



Black/Brown Environmental Action Matters (BEAM) was created to illustrate that residents living in underserved communities **are** interested in the effects of climate change and will work to create an impact in their environment when given the opportunity, education and resources. Our shining example is a building captain and resident on ICGT's resident coalition we named the Resident Environmental Action League (REAL). Carolyn Cabbagestalk has been volunteering with us since the start of the project. Her diligence and commitment to recycling has been invaluable in gathering support for this resident-run program. Not only has she enrolled over 40 residents, but also thanks to her, her building boasts an impressive 50% participation rate.

We are seeking to identify more leaders like Carolyn who can engage, motivate and support her fellow NYCHA residents in their efforts to recycle. As an incentive and in appreciation for their service, they will be provided with a stipend. Duties will include tabling, door knocking, distributing information, resident enrollment, recycling captains in their buildings and assistance with events.

From our experience, residents tend to be more receptive to change when proposed by neighbors. They promote a certain trust and buy in. This strategy of neighbors helping neighbors we feel, will help us raise awareness more organically about the new recycling program and reach residents in ways that wasn't possible during the pilot.

Are you ready to help make a change in your community and environment?

Call: 802.331.0454

Email: innercitygreenteam@gmail.com

Or click on the social media icons