

# **CRC2 ZOOM MEETING NOTES – Branding Meeting November 22, 2024**

## **Meeting Attendees**

Marisa Orozco-Suarez  
Ram Ramanathan  
Fonna Forman  
Sarika Thakur

10:00 – 10:45AM

## **Introductions**

- Ram** Giving Maria and introduction to the CRC2 Agenda  
Bending the Curve  
No place in America is safe  
CA is really vulnerable  
Prediction – Homes will not be insurable  
We are seeing/helping people adapt  
It will take 20 years to get better – inertia  
Resilience is the way to go – Adaptation – Transform Society  
Bring civil society into the discussion
- We will create a public report –
- 1) Public – 2 pages;
  - 2) Policy makers – no limit length– will go to the UN;
  - 3) Mayors/Governors – 5-10 pages
- 10 nations involved – CA to set example
- Fonna** Audience – Leadership/public  
Visual Branding needed  
How do we move from what we understand and experience to what we need to do  
We need a framing for this element  
Mitigation – challenge  
Adaptation and Resilience is tangible  
How to convey this graphically  
Report will be about 100 pages
- Ram** Massachusetts Summit - March  
Invite Republicans to the Summit  
Visuals are needed to have a meeting at the Kennedy Center  
Industries will need to fund to survive  
Message:  
1) Resilience – reacting to the crisis  
2) Requires transdisciplinary thinking  
Iconography – useful language is needed  
Create a cohesive identity – to be used globally to show entire world is connecting on this
- Marie** Needs information on what elements will be used – priority/timeline of priorities  
Ram and Fonna will get her this information

To give a cost estimate, pre-summit materials and audience information is needed  
Options are cost estimate or an hourly rate – TBD

**Fonna**

Meet after the holidays  
Funding through Justice Center