

Earthjustice

(Oakland, CA)

Social Capital Collaboration

Total Award: \$350,000 over 1 year

To support the Social Capital Collaboration Project, a partnership of Earthjustice and the Strategic Initiative Forum (SIF) to build the public support necessary to advance an agenda of environmental sustainability and institutional accountability over time. Earthjustice and SIF will adapt the most powerful social values research available to corporations for use in a social change context. After conducting an initial feasibility assessment of the initiative, the partners will create a demographic and psychographic profile of Earthjustice's base of support and America's ecologically concerned base. It will identify constituencies that share at least some of the values of the base but that are not currently acting on those values. The project will create a roadmap of strategic initiatives designed to develop an ecological majority over time by appealing to those values that attract new constituencies and broaden the base. These initiatives will be tested and refined with the use of focus groups and public opinion polling as part of the development of an implementation plan. If approved a payment of \$15,000 will be made to cover the costs of the initial assessment. The assessment must be completed no later than September 1, 2005. A second payment representing the remainder of the grant will be paid within 14 days of NCF approval of a favorable report on this assessment.

Program Contribution Breakdown:

\$350,000 Environment Program: *Objective I, Strategy 2*