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| **SC 2014 Proposed Recommendation: R7** |
| **Suggestion # \_3\_ From R7: \_\_London\_\_ Area** |
| **Region:** | **7** |
| **Recommendation (no more than 50 words):** | It is recommended that the IEEE develop a strategy to engage its members to address climate change related adaptation (and mitigation).  The strategy would consider the formation of partnerships with businesses, industry, and other organizations to realize the implementation of technical solutions by IEEE members for the benefit of humanity. |
| **Why is this recommendation being submitted? (no more than 150 words):** | Member engagement is often focused on the growth and opportunities of the individual member. This recommendation is focused on broadening the engagement of the IEEE member from individual growth to addressing the wider agenda of some of the IEEE members and – at the same time – the foremost (policy) issues of the 21st century:  adaptation to climate change, extreme weather, mitigation of some of the possible effects of increased GHG emissions, and related challenges. |
| **MGA Goal/Strategy/Other goal Supported:** | Increase member engagement.Improve relationships with and between members.Enhance collaboration with other organization units.* Increase the value of IEEE membership.
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| **Identified measures of success (i.e. What does it take to consider this recommendation achieved?):** | Strategy of Engagement centered on addressing “Climate Change related Issues” in place.Public Awareness of IEEE’s commitment to addressing this formidable challenge .MGA or other high level committee to implement the strategy – engaging the various Societies and Affinity Groups in place.Associated of such website information, competitions, conferences established.Partnerships for the implementation of the results of such a strategy in place – i.e. with business and industrial organizations (a form of tech transfer) |
| **Financial Implications (Does this need money?)** | There will be costs involved in support of meetings, committee operations, website visibility – also possibly income from related conferences. |
| **Has this been included as a recommendation at a** [**previous Sections Congress**](http://www.ieee.org/societies_communities/geo_activities/sections_congress/2011/sc2011_recommendations.html) **(\*) ?** |  |
| **Contact for additional information (name and email address)** | Murray MacDonaldmurray@mmconsulting.ca |
| **Proposed Champion for this recommendation (i.e. , person who will follow up, agree to work with MGA Board in achieving this recommendation)** | Maike Luikenmaike.luiken@ieee.org |
| **Submission Date** | 25 April 2014 |
| ***Indicate Recommendation Category below:*** |  |  |
|  | *Business Financial/ Operations* | X | *Membership* |
|  | *IT Operations* | X | *Public Awareness & New Technology* |
|  | *Member Benefits* |  | *Recruitment/ Retention (Membership)* |
|  | *Member Growth and Development* |  | *Other:*  |