

# CEER

COALITION FOR  
ENVIRONMENT, EQUITY,  
AND RESILIENCE

## **APPROVED COALITION MESSAGING**

**JANUARY 2020**

# CEER

## Message Map

**THANK YOU** for considering CEER as a partner in the work to promote equity, resilience, and conservation. We invite you to read, share, and cite our work in your own studies, projects, and coalitions.

The *CEER Content Library*, *Illustration Catalog*, and *Coalition Messaging* documents are available for your use within the boundaries we've established. Supporting aligned messaging for our goals helps us to maintain a healthy standard, and also helps us achieve our shared goals faster, cheaper, and with expected outcomes.

### **Approved CEER messaging can be used for :**



- Press releases that include CEER and its members
- Mass communications print, radio, and/or television including CEER
- Social media references to CEER projects
- Cross-promotion of CEER led and participatory initiatives
- Alignment with a pre-approved partner initiative

We aim to support accurate, authentic communications that meet the present needs of CEER members, partners, and community members. Please contact us for additional language suggestions or needs you may have via the contact information below.



# Mission & Vision

PROMISE TO EACH OTHER AND OUR COMMUNITY

## MISSION

CEER aims to *drive* community voices into the post-Hurricane Harvey decision-making process to promote *equity and resilience* by *emphasizing land, water, air, waste, and housing policies* that *reduce human exposure to pollution* and *strengthen environmental conservation*.

## VISION

CEER *envisions a region that is equitable, environmentally sustainable and economically strong* where residents have the opportunity to *live, work, learn, play, and pray free from environmental hazards*.



To make our vision a reality, we advocate for public and private investment in protecting communities by cleaning up hazards that contaminate our air, water, and land, while at the same time prevent or reduce flooding.



## Attributes & Values

### ATTRIBUTES

We are a team of *champions who advocate for equity* in the natural world and all that live in it.

We *cultivate safe spaces for open inquiry* that seek to solve today's problems.

We are *armoured with proactive and restorative resources* that clean, cultivate, and protect air, water and land people engage with.

We accelerate how people advocate for themselves by *navigating through learning* with them according to their authentic needs.

### VALUES

We value environmental equity through transparent processes that inform the public about how to address pollution, place, and the public's health.

We value a pro-climate equity focus on air, land, water, and resource recovery and recycling.

We value the protection and restoration of rights of recently and historically displaced people.

We value the investment of region-wide climate action and resilience plans that reflect the benefits and risks to a growing population.



# Audience & Characteristics

## CHARACTERISTICS

We are visible partners in our communities.

We create safe spaces for transparent investigation, intentions, and outcomes (results).

We bring together environmental groups, scientists, experts, researchers and community based organizations to solve problems together.

We carry out advocacy campaigns to bring policy solutions that are about institutionalizing systems change in the short and long term.

## AUDIENCE

### Community Voices

- Regional, city, county, state
- People in a global shift
- Displaced persons due to disasters
- Frontline communities
- Fenceline and environmental justice communities
- Post-Harvey communities
- Communities of color
- Powerless, unseen, unheard, fearful to speak out, unaware
- Unsustainable environment and economics
- Future leaders
- Part of a community
- Like-minded
- Immigrant

### Decision Makers

- Regional, city, county, state
- People in global shift
- Atypical decision makers (not in a suit or office; previously unelected)
- Local champions
- Movers and shakers
- Business as usual

# CEER

## People Deserve Dignity & Respect

### WHAT DO WE WANT TO OFFER?

- Time
- A culture of empathy
- Closed feedback loops (the dignity of a response)
- Processes
- Opportunities for celebration (big + small) as we inch toward our vision
- Local vision of just recovery
- Give respect and dignity
- Equitable systems
- Meaningful policy change
- Give respect + dignity
- Effective communication
- Community oriented/led decision making
- Transparency + clarity
- Language accessibility
- Vulnerability of decision makers to acknowledge systems failures and what it will take to create lasting change
- Platforms for people to activate their power
- More awareness of recovery issues that still exist
- Beauty in built and natural systems