



FAQs

What is the significance of the name “Climate Generation: A Will Steger Legacy”?

Climate Generation represents the focus of our work: climate change, as well as the generation that must address it: everyone living today, and in particular the educators, youth leaders, and communities we support.

Climate change is defining this generation. This generation has been the first to really experience the effects of climate change and will have the biggest influence on how we address it.

It’s also important to honor our founder and the legacy that Will Steger wants to leave future generations, especially with regard to addressing climate change.

The mission of Climate Generation: A Will Steger Legacy has not changed: we work to educate and empower people to engage in solutions to climate change.

What does your new logo look like?

The new logo incorporates the letters “C” and a reverse “G” for Climate Generation. The vibrant blue tones are a nod to the cooler palette used in our original logo and denote our initial arctic focus, the earth and environment. Our youth constituents see the image as a power button, reminding us of the power to create change.

What was the thinking behind the new visual approach?

The Climate Generation circular icon is a reflection of both our global and local communities and conveys a sense of unity and strength. The clean and modern aesthetic of the icon and typography can appeal to both our youthful and experienced leaders alike and present an impactful and professional impression of our organization.

What are the most significant accomplishments of Climate Generation?

Since 2006, Climate Generation has reached over *30,000* youth and *12,000* educators. For nearly 10 years, we have been building climate literacy and action among educators, youth and the broader public with tangible results at the local to state level in terms of awareness, direct engagement and public policy wins.

Highlighted accomplishments from our Education and Emerging Leaders/Youth Engagement programming include:

- 2,500 educators reached annually via partnerships, workshops and outreach
- Consistent educator workshop evaluations show increased educator confidence and competence incorporating climate change and energy education into their teaching
- Produced a complete suite of free hands-on, science-based, interdisciplinary climate change curricula focused on communication, the polar regions, climate change policy and solutions, Minnesota's biomes and energy
- Built broad-based public support for climate action through a series of forums hosted in greater Minnesota on clean energy, climate and health reaching over 60,000 people since 2006
- In 2014, the education program was recognized by the White House as part of a national initiative on climate change education and climate literacy
- Directly supported student leadership at 20+ high schools across the Twin Cities each year, turning out 100 youth for our annual lobby day at the Minnesota State Capitol, and reaching over 1,000 youth annually through our YEA! MN program.
- Engaged over 55 organizations and 40 matches across 6 Midwest states through our Emerging Leaders Mentorship Program.
- Collaborated with a broad coalition of over 60 organizations to advance Minnesota's clean energy future, which included securing Minnesota's Renewable Energy Standard and a specific solar energy standard

What are the key goals of Climate Generation, short-term and long-term?

The mission of Climate Generation: A Will Steger Legacy has not changed: we work to educate and empower people to engage in solutions to climate change. Our long-term vision is a sustainable and equitable future brought about by a citizenry who is climate literate: a citizenry who is aware of and knowledgeable about climate change and has the attitudes, motivations, skills and tools to make informed decisions that can solve it.

What schools are you currently working with or planning to work with?

Through our education program, we continue to work closely with the Minnesota Department of Education, St. Paul Public Schools, and many public and private schools and nonformal learning centers. We're also working with local to national education partners, associations, and government agencies. The primary population we serve through our education program are Grades 3-12 educators. The educators we work with represent both urban and rural districts and come from public, private and charter schools. Since 2006, we have provided over 550 hours of professional development for more than 700 educators from 25 states. Educators come from formal classrooms where they teach science, language arts, art, health, math and many other subjects. Our audience also includes nonformal educators

from nature centers, museums and environmental learning centers. Our curricula is free to download from our website and we have had over 1,000 downloads from 45 states and 26 countries.

Recognizing how essential it is to integrate climate solutions and in response to a need by the youth in our community, we are also home to a robust and active youth engagement program focused on high school youth in the Twin Cities metropolitan area and college age youth throughout the Midwest.

Climate Generation's youth engagement efforts aim to empower Midwest youth climate leadership as a key strategy to transitioning to a just energy future. A core program of Climate Generation, YEA! MN is a youth-driven network of high school earth clubs including 20+ public, private and charter high schools from a cross-section of urban and suburban districts. YEA! MN empowers student leadership on climate change solutions, facilitates shared skills and strategies, and sparks coordinated action from youth at home, at school, and in the wider community.

Climate Generation is committed to engaging, and empowering youth leaders on climate change solutions across the Midwest through access to high profile decision makers, funding resources, mentorship, and training and leadership opportunities.

What other organizations are you working with on key initiatives?

Our largest education effort, Climate Minnesota: Local Stories, Community Solutions, has launched in 12 locations this April, bringing local stories, climate science and community resources together to forge solutions. The project also includes a Twin Cities Public Television program, a climate storytelling collection and public convenings. This project is in partnership with the University of Minnesota Regional Sustainable Development Partnerships, the Minnesota Environment and Natural Resources Trust Fund, The McKnight Foundation, and numerous local partners.

Will Will Steger's role with Climate Generation change?

We are so thankful to Will and his original vision that helped to bring us to this exciting stage of major growth. Will Steger continues to serve an active role on the Board of Directors and provides strategic vision and direction for the organization. He will always be the Founder of Climate Generation: A Will Steger Legacy.

What other initiatives is Will Steger currently involved in?

Climate Generation: A Will Steger Legacy is Will Steger's vehicle for addressing climate change and honors his life-long work as an educator and environmentalist. Will Steger continues to explore and lead expeditions. Steger gives hundreds of invited presentations a year on his *Eyewitness to Climate Change* perspective utilizing images, videos and stories from his 50 years of polar exploration. In addition to Climate Generation, Steger has recently established another nonprofit,

the Steger Wilderness Center in Ely with a focus on leadership and group dynamics in a unique wilderness setting.

Are there web site and social media changes connected with your name change?

Web site: www.climategen.org

Twitter: @ClimateGenOrg

Facebook: www.facebook.com/ClimateGen

Our old accounts will redirect to this new account information.