

BE THE CHANGE

CIVIC SUMMIT

ANDDE INDABURU

Lecturer at the Questrom School of Business, Boston University

Andde Indaburu is a PhD candidate and Lecturer in Marketing at Boston University. His research focuses on climate change, how individuals perceive it, and what can be done to promote more sustainable behaviors. Drawing from behavioral science, marketing, and psychology, his work explores both the cognitive barriers to climate action and the most effective interventions to overcome them. His broader aim is to contribute to a better understanding of how marketing can help drive large-scale environmental change.

FROM CHALLENGE TO CIVIC OPPORTUNITY: BUILDING SUSTAINABILITY THAT LASTS

11:30 AM – 12:30 PM

“How can we turn climate challenges into opportunities for long-term impact? What does it take to build sustainability initiatives that actually stick and deliver real value?”

In this interactive session led by Andde Indaburu, Lecturer at Boston University’s Questrom School of Business, we’ll explore how climate action can be both practical and powerful. We’ll start with a clear, grounded overview of climate change and sustainability, framing the issue with key facts and simple, actionable frameworks.

From there, we’ll dive into case studies that show how bold ideas and strategic thinking can drive sustainable change, especially when public and private sectors come



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together. Whether you're launching a grassroots initiative or shaping citywide policy, this session will spark new ideas for building sustainability efforts that are innovative, collaborative, and built to last.

Come be the change and help shape a greener, more resilient future for Boston.

