

May 21, 2018

“The Colorado Narrative Project: Changing Priorities, Maintaining Core Values”

sponsored by the Ethics and Ecological Economics Forum

A fundamental principle of communication is: “know your audience.” *Are you and your organization, agency, or institution regularly sending messages to Coloradans about human and ecological wellbeing, about earth justice and social justice? If so, would it be helpful for you to learn more about the core values and shifting priorities of the residents of our state?*

Ms. Denise Whinnen, Director of Colorado Programs for the Gill Foundation, will share insights from the Colorado Narrative Project, which has mapped the mindset of mainstream Coloradans to understand their pain points, anxieties, goals and aspirations. As Director, she manages a diverse set of portfolios that invest to ensure everyone has the same opportunity to thrive and builds a strong middle class.