

THE DRAWDOWN ROADMAP

A STRATEGIC PLAN FOR HALTING CLIMATE CHANGE

Can we solve the climate crisis? **YES.**

The good news is, **we have what we need:** a science-based set of technologies and practices that are currently available, financially viable, and able to scale, and have been calculated to be able to together stabilize the concentration of greenhouse gas emissions in the atmosphere.

What's been missing until now is an **organized plan** that can actually get the job done. Viable climate solutions have been like orchestra members lacking a conductor ... a kitchen full of ingredients without a cook ... a collection of words awaiting a writer.

Enter **The Drawdown Roadmap** – a five-part plan, developed with input from scientists, policymakers, corporate executives, and funders – that lays out clearly and definitively how we can strategically apply **existing solutions** to halt climate change in our lifetimes by **prioritizing across sectors, time, and geography, while maximizing co-benefits and eliminating barriers.**

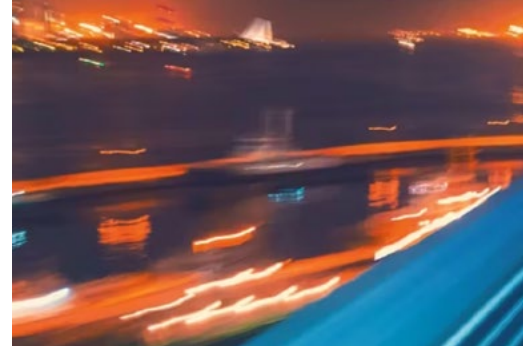
ABOUT PROJECT DRAWDOWN

Project Drawdown is the world's leading resource for climate solutions. Our mission is to help the world stop climate change—as quickly, safely, and equitably as possible. To do this, we pursue three key strategies:

1. advance effective, science-based climate solutions and strategies
2. foster bold, new climate leadership
3. promote new narratives and new voices.

For more information and to sign up for our newsletter, see drawdown.org.

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ACROSS SECTORS

The contribution of greenhouse gases – and so the potential for reduction – varies tremendously across sectors. To put the brakes on climate change, we need to reallocate our investments of time, energy, and money so they align correspondingly.

ACROSS TIME

You've heard of the time value of money: It's why we start to save for retirement in our 20s rather than our 60s. Same thing with greenhouse gases – even a tiny reduction now compounds over time to make a huge difference down the road.

ACROSS GEOGRAPHIES

Where and when we apply climate solutions is as important as *when*. Whether halting deforestation, reducing methane emissions, upgrading agricultural practices, or something else, every climate solution has hot spots, and we need to focus there first.

TO MAXIMIZE CO-BENEFITS

Climate change is a huge problem, but it's not the only one. Preferentially deploying solutions that also reduce poverty, conserve biodiversity, cleanse water and air, and advance justice can increase the appeal of, and resources allocated to, solving climate change.

TO ELIMINATE BARRIERS

Policies, habits, worldviews, misperceptions, and more hamper the application of climate solutions. Identifying and eliminating such barriers will grease the skids and enable rapid movement toward a stable climate.

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drawdown.org/roadmap