

Carbon Neutral Isla Vista by 2025

How do we get there?

Presentation by David Gershon



Cool Block Leaders in Isla Vista

"The Cool Block is an exemplary how-to-guide for communities to make significant impact on climate change in an effective and achievable way. Very cool indeed." -Gavin Newsom, Governor of California

The world is searching for a high impact climate solution in the short term while we still have the time to act. Cities represent 70% of the planet's carbon emissions and citizens' daily lifestyle choices represent 70% of these emissions.

- What if we could empower cities and their citizens to become carbon neutral?
- What if UCSB student organizing power and student and faculty brain power could galvanize Isla Vista to become carbon neutral by 2025?
- What if bottom up change driven by students was the way and Isla Vista was the place that changed the world *again*?

Learn how Cool Block, which has already been successfully implemented by UCSB students in Isla Vista, can create a pathway to a carbon neutral community by 2025. In this talk world renowned social change leader and architect of Cool Block, David Gershon, will provide a whole system strategy for creating carbon neutral cities that can be applied to Isla Vista and scaled throughout California and the world.

**WEDNESDAY, FEBRUARY 19TH
5- 6:30 PM**

**UCSB BREN HALL - ROOM 1414
ISLA VISTA**



David Gershon
Creator of The Cool Block

David Gershon, co-founder and CEO of Empowerment Institute has been called "the number one expert on social change." He applies his visionary leadership and social change expertise to designing second order change solutions for cities, countries and the planet that enable the seemingly impossible to become possible. He is author of 12 books including the award-winning *Social Change 2.0: A Blueprint for Reinventing Our World* and the best-selling *Empowerment: The Art of Creating Your Life As You Want It*. He has dedicated his life to empowering humanity to believe we can create the world of our dreams and designing the strategies and tools to help us make this a reality.

FREE TALK. SPACE IS LIMITED. CLICK [HERE](#) to RSVP
Or email Robin Elander, Cool Block Program Manager at community@coolblock.org

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