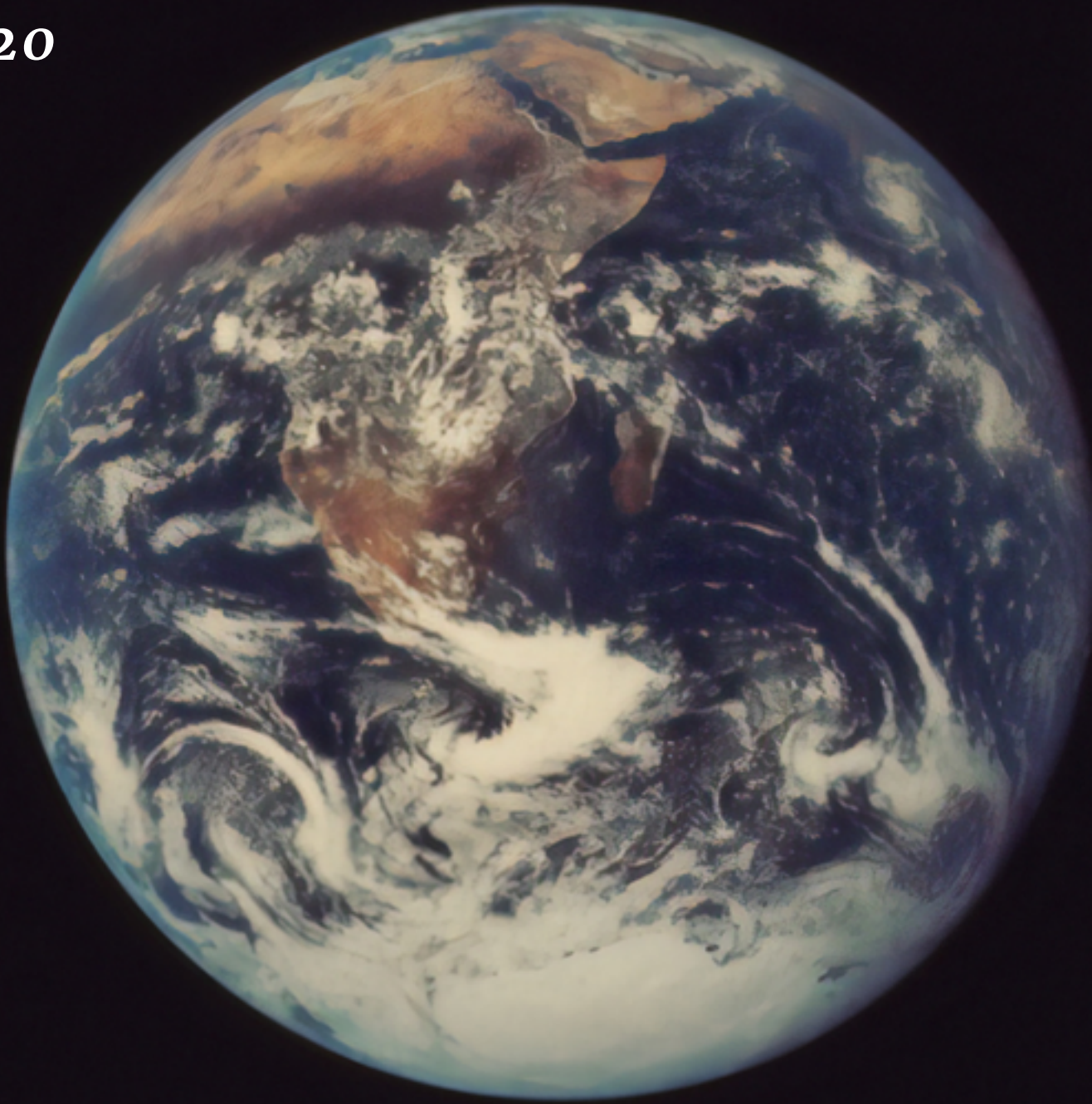


WHAT CAN YOU DO?

*Your Guide to
Climate Action
in 2020*





The climate crisis will have serious consequences on our food, national security, and water. It will affect the safety of our communities and in many places determine where we are even able to live. It will impact, in ways both big and small, **every basic human need**.

The good news is that we can still avoid the worst outcomes by transitioning away from dirty, dangerous fossil fuels. But the longer we wait to fully embrace the clean energy revolution already underway, the more severe the impacts we'll see.

We have to **think big** and **act quickly** if we want to keep global warming at levels we can live with. A sustainable future is in sight—but we cannot take it for granted. We must fight for the future we all believe in. Now, more than ever, our planet needs us.

This work was never going to be easy. Indeed, it will require a fight befitting the greatest challenge of our time. But even still, you don't have to be a super-activist to act on the climate crisis.

You've seen our climate changing. You've asked, "What can I do?"

The answer: **Plenty.**

Read on to discover how you can use your voice and your choices to take climate action in 2020 and beyond.

CLIMATE CRISIS 101

Carbon pollution from burning fossil fuels is driving climate change and warming our planet. It's simple: the more carbon pollution in the air, the more the sun's energy gets trapped as heat. Which means things keep getting hotter. These rising global temperatures disrupt natural systems, leading to more and more extreme weather events like severe droughts, flooding, wildfires, and superstorms, alongside numerous other major impacts that will affect the health and well-being of every person on the planet.



USE YOUR VOICE

How we talk about the climate crisis matters. Learn science-based tactics to starting the conversation—and then raise your voice to demand #ClimateAction now.

You know the climate crisis is happening—and you understand we need to take action. But how? How do you know what actions you should take—and what will really make a difference?

Taking action is a learning process, and no matter your background or skills, you can be part of the solution. To put it another way, **“To change everything, we need everyone.”**

Here’s the best part: there’s never been an easier time to start changing the world little by little.

And it all starts with raising your voice.

Some issues are too urgent not to discuss in everyday life—and the climate crisis is one of them. Talking about it and forcing climate into every relevant conversation is the only way we will enact change.

When you talk, your friends and family listen. That’s why talking about the facts of the climate crisis is one of the best ways to take climate action. Whether it’s at the grocery store, after church, or over lemonade at a family picnic, talking about the reality of the climate crisis is your chance to change minds and ensure the people you care about hear the truth.

However, *how* we talk about climate change, especially with people who deny or question its reality, matters. So how should we talk about the climate crisis with our family and friends who might not consider it a priority or haven’t taken action? Use these science-based tactics when discussing the climate crisis with the

CONTACT YOUR REPRESENTATIVES

Contacting your elected leaders’ offices is a useful way to communicate your opinions on the climate crisis, especially when an action (such as a vote) is pending. Although it’s unlikely you’ll speak directly to the official, their staff tracks the number of calls they receive on various topics, and most legislators do pay attention to communications from their constituents.

important people in your life—they can help persuade others to feel hopeful about climate solutions and ultimately take climate action.

KNOWLEDGE MATTERS

You may assume that most people understand the urgency of what’s happening to our planet. But one study investigated how much people really know about the climate crisis and how knowledge influences the messages that persuade people to take action.

WRITE A LETTER TO THE EDITOR

The opinions section of a publication is one of the most valuable places to discuss the climate crisis. By writing a letter to the editor, your insights and opinions on the topic will be out there for hundreds or even thousands of people to read. It’s an incredible tool for reaching and educating the public. And influencers, including business leaders and elected officials, pay attention to opinion pieces, which function as a direct line to local voices.

[Researchers at the University of Texas–Austin](#) assigned 330 participants to one of four groups, each with a different persuasive climate message:

- A financial self-interest message (how clean energy solutions can increase jobs and improve the economy).
- A moral message.
- A mixed message that combined self-interest and morality.
- A control group with no persuasive message.

Then, participants read an advertisement with one of the four messages and answered questions about how likely they were to support climate advocacy efforts.

The results were surprising.

The findings showed that how much we understand climate change makes a big difference in how likely we are to take action. Researchers also found that certain climate messages are more effective than others.

Participants who were knowledgeable about climate change and heard the financial self-interest message were more likely to talk about climate change and engage in advocacy actions like signing a petition. On the other hand, *participants who knew little about climate change weren’t persuaded by any of the four climate messages.*

These findings are a snapshot of the full study, but they tell us a few things.

First, people need to understand what’s happening to our planet before they’re ready to do something about it. Second, explaining to your friends and family how switching from dirty fossil fuels to clean energy can benefit their wallets appears to increase the likelihood that they’ll take climate action.

SIX DOS AND DON'TS FOR CLIMATE ACTIVISM

Confronting the climate crisis is quite a challenge. So when you’re taking action, follow these tips from [successful climate activists](#).

DO: Set A Goal and Work Toward It Methodically

DON'T: Try to Do It All

Tackling the climate crisis can be overwhelming. Particularly when you’re just getting started. Set a goal you can accomplish in your own community that impacts people around you—and begin the hard work of reaching that goal. Learn about the people and policies involved in your goal. Identify the obstacles and sketch out ideas for how to overcome them. Always have your eye on the next step and how you’ll get there.

DO: Join (Or Create) A Community

DON'T: Think You’ve Got to Solve the Climate Crisis by Yourself

We all have networks of friends, business contacts, classmates, faith organizations, and other formal or informal groups we’re a part of. In many cases, you’re not going to accomplish your goal alone—and the more allies you have, the greater your impact will be. So tap into your existing network, and create a new one focused on accomplishing your climate goal.

DO: Think About Your Audience

DON'T: Parrot The Same Elevator Pitch to Everyone

It's critical to know your audience to be able to talk to them effectively. Ask yourself where they're from, what they do, and what they want to learn about. Start by talking about what matters to them or the values they share. By approaching your audience respectfully in this way, you tell people that you understand where they're coming from and that you're on the same team.

DO: Make It Personal

DON'T: Inundate Your Audience with Statistics

Before you launch into numbers and statistics about the climate crisis, which can easily overwhelm and sometimes even scare, strengthen the connection with your audience by talking about your personal story. What drew you to the climate cause? Why are you fighting so hard for solutions? And if you can, connect your story with what you know your audience cares about.

DO: Persist and Try Different Tactics

DON'T: Think You're Defeated After One Try

Want to know a secret to success? Just keep trying. Start with an email. Follow up with a phone call. Show up in person. When it comes to your goal, you have to be determined if you're going to accomplish something big. Plus, when you continue to press on, you learn from your mistakes and strengthen your skills, making success more likely the next time around.

DO: Get Started Now

DON'T: Wait for Someone Else to Solve the Climate Crisis

The climate crisis isn't some far-off hypothetical situation. It's happening right here, right now. And that means we need to take urgent action. So to get started, ask yourself this: What can I do today? [Experienced activists](#) say to focus on what you can do now and what you have influence over. Then build from there.



WHEN IN DOUBT, USE HOPE

Another study investigated how different climate messages influence feelings of hope. Like the first study, [Ohio University researchers](#) randomly assigned 245 participants to one of four messages:

- A future without climate change is possible.
- A future without climate change is important.
- A future without climate change will help meet one's personal goals.
- A future without climate change will create a better future.

Then, the researchers measured how hopeful each message made the participants feel.

Contrary to what the researchers predicted, the results showed that only the last message about *protecting our climate to create a better future* increased feelings of hope. And when you think about it, it makes sense. We all want a future without more intense and frequent natural disasters, melting glaciers, and rising sea levels. We know protecting our climate and our environment will create a better, safer, more sustainable future for our children—and that makes us feel good.

The researchers also looked at how hopeful feelings predicted interest in protecting our climate. **The findings showed that greater hopefulness led to a stronger interest in wanting to keep our planet safe.** Again, not surprising.

Given the human tendency to turn away from things that cause fear, people are more likely to hear and embrace messages that result in hopefulness.

So when you're talking about the climate crisis with the people in your life, don't only focus on the negative. There are plenty of #ClimateHope stories to tell—from the [climate action happening all around the world](#) to [unexpected nations embracing renewable energy](#) to the [thousands of new solar jobs created each year](#).

Your voice matters.

Use it to support leaders who prioritize clean, renewable energy.

We'll cut right to it: 2020 is shaping up to be the most decisive year for our climate well, *ever*. How this year plays out will shape not only our future as Americans, *but the future of our entire planet and its citizens*.

But with the stakes higher than ever, is there any hope for a healthier, more sustainable future?

Fortunately, the answer is yes!

And you have a critical role to play in expanding clean energy, creating more green jobs, and ensuring a healthy, sustainable future for all of us.

EXPANDING CLEAN ENERGY

Renewable energy is safer than dirty fossil fuels, better for the climate, and becoming more affordable every day. So it's not surprising to hear that in a 2017 poll, 65 percent of Americans [believed we should prioritize](#) the development of alternative energy sources to fossil fuels. Plus, the *vast majority* of them [want to see major growth](#) in the solar (80 percent) and wind (70 percent) power sectors.

[A March 2018 survey](#) measuring public support for 10 proposals relating to the environment and energy found majority approval—"in some instances above 70 percent"—for proposals to reduce emissions, enforce environmental regulations, regulate fracking, spend government money on alternative energy sources, and pass carbon-pricing initiatives.

The tide of public opinion has turned—and unfortunately for climate denying politicians and the Big Polluters that back many of them, it isn't going back.



WE NEED A STRONG EPA, NOW MORE THAN EVER

What do clean streams, fresh air, and carcinogen-free veggies have in common? We can thank the Environmental Protection Agency (EPA) for all three.

EPA has done so much to make America a safe and healthy place to live, yet in this politically divided moment, the climate deniers and fossil fuel insiders currently holding key federal appointments have set their sights on dismantling the agency and its work. Major budget and personnel cuts are constantly in the air. Scientists are being ignored. Many regulations meant to curb the dangerous emissions causing climate change and keep our air clean to breathe are either being rolled back in favor of more polluter-friendly policies or are on the chopping block entirely.

We cannot allow this continue—and the only thing we can do about it is to raise our voice by casting our votes in favor of candidates who support a strong EPA that works earnestly toward [its mission](#) “to protect human health and the environment.”

We know the consequences of inaction on the climate crisis—remember that we’ve just lived through the hottest decade on record—*and we’re fast approaching an important fork in the road.*

We need climate action now. And for that to happen, we need a strong, sensible EPA that is ready to fight and committed to protecting the well-being of all Americans—not the bottom lines of a very select few.



CREATING MORE GREEN JOBS

Green jobs are already taking off in a big way.

Nationwide in the US, [there are already](#) about 3.26 million total jobs currently existing in the clean energy sector, outnumbering jobs in fossil fuels by about three-to-one in 2018 and coinciding with renewable electricity generation [beating coal for the first time ever](#).

In fact, the two fastest-growing jobs in the country right now are clean energy jobs. According to the [US Bureau of Labor Statistics](#), employment of solar photovoltaic (PV) installers is projected to grow 63.3 percent from 2018 to 2028. The second-fastest growing occupation is wind turbine technician, with growth expected to be 56.9 percent from 2018 to 2028.

Globally, by 2030, as many as **24 million** [new](#) clean energy and low-carbon jobs [could be on the horizon](#).

And for workers in clean energy, paychecks [tend to be both](#) larger and more equitable, compared to all workers nationally, with mean hourly wages often exceeding national pay averages by 8 to 19 percent.

Expanding clean energy, however, offers dividends far greater than just a paycheck. Reducing carbon pollution fights climate change—and that means a healthier environment for all of us, reduced risk of extreme weather, and protecting our planet and its inhabitants for generations to come.

Imagine how many more Americans we could put to work—and how much more carbon pollution we could reduce—if more leaders focused on growing green jobs.

ENSURING A HEALTHY, SUSTAINABLE FUTURE

Our changing climate comes largely from the increased levels of atmospheric greenhouse gases (GHGs)—chiefly carbon dioxide—produced mostly by our burning of fossil fuels for electricity, industry, and transportation.

This added carbon and extra heat are more than the Earth's finely balanced systems can handle, at least without changing our climate and making storms more violent, oceans hotter and more acidic, and on and on.

We're seeing the effects of a world transformed by rising temperatures and changing weather patterns everywhere from our well-being to our wallets. *But it doesn't have to be this way.*

The solutions to the climate crisis are numerous, but they boil down to one shared goal: Urgent action to cut greenhouse gas emissions and speed the global shift to renewable energies like solar and wind.

We need to de-carbonize our economies. And we need to do it as rapidly as possible.

To do that and work toward a healthy, stable, safe, and sustainable future for the planet, we need leaders willing to work toward that goal. Leaders who are making climate solutions a reality. It's just that simple.

Supporting leaders who speak for all of us, rather than for a few corporate interests—it's the principle at the heart of democracy.

If we want a healthy, sustainable future for all Americans, we have to support leaders who share that goal.

There's hope on the horizon. And that hope is you.

A GREEN NEW DEAL COULD CREATE LOTS OF GREAT JOBS

While there are worthwhile questions to be asked about the particulars of any Green New Deal, maybe the most important question we should be asking right now is, “Why not?”

A lot of Green New Deal critics conveniently forget to mention that what we’ve seen so far has only been a resolution that says where we want to go, not a bill spelling out how we get there. It’s a framework, a rallying cry, a big-swing pitch. Many of its goals are finish lines. What they end up being in their finished form and how we get there are up to us.

And while the actual details of a Green New Deal remain to be sorted out, one area that seems undisputable is its *potential* to create new, good jobs across the economy.

“The Green New Deal raises more questions than it answers at the moment, but nevertheless, one vision it holds is exciting and solid—the notion that the transition to a cleaner economy can be expected to bring jobs for all kinds of workers,” [the Brookings Institution writes](#).

We’re talking engineers and technicians, solar installers and building retrofitters. We’re talking “all the workers who oversee renewable energy facilities, manufacture energy-efficient appliances, construct green buildings, and so on.”

In a separate study, [Brookings notes](#) that “320 unique occupations spread across three major industrial sectors: clean energy production, energy efficiency, and environmental management” will be central to the transition to the clean energy economy.

What’s not to like here?

CHOOSE A BETTER TOMORROW

Market forces are driving a clean, green revolution in the US. And from choosing clean energy to supporting sustainable farming and more, you are the reason why.

There are many ways to make a difference.

From embracing renewable energy over dirty fossil fuels to voting with our wallets so businesses embrace clean energy solutions, if we want a sustainable future for our families and our planet, we've got to make choices that get us there. Not tomorrow. Not a few months or years down the road. Right now.

It means taking practical steps in the world to drive change in every aspect of our lives and at every level of society, showing the planet with everything you say and do that we will change.

One of the most basic and potent forms of power we have is our ability to decide where and how we spend our money. Regardless of your financial situation, there are some simple ways to make sure you're supporting businesses that are part of the solution rather than the problem.

Remember: no one else is going to do it for us. We've got to be the change we wish to see in the world.





CHOOSE RENEWABLES

You want to do your part to cut emissions and start using clean energy at home, but aren't sure where to begin or if it makes sense for you. Trust us, we get it.

But choosing clean alternatives over energy from coal, oil, and natural gas for your home is *a whole lot easier and cheaper* in most places than you might realize. And for many, it starts somewhere you might least expect: your existing utility (no really).

BUYING CLEAN ENERGY FROM YOUR UTILITY

Hundreds of utilities across the US already offer customers the option to choose green power from renewables like wind and solar. The programs may have different names like Windsource (Xcel in Colorado, Minnesota, and Texas) or Green Source (Portland General Electric in Oregon), but they basically work the same way: the utility either generates the power with clean sources or buys renewable energy certificates from other clean energy providers.

Frequently, there's an additional charge for choosing clean energy in the range of 1 cent to 1.5 cents/KWh, which works out to be roughly \$8-10/month for the average home, [according to Puget Sound Energy](#). Not nothing, to be sure. But an affordable option for a lot of families and a practical one for renters. Plus, in many cases, making the switch is just a matter of a few clicks or a few minutes on the phone.

If your utility does not offer the option to choose green power from renewables like wind and solar, there are still ways you can support renewables. First, consider **renewable energy certificates** (*see sidebar*). And if you want to get into the solar revolution—remember, enough solar strikes the earth every hour and a half to power the planet for a year—but don't own your roof, you should also check out local **community solar projects**.

There are many variations on the approach, but the gist is that an entity like a utility or a community comes

RENEWABLE ENERGY CERTIFICATES

Ready to make the switch but your utility doesn't offer a green power option? Going with a renewable energy certificate (REC) provider may be the path for you.

To understand how RECs work, we have to step back and look at the grid as a whole. All the electricity produced from any source in the US flows into the transmission lines that make up the grid. When we turn on the lights or plug in a computer, we draw electricity from the grid that could have been generated from a number of sources (once energy has been generated and supplied to the grid, there's no way to track it).

What we can track is how much energy renewable providers generate and supply to the grid. For each megawatt hour (MW/h) of electricity a solar or wind facility puts into the grid, it gets a unique REC, signaling ownership of that unit of clean power. Third-party providers then buy these RECs or utilities buy them directly. Either way, they're essentially buying the clean energy in the grid—even though they didn't generate it themselves.

In many markets, customers can select a certified third-party provider to work with their utility and buy RECs equivalent to their energy use, in effect buying clean energy from a provider that may be thousands of miles away. The beauty of RECs is that they create a national market for clean energy, enabling a renter in Maine, for example, to essentially buy wind power from New York or solar power from North Carolina.

together to purchase or develop a solar farm in a site other than where they live. Different options exist beyond that, with some community solar projects offering the chance to purchase or finance a set of panels roughly equivalent to a participant's needs.

Others will let people subscribe to a local project, and through RECs or other means, effectively buy electricity from the project without directly buying the panels that produce it. Not surprisingly, these projects are frequently limited in the number of subscribers they can serve as demand can quickly outstrip supply. But with community solar projects in [40 states](#) there may be a project close to and right for you.

GENERATING YOUR ELECTRICITY WITH SOLAR

If you own your home, there is, of course, another option—**rooftop solar**.

Photovoltaic (PV) cells on rooftops are what most people think of when they think of solar. The cost of solar panels has been in a free fall for a while, and federal and state incentives can make the choice even more affordable. That said, there's no getting around the fact that for many, rooftop solar still represents a significant upfront investment.

Home or business owners looking to put solar on their roofs can either purchase their panels outright (with financing options available in most places) or lease them from a provider. [Each path comes with its own considerations and benefits](#).

In most markets, solar users receive credit from their utility for the energy they feed into the grid that goes beyond their immediate use—a practice known as “net metering” (though, sadly, fossil fuel interests have been fighting the practice at the state and local level around the country). Rapidly improving home battery technology can also give solar homes and businesses a way to store the energy they generate for night and off-hour use.

From the outside, choosing clean energy for your home can seem intimidating, but spend five minutes online and you'll see that chances are, there's a path that's right for you.



DO PANELS MAKE SENSE FOR MY HOME?

Installing a home solar panel system is usually a fantastic, fiscally-smart clean energy option. But none of that matters all that much if your home itself just isn't a good or effective fit for the panels themselves.

So, what makes a home a good fit for solar panels?

The direction your roof faces.

The position of your house in relation to the sun will determine how much solar energy you can produce—and thus whether it's a worthwhile investment for you.

In the US, “south-facing roofs are the most productive for solar, followed by west-facing and then east-facing roofs. North-facing roofs are the least desirable for solar, and many people rule them out,” [according to the Washington Post](#).

Be mindful of the total amount of sunlight hours your home receives, in general. Even a south-facing roof will spend a fair amount of the late fall, wintertime, and very early spring in more darkness than light if it's located in a high northern latitude (think Alaska and perhaps even the most northern parts of states like Minnesota or North Dakota).

The size and angle of the surface.

The average home solar system is five kilowatts, requiring 20 normal panels. To accommodate a system of this size, you'll need 500 square feet of roof space.

As for the angle of your roof, 30 degrees is ideal—but solar panels will work on roofs ranging from flat (though they may need to be installed on tilted tracks) all the way up to 45 degrees.

The roof's construction.

What we really mean here is “age and materials.” How old your roof is and what it's made of are important to whether solar panels are a smart investment for a few reasons.

Keep in mind that solar panels are built to last—many come with warranties of 25 years or more. If your roof is older or you expect it will need to be fully replaced (versus more typical maintenance or repair) inside that window, adding panels to it now will mean additional expenses because you'll need to remove them before demolition of the old roof. Later, you'll have to reinstall the panels on the new one. Best to replace the roof first then install a solar system.

As for materials, asphalt shingles or corrugated metal roofing make for the easiest installation of solar panels.

While the above factors are the primary physical concerns for home solar, there are plenty of other questions you should ask yourself before investing in a rooftop system.

These include:

How long will this be your home?

Like your home itself, a solar panel system should be looked at as a longer-term investment. While you'll begin to experience energy savings as soon as your panels are up and running, it may take some time for your solar panels to “pay for themselves,” so to speak (for your energy savings to cover the cost of the system).

On average, how much sunlight does my home receive?

While solar panels do still produce power on cloudy days, obviously the more direct sun they receive the better. If your local weather patterns tend to be truly dominated by very cloudy skies, solar panels will not be as productive for you as they might be for someone in the Great Plains, Sunshine State, or the Nevada desert.



CHOOSE RESPONSIBLE GROWERS

We know that to solve the climate crisis, business as usual will not cut it. Not in electricity production. Not in industry. Not in transportation. And certainly not in agriculture.

The agriculture sector is one of the biggest emitters of CO₂, the greenhouse gas (GHG) most responsible for the changes we're seeing in our climate today. Together with forestry and other land use, agriculture is responsible for [just under 25 percent](#) of all human-created GHG emissions.

But it also has a vital role to play in helping us end this crisis, and create a safe, sustainable future without carbon pollution. One where we can provide our booming world population with fresh, healthy food grown in a sustainable soil ecosystem.

Sure, it may seem like a contradiction. So don't take it from us—[take it from the Intergovernmental Panel on Climate Change \(IPCC\)](#): “Leveraging the mitigation potential in the [Agriculture, Forestry and Other Land Use] sector is extremely important in meeting emission reduction targets.”

But how?

We've got two words for you: **regenerative agriculture**.

WHAT IS REGENERATIVE AGRICULTURE?

In short, regenerative agriculture is a system of farming principles and practices that seeks to rehabilitate and enhance the entire ecosystem of the farm by placing a heavy premium on soil health while also paying attention to water management, fertilizer use, and more. It is a method of farming that “improves the resources it uses, rather than destroying or depleting them,” [according to the Rodale Institute](#).

Regenerative agriculture emphasizes looking holistically at the agro-ecosystem. The overriding theme: If you take care of your soil, it will take care of you.

Regenerative agriculture practices—like conservation tillage, crop rotation, and the use of cover crops—increase soil biodiversity and organic matter, leading to more resilient soils that can better withstand climate impacts like flooding and drought. Healthy soils beget strong yields and nutrient-rich crops. Healthy soils also diminish erosion and runoff, leading to improved water quality on and off the farm.

Importantly, regenerative agriculture practices also help us fight the climate crisis by pulling carbon from the atmosphere and sequestering it in the ground.

When plants photosynthesize, they take carbon dioxide from the air and—using the sun’s energy, water, and nutrients from the soil—transform it into carbon the plant uses to grow leaves, stems, and roots. The excess carbon created through this process is transported down the plant and stored in the surrounding soil, sequestering the carbon in the ground.

This carbon in the soil is known as soil organic carbon and it feeds microbes and fungi, which in turn provide nutrients for the plant. Soil organic carbon is the main component of soil organic matter, providing more structure to the soil and allowing it to store more water.

Carbon can remain stored in soils for thousands of years—or it can be quickly released back into the atmosphere through farm practices like plowing and tillage, where soil is prepared for planting by mechanical agitation methods such as digging, stirring, and overturning.

For farmers, regenerative agriculture is thus a win-win—it leads to better, more resilient crops using sustainable methods that also fight a crisis that presents a threat to all agriculture.

[And that’s why some of the biggest brands in the world are going all in.](#)



TRANSFORM YOUR LAWN INTO AN EDIBLE LANDSCAPE

Environmentally, grass is great—like *really* great—and of course, the kiddos and the pups need a nice, open place to play. But it's not the only thing you can do with yard space. Edible landscaping can go a long way toward conserving valuable resources while creating a powerful carbon sink, allowing you to take effective climate action right in your own backyard.

Edible landscapes are just like traditional ornamental landscapes—with one important twist. While they follow many of the same design principles, edible landscapes favor plants like herbs, vegetables, and fruit bushes and trees over comparatively “unproductive” decorative plants.

They allow homeowners to enjoy food crops while keeping their space aesthetically pleasing. And much like ornamental landscaping, you can scale up or down to meet your needs.

By converting grassy yard space into an edible landscape, you can dial down the amount of energy (and all that comes with it... *vroom, vroom* goes the gassed-up mower) needed to keep it looking great.

Plus, edible landscapes don't just prevent carbon going into the atmosphere—they also help take it out. Replacing turf with larger, often perennial plants like trees, bushes, and vines removes more carbon dioxide (CO₂) from the atmosphere than grass alone, sequestering it in both above- and below-ground biomass.

Even with the addition of vibrantly-colored annuals like red or purple lettuces, Swiss chard, mustard greens, and edible flowers, your new edible landscape is still likely to require a lot less fossil fuel-powered maintenance than a traditional lawn.

You'll also be doing your part to save water—[most home gardeners use far less water than commercial agricultural production of the same crop](#). All at a time when the climate crisis is driving major changes to precipitation patterns all over the world, resulting in some cases of drought and crop loss.

[Now, it's time to get started! Learn more here.](#)

CHOOSE BUSINESSES THAT ARE TAKING ACTION

More and more businesses in the US and abroad are embracing sustainable practices as they begin to feel the impacts of the climate crisis where it matters most: their bottom lines.

As wind and solar energy achieve cost competitiveness with fossil fuels and investors wake up to the long-term risks of continuing to power their businesses in ways that impact the environment, addressing the climate crisis has become an economic imperative.

Consequently, many major businesses are embracing renewables in a big way—and they're finding that there's an awful lot of green to be made in a clean energy economy.

And the best part is, you are helping them do it every day, and you might not even know it. **By supporting businesses that are taking action for the planet, you're putting your money where your mouth is.**

Now, take it a step further. Be purposeful in your purchasing choices.

You likely already research the products and brands you buy for price, but you can also easily look into brands' business practices too. When you actively seek out and support companies that have made a real commitment to sustainability and climate-smart practices, you're not only providing that company with the fuel to

keep up their good work, you're showing other businesses and brands that there is an important (and growing!) consumer base for whom business as usual will not cut it.

You're saying that you are the kind of customer who values innovation, values-driven operations, and forward-looking leadership—and that if they want to get or keep your business, they better commit to doing their part to fight for a safe, sustainable future.



CHOOSE TO TAKE ACTION WHEN IT MATTERS MOST

Whether you're a lifelong environmentalist or a new activist just starting out, there's a place for you in the grassroots climate movement.

Become a Climate Reality Leader

It all started with a simple proposition: **You want to change the world. We'll show you how.**

People responded. More than 21,000 (and counting) from over 150 countries, in fact. Regular people who trained as Climate Reality Leaders and today are working to create a better future for our planet and their families. Our Climate Reality Leadership Corps takes people from all walks of life—from doctors, educators, and police officers to electricians, farmers, construction workers, and so much more—and makes them exceptional leaders.

And you can join them in the fight for a sustainable future.

We take your commitment to creating a better tomorrow and give you the tools to turn it into action. [Learn more about taking the next step in your journey to being a leader on climate in your community.](#)

Join a Climate Reality Chapter

Across the country, committed people like you are joining Climate Reality chapters to work together for practical climate solutions in communities from sea to shining sea.

These friends, neighbors, and colleagues are bringing clean energy to their towns, fighting fracking developments, and so much more. Most of all, they're making a real difference for our climate when it matters—and you can too.

By joining your local Climate Reality chapter, you'll:

- Connect with a local network of engaged activists just like you.
- Gain the skills and have access to the resources you need to help you make a difference.
- Help bring real climate solutions to your community.
- Ensure the US continues to move forward at a critical time in the fight for climate solutions.

Chapters give you the opportunity to draw on Climate Reality's support and expertise, while working for climate solutions in the ways that make sense for your community.

Ready to join? [Sign up here to join a chapter in your community.](#)



TOMORROW STARTS TODAY

Expanding clean energy. Creating more green jobs. Ensuring a safe, healthy future. These are goals Americans agree on.

But at the same time, the climate crisis will not wait for us.

We see the crisis exacerbating existing threats to our well-being—from stronger hurricanes battering coastal communities to longer droughts putting our food and water at risk—and give rise to new ones.

Addressing these threats is not a political issue but a moral and practical one.

The impacts of the climate crisis may be far-reaching, but solutions exist *right now* that can help us improve quality of life around the world and work toward a more sustainable future for all.

How we get there can be a little complicated, **but it starts with you standing up for the future you want for your family, your community, and yourself.**



Founded and chaired by former US Vice President and Nobel Laureate Al Gore, The Climate Reality Project is dedicated to catalyzing a global solution to the climate crisis by making urgent action a necessity across every level of society.

Today, climate change is standing in the way of a healthy tomorrow for all of us. But we know that practical solutions are right in front of us. We can create a healthy, sustainable, and prosperous future by making a planet-wide shift from dirty fossil fuels to clean, reliable, and affordable renewable energy. At Climate Reality, we combine digital media initiatives, global organizing events, and peer-to-peer outreach programs to share this good news with citizens everywhere and build overwhelming popular support for policies that accelerate the global transition to a clean energy economy.

To learn more, visit www.climaterealityproject.org.