



Resilience

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FORMER MISS CALIFORNIA CONTESTANT AT UN CONFERENCE THIS WEEK

Jessica Jane Robinson created Graphic Novel Character 'Resilience' to fight for Climate

Salt Lake City, UT – August 26, 2019 – San Francisco Bay Area environmental leader Jessica Jane Robinson will tomorrow speak at the 68th United Nations Civil Society Conference (formerly annual UN.DPI.NGO Conference) in Salt Lake City, Utah. This follows her appearance at AYUDH America's 6th Annual International Youth in Chicago, Illinois, July 31-August 4.

"I'm honored to be invited by The Light Millennium to be a part of the Conference," said Robinson, whose innovative non-profit program Resilience Birthright focuses on teaching sustainability to a new generation. "The Light Millennium and AYUDH work closely with United Nations and their Sustainable Development Goals, which is central to my work. I'm thrilled to be involved with both events."

Robinson, who represented the City of Alameda in the Miss California pageant in 2010 and 2011, is best known for creating an alter ego "environmental superhero" character called Resilience, which has inspired the launch of a graphic novel series and a successful career speaking to students all over the Bay Area and the country – as Resilience, in full character mode and costume.

"It's another opportunity for me to reach young people and show them how powerful they are and what they can do to help heal the planet and solve climate change," Robinson explained. "I'm also excited to be able to reach people from all walks of life, and from all over the world."

Her website includes an innovative **carbon calculator** (<http://www.resiliencebirthright.org>) that enables users to track their daily actions based on sustainable lifestyle choices, including walking, carpooling, composting, recycling, reusing and many other personal choices. The website calculates the activities in the equivalence to carbon metric tons avoided from the atmosphere and then simplifying those metrics to tangible analogies as saving trees or removing cars off the road.



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Robinson and award-winning artist, author, and actor, Aaron Ableman (noted for his work on Al Gore's climate movies) celebrated support the *Resilience Birthright* graphic novel series and the launch of the carbon calculator on her website with a "superhero theme song music video" called, "Earth Warrior": <http://tivratech.in/resilience/>

On Wednesday Robinson will take part in The Light Millennium's special workshop called "**GREAT GOALS, UNINTENDED CONSEQUENCES: How to handle the complexity of our technology, and make true progress for our social and environmental well being.**" This workshop will touch on the unintended consequences of some of our best ideals, as a means to raise our problem solving skills to an even higher level, and show sometimes the less grandiose, and more locally driven solutions, can be the safest and most effective in the long run.

The GGUC Workshop will offer responses by each speaker to the following questions:

Δ How can we make sure our innovations and our solutions to the world's problems do not infringe on our health and human rights?

Δ Why Zero Waste?

Δ Can responsible consumption pave the way for the eco-sustainability of the future?

Δ How to prevent the proliferation of hate speech within the contours of freedom of speech as related to communication technologies in general, and Internet of Things (IoT) in particular?

Following the presentations, attendees of the session will be encouraged to offer their own responses and their own ideas on what are the core issues that act as barriers to achieving Sustainable Development Goals 11 and the SDGs as a whole.

The GCUC will be moderated by Mr. Sevgin Oktay, Representative of The Light Millennium to the UN Department of Global Communications & President TADA (New York), who also will make a brief speech in connection with the overarching Concept of the Workshop. Speakers of the session are:

- Ms. Jessica Jane Robinson, CEO and founder of Resilience Birthright, Inc. (California).
- Ms. Julie Mardin, Researcher-Author, Digital Artist and Representative of The Light Millennium to the UN Department of Global Communications



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(New York);

- Dr. S. L. Gandhi, International President of Anuvrat Global Organization (Anuvibha, Anuvrat) & Representative to the UN Department of Global Communications (Mr. Arvind Vora, Anuvrat Representative to the UN Department of Global Communications, will present Dr. S.L.Gandhi's Paper on his behalf); and

Workshop Date:

- Wednesday, August 28

Venue: Salt Lake City Palace, Utah

Room# 151 DEF

Time: 10:00 - 11:15 a.m.

Led by: The Light Millennium

Email: Contact(at)lightmillennium.org

About Jessica Jane Robinson

Jessica Jane Robinson has been a zero waste practitioner and active and impactful environmental leader in the Bay Area for over a decade, and has served as Vice President of the Northern California Recycling Association since 2016, and as treasurer from 2013-2016. Known for her creativity and multi-faceted approach to environmental education and outreach, she used her platform as Miss Alameda, a crown she held from 2010-2011, to showcase sustainability and climate issues by creating a character she played called "Recycle Woman" complete with costume and superhero cape. The character evolved into an imaginative story and was renamed "Resilience", and a graphic novel series called "Resilience Birthright" was launched in 2018. In her hometown of Alameda, she used the Miss Alameda platform launch a grassroots program she called "Miss Alameda Says Compost!", which helped the city address the Climate Protection Plan it adopted in 2008. Her efforts were also crucial in helping Alameda work toward reaching its diversion goals by 2020.

Robinson's impact has been felt all over the region, as she has developed innovative programs for school districts in Alameda and Contra Costa Counties, and has implemented recycling and compost programs all over the Bay Area. She works with businesses, community organizations, school districts and individuals on engagement projects that help achieve zero waste and climate protection goals. She got involved with former Vice President Al Gore's Climate Reality Project in 2012 and quickly became an "Al Gore Climate Leader" by August of that year, and among the 19,000 climate leaders from 154 countries around the world, she is ranked by the organization in the



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top 50 and top 1% for the impact she has had since becoming a climate leader. In 2019, she has made presentations 110 times and reached over 27,000 audience members.

Robinson attended the University of San Francisco, where she received her BA degree in Performing Arts and Social Justice, minor in dance. Jessica participated as Miss Alameda for the 2010 and the 2011 Miss California USA pageant in part because her background in the arts, and her goals is to tap her artistic talents as a singer, dancer, writer and activist to find more effective ways to reach people both through social media and the grass roots level.

About The Light Millennium

The Light Millennium is a New York-based charitable multi-media and culture organization. The organization has been encouraging dialogue and upholding the rights for Freedom of Information and Freedom of Expression since 1999. It has been affiliated with the UN Department of Global Communications (formerly UN.DPI.NGO) since 2005. Web sites: www.lightmillennium.org , www.unngoga.org