



CASE STUDY: ENERGY & ENVIRONMENT

Green Ribbon Commission

CHALLENGE

Elevate understanding of the far-reaching consequences of climate change for the City of Boston and surrounding communities, as well as the nation-leading approaches to preparing for and adapting to climate change being undertaken by Boston’s political and business leaders.

STRATEGY

Expand networking outreach and media coverage of GRC experts as well as GRC-led and supported research to make climate change mitigation and preparedness a broadly understood opportunity for enhancing the economy and sustainability of Boston.

OUTCOME

Slowey/McManus continues to secure high-value local, national and global media coverage through op-ed placements, feature articles and trend stories about the GRC. Through its own networks in the business, governmental and civic sectors, we expand the impact of the GRC and its vitally important work.

