

The Climate Economy Education Inc - Executive Summary

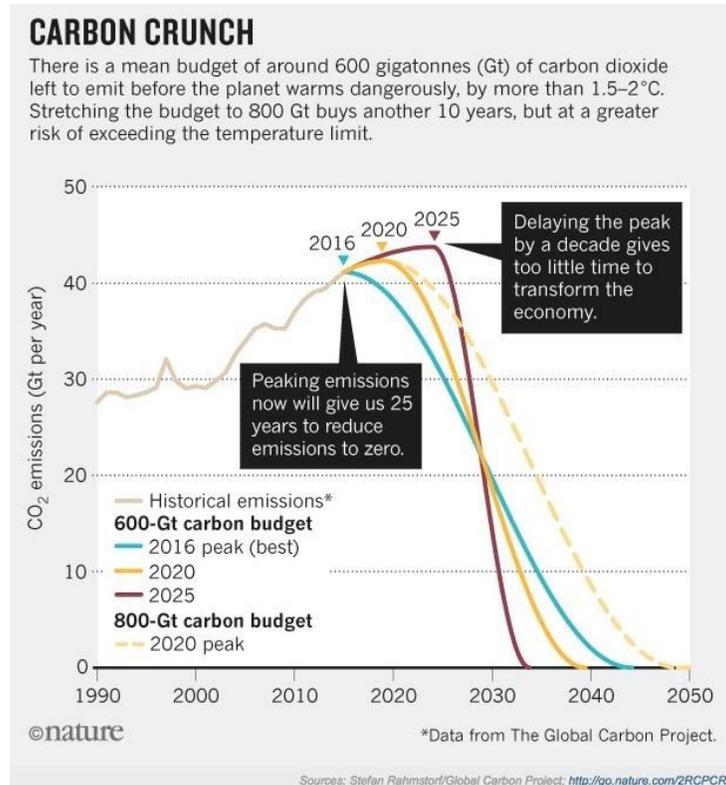
The Challenge of Our Time

The Big Picture

Climate scientists have reached 100% consensus¹ that the Earth's climate is changing, and that human activities are primarily to blame, mostly the burning of fossil fuels. Temperatures have already increased, consequences have been observed across the globe in a variety of ecosystems, and changes are expected to get worse without intervention.² Nearly everything that humans do, from working to eating to wearing clothes causes excessive greenhouse gas emissions that are causing climate change. These climate changes cause the temperatures to rise, glacial ice to melt and raise sea levels, increases in extreme weather such as droughts, hurricanes and floods, and other disruptions causing loss of human, animal and plant life. Without a change in human behavior towards more sustainable ways of living, the problems will get worse and make it more difficult for humans to survive and evolve. We don't have to keep emissions steady or decrease them a little bit; we have to get to zero:

¹ <https://journals.sagepub.com/doi/full/10.1177/0270467619886266>, accessed 12/29/19

² <https://www.ipcc.ch/reports/>, accessed 12/29/19; <https://climate.nasa.gov/>, accessed 12/29/19



Due to this “climate emergency,” nearly every system or behavior that humans depend upon to deliver what they need and want has to change. This presents unlimited opportunities for new economic and human development, and the chance for people to unleash their inner passions and expertise in order to help solve this massive problem. However, it also presents unlimited challenges; people need to be nudged out of their comfort zones in the status quo that are causing the problems.

People are what’s going to save humanity in this climate emergency. There is no magical fairy or single technology that’s coming to fix these problems. Human ingenuity and behavior change in everything we do are our only hope. And there is hope. According to the IPCC’s 1.5C report from November 2018:

Climate-related risks for natural and human systems are higher for global warming of 1.5°C than at present, but lower than at 2°C (high confidence). These risks depend on the magnitude and rate of warming, geographic location, levels of development and vulnerability, and on the **choices and implementation of adaptation and mitigation options** (high confidence). (Emphasis added.)

This states clearly that the choices we make as humans will determine our fate. There is hope, and this is exciting. It opens up a whole new world of opportunity.

Many groups of people are literally begging for solutions and for people to take action. The Sunrise Movement is a youth activist group that has helped bring the climate movement into the mainstream with Friday and global climate strikes. Scientists and groups like “Moms Clean Air Force” are loudly demanding changes; these groups are poised to serve as trendsetters for a new Climate Economy. Economically, it simply is the biggest opportunity of our time. Economic reports conclusively and consistently point to the value of the creation of a new economy based on clean energy and low-carbon activities. For example, a report by New Climate Economy shows that transitioning to a low-carbon economy could create a \$26 trillion economic growth opportunity & 65 million new jobs by 2030.³

The faster we get to this new economy the better, and The Climate Economy Education Inc (TCE) will help through education. The first TCE event in June 2019 made it clear that there is abundant funding out there for transitioning to a low-carbon economy. TCE will remain financially stable primarily through grants and donations from businesses, organizations and individuals. Additional funding may come from premium educational courses and other services.

TCE is an Illinois 501(c)(3) nonprofit corporation. Our core activity is education. In 2019 we received \$2,000 in grant funding from RE-AMP (<https://www.reamp.org/>) for promotion of one of our programs, Youth Climate Economy Ventures, and another \$10,000 from the Just Transition Fund (<http://www.justtransitionfund.org/>) for the Carbondale Kickoff in June 2019. Another \$20,000 has been received from the Just Transition Fund, part of the Rockefeller Family Fund, to support 2 Kickoff Events in 2020. More fundraising and partnerships are being pursued for 2020.

The Climate Economy Education Inc’s Strategy

The Climate Economy Education Inc (TCE) envisions a future world where economic, climate and human systems work in balance and where everyone can thrive authentically.

TCE’s mission is to help everyone, everywhere generate people-centered climate ventures through education and programs so every individual achieves prosperous net zero emissions in their lifestyles and work in order to bring and keep all the Earth’s natural systems in balance for current and future generations.

We will combine this unique mission with unique programs and outreach to educate and change the climate changing behavior of as many people as possible as quickly as possible. People will learn to take action to minimize climate change now (mitigation) while learning to thrive in a world with a changing climate (adaptation). Humans can work with nature to build a thriving, just

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https://newclimateeconomy.report/2018/wp-content/uploads/sites/6/2018/09/NCE_2018_FULL-REPORT.pdf, accessed 1/8/2020

world, instead of constantly cleaning up from or fearing the next drought, wildfire, hurricane or algal bloom.

To fulfill this mission, TCE has to create a market, and educate people about their responsibilities to participate and advantages of participating in that market. This includes attaching value to reductions in emissions that are causing the climate emergency, and rewarding behavior that reduces emissions. We also have to help people understand how to create value in this market. And because the target of TCE is individuals, a new way of measuring and validating emissions reductions at an individual level is required. This is the main challenge of TCE's mission, as it requires people to learn to think and live in whole new ways. Hence, the educational focus of TCE (Kickoff Events, Youth Climate Economy Ventures and Role Training), and the new paradigms in terms of business models (Climate Venture Map) and value exchange (Token Ecosystem).

TCE helps people find their niche in The Climate Economy. We're teaching people how to thrive in a world with a changing climate, by nudging them out of their climate-changing behaviors and into new ways of thinking and doing things. It's a mobilization to a new kind of economy where peoples' sense of responsibility, life purposes, happiness, community connections, and regenerative growth of our environment are the main focus and new mode of currency. We're changing the world for the better and having some fun doing it. TCE is based on a 3-Step Program for a Low-Carbon Lifestyle:



1. Show your love and reduce your carbon footprint.

Understand your impact. Use LED lightbulbs. Turn down your thermostat. Get energy efficient appliances. Use less hot water.

Important Stuff.



2. Be a star in the Climate Economy.

Get a Climate Economy job. De-carbonize your business. Start a new carbon-negative business. Impact invest.

Fun Stuff.



3. Use your voice and spread the word.

Tell a friend. Post a tweet. Tell friends on Facebook. Send an email. Vote. March.

Crucial stuff.

Our target group is all individuals, especially vulnerable populations, including the poor, minorities, women and indigenous peoples.

1. We help people understand how to thrive in a world with a changing climate by understanding their carbon footprint and lowering their impact. People do not only help mitigate climate change, they also save money on their electricity bill and lead healthier lifestyles. (Keyword: Responsibility.)
2. We introduce people to new "climate economy" ideas like the circular economy and regenerative agriculture to inspire new business and jobs that will nurture climate,

economy and humanity. The opportunity for growth in Climate Economy business and lifestyles is literally unlimited. (Keyword: Advantages.)

3. We facilitate communication and collaboration to help spread the word. We use the power of personal relationships and social media to spread these climate-friendly ideas and activities as quickly as possible. (Keyword: Setting Examples.)

Many organizations prioritize businesses and large organizations to mitigate and adapt to climate change, and individuals are left wondering what to do. **TCE's focus on the individual for this kind of activity is unique.**

An integral part and a defining factor of all activities of TCE relate to "climate equity," or "climate justice." This refers to the fact that the world's most vulnerable communities, which are the least responsible for the climate emergency, are feeling the effects the hardest. These "frontline communities" have already been feeling the effects of climate change as droughts, fires, storms and the encroaching sea intrude into their lives and livelihoods. Consider minority neighborhoods that were wiped out after Hurricane Katrina in Louisiana, or indigenous populations in Alaska whose livelihoods and homes are literally melting away. Locally in Carbondale, consider the large low-income people who can't make it to work or afford house repairs because of inland hurricane damage.

"You can't talk about the impacts of climate change and not talk about the frontline communities who for decades have been asking folks to focus on these impacts."

--Mustafa Santiago Ali, senior vice president of climate, environmental justice & community revitalization at the Hip Hop Caucus

<https://www.climaterealityproject.org/blog/let-talk-about-climate-equity>

TCE efforts will always include consideration of the welfare of the most vulnerable populations first, because they have little or no resources to deal with the effects of climate change. While it's unlikely that we will correctly position every single program in this way, it will be the aim of TCE to keep this at the forefront of our actions and learn as we go along. This means involving vulnerable populations from the beginning of all processes and programs. **This is not only the right thing to do, it's a unique addition to our mission that is rarely seen in today's profit-driven economy.**

"Climate change is the most extreme human rights challenge of our time, and a human rights-based approach is needed to solve it." --President Carter

The Opportunity of Our Time

The Big Picture

According to the Global Commission on Climate Adaptation,⁴ an investment in five key areas of \$1.8 trillion could generate \$7.1 trillion in total benefits over the 2020-2030 time period. The five areas include: early warning systems, climate resilient infrastructure, improved dryland agriculture crop production, global mangrove protection, and investments in making water resources more resilient.

According to the Global Commission on the Economy and Climate:⁵

We are on the cusp of a new economic era: one where growth is driven by the interaction between rapid technological innovation, sustainable infrastructure investment, and increased resource productivity. This is the only growth story of the 21st century. It will result in efficient, liveable cities; low-carbon, smart and resilient infrastructure; and the restoration of degraded lands while protecting valuable forests. We can have growth that is strong, sustainable, balanced, and inclusive.

They calculate direct economic gains of \$26 trillion through 2030 compared to the business as usual scenario, including 65 million new low-carbon jobs. And they remind us that we can avoid 700,000 premature deaths from air pollution in the business as usual scenario, and prepare against the billions in financial loss due to weather and climate related hazards.

This transition has to be managed well, prioritizing especially the most vulnerable populations who have done the least to cause climate change and are feeling the effects the hardest. The tides of our take-make-waste fossil-fuel powered economy are turning, according to the World Resources Institute:⁶

But as the global transition to a new climate economy progresses, the political and policy grip of those with vested interests in the old economy, such as the fossil fuel sector, will wane. They will increasingly be counterbalanced by voices from the new climate economy — solar companies and consumer goods companies committed to deforestation-free supply chains, for example.

Central to this rising chorus are the youth and voting public demanding action. People around the world are also crying out for more equal access to decently paid jobs, for health care and education, and for a better future for their children.

The world now stands at a crossroads. We can, and must, deliver both ambitious climate action and better lives for people. And there is no viable alternative: growth and development benefits will only be sustainable if we tackle climate change, and ambitious

⁴ <https://gca.org/global-commission-on-adaptation/report>, accessed 12/29/19

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https://newclimateeconomy.report/2018/wp-content/uploads/sites/6/2018/09/NCE_2018_FULL-REPORT.pdf, accessed 12/29/19

⁶ <https://www.wri.org/news/people-centered-climate-action>, accessed 12/29/19

climate action is only possible if it delivers benefits for people. We must take the leap and, with people firmly at the center, accelerate the transition to the inclusive and sustainable growth story of the 21st century.

The Climate Economy: New Sectors and Jobs

At this point in the transformation of our economy, there is no limit to the potential for new productivity, creativity and opportunity for individuals. Many entrenched areas can be expanded, and many new sectors are emerging. Consider a few of these sectors here.

Climate Change Adaptation and Mitigation

While everything falls under this category in some way, shape or form, some activities focused specifically on adaptation and mitigation have huge potential for expansion. Take natural climate solutions:⁷

New research, led by The Nature Conservancy and 15 other institutions*, and published in the Proceedings of the National Academy of Sciences, demonstrates that nature-based solutions can provide up to 37 percent of the emission reductions needed by 2030 to keep global temperature increases under 2°C—30 percent more than previously estimated.

The framework of this study distills nature’s full climate potential into 20 mitigation pathways. The pathways span three biomes—forests, grasslands (including agricultural lands and rangelands) wetlands (including peatlands, seagrass and mangroves) and climate reduction practices based on conservation, restoration and land management.

This “restoration economy” already makes huge contributions and has huge potential for localized growth.⁸

What has been almost entirely missing from this public debate is a detailed accounting of the economic output and jobs in the U.S. that are actually created through environmental conservation, restoration, and mitigation actions – the activities that are part of what we will call the “Restoration Economy.” This economy is comprised by the restoration sector, a variety of industries, including earthmovers, plant nurseries, legal and planning practices, landscape architects, construction companies, and other firms that contribute to the ecological restoration process.

⁷ <https://www.nature.org/en-us/what-we-do/our-insights/perspectives/natural-climate-solutions/>, accessed 12/29/19

⁸ <https://curs.unc.edu/files/2014/01/RestorationEconomy.pdf>, accessed 12/29/19

Federal appropriations for restoration-related programs can be conservatively estimated at \$2.5 billion per year. Public and private investments linked to compensatory mitigation total an estimated \$3.8 billion per year, and non-profit investments in natural resources and wildlife preservation and protection are estimated to exceed \$4.3 billion annually. As demonstrated by the economic contributions literature, these large-scale restoration investments stimulate output and employment in a wide range of other industries, through supplier and household spending effects.

Climate Finance and Community Prosperity

According to the Task Force on Climate-related Financial Disclosures:⁹

For many investors, climate change poses significant financial challenges and opportunities, now and in the future. The expected transition to a lower-carbon economy is estimated to require around \$1 trillion of investments a year for the foreseeable future, generating new investment opportunities. At the same time, the risk-return profile of organizations exposed to climate-related risks may change significantly as such organizations may be more affected by physical impacts of climate change, climate policy, and new technologies. In fact, a 2015 study estimated the value at risk, as a result of climate change, to the total global stock of manageable assets as ranging from \$4.2 trillion to \$43 trillion between now and the end of the century.

Organizations that invest in activities that may not be viable in the longer term may be less resilient to the transition to a lower-carbon economy; and their investors will likely experience lower returns. Compounding the effect on longer-term returns is the risk that present valuations do not adequately factor in climate-related risks because of insufficient information.

Just that right there could keep an army of people busy. But we're not just talking about traditional finance here. Several organizations are already making strides in new local ownership models and community-powered ventures and investments, including the Institute for Local Self-Reliance¹⁰ and Common Future.¹¹ Author Marjorie Kelly sums up the power of individual community and rural residents:

Community prosperity rests on the ability of residents to make the most of the resources they have on hand. This means (1) recognizing the assets a community has, (2) managing them in effective ways, and (3) using appropriate ownership and wealth-control designs to define, capture and benefit from those assets.

⁹ <https://www.fsb-tcfd.org/publications/final-recommendations-report/>, accessed 12/30/19

¹⁰ <https://ilsr.org/>, accessed 12/30/19

¹¹ <https://www.commonfuture.co/>, accessed 12/30/19

Models of shared ownership include cooperatives, employee ownership, community land trusts, community covenants and easements, and more. The power of communities to produce what their people need locally and to provide opportunities for everyone to contribute in their own unique ways is largely untapped and waiting to be explored.

Energy Efficiency and Electrification

Simple behavior change could result in “savings of 123 million metric tons of carbon per year... which is 20% of household direct emissions or 7.4% of US national emissions, with little or no reduction in household well-being.” Conservative estimates¹² of the reductions in energy use that are possible with simple behavior change include the following areas: weatherization, HVAC equipment, low-flow showerheads, efficient water heaters, appliances, low rolling resistance tires, fuel-efficient vehicles, change HVAC air filters, tune up AC, routine auto maintenance, laundry temperature, water heater temperature, standby electricity, thermostat setbacks, line drying, driving behavior, carpooling and trip-chaining. Education, social media and community building are the means to this end, according to the authors.

Clean energy jobs, including energy efficiency, solar and wind, are already employing more than 3 million people in the US.¹³ The potential for continued growth in jobs and the human welfare attached to cleaner, less-polluting energy resources is massive. Even factoring in a loss of around 7 million jobs in fossil fuels, the net gain for renewable energy jobs would reach 11.6 million jobs according to IRENA's Road Map to 2050.¹⁴

And again, we're not only talking about traditional jobs like the ones above in energy efficiency, solar and wind. Consider the massive innovation required to transform our centralized grid. Key innovations include:¹⁵

- Enabling Technologies that will amplify the use of renewables and the transformations of the power system;
- Market Design innovations to make power systems more dynamic;
- Aggregators – a new business model to optimise the use of distributed energy resources;
- Future role of distribution system operators – a system-operation innovation that boosts local power generation and consumption

¹² <https://www.pnas.org/content/106/44/18452>, accessed 12/30/19

¹³ <https://theclimateeconomy.com/2019/09/18/clean-energy-jobs-now-and-in-the-future/>, accessed 12/30/19

¹⁴ irena.org/-/media/Files/IRENA/Agency/Publication/2018/Apr/IRENA_Report_GET_2018.pdf, accessed 12/30/19

¹⁵ <https://www.irena.org/publications/2019/Feb/Innovation-landscape-for-a-renewable-powered-future>, accessed 12/30/19

We are just at the tip of the iceberg with this.

Circular Economy and Waste

The Ellen MacArthur Foundation is the go-to resource for information on the circular economy, where we transition away from the traditional take-make-waste consumption patterns. The potential to reduce greenhouse gas emissions through circular economy initiatives is huge:¹⁶

Today's efforts to combat climate change have focused mainly on the critical role of renewable energy and energy-efficiency measures. However, meeting climate targets will also require tackling the remaining 45% of emissions associated with making products. A circular economy offers a systemic and cost effective approach to tackling this challenge. This paper shows that when applied to four key industrial materials (cement, steel, plastic and aluminium) circular economy strategies could help reduce emissions by 40% in 2050. When applied to the food system the reduction could amount to 49% in the same year. Overall such reductions could bring emissions from these areas 45% closer to their net-zero emission targets.

In such an economy natural systems are regenerated, energy is from renewable sources, materials are safe and increasingly from renewable sources, and waste is avoided through the superior design of materials, products, and business models.

Built in to the circular economy is the reduction of waste, and therefore more efficient operations and lower costs.

Health and Wellness

Around the world, people are losing their homes, jobs and lives to extreme weather, droughts, and other changes in the natural world brought about by the increasing temperatures of climate change. The World Economic Forum ranks “extreme weather events” and “failure of climate-change mitigation and adaptation” in the top three global risks by likelihood and impact.¹⁷ Students are ditching school to protest the injustice of a society that ignores the needs of the people in order to maintain legacy industries responsible for the bulk of climate change.¹⁸ The

¹⁶ <https://www.ellenmacarthurfoundation.org/publications/completing-the-picture-climate-change>, accessed 12/30/19

¹⁷ <https://www.weforum.org/reports/the-global-risks-report-2019>

¹⁸

<https://www.cdp.net/en/articles/media/new-report-shows-just-100-companies-are-source-of-over-70-of-emissions>, accessed 12/30/19

youth are increasingly aware of the massive costs being incurred on their future to pad the wealth of CEOs and shareholders.¹⁹

People are suffering from all this; it's taking a toll on their psychological conditions and their ability to function as needed on a daily basis. According to a report by the American Psychological Association and EcoAmerica.²⁰

It is time to expand information and action on climate and health, including mental health. The health, economic, political, and environmental implications of climate change affect all of us. The tolls on our mental health are far reaching. They induce stress, depression, and anxiety; strain social and community relationships; and have been linked to increases in aggression, violence, and crime. Children and communities with few resources to deal with the impacts of climate change are those most impacted.

To compound the issue, the psychological responses to climate change, such as conflict avoidance, fatalism, fear, helplessness, and resignation are growing. These responses are keeping us, and our nation, from properly addressing the core causes of and solutions for our changing climate, and from building and supporting psychological resiliency.

Green Products and Jobs

America's Pledge is a coalition of organizations across the country banding together to accelerate the US's Paris Climate Pledges in spite of federal inaction:²¹

- Rapidly expanded bottom-up action could reduce emissions 2,435 Mt CO₂e, 37% below 2005 levels by 2030. An All-In climate strategy that combines bottom-up action with federal reengagement could reduce emissions 3,245 Mt CO₂e, 49% below 2005 levels by 2030. This is in line with the Paris Agreement's mid-century goals.
- An All-In American climate strategy will be built on actions taken across three principles: accelerate toward 100% clean electricity and energy supply, use that clean electricity in buildings, transportation, and industry (end-uses) while improving the energy productivity of our economy, and utilize nature-based solutions across our diverse American ecosystems.

¹⁹

<https://nextgenamerica.org/wp-content/uploads/2016/08/NGC-One-sheet-The-Price-Tag-of-Being-Young-2016-0820.pdf>, accessed 12/30/19

²⁰ <https://www.apa.org/news/press/releases/2017/03/mental-health-climate.pdf>, accessed 12/30/19

²¹ <https://www.bbhub.io/dotorg/sites/28/2019/12/Accelerating-Americas-Pledge.pdf>, accessed 1/1/2020

- Thousands of leaders, with real policy and financial power across our federal system in the United States, have committed to climate action in their jurisdictions or within their organizations.
- Coalitions of states, cities, businesses, and counties committed to climate action in support of the Paris Agreement continue to grow, particularly after the U.S. mid-term elections. They now represent 68% of GDP, 65% of the population, and 51% of GHG emissions. If these U.S. non-federal actors were a country, they would be the world's largest economy besides the United States itself.
- If we have 100% commitment across government, business, and citizens to execute the vision of the All-In climate strategy, daily life in the average American town will have improved substantially by 2030. By protecting the climate, we can achieve cheaper energy, cleaner air and water, and better performing buildings and vehicles.

The US green economy is already estimated to “represent \$1.3 trillion in annual sales revenue and to employ nearly 9.5 million workers...which have grown by over 20%.”²² What is this doing/will this do to the job force? Consider these growing/emerging job titles

Fastest growing green jobs:²³

Urban Growers
Water Quality Technicians
Clean Car Engineers
Recyclers
Natural Scientists
Green Builders
Solar Cell Technicians
Green Design Professionals
Wave Energy Producers
Wind Energy Workers
Biofuels Jobs

New job descriptions for sustainability professionals:²⁴

Value Creators
Change Agents
Coalition-Builders

²² <https://www.nature.com/articles/s41599-019-0329-3>, accessed 1/1/2020

²³

<https://www.nationalgeographic.com/environment/sustainable-earth/11-of-the-fastest-growing-green-jobs/>, accessed 1/1/2020

²⁴

<https://www.bsr.org/en/our-insights/report-view/redefining-sustainable-business-management-for-a-rapidly-changing-world>, accessed 1/1/2020

Futurists

The number and variety of new jobs is limited only by our own lack of knowledge about The Climate Economy.

The Climate Economy Education Inc's Toolbox

The combination of the absolute necessity to address climate change and the massive opportunity that comes with addressing climate change is appealing. Further, no single company, government or person is going to dominate in The Climate Economy. Everyone can benefit, but not unless they know about it.

There is clearly momentum and opportunity for The Climate Economy. There are many organizations helping companies and governments to reap the benefits of the transition. Companies and governments see the potential because they have to plan ahead strategically, but what about normal people? Most people are bogged down by the daily toil of work, childcare, health problems, and keeping up with life in general. They wonder what they can do that will really make a difference. They don't have time to sift through the barrage of information coming at them, including misinformation by legacy industries aiming to maintain the status quo, so they tune out. But the reality of the situation now is that we need to change, and the benefits of change are huge, and therefore we must find a way to infiltrate the noise in individuals' daily lives and make this transition ubiquitous. The way we think about things needs to change, from the ground up, and the way we do everyday things, all the way up to the way we earn our living. We need to help every single person understand and reap the benefits of the transition that's underway. This is where The Climate Economy Education Inc comes in.

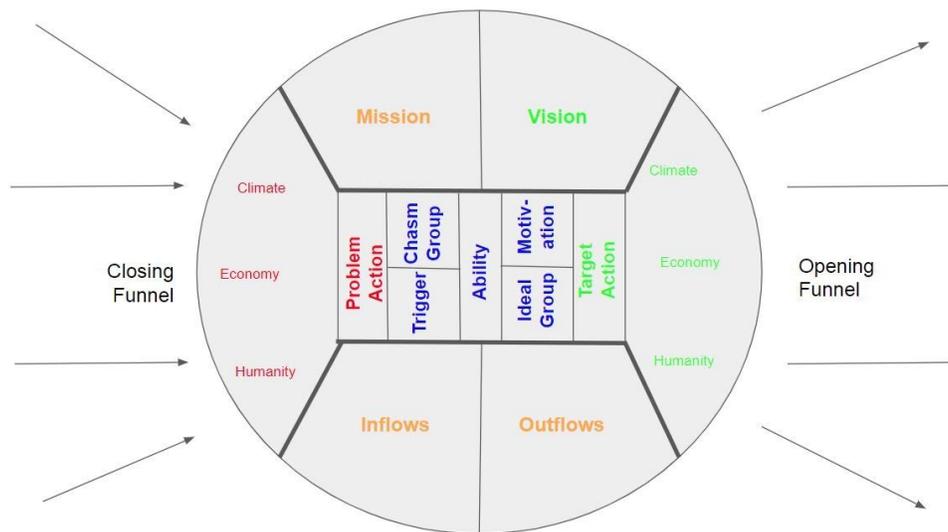
We are telling the story of humanity's transformation in real time. It's an adventurous journey, a science fiction novel and an epic tome all wrapped up in one. Everyone's daily lives will be tied intimately into the story. No one will be left out.

The Climate Venture Map

The Climate Venture Map will help people, businesses and organizations set up new "ventures," which can be anything from a simple personal action, to attempts to change practices in an existing business, to a completely new business. The Climate Venture Map encompasses everything we want to teach people about building lifestyles and businesses that are good for the climate, economy, and humanity. It helps define the problem to be solved in relation to the climate emergency, and the goals, priorities and resources needed to succeed by first envisioning the future that we want to see.

The ventures result in and reward what we want, which is Target Actions, or individual human behaviors that result in learning about or actually carrying out emissions reductions. Some actions will be “verifiable,” which means they have a specific emissions reduction attached to them, while some actions will result in loyalty-type rewards. We will aim for ventures to result in Verifiable Target Actions, where people can earn tokens for specific actions that reduce emissions and can be credited to the person. To visualize and plan out business models and lifestyles that are good for the climate, economy and humanity, we have developed the following unique visual representation:

The Climate Venture Map



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Steps for Using The Climate Venture Map²⁵

1. Awareness and Visioning
2. Baseline
3. Creative Solutions - Backcasting
4. Determine Priorities, Inflows and Outflows

The TCE Venture Canvas uses a slight variation on the Natural Step’s “ABCD” analysis. We start at the “Vision” and work our way around.

A - Awareness and Visioning - GREEN

First, state your vision. How does the future look? How does it improve climate equity? What is our Target Action that we want people to become accustomed to taking? If possible, make it a Verifiable Target Action, where people can earn tokens from taking

²⁵ The Steps for Using the Climate Venture Map are based upon the ABCD Method of the Natural Step, ©2011 The Natural Step.

the action. Then consider each of the climate, the economy and humanity to describe the optimal or target situation for each.

B - Baseline - RED

This is the current “problem behavior” that needs to be changed, and the resulting current status of the climate, economy and humanity.

C - Creative Solutions - BLUE

We start with our Target Action at the top of the table and work our way down to the Problem Action by considering the following steps:

1. Ideal Group: How is the perfect group defined that we want to see taking our target action?
2. Motivation: Is there a reward or something that will keep people moving towards the completion of the behavior?
3. Ability: How do we enable people to easily complete the behavior? We have to keep it as simple as possible.
4. Trigger: What will “prompt” people to take action? This could be to fulfill some kind of need or desire.
5. Chasm Group: What is the first, most likely group of people we will be able to influence to adopt this behavior? Define this group and how we reach them.

D - Determine Priorities and Flow - Orange

Go through your Creative Solutions table and highlight priorities. Make a table and list priorities, as well as inflows (what we consume) and outflows (what we produce). A positive flow should be maintained. Once we complete our table we can easily define our Mission. This should also advise the marketing, sales and financial plans.

We need a new way of thinking of “business as usual.” The Climate Venture Map is a new way of thinking about how we do things, about what we prioritize, and how we do things without hurting people and the environment. Everyone doesn’t have to “get it,” but the concepts need to infiltrate people’s motivations and scratch the surface of their preconceptions. Change can be good, better for everyone, reducing people’s worries, and we want to teach people to find and embrace this good change.

Review TCE’s white paper “Using the Climate Venture Map to Encourage and Reward Target Actions” for more about the Climate Venture Map, its components, and how it’s used.

Program Overview

The concepts of climate change and the resulting changes in many facets of society and economy seem far off and inaccessible to most people and hard to grasp in the course of the demands of daily life. TCE helps to bridge the gap between the current lack of climate action exacerbated by the pull of the status quo, and the actual level of urgency required at this moment in time to mitigate and adapt to climate change. **Five unique bridge-crossing programs are in various stages of development:**

Tools

TCE started out as a blog with articles on things like energy efficient housing and transportation, clean energy, shopping locally, biochar as a soil amendment, Climate SWOT (strengths, weaknesses, opportunities and threats), climate grief, and other topics. Basically the website shows alternatives and/or new ways of doing traditional things like getting food and making money, while improving the economy, climate and humanity all at the same time. It shows that there are almost always better ways of doing things, and that switching to these better ways should be something to aspire to and not seem scary. It aims to find what inspires each individual person so that they can learn more and dive into a new hobby or career. It gives people a platform to deal with anxiety caused by the climate emergency through education and action.

This program is called “Tools” because the website effort has already branched out to include several other online initiatives:

- Mighty Networks - an online platform to allow verifiable people who want to join local and/or virtual groups and/or take courses to expand their horizons on TCE in general and/or specific topics of interest.
- ShopCarbondale.com - an online platform to showcase local TCE businesses and encourage community financial support and participation. This is a trial in Carbondale and may be spread to new communities where kickoffs are held.
- Token Ecosystem - This is a tool (online system) and an entire program. This is in development and will serve as an online rewards system and marketplace with virtual and real-world actions resulting in earning of virtual rewards and tokens and real-world rewards for good individual climate behavior. It will also help to build an investment platform for new Climate Economy ventures, including businesses and mass Climate Economy actions.

*“When harnessed correctly, technology can enhance lives through healthful behaviors that improve our relationships, make us smarter and increase productivity.” --“Hooked,”
Nir Eyal*

We are going to use technology to make all of this as ubiquitous as possible, and to spread everything as quickly as possible. The aim of the first year is to “buy/rent” existing tools (e.g. MightyNetworks, Directory Pro, etc.) to help define the key parts and operations of the system, in order to inform the eventual “build” of a proprietary system.

Kickoff/Ongoing Events

TCE sets up events in communities in order to introduce people to the idea of business models and lifestyles that are good for the climate, economy and humanity. They’re meant to stir up a

bit of excitement in people who are looking for new direction and/or suffering from a lack of hope in regards to the changing climate and the effects it's having on human health and welfare. Also, it identifies local organizations and people that can spearhead Climate Economy activities. Presentations are posted online and also will be packaged as free online "courses" in order to introduce people to new ideas. After the Kickoff event, TCE works to build up the base of businesses and organizations that identify as TCE, helps new businesses and programs to start, and help bring more relevant ideas and resources to communities.

Youth Climate Economy Ventures (YCEV)

Our country's youth have a massive burden on their shoulders to reform our economy in ways that will work for all of humanity and not destroy the environment. YCEV will introduce new ideas to young people and give them the tools and resources they need to develop new ventures. Meetings are already happening with topics ranging from the circular economy to climate equity, and the young people are grateful and excited about the opportunity. The Science Center and the Boys and Girls Club of Carbondale are key partners in this initiative. Presentations from YCEV will be posted online and packaged to present learning options for people, and also to inspire more communities to build their own YCEV meetings and programs. Annual events, a combination of maker faire and climate summit, will help build excitement for the initiative. Eventually it is envisioned that the Science Center will be able to develop exhibits, along with the materials provided by TCE presentations, that can be provided as "kits" to other Science Centers.

Role Training

As part of "creating a market" for The Climate Economy, training programs will be developed to award "certificates" and other recognition for the following:

1. Attainment of certain "levels" in Youth Climate Economy Ventures; this would be a recognition of a certain level of attendance and/or special presentations or projects.
2. Catalysts: Attainment of certain "levels" towards becoming a TCE "Catalyst." Catalysts can work in communities or in their own group of friends to organize new initiatives or ventures. They will serve as a TCE representative in their communities and will be provided with resources as possible by TCE.
3. Verifiers: Attainment of certain "levels" towards becoming a "Verifier." Verifiers serve to calculate the value of emissions in new projects and how they will be verified.

Token Ecosystem

The Climate Venture Map helps new ventures plan out their vision and activities, and it also helps us identify Target Actions we want people to take. In this way it can help us establish Verifiable Target Actions. By taking Verifiable Target Actions, people can earn (digital) tokens.

These tokens will have an emissions reduction value assigned to them. For example, we will estimate the total reductions the Target Actions will have, and value the emissions reductions of each of the actions a person takes. People might earn these tokens by, for example, volunteering at community gardens, or taking an online course. We will use scientific methods to evaluate the emissions potential of each project and assign tokens, possibly based upon the total carbon budget that has been calculated.

People need to understand and be rewarded for good climate behaviors. It's a new kind of currency with many possibilities for promoting sustainable growth in the traditional economy. Many things in society have to change, and though some people will fight against it, we can make it as easy as possible for them to change their minds and reap the benefits of good climate behavior.

More information about programs is available in TCE's document "Creating A Market for The Climate Economy."

Conclusion

The conclusion is: we are just at the beginning of an exciting new story for humanity. It's time to introduce people to The Climate Economy, help them find their niche, and build prosperity for all. This is going to be fun.