



Briefing for Stakeholders

2020 or Bust is a global citizen engagement initiative designed to make the end of the climate crisis achievable. We provide the opportunity for people, cities and organizations to participate in a global initiative putting society on a path that will limit warming to the international climate goal set in Paris. 2020 or Bust is actively seeking organizations and government officials who will partner with us in marketing this global initiative.

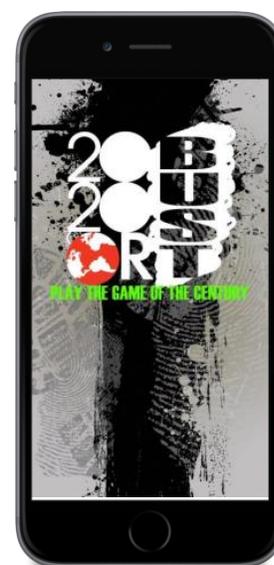
Working with a team of internationally respected advisors, including Prof. Dr. Niklas Höhne (lead author of the UNEP 2015 Emissions Gap Report), Olav Kjørven (Director of Public Partnerships, UNICEF), Joe Robertson (Global Strategy Director, Citizen's Climate Lobby) and experts in local government, sustainability innovation, and carbon life cycle analysis, 2020 or Bust has developed a global emissions reduction strategy of 8 gigatons (Gtons) by 2020 through aggregate individual action.

According to the UNEP Emissions Gap Report¹, 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 Gtons by 2020. This is the gap that national agreements and pledges to the Paris Agreement have left to fill. The Paris Agreement sets the framework for national policy action and leaves a gap between the implementation of policy and the action required to end the crisis. There has been to date no framework that accounts for individual action as a game-changing opportunity to reduce emissions.

Global Initiative

On November 17, at COP22 in Marrakech, in a press conference² with Citizens Climate Lobby, 2020 or Bust announced the launch of its global campaign and corresponding phone app. Through the app, 2020 or Bust offers each person and household the opportunity to “play the game of the century” and be part of resolving the climate crisis by participating in a global action initiative. 2020 or Bust dismantles the myth that individuals cannot make a measurable and significant global impact. It aggregates individual commitments into a global outcome.

As each individual participates in the initiative and publicly commits to taking set of actions from a short list, the community of 2020 or Bust participants watch the aggregate impact on the regional, national, and global goals. These action areas include contributing to reforestation, buying into available renewable energy (including solar installation), eating less animal products, buying less stuff and using more energy-efficient transportation. Participants choose from this menu of behaviors to close their personal or household emissions gap. We have estimated that over a 3-year period, 500,000,000 people participating at an average level of activity, we will, in aggregate, close the 8 Gton emissions gap through individual action.



Market Indicators

Yale's “Six Americas” summary³ of American attitudes about climate change distinguishes two groups that share the highest levels of concern – the “Alarmed” and the “Concerned.” According to Yale, “The Alarmed are fully convinced of the reality and seriousness of climate change and are already taking individual, consumer, and political action to address it. The Concerned are also convinced that global warming is happening and a serious problem, but have not yet engaged the issue personally.” Juxtaposing these groups with Rogers Innovation Adoption Curve⁴, we

¹ <http://www.unep.org/publications/ebooks/emissionsgapreport/>

² <http://unfccc.cloud.streamworld.de/webcast/2020-orbust>

³ <http://climatecommunication.yale.edu/about/projects/global-warmings-six-americas/>

⁴ <http://www.ou.edu/deptcomm/dodjcc/groups/99A2/theories.htm>



see strong parallels between these groups and Rogers’ “innovators,” “early adopters” and “early majority.” When combined, these groups are: 1) people who would take action if they knew what to do and the impact it would make; and 2) people who would take action if it were made easy and accessible.

The market for climate solutions is expanding rapidly. A recent study from the University of Texas at Austin⁵ shows that 54% of Republicans and 90% of Democrats believe climate change is occurring. A 2016 Gallup poll shows that concern for global warming is at an eight-year high at 64%⁶. That's up from 55% just last year. A study conducted by Pew Research⁷ indicates a high level of international concern as well. In 19 of 40 countries surveyed, people identified climate change as the top global threat.

Strategy

2020 or Bust’s engagement strategy includes several key components:

- Offering a radical shift in the perception of climate change from overwhelming and inaccessible to simple, actionable and even fun. 2020 or Bust makes the game of ending the climate crisis clear, simple, and winnable by equipping civil society with information and opportunities to take effective action.
- Building strategic partnerships with cities and organizations all over the world to grow the initiative to 500 million participants by 2020.
- Leveraging local power and tailored action through local chapters in coordination with city officials.
- Real-time reporting of progress against the endgame: 8 Gtons by 2020.
- Pop-culture messaging designed to attract, engage and mobilize the target audience.

Our market plan begins in the U.S. and other industrialized countries with the highest per capita emissions and economic capacity to take significant action (such as Europe and Australia), and then spreads to regions where the national emissions are high but with a lower per capita impact (i.e. India, China). From there, we expect marketing to grow organically throughout the globe.

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⁵ <http://www.utenergypoll.com/>

⁶ <http://www.gallup.com/poll/190010/concern-global-warming-eight-year-high.aspx>

⁷ <http://www.pewresearch.org/fact-tank/2016/04/18/what-the-world-thinks-about-climate-change-in-7-charts/>