Curve Prize and the whole constellation of other components to this organization.

Jaquelyn Francis: [00:08:02] Yeah. The prize was our first program and, uh, it started seven years this we're in our seventh year, so we've given out six years of prizes. And, um, I created an advisory council that was extremely science focused. You know, we have, um, professors and really high-level people in the science world that were the early advisors that helped me design the prize. And I have 12 analysts that work for me from around the world that actually go through all the applications, uh, pretty rigorously, rigorously, and score and rank them. And that's how we come to the final list, the 20 finalists. And then we have a team of judges that, um, are mostly, you know, well known people in the climate space, like, uh, you know, somebody from the UNF, triple C, uh, people who are working in sustainable corporate jobs. And, um, we have five categories. So, it's sort of based on the Nobel Prize with categories in different areas that actually need to be recognized. And our five categories are energy, uh, carbon sinks, which are both, uh, low tech and high tech, uh, nature based and, um, high technology and then finance, social and cultural pathways and transport and mobility. Um, and um, it's, it's, it's open up to both non-profit and for profit. It's global. And, uh, that's what gives value to the other two programs, which are the youth internship programs. And then we have a database that's, uh, becoming a financial mechanism.

Lance Gould: [00:09:41] That's amazing. And we're going to hear more later in, in the program about some of the individual prize winners over the course of the last seven years, because you've really discovered some incredible projects. Now we're going to move on to, uh, Nina. Uh, Nina, thank you for joining us today from Denmark, where you work with UNLEASH Innovation Lab. UNLEASH is an [00:10:00] annual convening of young global changemakers from all over the world. Tell us more about this initiative.

Nina Soraa: [00:10:05] Yes. Thank you so much, Lance. So, UNLEASH is a global initiative that is committed to bringing together the world's top talented youth to develop solutions, to build networks, and to engage partners in order to reach the Sustainable Development Goals. So basically, we inspire aspire to be the most inclusive platform for youth all around the world to co-create a more sustainable future. And we do this through four different programs. So, our biggest one is the UNLEASH Innovation Lab. Every year we host a big global or regional innovation labs that are there to develop innovative solutions for the sustainable development goals and to tackle the largest sustainability challenges we see around the world today. We host UNLEASH Hacks, which are localized innovation sprints that target more community related challenges and that are driven by our own community members. And we have UNLEASH Plus, which is our global incubator for early-stage startups that already work with addressing the SDGs in some way. And lastly, we have our UNLEASH Ambassador Program. So, this is run by our own community members. Uh, people are from 70 different countries, I

think, um, and they train our community of 8000 global changemakers in community leadership and sustainability and in innovation.

Lance Gould: [00:11:27] Such an incredible program. And I think UNLEASH has been around for about the same number of years that, um, that the Keeling Curve prize has about seven years. And earlier this earlier last month, you had the first UNLEASH out, uh, in Africa, in Rwanda. Tell us about that experience.

Nina Sora: [00:11:45] Absolutely. Uh, yes. So, UNLEASH has hosted innovation labs in six different countries now, I think. Um, but in December, um, last year it is now. Uh, so just coming back from that, we hosted our first innovation lab on the African continent for the first time, which was super exciting. It was hosted in Kigali, Rwanda, which was very fitting as it is a bustling innovation hub in Africa. So basically, what happens is that for one week, we bring together 1000 youth from all over the world. This year we had 136 nationalities present. Um, and we take these young people through the UNLEASH Innovation process. We use some activity cards that are developed by us, and we have, um, previous talents that are trained in human centered design thinking to be facilitators that facilitate them through the process. And then they learn to frame problems, um, ideate solutions. And then in the end of the week, to pitch these solutions to their peers and partners and potential investors. Um, and for every destination that we bring UNLEASH to, we prioritize, um, to have a strong regional representation. So, this year, when it was in eastern Africa, we had very strong regional presence from eastern Africa. And so that the solutions that are developed are strongly, um, anchored in the lived experiences of African youth and are relevant in that way. So, they have a lot of potential also to be implemented in those communities afterwards. Um, and, and all.

Lance Gould: [00:13:17] Of these ideas are also based, uh, just to emphasize this part, they're all entrepreneurial in, uh, in their foundations. So, they're, they're, they're all looking to, um, uh, to, to turn, turn economic engines in that way, not as nonprofits that are, uh, nice to haves, but these are actual solutions that can generate jobs and, and economic benefits in other ways as well.

Nina Sora: [00:13:43] Absolutely. So, we see a mixture of both. I mean, there are some social entrepreneurs, but they're definitely for profits that come out of UNLEASH afterwards. And some people take the skills that they get in, UNLEASH and bring them back into their everyday life. If they're students into their work, some bring their ideas back into their companies or organizations and become entrepreneurs. So, we see a range of different outcomes from having been part of UNLEASH. And I have one other point I want to bring up, and that is what makes, um, UNLEASH unique. And I think that comes down to the diversity of our talents. Um, because when you bring together

people from so many different countries just really intensely in that, you know, creative brainstorming, um, this is when we really can see disruptive thinking happening. Um, you can imagine we put together teams of 4 or 5 people, if you bring, for example, an engineer from Peru with a farmer from Slovakia and a solar energy specialist from Singapore. What do you get? You get a lot of different world values, different knowledge systems, um, different backgrounds, different ways of thinking. And this is where you really get this disruptive thinking, you get the creative juices flowing. Um, and that is how we see [00:15:00] that our talents develop some ideas in just one week. Um, that has a lot of impact potential. Um, and that is really what we need to reach the SDGs by 2030. Time is ticking. We're halfway there. So, we really need to get going. If we were going to reach it.

Lance Gould: [00:15:15] That's so true. And I've had the privilege of joining UNLEASH in some for some of the, uh, innovation labs in some of the different countries. And it's just remarkable to see how some of these people come together from, from like the example that you gave from a variety of countries and overcoming cultural differences to really come up with amazing solutions. Uh, Terry, very much in the same vein as UNLEASH is an organization that you've been working with for many years called Enactus, where you were the Chief Innovation Officer, and you currently serve on the country board. Tell us more about this program.

Terry Torok: [00:15:46] Yeah. Thanks, Lance, and I really appreciate Nina. Everything that you shared at UNLEASH. It's powerful to get behind young entrepreneurs who are changing the world for good. And similar to UNLEASH, Enactus has been around for nearly 50 years. We're, uh, really about investing in students who take entrepreneurial action for others creates a better world for us all. And it's the simple premise that if we put the same rigors around impact and measuring impact that we do with measuring income, then what kind of different world would it be? And we take on some pretty big topics. And Lance, you certainly do. And when we bring out to the world of climate change and challenges, we could be overwhelmed by the problems in the world. But we celebrate the solutions of the young minds that travel to and Enactus World Cup to present some amazing projects around the world. So, in 33 countries, 11 of them are on the continent of Africa, reaching out to many more countries so that we can provide an all access to Enactus. It's really the good work that not unlike UNLEASH that supports great young entrepreneurs or the entrepreneurial mindset. So, when they do go into those places of work, they can take those same skills. And that dream we all had at 20 years old should stay alive, because the dream of changing the world for good should never go away. So, when we can really help, support and surround ourselves with love and tools and, um, opportunities to build teams around young entrepreneurs and especially, um, invest in them, it's really critical. And so, it gives you hope. We can often

get overwhelmed in this world by being surrounded by great big giant problems. Some of the worst of humanity of, you know, I've experienced over 30 years, but it only takes that spark of a young mind and a young heart who has an idea that can change the world for good. And that's where we should build a stage and surround those students with a lot of support and a lot of tools.

Lance Gould: [00:17:52] So moving Terry, you're just your passion just comes through so beautifully. And, uh, Enactus. Is doing such important work. And just like UNLEASH, where there's a different host country every year for that event, you have a different host country every year for your event and yours. This past fall was the World Cup was in the Netherlands. Tell us more about that event.

Terry Torok: [00:18:11] Yeah. So, we just came from Utrecht and was a long time in planning. In fact, we planned to have the World Cup in Utrecht prior to Covid. And of course, like many organizations, we went online, and we were ready to get back and roll up our sleeves and get together year before it was in Puerto Rico. But what's really amazing is seeing 33 countries of young people get together out of hundreds of thousands and millions of alumni, and the best of the best gathering. And while we see opportunities at the Enactus World Cup in. Correct. And we have a Final four. And you know, there was teams that definitely have a lot of resources. What I find amazing, Lance, are the small, quiet corners of the world, places like Guatemala and Colombia and Eswatini, Zimbabwe, Nigeria rolling up their sleeves and doing the work. Maybe not as many resources as some of our other countries, but they're of the community and that behavioral change. This is an example of a team from Colombia who, by circumstances of exporting massive amounts of food, especially in the world of coffee and everything else, finds themselves in polluted water that they themselves can't drink.

Terry Torok: [00:19:25] And sure, they could buy filters exported from China and other parts of the world, or they could look to their own local community for solutions. Here they found it in a simple organism called mushrooms, and so they have put those mushrooms to work to create their own water filters, to shift their own behaviors, even against the odds of economics. But by creating a local circular economy, it changes their world. And whether or not that should scale around the world, or just be applauded for looking at their world and making a change. It's debatable, but it's [00:20:00] things like this that bringing out these stories, Lance, are really important. And I, I encourage us all to, you know, like UNLEASH and what's happening in Aspen and that we get together like you so beautifully. Do Lance bring us together because we're out there in the world doing similar work. And yet oftentimes we find ourselves fighting for funding. But I often wonder, Lance, when we can bring our organizations together in one plus

one can equal 11 and we can multiply our impact. How much more efficient and effective we can be in changing the world for good.

Lance Gould: [00:20:33] That's so true, and I'm so glad that again, after this program, what I really encourage the five guests to stay in touch with each other because I bring bringing, bringing organizations like this together as part of the part of this work. And we have just six years to go before 2030, before this UN imposed deadline of meeting the 2030 agenda. And we really, as Nina said, we need to move quickly, we need to move fast, and we need to work collaboratively. Just before I move on to Vernita, I just wanted to share a couple of incredible stats from Enactus. Enactus has been around for just about 50 years. 1.5 million alums, uh, has been as many as 36 countries. I think some countries have fallen off like from Eastern Europe, but, uh, it engages about 72, 72,000 students every year. So, it's just really an incredible network. And I'm really looking forward to later in the program hearing more about granular ideas from UNLEASH, granular ideas like the Columbia, uh, idea that Terry just shared and from the Keeling Curve prize and from and from our one of our next guests as well. But first, I'm going to come to Verneda. Verneda, you wear so many hats: artist, designer, activist, writer, environmentalist. Uh, and you're such a talented, uh, you're so talented at all of these. Your introduction to so much of this work came from tragic circumstances, though. In New Orleans. If you don't mind, would you please share with us the story that led to your getting involved in in fashion and activism?

Verneda Adele White: [00:22:04] Yes. Good afternoon, Lance and everyone. Um, excited to be here. Uh, my name is Verneda Adele. And as Lance alluded to, my first foray into this space and the work around climate change, um, really came from my family's experience. Um, take it back almost 20 years to Hurricane Katrina. So, my family is originally from New Orleans, Louisiana, and I loved everything that Nina was saying. And Terry was sharing, and Jacque was sharing, both from a diversity standpoint, which I want to circle back to, but then also around young people, because when Hurricane Katrina hit, I was just graduating from college. I was living in New York City. My entire family is from New Orleans, and I was looking for a way to make an impact and to get involved. So, at that time, I started my first brand, uh, Human Intonation, which was an apparel-based brand using fashion as a vehicle, as a hook, as a way to raise awareness around the need for rebuilding efforts, not just only in New Orleans, but the Gulf Coast at large. And then that led to what started out as a fashion brand turned into a number of volunteer trips, uh, where I organized people to go down to New Orleans and have hands on, uh, volunteer efforts, actually, with an organization called, uh, Hands on Network, which then eventually became hands on New Orleans, uh, specifically targeting the New Orleans area. Uh, hands on network are based out of Atlanta and we opportunity to really family by family, home by home. Address some of

the rebuilding efforts that were needed. And then this really cool thing happened is that I met Usher Raymond, who? Grammy Award winning artist, uh, joined us in New Orleans for one of those volunteer trips. And I thought, you know, there could be something here. Because, unfortunately, while this is an extremely important issue for us and all of the environmental issues that came out after Hurricane Katrina, um, having that spark to engage greater interest is something that we have been working towards.

Lance Gould: [00:24:17] Thank you for sharing all of that. Verneda. It's a really remarkable story, what you and your family went through and how you were able to persevere with this brand. And now, uh, you have launched a new brand, uh, called America's Hot Sauce. Tell us a little bit about that.

Verneda Adele White: [00:24:32] Yes. So, dovetailing off what I just shared about my experience with Houma intonation and rebuilding efforts after Hurricane Katrina, a couple of things happened. Um, one, my, I love fashion. I'm in the fashion space. And I also recognize that in many ways, that's kind of counterproductive to our climate change solutions, because the fashion industry is one of the most [00:25:00] it's the second largest pollutant behind the oil industry. And yes, the fashion world is starting to do a lot of work to change that. But the reality is, uh, the way that we treat fashion, the way that we treat clothing has pros and cons. The second piece to this is that out of my experience with New Orleans, I began to realize that there was this racial justice piece that needed to be attached to climate change. So, while, you know, all of New Orleans was impacted by Hurricane Katrina, uh, historically black and brown neighborhoods like the Lower Ninth Ward were disproportionately impacted, disproportionately unable to come back or disproportionately extended in the time that we were able to gain resources or clean water and things of those nature. And then it started making me look at, well, how does racial justice touch all of these other areas around climate change? Things like taking it out of New Orleans and into the Louisiana Cancer Corridor, which is a mile stretch between New Orleans and Baton Rouge that is, uh, that historically has had very toxic air because intentionally, a lot of plants were put into that area. Uh, and then you kind of take it to this broader level where we fast forward to 2020. Obviously, our nation here in the US and then globally have really taken a next step in our work around racial justice following the murder of George Floyd. And for me, that led me to really go through my own reconciliation with race and the racism that I have faced as a black person in America. So that led me to, um, fast forward. I published an article in The Daily Beast calling out systemic racism and corporate America. And out of that piece, very much the way Jacque touched on how climate change affects everything. That includes racism. And that put me on the road to look at what are the solutions from an anti-racism lens around climate change. And so, America's hot sauce comes out of that article, uh, The Daily Beast article, because still my favorite line in the article, uh,

touches upon the kind of historic exploitation of our black star power, um, black influence, style, fashion, music by white brands to sell more products and services and corporate America. But they're not actually invested in, uh, black communities or black people. And so, when we talk about our hot sauce, uh, that it's the foundation of all of the work that we're doing around anti-racism and, uh, expressing to people that there are other ways that we can approach this conversation on how we collaborate and how we do the work towards achieving racial equity, including environmental landscape.

Lance Gould: [00:27:51] Well, thank you for sharing that, Verneda. And like you said, uh, in terms of how environment, in terms of how racism touches everything and all the problems that we're looking at now. Analogously, as Jacque noted, that climate change does as well. And if you look at the SDGs, the UN Sustainable Development Goals, there are 17 goal blueprint that really recognized the interaction between each of those 17 goals, whether it's education, health, uh, peace and justice, gender inequality or gender equality, uh, poverty, hunger, etc., etc. So, thank you for sharing that. And it's really important for us to keep that in perspective when we're designing new solutions to make sure that no one is left behind. Um, now we're going to move on to Trisha, uh, the Webby Awards. Uh, Trisha is with the Webby Awards, and the Webby Awards are a well-known arbiter of the best of the internet. And three years ago, the organization launched the. The awards to recognize the very best of purpose and mission driven work around the world. Tell us more about the Anthem Awards. Tricia.

Patricia McLoughlin: [00:28:49] Yeah. Thanks, Lance. So, the Anthem Awards are focused on highlighting the most game changing ideas and projects and the social impact space from across the globe. So, we recognize the work of individuals, nonprofits, and companies across our seven different cause areas. And that includes DNI education, arts and Culture, health, human and civil rights, humanitarian action and services, responsible technology, and then sustainability, climate and the environment. So, under each of those areas, we offer around 65 different category options that really range from best use of technology to awareness campaigns to also kind of community events and really so much more. We really try to aim to create a space that has a place for every single type of work, so we can really be broad and celebrate everything that's happening under this giant umbrella that we call impact. Um, and over the past three years, we've also had the incredible honor of recognizing some really great leaders in the space from Gloria Steinem, Billy Porter, Amanda Gorman, Ben Cohen, Jerry Greenfield of Ben and Jerry's fame, and then also Jane Goodall. So really, with everything we do, our main goal is to highlight this great work, provide an opportunity for the changemakers doing this work to celebrate their impact, and [00:30:00] take a moment to really pat themselves on the back, and then also to like, just provide hope to the greater community that we've created, that change is possible and just to see

everything that's happening. So even this year, we launched a Community Voice campaign to highlight all of our finalists, and that was really a great opportunity for the finalists themselves to put their work on a pedestal and really shout it out. And also, for everyone else, kind of coming into the end of the year and towards the holiday season to see hundreds of projects that are really having an impact and making a change across the globe. So really just kind of that feel good feeling that we're able to create here. And then this year we have our winner's announcement coming up later this month on January 30th. And then we'll also kick off our fourth season later this year in the spring. So very exciting.

Lance Gould: [00:30:46] Amazing. And what struck me about the Anthem Awards is, is you mentioned 65 different categories within each of seven different areas. I mean, the comprehension of these awards is amazing. It's just it covers so much ground and really does a great job of recognizing the, you know, from large to small, you know, all the different types of great work that are being done out there. What has been the response so far to the anthem Awards and in terms of participation?

Patricia McLoughlin: [00:31:11] Yeah, I mean, it's been really strong. So, we've received more than 6000 entries from 40 countries around the globe. And then in addition to that, for our judging body, we have around 700 different industry leaders that are judging the competition each year. So, it's been incredible to see the response in just three years, which is such a tiny amount of time in the grand scheme of this. And we've grown this incredible cross sector community of leaders and the impact space. But we're just getting started.

Lance Gould: [00:31:38] Just getting started. And among the five of the guests today, just it's hard to imagine a country that isn't covered by, by, by the, by the, by, by the work that all the people involved in UNLEASH and in Enactus and the Anthem Awards and the Keeling Curve Prize and what Verneda is doing, it's just unbelievable to see. Um, so thanks to thanks to all of you for sharing your current project. Now let's hear more about some of the amazing ideas that have emerged from your organizations. Uh, Nina, UNLEASH is taking place in Denmark, Singapore, China, Greenland, India, and now Rwanda. Tell us about some of the best ideas to come out of UNLEASH and some of the interesting people who've participated in it.

Nina Soraa: [00:32:20] Thank you. Lance. Um, yeah, that's a tough question because since UNLEASH was, um, launched in 2017, um, we have developed, uh, 1200 solutions to address the SDGs so far. So, there's a lot to choose from. In other words, um, and some, you know, take their ideas, um, and use it as a starting point and create a spin off and then create another startup. Some take it to market to launch it, um, and

some bring their ideas back to their companies, like I mentioned previously. So, the ideas come out in a lot of or flesh out in a lot of different ways. Uh, but I thought I'd bring up a few examples, uh, today, um, of teams that worked through the UNLEASH Innovation process and then created a startup, um, that in one way or another addresses the SDGs. And so, one of them is called Aquafresh. Um, they have implemented a solar power cold storage system, uh, in rural communities in Ghana because a lot of the smallholder farmers had produce that went to waste because it couldn't get stored before it got sold on the market, and they could get money for their harvests. And what they've seen is that it has decreased post-harvest losses by 50% and increased food supply by 15%. So, addressing the SDG related to zero hunger, amongst others. And we also have another startup called Perma Lucian that came out of UNLEASH. And so, they looked at areas with freshwater scarcity, and they developed a technology to capture fog that could turn the fog into water and then use it for local agriculture, um, and in ecosystem conservation in Mexico. And then finally, I want to mention another idea. Um, it's something called One Day Health. Um, they were part of UNLEASH back in the day. Um, and they target, uh, health care black holes in rural Uganda. So, what they do is that they train, um, local nurses, and then they equip them with 50 essential medications that treat 30 of the most common, uh, medical conditions that exist in the areas. Um, and then they launch mobile primary health care centers in one day. Um, so, so far, 30 health care centers have been established in these health care black holes where people do not get access to medical treatment because they live too far away. It costs too much money to transport themselves to a hospital to get treatment. Um, and they have now so far treated 100,000 people. So, these are some examples of solutions that have come out of UNLEASH. Um, and especially we can see that it targets the, um, you [00:35:00] know, local and hyper local scale, uh, quite a lot because a lot of our talents that go through our programs, they, they live through this is their reality. Um, so it's based on their lived experiences. It really targets the user. Um, and we can really see that the impact potential is, is super high of the ideas that have come out of our labs.

Lance Gould: [00:35:20] Those are amazing ideas. And what I love about, uh, what I love about these ideas, particularly the first and the third idea is a little bit harder for what I'm about to say, but the scalability of being able to replicate that and take the entrepreneurial idea and the entrepreneurial spirit here and replicate it and scale, it is just so promising for the rest of the world, if something works in Ghana, it could well work in many other places that, uh, that that are participating in UNLEASH. Um, Jacque. Oh, go ahead. Nina. I'm sorry.

Nina Soraa: [00:35:51] No, I was just confirming. Yes, that's also what we see. So that's incredible that it can be implemented in other parts of the world as well.

Lance Gould: [00:35:58] Absolutely. And, Jacque, uh, since 2018, the Keeling Curve Prize has awarded more than \$1.75 million to 60 nonprofits for profits and startups in five different categories. Tell us about the collective impact of these projects, and about some of the projects that stand out the most to you.

Jaquelyn Francis: [00:36:15] Okay. So yeah, that that 1.75 million is what we've given out. But that's turned on to into additional money raised, um, on the non-profit and for-profit side of around \$2 billion. Amazing. The multiplier effect of what we're doing with like identifying and then also using our other sort of arms of the organization to help promote, give visibility. Capacity building has actually been a model that's just I'm so proud of because it works, you know, really like identifying great organizations and then helping them to get across the Valley of Death in both the nonprofit and the for-profit spaces. So, it's been really amazing to see, you know, the success stories. And, um, we're talking about a couple of those now, just like one of our early winners is a publicly traded company now. And it's just amazing, amazing to see that growth. Another one, one the audacious prize from the Ted organization and went from having like a \$2 million a year budget to having like a \$13 million a year budget. So, it's really neat to see, you know, the multiplier effect that we can bring to these organizations.

Lance Gould: [00:37:33] And can you I know it's probably hard to pick among this among your 60 children. It's hard to pick a favorite, but is there any that stand out to you in terms of the innovation or technology and what it's actually doing? Granularly.

Jaquelyn Francis: [00:37:44] You know, I've so many fun ones because there's 60 plus our finalists. But like a couple, one of them is Clip, which has this, um, contraption that they put on any kind of a bike, and they can turn it into a propelled propelling system that is a self-propelled electric bike. Contraption. Wow. And they're rolling it out in India. And then probably in other places, like in Kenya, and places where there's a lot of need for people to be able to get around. And, you know, adding this assistance to any kind of bike is just a fabulous idea. And then another one I'm going to mention, too, is these, um, solar hubs all throughout Africa that become community centers because they put the solar power on the roofs, and then people from all over the, uh, the area, the region will come charge up all their things, pay a small amount of money because they're actually sharing the cost of this and then go back and, uh, be able to, like, power their homes in the evening and, you know, help with any kind of other, um, power systems that they need. And this also brings a community aspect.

Lance Gould: [00:38:56] And again, just like with Nina's and UNLEASH the scalability here of being able to replicate these successes and, uh, throughout the rest of the world.

Jaquelyn Francis: [00:39:04] And can I just add that I wanted to say to Terry that the water systems, they should be scalable because that's a need, and it's really cool to be able to highlight what somebody's doing somewhere and then show other people how to do it as well, and to scale up things that are, you know, helping humanity.

Lance Gould: [00:39:20] Thank. Well, thank you for that segue, Jacque, because now we will go to Terry. And Terry, Enactus has a very rich history. As we mentioned, more than 1.5 million students have taken part in almost 50 years in 36 countries. Tell us about some of the ideas that stand out to you over the course of Enactus half a Century of work.

Terry Torok: [00:39:37] Well, I love the overall range of ideas that students also work with other organizations, including Enactus to move from I to PSI using a creative intelligence and the resources they have. So, we see some great ideas from high to low tech to no tech at all. So, uh, a tech solution landed this year in France, and it was a young man who grew up [00:40:00] with dyslexia and growing up with dyslexia. And being a slow learner is one thing, but the stigma around issues like this is often goes unmeasured. So, he created a simple app on his phone that could help any dyslexic students see differently and see in a way that he could read and understand and keep up with others. But he went a step further and he broadened it. So, anybody without dyslexia could also appreciate and understand and have access, which reduced stigma and actually made it more fun. Even now, working on AI and gamifying it, one of the ideas that went from perhaps no tech to some tech to high tech is crosses organizations where a group in Canada was figuring out how to how to melt recycled plastic into 3D printing and instead of, um, creating products and then selling them, they decided to outsource the actual process. So, when our team in Guatemala picked up on that, they started to create jewelry and opportunities for the local economy. Then it went a step further when they outsourced it to a group making prosthetics. That group then provided prosthetics for people missing limbs and villages not only in sub-Saharan Africa, but throughout parts of Eastern Europe, etc. and then a group of artists came along and said, wait, what if we add fashion? And what if we make those prosthetics into superhero super cool prosthetics that really are something to, um, not only behold and hold, but something to brag about and make it more fun, reducing stigma, you know, quote unquote normalizing it. So, I love when students are working across other organizations outsourcing and sharing. It just is such a spectacular, enlightening hope for the future. And sometimes, Lance, you know, when we hang these 20, 30 goals over

our heads, we're like, ooh, that's a big giant heavyweight. But man, these are breakthrough, weightless ideas that, you know, the work that, uh, you're doing with fashion. That's amazing. These are the simple things that we can do to change perceptions, change the world for good. And just these little behavioral changes come into big shifts, and we are changing this, this next generation and the generation after it that will stick, that will change forever. Plastic's only been around for 60 years or so. We can eliminate it in the next six.

Lance Gould: [00:42:30] Incredible. So, we talked about scalability. And here this is almost like a catalyzing collaboration between from its talk about going viral, you know, an idea going from one country to another to another to another, iterating along the way. It's just like, what a great story that is. Terry, thank you for sharing. Well, it's a funny thing.

Terry Torok: [00:42:47] I'd love to ask my other colleagues what they what they think about that, but sometimes we set up competitions and competition really promotes creativity. And but it often creates a protection around IP which has many great assets. But when you have a competition that actually outsource those open sources and, and promote sharing and sharing, having more, it's spectacular. So, I think we're seeing a great, you know, you've titled this Game Changers, but we can also change gamers and we can gamify our future in a way that fun and fantastic. And hey, if we're not having fun, what on earth are we doing here exactly?

Lance Gould: [00:43:25] Terry, you're such an inspiration. Your joy is viral. Uh, Patricia? The Anthem Awards three years. What are some of the ideas that have most inspired you and that and that recognition by the Anthem Awards has helped propel to further success for those, uh, for those ideas and for those organizations.

Patricia McLoughlin: [00:43:47] Yeah. So, we actually have just announced our finalist for this year in December. Um, so I'd love to just kind of highlight some of those projects that really do. Absolutely. This year. Perfect. Um, so kind of starting on the small but mighty side of things. Um, The Green Bronx Machine is a two-time anthem winner, and they're a team of three is really transforming the way that educators in New York City and across the country discuss and address food insecurity, workforce development, and food access so through their YouTube channel. And they've also been able to recently develop partnerships with PBS and New York City public schools. The organization has impacted millions of children and educators through their content community garden initiatives. So really kind of getting out on the ground floor and providing those resources that really wouldn't otherwise be available to these students and these schools. And then kind of following that up this year, we received an entry

from a group of students at Lafayette College as well, and they worked together to organize something really cool, which was the first ever electric plane stadium flyover. So, these students went ahead and went, did all of the dirty work to really even find a plane that they could use? Um, they sourced Ford electric trucks to use as on the go charging sources and handled a million different logistics in between. So, this was really cool to see their passion for [00:45:00] bringing this new technology to a public space. And I think it also points to that commitment that Gen Z has for really elevating the climate crisis and finding new solutions. Um, and then the last project that I'll mention today is an app called Food Rescue Hero. Um, so it's estimated right now that 40% of the food in the US is wasted, while 12% of people face food insecurity. So, they're trying to meet things in the middle and have created kind of a DoorDash in reverse, um, where volunteers can sign up and collect that surplus food from restaurants and grocery stores and then take it and deliver it to the kitchens and food pantries to redistribute. So far, they're aiming to add ten cities into their program each year, hitting around 100 by 2030. And at that rate, they'll be able to save £2.5 billion of food. So really fantastic work all around, and I'm just really proud that myself and the Anthem Awards can be there to help elevate these projects and shine a light on their work.

Lance Gould: [00:45:52] Thank you for selecting those three, because, uh, I know that there's, um, there is such a range of ideas from the, from the massive to the, to the small and these small ideas are just so wonderful, and it's so great to give them the oxygen that they need to get more attention. So, thank you for sharing those. Um, Renita, in your work in anti-racism, what environmental projects have you seen that have most impressed you and where does that work taking place?

Verneda Adele White: [00:46:18] Sure. So of course, I'm going to start with, uh, America's Hot Sauce. So as an anti-racism brand, um, as an apparel brand, you know, my roots really were thinking about how do we make fashion more sustainable. And when I started my first brand, I did all the things, you know, I said, how do I source organic cotton and how do I find, um, environmentally, environmentally friendly processes for my manufacturing, all of that. But there was a key piece that I had missing at that time and that was looking at how do I meld fashion sustainability with anti-racism work. And so now I have a big goal game is how can I have America's Hot Sauce as a merch collection, have an entirely black supply chain, which in my work thus far, uh, with even more tailored focus to a US black supply chain, because if I go internationally, yes, you can do it. I can find, um, black farmers and looking at raw materials. So, I want to be 360 have America's hot sauce from the raw materials coming out of the ground all the way. How do we either upcycle or recycle our garments back into the earth long term? But how do I do that with an entirely black supply chain here in the US? Because we still have a lot of work to do where there are certain segments of that supply chain

that have historically been locked out. So, we're working towards on what is it going to look like and what does it take to create an entirely black supply chain as a fashion company in conjunction with the sustainability work? The second piece that I wanted to touch on is, um, so some of our products, you know, like I'm wearing our black Queen thriving um, uh, sweatshirt today. It's thinking about, um, how does how is the climate, uh, work impacted by personal responsibility and self-actualization? So, um, underpinning America's hot sauce is the concept of black people thriving. And it's thriving on all cylinders physically, mentally, emotionally, spiritually, financially, culturally in our relationships and environmentally. Because with the physical piece, you know, if you are in a community with food deserts, then what's part of the solution is being able to start a community garden, learning to grow your own food. If you are in parts of the world or parts of the country that have, uh, disproportionately been exposed to pollutants. So, for example, I will also mention projects like, uh, Philly Thrive that is, you know, doing the work to take back and with clean air initiatives. Um, also give a couple other fashion, uh, shout outs to, uh, Patagonia that has long been, uh, had a history of giving back to climate change. I love they have been intentional. And that's what so much of the solutions with anti-racism is being intentional about understanding that while climate change impacts everyone, it has and continues to disproportionately, uh, impact black and brown communities. And as a fashion company, it recognizes that in its work and with its, um, with its climate initiative. Um, last thing, at the local level, I want to give a shout out to, uh, an organization or really a retailer called Art to wear, um, founded by a black woman. Her name is Leslie Ware, and she's all about upcycling. So, she has brought a collective of diverse, uh, fashion designers, creatives. [00:50:00] And they have, um, in her shop, everything in her shop, which are, you know, both locations are in Manhattan. Uh, you can find, uh, really, really creative, well done, thoughtful pieces that might take an old pair of jeans from the 1980s and turn it into a really cool jacket that you can wear today. So those are some of the things we're looking at.

Lance Gould: [00:50:20] Thank you for sharing all those, Vinita. And what I love hearing about all five of you speak consecutively is I think that Vinita, some of the some of the things that you've mentioned would be great. Uh, applicants for UNLEASH or for Enactus. I think that some of the people who've taken part in Enactus and UNLEASH can move on to the Keeling Curve prize. I think all of these were all of the work can be recognized by the Anthem awards. And there's really kind of a virtuous cycle here where the anthem awards could surface something that we might not know about. And maybe that becomes part of UNLEASH or Enactus, and maybe that moves on to the Keeling Curve prize. So, I love seeing, uh, how this all could be related to each other. And all of your great work can really supplement each other and raise each other up. Um, I have a few more questions, but I'm also conscious of time, and I want to see if we

have any questions from the audience. So let me check in with Bart for a second and see if we have any, uh, questions from the people watching.

Bart Ziegler: [00:51:18] Oh, yeah. Good afternoon and evening. What a- Lance, what a phenomenal show. And I think we're going to do our next newsletter. We're going to highlight each of these, uh, five groups and add their most impressive live, uh, component they shared with us today. And then people can easily just push a couple of buttons and get on to these groups that, that you put together so phenomenally. We have a problem here. And the one thing about this talk is everyone's uplifting with some ingenious ideas. But I'm going to talk just for a half a minute about this nuclear waste issue that's been greenwashed around the world, um, nuclear industry, nuclear industry will suffocate on its own, on its own merit because it's just too expensive compared to all the renewables like solar and battery storage and wind. But we have I was wondering if I could pitch to UNLEASH and Enactus. Actually, this is from an audience member—Would UNLEASH or Enactus consider having their communities come up with a solution to the huge issue of nuclear waste? That's a question from the audience.

Lance Gould: [00:52:28] Well, let me start off, uh, and just add one thing, which is that usually all of the ideas that come out of UNLEASH and Enactus come, uh, organically out of the participants. But, but Terry or Nina, do you want to address the idea of has anyone ever brought up nuclear energy as a nuclear waste as, as an issue? And is anyone solving for that in your communities?

Bart Ziegler: [00:52:52] And let me just add that I didn't read the question exactly, but it says at the decommissioned San Onofre Nuclear Generating Station in Southern California, 3.6 million pounds of high burnup nuclear waste are stored in degrading thin-walled steel canisters 100ft from the Pacific Ocean above multiple earthquake faults and a tsunami zone. And then the question is, can UNLEASH or Enactus figure out a solution.

Lance Gould: [00:53:19] That is a disaster waiting to happen. As Bart noted, there's tons of nuclear waste stored at sea level in in in deteriorate in caskets like in a in an earthquake fault zone. So good luck with that. But, um, but uh, but yeah. Has anyone ever dealt with nuclear waste in either Enactus, UNLEASH, or in the Anthem Awards or, uh, in Jacque in your work as well? Nuclear waste is an issue.

Terry Torok: [00:53:47] Well, there's nothing more fun than mixing. Mixing nuclear waste with young students. But. Hello, anybody? It is those kinds of challenges that when you put into young minds and you provide the tools for them to think about it in an understanding with, with the right amount of insights. It's powerful. Needs assessment is

critical in Enactus. I'm sure it is at UNLEASH. But what we do, and you mentioned it, Lance, is that it's really important that students come up with solutions to problems they're passionate about, because the problem solution world is good and fine, and you can see plenty of problems in the world. But if you're not passionate about the problem or solution, then what are you doing, man? Because the investable opportunity is the ones that are passionate and living it. But nuclear waste big topics. When we have challenges that are put up by funders or sponsors in the in the in the spirit of a prize, those prizes that are also on the panel are great solutions to conquer big challenges like this. And no to no challenge is too big. Um, let them at it. And I can't speak on behalf of them. But [00:55:00] if they're passionate about cleaning up nuclear waste. You know, my son once said to me, he's like, dad, you guys threw a party for 30 years and you expect us to clean it up? And I thought about it. It's like, yeah, pretty much. All done. Clean up your room while you're at it. But, you know, in all kidding aside, um, we can take on big challenges. Like, there's no challenge too big. We created it. We can solve it.

Lance Gould: [00:55:24] Nina, do you have any thoughts on that? And while you think about that, Nina, um, it occurs to me that UNLEASH has specific hacks that they that they execute around particular topics like, uh, you did an Antarctic Nordic, uh, hack where you had specific ideas for that. So, do you want to address that as, as looking at larger problems through that as a solution?

Nina Sora: [00:55:47] Absolutely. And I second that completely. Terry, what you said. Um, so when we host our Innovation Labs, um, they are, uh, we target, uh, SDGs, um, that are, um, decided upon in collaboration with our local partners. So, one topic we often target is renewable energy or energy in general. Um, then the talents, if they're super passionate about something underneath that as a subtopic, then they begin working on problem or framing a problem around that. So that could be new nuclear waste, for example. Um, and also like you said, Lance, we organize UNLEASH hacks. So that is when someone has been, for example, a talent at a lab. They come back to their local community if they're super passionate about developing solutions, um, to combat nuclear waste, then they can gather the community around them. Um, take the UNLEASH methodology that's free to use for everyone, um, for non-profit purposes, um, and then go through the methodology and come up with new ideas and think out of the box and think in new ways. Um, and how to target this issue. So, so no issue is too big or too small. This is definitely something that's spot on and that we also need to target if we're going to reach the SDGs by 2030. So definitely. And if the person asking the question in the audience wants to do that, then then feel free to reach out to UNLEASH, go to unleash.org and let's see what we can make happen.

Lance Gould: [00:57:18] Great answer, Nina. And Bart, do you have any other questions from the audience?

Bart Ziegler: [00:57:23] Well, this is sort of already been answered by those two wonderful people. How can listeners, the public, get involved in driving innovation and solutions to address these huge global problems? Is there any way for the general public to submit problems, ideas, research, or pressing concerns to your organizations? And so well. Yeah, it'll be great. We'll put--

Lance Gould: [00:57:45] On. Verneda, do you want to tackle that? Like do you want to say like how can local people, how can people get involved on a local level. And then and then we'll give Jacque and Tricia an answer as well.

Verneda Adele White: [00:57:55] Okay, sure. Well, I would say, you know, definitely feel free to reach out to me after this, uh, event. And I see a couple of folks in the comment, I'm happy to leave my contact information, but we're at America's Hot Sauce Club, and then I love tacking on, you know, think about what areas that you are passionate about, because as we've all talked about today, you know, as we're approaching climate change, and I also love the SDG around reducing inequities, it's a big piece. You know, it's like, you know, whether we're talking about air or water or food. Um, think about I would say first think about what maybe area you're most passionate about and then look at your local, uh, organizations that are doing that work to reach out to connect with. Um, it's always great opportunities to do volunteerism. And then from there, usually once you're in an organization, they'll be able to guide you on, like how you can best get involved. And also, don't be afraid to use your talents. You know, Lance mentioned about me using being a designer, a writer sometimes, uh, let's say you're like, I don't have all the solutions, but you can write about them, you can amplify, you can be part of, uh, extending the message. So just think about your talents. And there's a lot of ways that we can impact this problem.

Lance Gould: [00:59:11] Jacque, how about you? Do you want to weigh in on that?

Jaquelyn Francis: [00:59:13] So first of all, I can't wait to try this. The hot sauce. But what I'm going to say about the Global Warming Mitigation Project, you can go to npr.org and apply for the prize. I mean, we don't look for ideas, we look for actual projects. And, um, that's how you get in our database. And then with the database, um, we're rolling out all, all kinds of other suite of services to help people out there. Um, and this is a way that we can actually, like, make sure whatever you're doing meets the kind of standards we're looking for, which is, you know, scalability and efficacy and strength of your team and everything. But once you get in our system, it's like a humongous

family. And we support you in so many ways, [01:00:00] and we continue to try and do it in whatever ways we see are most effective, pretty much 100% focus on the climate change issue, because that's what we focus on. But, um, as far as things like, you know, the other problems, nuclear waste, I just it's all connected.

Lance Gould: [01:00:22] It is. And, uh, Tricia, I'm going to move on to another question and have you take the lead on this one? But, um, um. From all the patterns that we see emerging, from all of the ideas that that are coming forth, do you see any patterns emerging in these solutions?

Patricia McLoughlin: [01:00:40] I mean, I think a big thing that we've already touched on today, too, is data sharing and really kind of opening up the communication pathways between organizations doing the same work. I think that's something we focus on at the Anthem Awards, with the cross-sector approach that we have, bringing together companies and for-profit organizations alongside grassroots organizations and international nonprofits all into the same room to talk about these changes. And I think in that same vein, I think we're definitely going to see a lot more coming into the space with AI. That is definitely a technology that's here to stay, and I think now it's just figuring out how to harness this technology to really help create new solutions and find pathways that we can utilize to kind of find solutions quicker and to share them out and to really duplicate efforts and to really keep things moving.

Lance Gould: [01:01:29] Thank you for sharing that, Tricia. And now we're going to have one question that I'd like everyone to answer. Uh, not at the same time. Uh, let's end on a hopeful note. What gives you each hope that we will meet the challenges of the decade of action and come up with solutions to address these enormous, enormous obstacles? Uh, Jacque, let's start with you.

Jaquelyn Francis: [01:01:47] Uh, well, the Keeling Curve prize is open right now, so I'd love to get all you guys to send out the information to your networks and, you know, maybe talk more about that. I mean, I see amazing solutions every day coming across my desk, and it's so fabulously exciting. And I love being in the in the place where we're about so, so the solutions and also how to, like, really pull more money into this space. So, I think what I'm most excited about is seeing, um, coming off of Cop 28 in Dubai, seeing how much money is starting to like, flow into this space, and how many more people are interested in investing, and how many more young people are interested in climate careers and getting involved. So, I am very lucky because I get to see this on a daily basis, and there's so much enthusiasm about moving forward in all kinds of ways to make our planet better.

Lance Gould: [01:02:40] Thank you, Jacque. And moving clockwise, Nina.

Nina Soraa: [01:02:45] Yes. Um, so I think when you're super passionate about sustainability and you want to make a difference, um, and you enter the innovation space, you may sometimes think that, okay, I need to come up with the next big thing, like the next internet or something like that. Um, and to those people, I just want to come with a reminder that is that innovation doesn't have to be groundbreaking, because if you make improvements or think out of the box, um, within existing invention structures systems that we have today, you can still make a huge difference in making things more sustainable and more efficient. So, everything helps. Um, and then I also want to reiterate my point previously about, um, diversity, because I really, really believe that when you put together young people with a lot of different perspectives, um, and worldviews, that is when you really get those creative juices flowing and you really challenge each other's perspectives. And that is when the brainstorming gets really interesting and really strong. Um, and that is when you get some, some true disruptive thinking and some high impact ideas. Um, and I think that when we work, as everyone here presents today with sustainability initiatives, um, we have the power to, um, to structurally and ensure diverse participation, um, or hand out awards or bring people in to your organization. So, I think that is a big power that we should honor, um, and make sure that we bring in a lot of different people, um, and come together, um, so that we actually can target these sustainability issues we're sitting with today.

Lance Gould: [01:04:30] Such important points, Nina. Thank you. And, uh, Tricia, how about you giving you hope? Yeah.

Patricia McLoughlin: [01:04:36] I think something right now is just kind of seeing the commitment of Gen Z and Gen Alpha coming up. We have this these two generations that are kind of coming up hyper aware of what's going on. Um, and I think a big part of that is the power of social media. And they're really just hitting the ground running from such young ages. You can see it in even the environmental groups that are being created globally, like the Climate Cardinals [01:05:00] and groups like that. And so, I think seeing the passion and power in this next generation is really something where I think we're going to get some great solutions.

Lance Gould: [01:05:09] Thank you so much. And Verneda, how about you?

Verneda Adele White: [01:05:13] For me, I think hope is on a couple of different areas. One is knowing that we're just getting started. You know, America's Hot Sauce is new and in the startup phase. And there's so much opportunity to see how it's going to form and evolve. And so, I'm really excited for some of the ideas that we have this year. And

then I think the other thing is I would say is community. Um, I think the backbone to our brand is that we are building a community with America's Hot Sauce, not only of like-minded people, but this idea of self-actualization. And so, all are welcome. I think that's we always want to reiterate, you know, when we talk about anti-racism work, it really requires all of us from all backgrounds to be part of the process. So, all are welcome into the America's hot sauce community. And, um, what I know is that I'm excited for new products to come out, and I'm excited for more initiatives. And, uh, the best is yet to come.

Lance Gould: [01:06:12] It's amazing. It's so it's so exciting to watch the trajectory of your company. So, so, uh, keep going with that. Congratulations on that. And Terry, how about your what's giving you hope?

Terry Torok: [01:06:23] I'll double down on my hope around SDG ten and diversity. And in diversity we can find unity and the more diverse ideas opportunities we have then abundance breaks out. We don't have to eliminate humans. We need to embrace them. All of them. And especially neurodiversity. I have a son, neurodiverse, on the low end of the autistic spectrum and another son who's a YouTuber, and I, I just am, you know, the opportunity to entertain change. We can make it fun and game changers and changing games. And we're a little product placement here. So, I don't have my black Queen shirt on, but it's super cool. But we're getting a game of abundance with Doctor Deepak Chopra. So, we've gamified change in community. Uh, two aspects that are really important bringing community together. And also, we have the game of gratitude, uh, which is both, um, tech, high tech and low-tech opportunity to share more gratitude as I can't help but do it with this group here. Lance, you always bring together remarkable human beings and so humbled. But this is about community. And hey, never doubt a small group of committed citizens to change the world. It's the only thing that ever has. And, um, it's a powerful quote, and I live by it, and I'm really deeply grateful. And I'm wildly hopeful.

Lance Gould: [01:07:43] That's amazing. And all of you are so passionate about what you're doing. And I want to make sure that the that the listeners and the viewers today and the viewers will come on next week in bigger droves, will be able to get in touch with all of you. So, on the Samuel Lawrence website next week, when we post this video, we will have links to all of your organizations. So, I want to thank all five panelists for this important conversation and for sharing your findings here today. You're all doing such important work with consequences that seem bound to have more impact on our future than ever before. Uh, that concludes our program today to rewatch the webinar or to go see a transcript, go to the Samuel Lawrence Foundation website in the coming days, probably by Monday or Tuesday next week. The website is

SamuelLawrenceFoundation.org. Thank you so much to the Global Warming Mitigation Project and the Keeling Curve Prize, UNLEASH Innovation Labs, Enactus, the Anthem Awards, and to America's Hot Sauce for their participation in today's event. To learn more about the critical work that all participating parties are doing. As I've noted, to advance renewable energy and other sustainable initiatives, and to stay informed about upcoming events and important initiatives, sign up for the newsletters of the Samuel Lawrence Foundation and for Brooklyn Story Lab. Also, make sure you join us for the next Samuel Lawrence Foundation First Fridays in February. Thank you all again and goodbye and Happy New Year.