



## Outreach Highlight: Solar One



**Outreach Sector:** NGOs & Nonprofit, Government & Policy, General Public

### **About Solar One:**

Solar One is New York City's first solar-powered "Green Energy, Arts, and Education Center." Its primary objective is to inspire New Yorkers to become environmentally responsible city dwellers.

### **CRED and Solar One:**

CRED collaborated with Solar One on a series of projects designed to share, discuss and disseminate CRED research with New York City policy makers and the local community.

### **Upcoming:**

#### **Solar One and New York City Council:**

Solar One has invited CRED to speak at a panel hosted by the City Council and Solar One on New York City approaches to sustainability. CRED plans to have a speaker talk about climate change and decision making, and supplement the talk with the CRED document, *Communicating Climate Change: A Social Science Guide to Decision Making*. Although the talk is open the public, the audience will consist primarily of NYC policymakers and their staffers along with local NGOs and community groups.

### **Summary of Outcomes:**

#### ***Framing Climate for Public Audiences***

In 2006, CRED researchers teamed with the Solar One's CitySol Festival organizers to integrate principles of effective communication into exhibit descriptions. CRED drew on its research results to repackage information presented at the event through exhibits and brochures.

The exhibits, a series of large-scale installations constructed to bring attention to key green policies and innovations in New York City, were part of a festival hosted by Solar One on Manhattan's East River. The primary focus of the displays was on a number of the City's most chronic environmental and quality of life challenges -- most notably, poor air and water quality, escalating energy use, the urban heat island effect, climate change and unacceptable waste generation. Each event attracted 1500 city goers.