

Three Squares Inc. Welcomes the Alliance for Climate Protection as Client

By Three Squares Inc.

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Three Squares Inc. Welcomes the Alliance for Climate Protection as Client, Continuing the Environmental Stewardship Championed by Both Organizations

SANTA MONICA—The sustainability consulting firm Three Squares Inc. is proud to add the Alliance for Climate Protection as a client and partner in blazing a path toward a solution to the growing climate crisis. The work of this new partnership is sure to incorporate their unique strengths in environmental advocacy into a comprehensive, effective strategy to overcome the challenges facing a planet in peril.

“So often, organizations resist change and take only baby steps toward their objective. We’re thrilled to work with an organization like the Alliance for Climate Protection that combines social networks, environmental policy, and grass-roots organizing to achieve a greater goal,” says Three Squares President Jaime Nack. Three Squares Inc. will provide the sustainability consulting services that have spurred the organization into the national spotlight.

The Alliance for Climate Protection’s mission is to agitate the public into action through sweeping information campaigns. As a result, the Alliance has received much attention from the media for its work in bridging partisan and social chasms that block environmental progress. Led by former Vice President Al Gore, the Alliance has won support from both sides of the aisle as a leader in the national conversation on America’s role in solving the global climate crisis. Its landmark work is seen through its influential projects Repower America and We Can Solve It, which seek to steer the United States into a clean energy future, and This Is Reality, an information campaign on the coal industry.

A hallmark of the Alliance’s success is its focus on building social bridges to create a coalition of environmental, social, and political groups to attain its aims. Recently, the Alliance has adopted a community organizing model to increase public support for strong climate change legislation in Congress. With offices in 28 states, the Alliance relies on classic grass-roots tenets such as town hall meetings and canvassing troupes to spread its message. Its boots-on-the-ground mentality won a major victory when the House of Representatives passed the Waxman-Markey American Clean Energy and Security Act, widely considered as the most comprehensive legislation to combat global warming in decades.

It is this tendency to view change through a lens of social connection that ideally complements the Three Squares approach to sustainability consulting. Guided by its triple bottom line theory that focuses on the social, environmental, and economic benefits of sustainable practices, Three Squares creates three-tiered action plans tailored to clients’ needs.

Three Squares Inc. is eager to collaborate with the Alliance for Climate Protection and its affiliates to address the challenges of today and is confident that this new partnership will generate the energy needed to emerge victorious from the battle for the planet’s future.

ABOUT THREE SQUARES INC.

Headquartered in Santa Monica, CA, Three Squares Inc. (TSI) is one of the nation’s leading sustainability consulting firms. Specializing in green event production and marketing, TSI works with corporate entities, government agencies and communities to develop events and marketing campaigns to expand markets for eco-friendly products and services.

The Founder and President of TSI, Jaime Nack, developed several leading conferences and tradeshows on behalf of a number of public agencies, elected officials and others, including the South Coast AQMD, U.S. EPA, City of Santa Monica, UCLA and many others. Through her work as Director of Sustainability and Greening Operations for the Democratic National Convention, Ms. Nack has become an industry leader in green meeting practices. For more information, visit: <http://www.threesquaresinc.com>.

Web sites:

<http://www.threesquaresinc.com>

<http://www.climateproject.org>

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