Climate solutions at speed and scale

Addressing climate change requires solutions on a massive scale and at an unprecedented rate that we can hardly imagine, much less implement. How are we to succeed? The Center for Climate Protection's strategy provides a roadmap for climate solutions at speed and scale. We know other partners organizations are employing similar methods and we look forward to all rowing in the same direction. This momunental effort will succeed if activists are strategic, exert political pressure, and move policy makers to implement solutions that unleash market forces that lead to massive behavior change.

Activists

Build an
exponentiallygrowing body of
focused activists
who exert political
power.

We are here

Policy Solutions & Policy Makers

Identify & advocate for policy solutions.

Identify & elect

Identify & elect policy makers who advocate & vote for policy solutions.

Market Forces

Policies unleash market forces that change price signals, making climate-friendly choices easier for everyone.

Massive Behavior Change

Price signals massively change behavior.

Impact

Speed and scale greenhouse gas emission reductions

Vision

Positive future for ourselves, our children, and all life.

The Center's success with spreading Community Choice Energy throughout California (see maps on the reverse side) demonstrates that this strategy works. We can use this approach to bring sweeping changes where they are most needed and they can happen quickly.

Policy makers

enact desired

climate policies.

We can do the same with clean cars - BIG & FAST

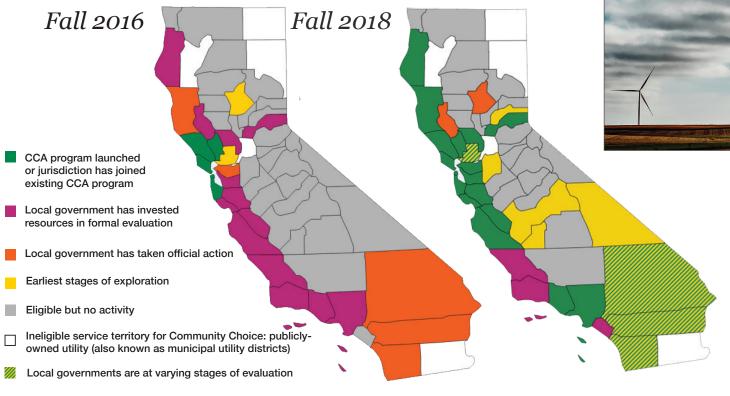
AB 40 could be game changing for California and the climate. AB 40 requires the California Air Resources Board to develop a comprehensive strategy to achieve complete electrification of the transportation sector in 22 years, by 2040. Setting a date makes a clear statement that fossil fuels are on the way out, and answers the call for decisive climate action. In contrast to incentives that subsidize clean cars, a clear date leads to a clear solution: No new gas or diesel cars will be sold after a set date.

center for climate protection

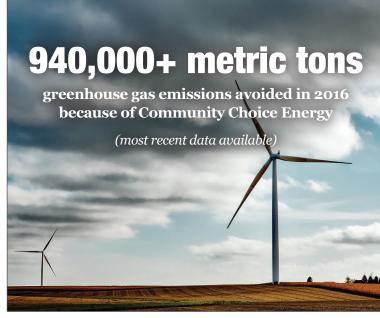
(Printed on cane sugar paper)

www.climateprotection.org

Community Choice Energy's success shows that our strategy works



Source: www.cleanpowerexchange.org



www.cleanpowerexchange.org



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