

Subject: Climate Change and Sustainability: A Different Approach
From: Joe Starinchak
Date: January 25, 2008 ~ 2:50 PM

Potential Collaborators:

I'm Joe Starinchak and I am the Outreach Coordinator for the U.S. Fish and Wildlife Service in Washington, D.C. Over the past few days, I have connected with each of you about collaborating to address one of the most challenging issues of our time, climate change.

Recently, I attended a workshop on climate change sponsored by George Mason University and the Centers for Disease Control. After this workshop, I came away very excited about the collective possibilities. In my position, I use social marketing processes to raise awareness about very complex environmental issues and empower people with ethical behaviors to protect the environment.

While I believe this work is vitally important and has a role in the climate change solution process, I also feel that, alone, social marketing is not enough. Hence, the reason for collaboration. With part of my background being organizational development, I look at environmental issues from a much different perspective. Through my various experiences, I have come to realize that all environmental issues are not just scientific and biological challenges, but very complex social issues as well. And in the case of climate change, this is an environmental issue with significant health and financial ramifications.

As a result, I'm reaching out to you to build some bridges across sectors and bring innovative thinkers and leaders to the table to pursue a solution for climate change. While the government has been the traditional steward of the environment, the complexity of the issues we face is too great for this go-it-alone strategy to remain viable.

So, in working with others, I've developed a rough, let's-get-started proposal that I hope captures your interest. While the proposal is comprehensive in nature and is a much different way of thinking; it's not a final, detailed proposal. However, from my perspective, it's one that is good enough to get started on a path for collaboration, that will lead to the goals in the proposal.

(See attached file: ADifferentApproachForAddressingClimateChange.pdf)

So, please do the following:

Take the time to read over the proposal.

Check out the related website link and the associated resources.

<http://www.thwink.org/sustain/work/projects/collaboration/index.htm>

Confirm either your interest or someone else from your organization in participating by responding to me via email by February 15th.

Indicate your preference for collaboration style (Via an email dialogue, conference calls, a shared electronic forum, other ways)

This proposal sets the table for greater collaboration between sectors and amongst leaders and innovative thinkers. Eventually, time,

financial resources and expertise will be identified to help us move forward in solving the climate change issue. But, for now, it is important to understand and agree that we need to take a much different approach if we are going to solve the climate change issue.

And if you want to get started right now after studying the link, join the Thwink.org forum (<http://thwink.org/forum/index.php>) and post your impressions, questions, and suggestions there. Otherwise, please feel free to contact me if you have any questions.

Thank you for your time and consideration in joining some amazing people to help us on our journey toward sustainability.

Joe Starinchak, Outreach Coordinator
U.S. Fish and Wildlife Service, Fisheries & Habitat Conservation
Branch of Invasive Species
4401 N. Fairfax Drive, Rm. 322
Arlington, VA 22203
tel: 703-358-2018
fax: 703-358-1800
web: www.fws.gov
www.anstaskforce.gov
www.protectyourwaters.net
www.habitattitude.net