

# CARBON NATION



## GREENLIGHT GREENPAPER

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The Carbon Nation Project Team worked with award-winning film director Peter Byck to identify, interview, and ultimately recommend potential personalities to be featured in the film.



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Challenges & Opportunities

Carbon Nation is an optimistic, non-preachy, non-partisan, big tent media project that shows tackling climate change boosts the economy, increases national and energy security while promoting health and a clean environment. It was directed by Peter Byck, award-winning film director and professor of practice at ASU's School of Sustainability and Cronkite School of Journalism. Peter approached GreenLight Solutions to assist him with important research to find unique and interesting personalities for participation in his film.

Recommended Solutions

The GreenLight Solutions Project team conducted thorough preliminary research, fact checked the individual/enterprise to ensure credibility, and contacted numerous people to gather further information. Solutioneers found a point of contact, made first contact, set up an interview time, and determined a potential story to include in the film. They repeated this process with countless individuals and organizations to share a fantastic list of options with Peter Byck for his film.

Project Benefits

**BENEFITS TO PROJECT PARTNER**

Peter Byck was able to focus on other pertinent areas of developing the Carbon Nation film, and had an easy process for selecting the people ultimately featured in the film.

**BENEFITS TO SOLUTIONEERS**

Solutioneers learned valuable skills in professional communication and outreach, as well as what it takes to put together a unique film such as Carbon Nation.

**BENEFITS TO THE COMMUNITY**

The community ultimately benefited from having a great lineup of sustainability leaders featured in the film.