

SARAH FINNIE ROBINSON

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WORK

[The 51 Percent Project](#), Boston University, 2018–present

Founding Director of climate change communications initiative targeting the increasing majority of Americans concerned or alarmed about global warming impacts. Research identifies best practices and standout examples of solutions messaging to engage the public, accelerate the transition to an international low-carbon economy. [Project description](#).

Senior Fellow, [Institute of Sustainable Energy](#), Boston University, 2018–present
Adjunct Clinical Professor, College of Communication, Boston University, 2019–

[WeSpire](#), 2009–present

Adviser to the CEO, 2018–present

Founding Partner, 2009–present

Early-stage company providing digital behavior-science technology platform for corporations to run employee engagement programs on sustainability, workplace culture, and corporate responsibility. Clients include Aveda, Bank of America, BASF, Cox Enterprises, Dell-EMC, Disney, NBC-Universal, Novartis, Time Warner, Unilever. Named a Fortune "great green idea" of 2012 and a Wired top start-up of Boston. Short-listed for the Global CleanTech 100.

Adventurous Traveler, 1999–2000

Vice President, Content & Community for leading catalogue of adventure travel informational materials. Successfully sold to the Away Network in 2000.

SheClicks.com, [KSV](#) 1999

Launched digital practice for women in technology at B Corp branding firm.

iVillage.com, 1998–1999

Recruited to be the Launch Program Director for pioneering online, mass-market women's media company eventually sold to AOL. Led eight content channels to IPO in March, 1999.

The Atlantic Monthly, 1984–1998

As the Editorial Promotion Director, built and directed the magazine's content-promotion programs to establish thought-leader influence and to increase advertising and circulation revenues. Reported to William Whitworth, Editor in Chief under Mortimer B. Zuckerman's ownership.

The New Yorker, 1978–1984

Publications, Sales, and Promotion. The first woman hired internally to The New Yorker's top-flight advertising sales team. Clients included Trump Tower, Ferragamo, Zabar's, and the about-to-boom new retail area called SoHo.

EDUCATION

Middlebury College, Breadloaf School of English, M.A., English, 2007

Independent work:

The Impact of 9/11 on Literary Fiction

Virginia Woolf: The Transporting Narrative of Everyday Life

Listening to the World (novel in progress)

Princeton University, 1978

B.A., English. Honors thesis: *New Yorker* Fiction

Certificates:

altMBA Certificate Program, 2015

ACADEMIC COLLABORATIONS

January, 2019-present

Hothouse Productions, Boston University College of Communication, with Litton Entertainment, a division of Hearst media. Hothouse COM content [launch](#) Summer 2019.

January, 2019-May, 2019

PRLab, BU College of Communication, [Sustain4Sapiens](#) Instagram campaign.

January, 2019-May, 2019

MFA program students, Design for Social Innovation, School of Visual Arts, New York.

SUSTAINABILITY LEADERSHIP

Kripalu Center for Yoga & Health,

Trustee, 2019–

Lead and Producer, “Facing Climate Change with Courage and Heart,” 2018

Conceived conference to convene guests with top climate experts with Kripalu faculty in yoga, mindfulness, and outdoor leadership.

Boston Harbor Now *Advocacy organization for commerce, civic engagement, and climate preparedness*

Climate Task Force, 2013–present

Advisory Council, 2012–present

Metcalf Institute for Marine and Environmental Reporting, University of Rhode Island

Programs improve news coverage of the environment through science training for journalists and communications training for scientists

Advisory Board, 2013–2018

Princeton 78 Foundation Board

Endowment supports outstanding undergraduate service projects in the U.S. and around the world

Vice President, 2018–

Nominating Committee, 2016–present

The Climate Reality Project

Climate change training led by founder Al Gore educates on climate change and counters denial campaigns.

Boston chapter Communications & Outreach Committee, 2018

Mentor, Pittsburgh, 2017; Leadership Corps, Denver, 2017

KidsGardening.org, 2017–2018

National resource for garden-based learning at schools.

Launch Committee, Digital Educators' Hub

Paris Climate Conference, COP21

Participated in invitational New York Times conference, Environmental Defense Fund briefings, and financial-sector convenings in Paris surrounding the historic climate negotiations in December, 2015.

Seventh Generation, Inc.

Vermont-based maker of “green” household products, acquired by Unilever in 2017.

Board of Directors, 2000–2002

Shelburne Farms, Shelburne, Vermont

Educational working farm and forest, with a focus on enterprise development, land conservation, food and energy systems, stewardship, and renewable energy.

Steering Committee, 1999–2001

Champlain College, Burlington, Vermont

Private college that experienced exponential asset and endowment growth; execution of sustainability mission.

Board of Trustees, 1995–2001

Howard Center, Baird Center for Families

Residential treatment center for at-risk youth in Vermont.

Board of Trustees, 1992–1999

CLIMATE SOLUTIONS & INVITED ENGAGEMENTS

[Sun Valley Forum](#), *Unlocking Imagination: Storytelling for the Future We Want* panelist, July 25, 2019

[National Council for Science and the Environment](#), *Communications & the Role of Universities in Accelerating the Use of Climate Science Research in Decision-Making*, June 25, 2019

[Babson Sustainability Forum](#), *Leaders in Sustainability: Implementing and Leading Change* panelist, March 29, 2019

The Alliance for Business Leadership, Panel moderator and organizer for “*How can businesses do their part?*”, [Climate Change and Clean Energy Action in Massachusetts](#) series. January, 2019

Moderator/Organizer/Presenter, AHC Corporate Sustainability workshop; Phoenix, January, 2019
“*How to Talk about Climate Change so the C-Suite Will Listen.*”

EDF Climate Corps, Presenter, 2015–present

Annual training for corporate energy-efficiency fellows placed at Fortune 1000 organizations.

MIT Climate CoLab, [Judge](#), Shifting Attitudes and Behavior Change Track, 2014–present
MIT's Center for Collective Intelligence organizes ongoing global contests for climate solutions.

Net Impact

International organization focuses business skills in support of social and environmental causes.

Moderator, National Conference, 2016, 2017

NI Boston Mentor. Presenter and Facilitator, “Impact at Work” 2016–present

Green Sports Alliance, WeSpire webinar presentation, 2017

Consortium galvanizes the athletic industry to achieve sustainability goals.

MIT ClimateX Video Project: “[Taking an Optimistic Approach to Climate Action](#)” 2017

An MIT open experiment addressing climate change through local action.

MIT SOLVE Conference, Judge, Carbon Challenge Competition, 2017

MIT Solve is a marketplace connecting innovators with resources to solve global challenges.

Columbia University, Columbia Business School

“The WeSpire Story: From Startup to C-Suite” Classroom Lecture, 2017

General Assembly Boston,

“Ladies’ Lounge: Behind the success of Boston's top growth companies” Panel, 2017

TEDx Middlebury, Middlebury College, invited presenter: “[The Game of Our Lives](#),” 2016

Oracle OpenWorld Conference *Global convening for information technology professionals.*

[Presenter 2015](#), 2016 “Balance, Integration, Blend? Cutting Through the Work-Life Knot”

Hampshire College, “Women in Business Leadership” Classroom Lecture, 2016

Brandeis University, Heller School for Social Policy, Classroom Lecture, 2014, 2015

Sustainatopia Conference *Leadership event focused on social, financial & environmental sustainability impact*

Presenter and Moderator

“Founder’s Story: Leading for Good” 2015

“Behavior Change 101: Engaging Employees (and others) for Positive Impact” 2014

Arizona State University, Executive Master's Sustainability Leadership program

“How to Communicate about Climate Change so Executives will Listen,” Lecture, 2015

Middlebury College Social Entrepreneurship Symposium, Lecture 2015

Aspen Institute Environmental Fellow, 2013

PUBLICATIONS

The 51 Percent Project website: <https://www.the51percent.io>, 2019

Launch in beta. E.g., [Purpose](#), [Talking Points](#)

Institute for Sustainable Energy blog

2019: [Climate Communications 101: the Trusted Messenger](#)

“On the issue of climate change, people typically trust most the people they know the best – their family members, friends, and co-workers.”

2018: [The Scientific Consensus on Climate Change](#)

Only 12% of Americans realize that the scientific consensus on climate change is greater than 90%. Let's correct that misperception. Reprinted on [Skeptical Science](#).

[The 51 Percent: A climate communications project to accelerate the transition to a zero-carbon economy](#)

A slim majority of Americans are “concerned” or “alarmed” about climate change, but they aren’t involved in solutions to address the problem.

Consumer Media *Short pieces for busy readers.*

Safe and Sound Schools *Sandy Hook parents organize advocacy for secure schools.*

2019: [Schools and Climate](#)

What could school safety and climate change possibly have in common? Plenty, it turns out.

MindBodyGreen *Sustainability column for mass-market consumer website.*

2018: [“How to be Part of the Climate Change Solution”](#)

Five actions anyone can take to be part of the fix.

[“Why Climate Change Needs a Spiritual Revolution”](#)

The endangered species we should really be worried about? Homo sapiens.

[Kripalu](#) *Contributor for renowned yoga & health center in Stockbridge, Massachusetts.*

2018: [“The Story Our Grandchildren Will Tell About Climate Change”](#)

Looking back on 2018, when everyone in the world finally insisted on a low-carbon economy.

[Medium](#) *Contributor to social journalism platform. (selected)*

2018: [“Too Much of a Good Thing”](#)

As we human beings found wonderful new ways to use fuel and electricity—for transportation, for air-conditioning, for food, for entertainment—the danger increased. Exponentially. And we all know what happens next.

[“Here Comes the Bride](#) *Flash-flooded wedding-limo rescue in New Jersey proves a learning opportunity for wedding parties everywhere.*

[“A Speedy Strategy for Energy Transition”](#)

Engage the 51% of Americans who are ready to #ActonClimate.

[“The Holy Influencer”](#)

Pope Francis Calls a Meeting of Oil Majors to Address Climate Change.

[“Green Team Tip: Take a Walk Outside”](#)

Next time you plan a sustainability meeting, consider an outdoor component to refresh attendees—and to remind them of what’s at stake.

2017: [“Emojis for Climate Awareness”](#)

NYU team releases texttable “Climojis” for digital climate communications.

[“The Sexy New Roof Everyone’s Talking About”](#)

Tesla CEO Elon Musk unveils integrated home-energy system.

[“Leap Forward at Work: What a Difference a Day Makes”](#)

Global business leaders are testing sustainable new ways of engaging employees on purpose.

[HuffPost](#) *Invited contributor to news and opinion website and blog. (selected)*

2018: [“Our Expensive Climate”](#)

Money Talks: New coalition of \$81.7 Trillion coalesces on climate-related financial disclosures.

2017: [“Boston Prepares for Climate Change”](#)

Fly into Logan airport, see the glittering new Seaport district. And all of it built on a floodplain.

[“Melting That Matters”](#)

Major coastal cities are alarmed about Greenland’s melting ice-sheet situation.

[“The Best Bet: Big Money Solves the Climate Crisis”](#)

Citi, JPMorgan, Bank of America, Morgan Stanley unleash \$Trillions in smart energy plays.

[“What to Do About Monster Storms? Absolutely Nothing”](#)

Mindfulness is a key tool for solving the climate crisis.

[“Are You New to the Climate Change Conversation?”](#)

Meet the Climate Deniers, whose primary goal is to completely confuse you.

[“Smart Money Revs its Engines — and They Are Electric”](#)

Electric cars will outsell fossil-fuel powered vehicles within two decades as battery prices plunge.

[“Climate Champions: Real Time Leadership in Action”](#)

Leaders from all sides double-down on sustainability goals following Trump’s Paris announcement

[“NOW: Countdown for Climate Solutions”](#)

Paris team calls for action, proposes 2020 as the penultimate “climate turning point.”

[“97% of Experts Agree”](#)

Scientific consensus prompts bi-partisan climate-communications blitz.

[“An Extreme Case of the Trumps”](#)

Acclimating to a President who is Bored by Scientific Evidence.

[“Today: Two Things You can Do about Climate Change”](#)

Data visualization displays 627 months in a row of warmer than normal temperatures.

[“Fan Mail: The New York Times Leads on Climate Communications”](#)

The Times doubles-down on Climate Change coverage with a new editor who’s a digital artist.

[“\\$10 Billion Order For Electric Fleets: US Mayors On The Move”](#)

Thirty-four U.S. mayors have a plan to reduce their cities’ emissions by 37 percent.

[“MIT Solves the World”](#)

BOOM: A new program intends to fix, well, all the problems in the world. Healthcare, education access, climate, and work.

[“Your Doctors Prescribe a Climate Cure”](#) *Doctors and nurses are among the most trusted voices, and they’re organizing to fight climate change.*

[“Breaking News. No Pun Intended.”](#)

Antarctica: an icy, faraway place with penguins that’s getting closer.

[“How to Solve the Biggest Challenges in the World Without Breaking a Sweat”](#)

The U.N.’ Sustainable Development Goals Provide a Framework for Corporate Responsibility

2016: [“Smart Money Invests in Energy Innovations”](#)

Gates, Bezos, Bloomberg et al. create a fund to invest in clean-energy technology.

[“Patiently Impatient: the Talk after the TED Talk”](#)

Dear Miguel, thank you for putting up with my white-lady accent. Thank you for finally putting down your sharp sword so we can have a conversation. Let’s be patient as we learn about each other. But let’s not waste any time, okay?

[“Join the Winners”](#)

While others dither, the winners are investing in clean energy, revising business models, disrupting conventional utilities, planning on emissions goals, recalibrating climate-related risk analyses, seizing market incentives for renewable energy, training themselves for new jobs, and admiring wind turbines already on the horizon.

[“Pokémon Saves the Planet?”](#)

Herd mentality helps games go viral. It also drives bigger trends like solving global warming.

[“Climate Change: the 7 Percent Solution”](#)

The 20 Percent Tipping Point: If you are among the 13 percent of Americans urgently concerned about climate change, you want to engage the next 7 percent.

[“4 Things You Can Do About Senseless Massacres”](#)

Common-sense rules for a dark day.

[“Who Wants to Be a Billionaire?”](#)

A growing number of very very rich people disrupt philanthropy patterns to tackle climate change.

[“Dancing With the Original Stars”](#)

Nature operates on a scale monumentally larger and more enduring than our vulnerable human constructions, infinitesimally tiny and inconsequential by comparison.

[“Happy Work, Happy Life”](#)

An employer with a commitment to social responsibility is rewarded with engaged employees.

[“The Value of Water”](#)

It’s easy to take Water for granted—easy, that is, until you have too much of it, not enough; or when your water supply is dangerous to use.

[“Workplace Culture is Improved by Behavior-Science No Brainers”](#)

A culture of “psychological safety” is essential for teams working on big challenges. It’s based on common-sense basics like conversational turn-taking and empathy.

[LinkedIn](#): Regular posts for 13,000+ followers

Facebook and Instagram: [Dearly Beloved](#)

Popular series on Facebook and Instagram targeting millennials (and their parents) to participate in the climate conversation.

Moms Clean Air Force *Blog for the activist project of the Environmental Defense Fund.*

[“Could Ivanka Trump Turn Into a Climate Action Warrior?”](#) November 15, 2016

Can a concerned mother change her father’s mind?

[“The Best Question for Pollsters to ask About Climate Change”](#) June 28, 2016

Stanford University team has the answer: *‘What’s the most important problem facing the world **if nothing is done to address it***