



Open lecture on

## “Tackling Climate Change Through Innovative Media Ad Models”

by Mr. Paul Polizzotto, Founder and CEO of EcoMedia

*Wednesday, April 6th at 18:00*

*Evelpidon 47a, Room 609*

Prior to creating EcoMedia, Paul was the Founder and CEO of Property Prep, an industrial environmental cleaning company – the first of its kind to help clients become environmentally compliant. Paul pioneered a concept known as Urban Watershed Cleaning and a process called Zero Discharge, a method of cleaning urban and storm water runoff before it enters storm drain systems – thus protecting the waters into which they feed. In 1999, the U.S. Environmental Protection Agency named Paul an “environmental hero” for these successes.



In 2002, the Santa Monica Baykeeper and the Waterkeeper Alliance honored Paul with their coveted Keeper Award. That same year, Paul founded EcoMedia, an environmental media company based on the dual principles of environmental stewardship and public-private partnership. Its mission is to use corporate advertising dollars to produce media that both raises public awareness about environmental issues and puts that money to work on solutions. In 2006, Vanity Fair celebrated EcoMedia and its innovative EcoZone program in its inaugural “Green Issue,” naming Paul a “public-private visionary.”

Paul also was named one of the “Top 10 Ecopreneurs” of 2008.

In 2009, Paul and EcoMedia achieved top honor as recipient of the United States Conference of Mayors Excellence in Public/Private Partnerships Award.

In 2010, EcoMedia, in partnership with the CBS Corporation, will complete extensive green makeovers of schools in San Francisco, Chicago, and Miami as part of their Green Schools Initiative. In addition, the company will launch Climate Action Media, its innovative “carbon offset advertising” product through which a portion of corporate advertising spends go to fund energy efficiency retrofits and on-site renewable energy in municipal buildings across America.



Paul serves on the governing board of Robert F. Kennedy Jr.’s Waterkeeper Alliance.