



iMatter is a youth-driven climate change organization – founded by 13-year-old Alec Loorz in 2007 – dedicated to amplifying the voice of the youngest generation and empowering youth to hold their communities accountable for ending the climate crisis within their lifetimes.

Since founding iMatter, Alec Loorz has talked to hundreds of thousands of young people about climate change. In 2011, he worked with passionate youth leaders in more than 40 countries to organize marches and in 2013 was the first plaintiff to sue the federal government for not protecting the youngest generation’s right to a stable climate.

Today, iMatter has combined lessons learned about what truly motivates youth and what works in other successful social movements to create a movement that’s empowering, scalable and self-perpetuating.

iMatterNow is a campaign to make the climate crisis *personal* by empowering passionate youth to press for meaningful climate action in their communities – to show their parents, grandparents and neighbors that climate change is about *their lives, their future*.

The campaign includes four key elements:

1. The **Youth Climate Report Card** is an accountability tool for youth to present to their City Council. It is based on science from some of the world’s leading climate scientists, and created with input from top energy analysts from around the country.
2. The **Youth Petition**, a combination online/offline tool, helps show how important the issue is to the youth of a community.
3. The **Climate Inheritance Resolution** is a template for a City Council resolution that gets the community on the path to doing its part, and is typically the “ask” of a City Council from the Report Card.
4. The **iMatterNow website** is a custom developed digital platform. It leverages the vast experience iMatter has in helping youth advocate for themselves into a one-of-a-kind “virtual mentor.” Templates for speeches, classroom presentations, media advisories, press releases, campaign posters, social media campaigns, as well as how-to-guides for youth marches, public display projects, and generating media coverage are provided in an easy-to-use and fun manner.

But iMatterNow is much more than tools. Participants plug into a vibrant network of passionate youth leaders from around the country in the iMatter Youth Council (iMYC). Built around a series of self-organizing, empowered teams, the iMYC steers iMatter campaigns and provides a strong peer-to-peer support structure.

Already, iMatterNow teams are holding their communities accountable to do their part to end the climate crisis in a morally powerful way that only youth can.

Twelve pilot campaigns began late in 2015. Seven Youth Climate Report Cards have been created (Arlington - VA, Chappaqua - NY, Des Moines - IA, Portland - OR, St. Louis Park - MN, Ventura - CA, Toronto - Ontario). Youth groups in St. Louis Park, Des Moines and Ventura have presented to their City Councils. And St. Louis Park just adopted the Climate Inheritance Resolution.

For more information about iMatter and the iMatterNow campaign, visit www.imatteryouth.org.

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