



Backgrounder

2020 or Bust exists to make the end of the climate crisis achievable. We provide the opportunity for people to participate in a global initiative that will by 2020 put society on a path to limit warming to the international climate goal set in Paris.

Acknowledging that the sum of international action is falling far short, we are out to empower individuals and households, in community with others locally and globally, to embrace the reality of what it will actually take to end the crisis, to take responsibility for this challenge, and to rise to the occasion as those who will make it happen.

Our constituent is the world citizen who wants to be part of solving the biggest challenge that humankind has ever faced. We also serve the organizations and cities that to date have fallen short in engaging the global community at the level required to resolve the climate crisis.

We Address Two Key Problems

People are disempowered in the face of this issue. Whether alarmed, concerned, or frustrated with continual bad news about climate change, people want an actionable access to making a difference. This is a growing constituency that, for the most part, is not yet mobilized.

Nothing the world has come up with to deal with climate change has been sufficient to meet the scope and urgency of the challenge.

Right now, without intervention, we are headed to an average global temperature increase of 5°C (9°F), and we will use up the carbon budget in 20 years, locking in a temperature increase of at least 2 degrees C. After 21 years of negotiation, the Paris Agreement became the first global pact on the climate situation. Even with the commitments established in this historic agreement, we are still on track for an increase of 3 to 5 degrees C. Meanwhile, according to the UNEP Emissions Gap Report, putting ourselves on track for limiting global warming to 2°C, an increase that we can absorb with limited consequences, requires reducing global annual emissions by 8 gigatons (billion metric tons) by 2020.

The Solution

Through a simple phone app, 2020 or Bust offers each person and household the opportunity to “play the game of the century” and be a part of resolving the climate crisis by participating in a global action initiative. We offer people the experience of being part of history – the history in which the climate crisis ends in time.

Wrapped around the app will be a mass media campaign and an urban grassroots strategy. The intention of this campaign is to align the global community on a climate action endgame – get the emissions trajectory on track for 2°C by 2020.

2020 or Bust dismantles the myth that individuals cannot make a difference by aggregating individual commitments into a global outcome. As each individual participates in the initiative and publicly commits to taking a short list of actions, the community watches.

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