



Ecolibrium Blitz

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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.



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.



Ecolibrium Blitz

What's a blitz?

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

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.

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**

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



SECOND
HOME

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:
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