

**Climate Culture:**  
**An Environmental Start-Up Company's Use of Web 2.0**

at the

Yale School of Forestry and Environmental Studies

380 Edwards St. New Haven , CT

Wednesday September 17, 2008.

*Sponsored by the Industrial Environmental Management Program*

**A Workshop on Social Networking & The Internet**

**Tom Scaramellino, CEO, Climate Culture**

Wednesday, September 17, 2008

12:00pm - 1:00pm

380 Edwards St. New Haven , CT

Bring your laptop, Lunch provided

**Using Web 2.0 for Environmental Management**

**Tom Scaramellino, CEO, Climate Culture**

Wednesday, September 17, 2008

5:00PM-6:30PM

380 Edwards St. New Haven , CT

Light refreshments provided

The Yale School of Forestry's Center for Industrial Ecology is hosting Tom Scaramellino, CEO of Climate Culture at a lunchtime workshop and at an afternoon seminar on Wednesday, September 17th. During the workshop, he will take participants through the Internet-based social networking tools that Climate Culture is developing to engage users. He will discuss the concept of Web 2.0 as an environmental management tool more broadly in the afternoon seminar.

The IEM Lecture Series is supported in part by the Joel Omura Kiruhara Fund. For more information about the lecture series, please contact Melanie Quigley, program coordinator, at 203.432.6953 or [Melanie.quigley@yale.edu](mailto:Melanie.quigley@yale.edu)