



WE POWER AMERICA

Executive Summary



WE, THE WORLD

Renewable Energy Media Campaign & Movement

WE.net/wepoweramerica

*It is through the power of **WE** that society can be transformed.*

THE MISSION OF WE POWER AMERICA



Mobilize at least 2 million people creating the pivotal groundswell needed to build public support and political will for the creation of massive green jobs programs and investment in innovative green infrastructure projects, which are crucial for a livable future!



Build a narrative and media message that clearly informs millions of Americans about the tremendous health, economic, environmental, and security benefits that renewable energy, as the primary energy system, will bring to the United States.



Powerfully address the extreme political polarization in the US with a unifying message about WE and the Common Good that provides a compelling path away from the "Us vs. Them" mentality.

Using our powerful, world-class network of influencers, visionaries, green economy designers and media experts, our campaign is designed to inspire, inform and involve millions in a movement to make this happen at the scale and speed necessary.

More information can be found at WE.net/wepoweramerica



ARE SHIFTING THE NARRATIVE AROUND CLIMATE



WE can Create a Breakthrough for a Regenerative Future by Combining 3 Compelling Strategies

- 1 Targeted regional media campaign** with TV & Radio Ads, Public Service Announcements, press conferences, and influencer media appearances in major media markets and on social media
- 2 Local on-the-ground organizing** with Town Hall Meetings with elected officials and community leaders, public forums, college campus talks, concerts, civic actions, and rallies in areas where there is strong resistance to making the renewable energy transition
- 3 Inspired and unifying message** that focuses on WE and the Common Good with uninterrupted Power for all

Deepak Chopra, Hazel Henderson and many others are [Supporters of WE Power America](#) and have been allies and supporters of WE, The World and our WE Campaign for many years.



Become an Endorser to be included in our Social Action Directory and promoted to millions of people across the globe.

WE.net/wepoweramerica
Part of the WE Campaign of
WE, The World at WE.net

LEAVE YOUR WE POWER LEGACY

We invite you to collaborate and have a major impact now, while building a legacy for generations to come. To learn more and set up a meeting please contact:

WePower@WeTheWorld.org