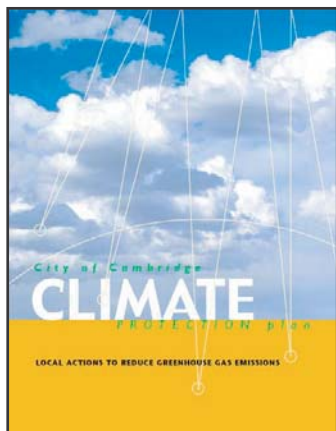


The MIT Laboratory for Energy and the Environment,  
the MIT Department of Political Science, and the  
City of Cambridge Community Development Department  
invite you to



## The Final Presentations of the 2004 MIT Seminar "Implementing the Cambridge Climate Protection Plan"

### A Proposal for Walk-to-School Programs

Presented by the Students of  
MIT IAP Seminar 17.918

January 29th      1:30 PM      MIT Building 2      Room 105

We appreciate an RSVP, though it is not required.  
Please contact Beth Conlin at 617-452-3199, or [bconlin@mit.edu](mailto:bconlin@mit.edu)

Throughout the month of January, students participating in the seminar have developed a proposal to reduce greenhouse gas emissions in Cambridge through Community-Based Social Marketing (CBSM). CBSM includes a set of strategies specifically targeted to promote action by individuals.

At the beginning of this month, students attended an intensive week of briefing sessions on climate change, ongoing action in Cambridge and local initiatives to respond to climate change. The following two weeks were spent solely on developing their project proposals on a topic they have selected from the priorities of the Cambridge Climate Protection Plan. In the final week students refine their proposal and presentation, and will offer their ideas for your consideration.

We at MIT and the City of Cambridge hope this seminar and its outcomes can promote greenhouse gas reducing actions in Cambridge. We also hope that it will contribute to a wider discussion of the value of collaboration between local communities and institutions of higher education.