Community Braintrust

The North Carolina Conservation Network (NCCN) Community Braintrust is a group of respected community leaders from across our state who are familiar with the issues and concerns of the communities that they represent.

Who is in the Braintrust?
The Braintrust members are voices for traditionally marginalized and underserved communities of color and/or low income that are disproportionately impacted by pollution in North Carolina. Each member has experience working on the ground with grassroots environmental organizations. The group is diverse in terms of age, race and geography, reflecting the reality that fenceline communities are not monolithic.

Members of the Braintrust provide advice and recommendations to NCCN on a range of issues and strategies. They help guide our engagement with decision makers at the local and state level; help us reach, empower, and mobilize impacted community members; and strengthen our public communications efforts. They help us both plan future advocacy efforts and respond effectively to unforeseen developments. Their many and varied contributions are critical to our work. In order to ensure that this is an equitable effort, each member is provided an ongoing honorarium in recognition of their wisdom, time and talent.

How will the Braintrust be used?
NCCN convenes this group on a regular basis to discuss matters of importance including public education, capacity building, advocacy, and outreach efforts. It then takes the feedback gathered during discussions with the members to advocate with our partners to build equity into all policy proposals and campaigns. NCCN works to connect members with decision makers to assure that they are hearing from community leaders directly. In addition to working with partners NCCN directly advocates for the equitable outcomes desired by environmental justice and community leaders.

What type of issue work?
To date, the Braintrust has considered issues related to the Clean Energy Plan, the NC Department of Environmental Quality’s response to environmental justice concerns; proposed biogas plans for eastern North Carolina, the Regional Greenhouse Gas Initiative (RGGI), potential state legislation, and the Transportation and Climate Initiative (TCI). As the group grows, we anticipate engagement on additional issues as informed by Braintrust members. During this expansion, the group will continue to serve as a consultative body for NCCN during the course of the coming year.

Who formed the Braintrust?
The establishment of this group was a vision of NCCN’s Environmental Justice Policy Director, Sherri White-Williamson, who serves as convenor and coordinates its work. The organization plans to expand this effort so that these discussions include genuine representation of the communities and voices that have not traditionally been included at the table when environmental policy is developed. The map below shows where the Braintrust members are located.