



# Ecolibrium Blitz

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# Ecolibrium Blitz

100 of the most creative people in Los Angeles come together to invent 10 ingenious campaigns that will make LA County a showcase of resiliency by the time of the 2028 Olympic Games.

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Held at the Second Home Serpentine Pavilion by SelgasCano on the campus of the La Brea Tar Pits.



# Ecolibrium Blitz

## What is ecolibrium?

\ ē-kə-'li-brē-əm \ a state with the earth and its people in healthy balance.

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# Ecolibrium Blitz

## What's a blitz?

\ blitz \ a sudden, energetic and concerted effort, focused on a specific task.

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**ECOLIBRIUM BLITZ brings 100 of LA's most creative people together to create kick-ass initiatives focused on a more resilient County by 2028. It's a big task and we need all 100 to help.**

**Ten tables are scattered around the Pavilion. To sit at a table means to take up its ecological theme and brainstorm ingenious campaigns and initiatives that can create impact.**

**We end with The Ecolibrium Awards, honoring the intersection of creativity and effectiveness in eco policy and activism Countywide.**

**As for the ideas brainstormed earlier in the day? We send them off to top design schools for acceleration – where students, instructors, and pros prototype them and test their effectiveness in changing the game.**

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# Agenda

**8:30 Cappuccino and biscotti**

**9:00 Introduction: Blitz process and content framing**

**9:30 Blitz – one theme per table:**

urban farming

climate

water

health

waste

story

transportation

justice

houselessness

employment

**11:30 Report back on ideas**

**12:30 Lunch**

**1:00 Ecolibrium Awards for Creativity and Effectiveness in  
Building Resiliency**

**2:00 End. Send ideas to collaborating design  
schools for acceleration over Q3-4 of 2019**

## **Collaborating Designers/Schools\***

### **For social impact acceleration program, Q3-4**

- **John Bielenberg, Pando Institute**
- **Marcela Oliva, LA Trade Tech College**
- **Matthew Manos, USC**
- **Rebeca Mendez, UCLA**
- **Heidrun Mumper-Drumm, ArtCenter College of Design**
- **Shannon Scrofano, CalArts**
- **Otis\***
- **Pasadena City College\***
- **SCIArc\***
- **Woodbury\***

\*pending

# Participant categories

**Assume 120 participants (plus additional 10 support):**

- **30 design team members (10 teams from County's leading design schools @ 3 members ea: 1 lead/facilitator + 2 student support)**
- **10 content specialists**
- **10 journalists/storytellers**
- **30 selected by cities with sustainability plans (32 have sustainability plans)**
- **30 selected by CSO Taskforce members, GREAT, and at-large from**
  - **Business**
  - **Higher ed**
  - **NGOs**
  - **Faith-based**
  - **Youth**
- **10 Pando**

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# Ecolibrium Awards for Creativity and Effectiveness in Building Resiliency

## **Possible award categories:**

Best Moonshot; Biggest Impact; Lives Saved;  
Most Daily Habits Changed; Best Coalition;  
Most Likely to Get Us to 2100, etc.



Produced in association with



CSO  
Strategic  
Taskforce

Los Angeles County



**Pando Populus is purpose-built to accelerate ecolibrium, starting in Los Angeles County.** In collaboration with LA City Councilmember Paul Koretz and Caltech Chief Sustainability Officer (CSO) John Onderdonk, we created the **CSO Strategic Taskforce.**

**Eugene Shirley**, Pando's founding president, has spent his entire career as an entrepreneur in media and social impact initiatives. **Adam Eeuwens** is a writer, editor and strategist who loves to turn strategy into story. **John Bielenberg**, creative director, is a legendary designer, founder of Silicon Valley's Future Partners and founding director of the Think Wrong Institute/KU. **Beth Cohen**, special projects, is a documentary filmmaker and longtime multi-media content producer for PopTech. **Michael Braley**, design director, has been recognized with more than 400 professional honors and awards. **Tucker Nichols** is an artist living and working in the San Francisco Bay Area. **Rich Binell**, writer, was head of the writing team in Apple Computer's legendary Creative Services Group and now works independently

**For more information:**  
PandoPopulus.com, 310-428-6406.

