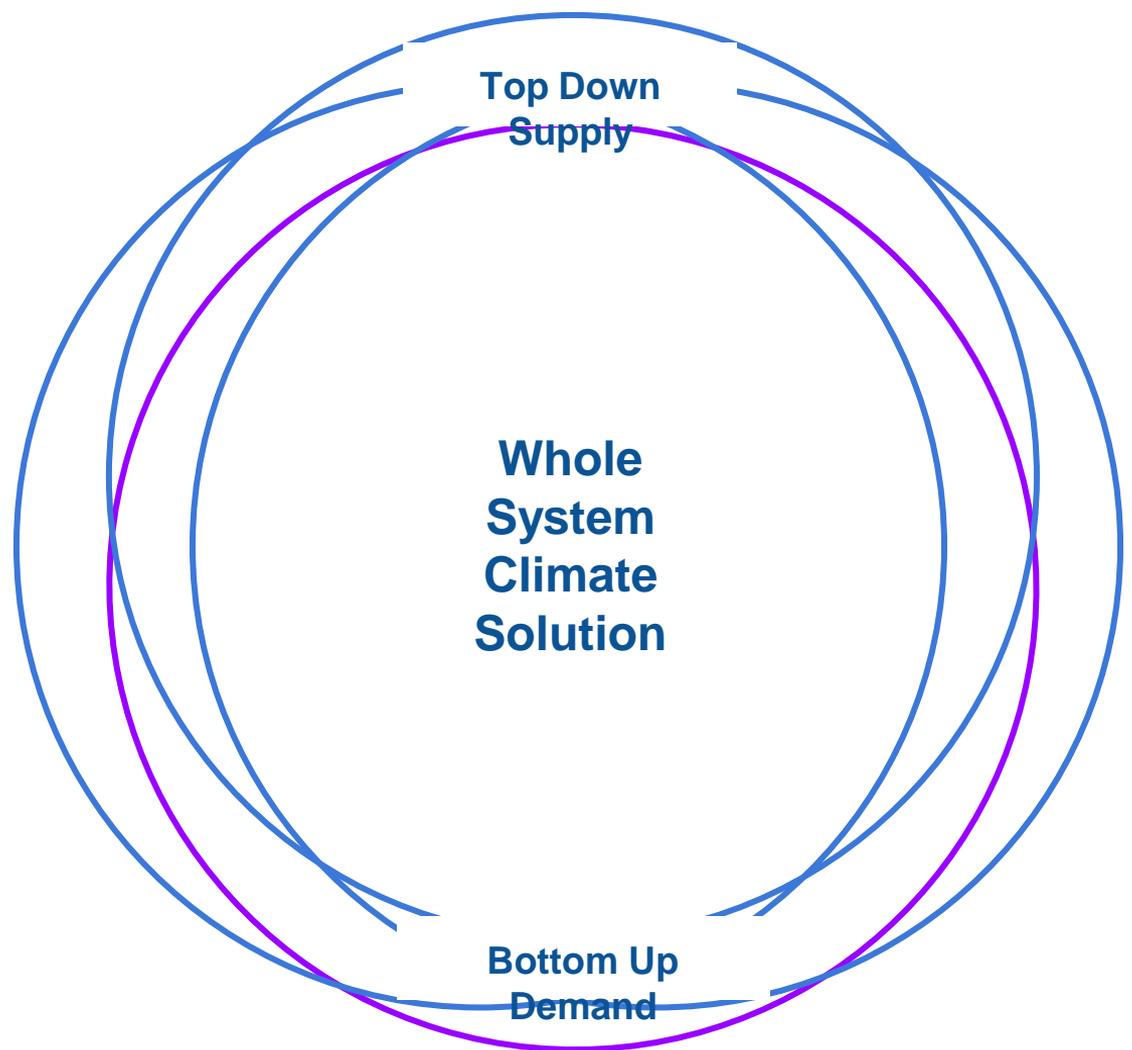


A Grand Strategy for Climate Change

Discovering a Whole System
Solution

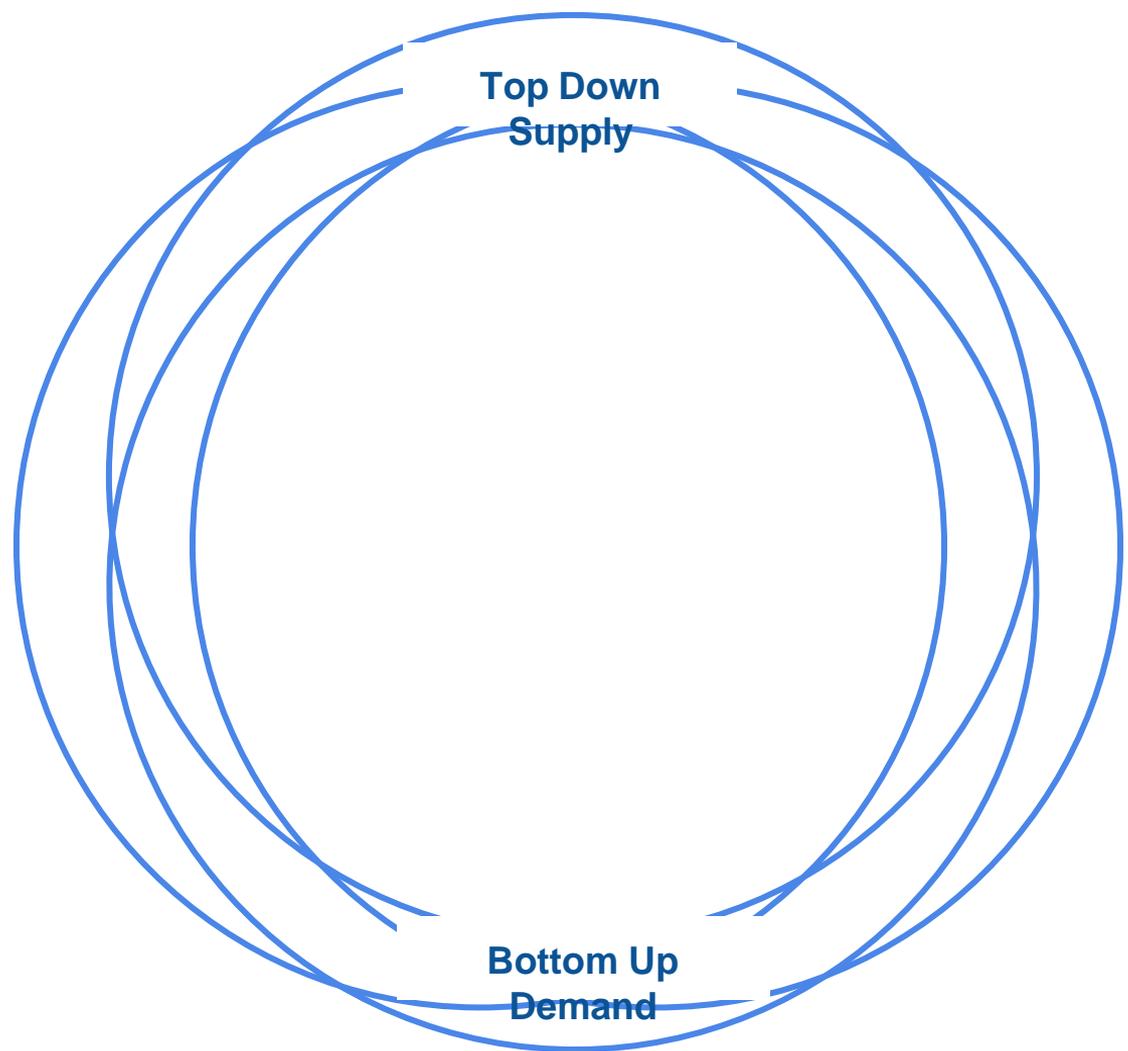
Traditional climate change solutions are top-down supply side oriented. They struggle to get traction because they do not represent the whole system of bottom-up demand side change.



Purpose

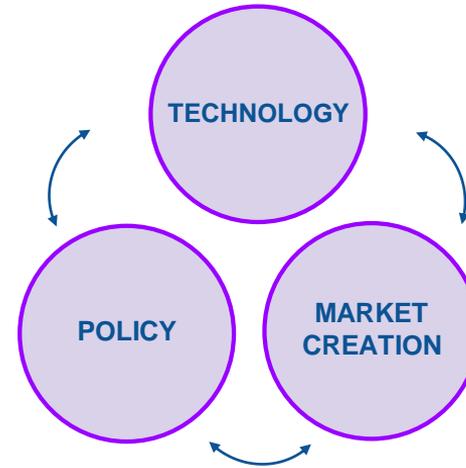
Changing the paradigm for
climate change solutions

How do we design a whole system climate solution that represents top-down supply and bottom-up demand?



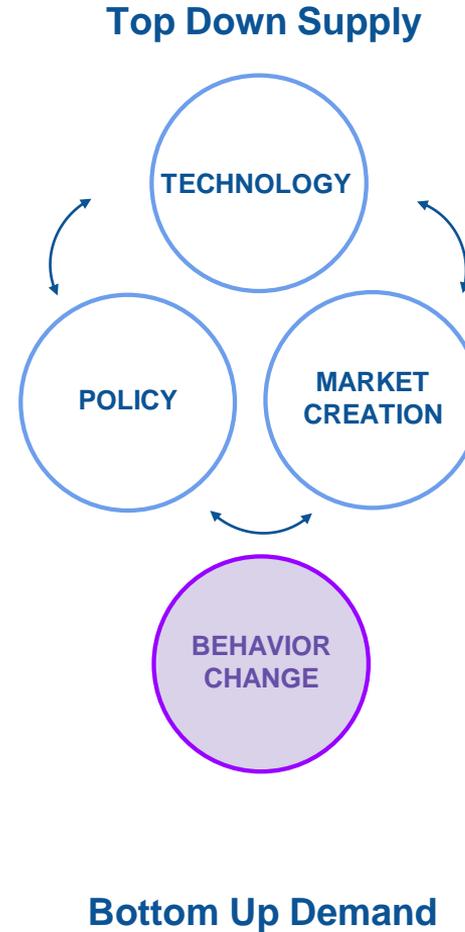
Top-down supply side solutions depend on institutional change through policy, technology and market creation.

Top Down Supply

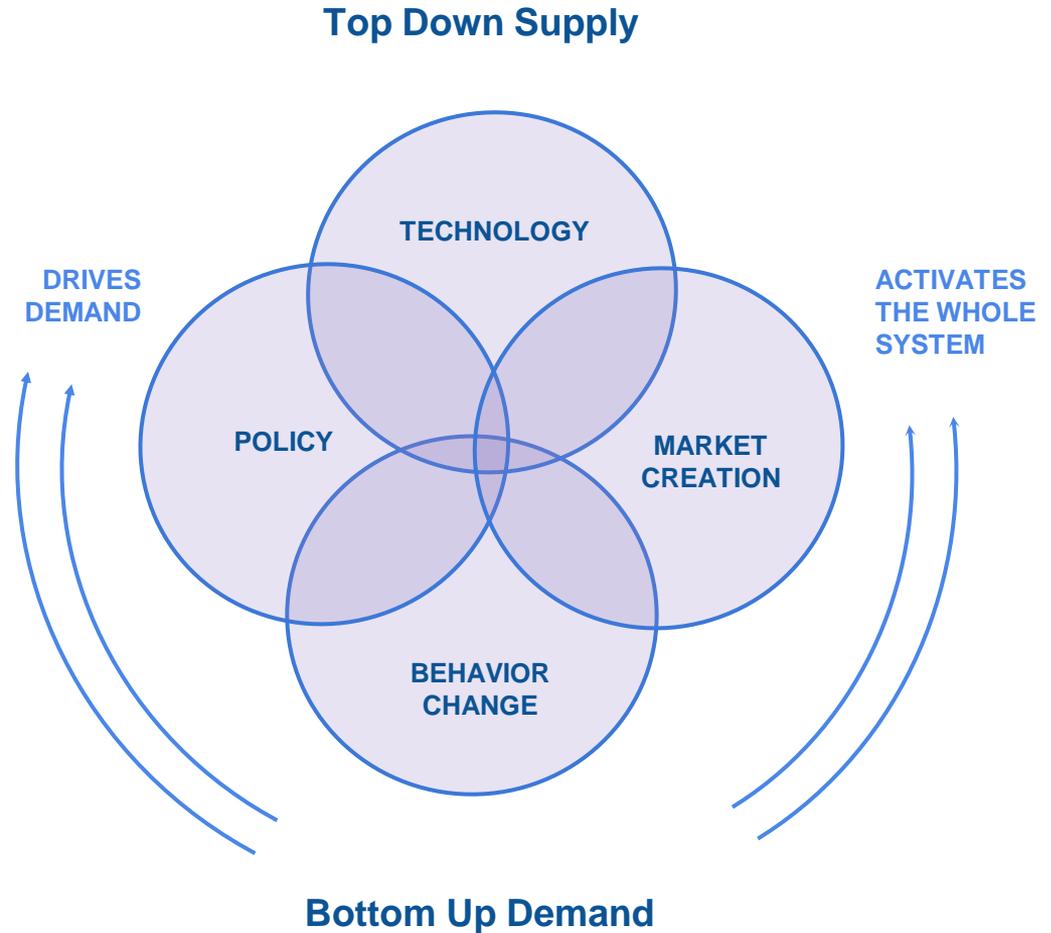


Bottom Up Demand

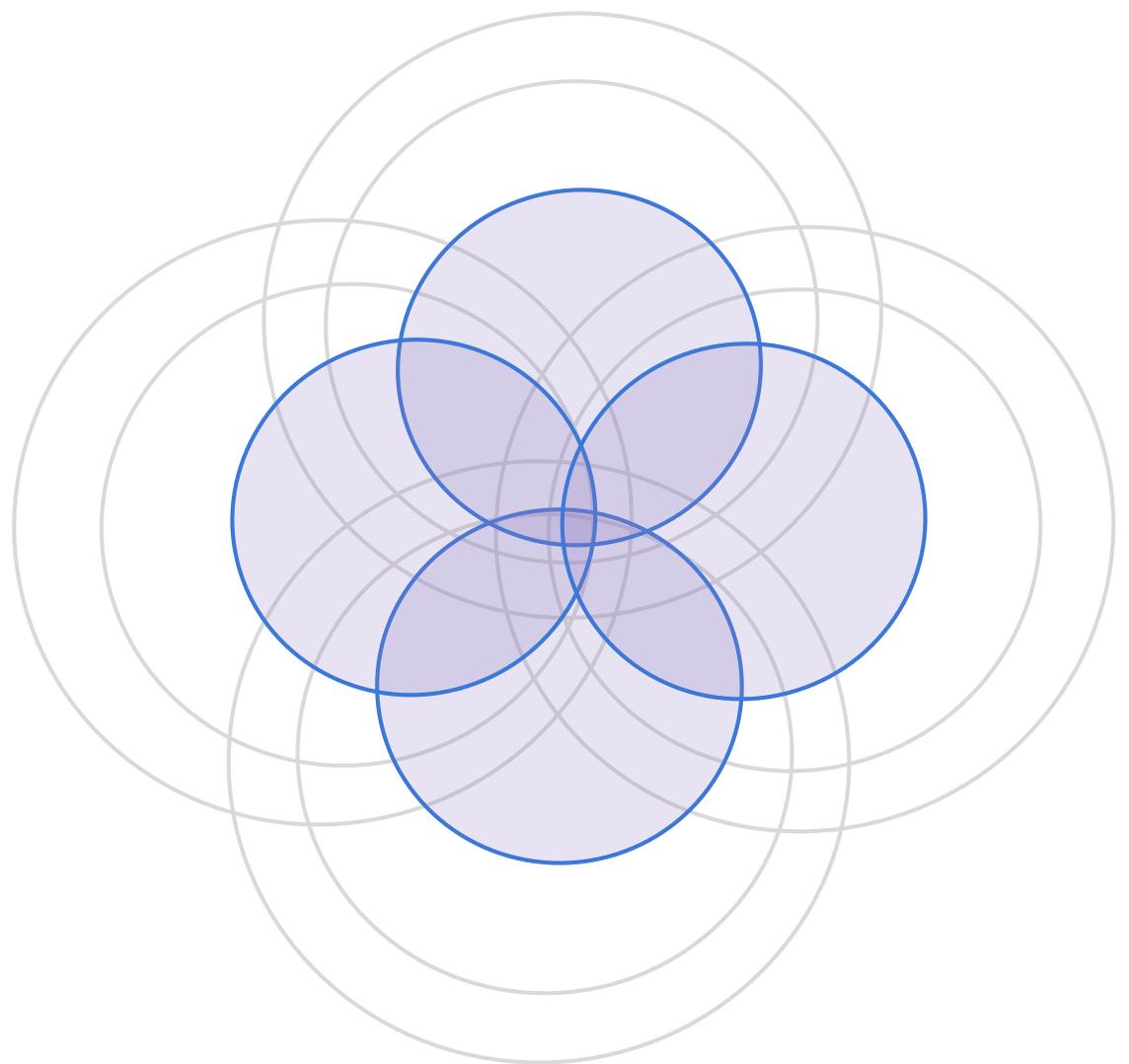
Bottom-up demand side solutions depend upon behavior change through the adoption of low carbon lifestyles.



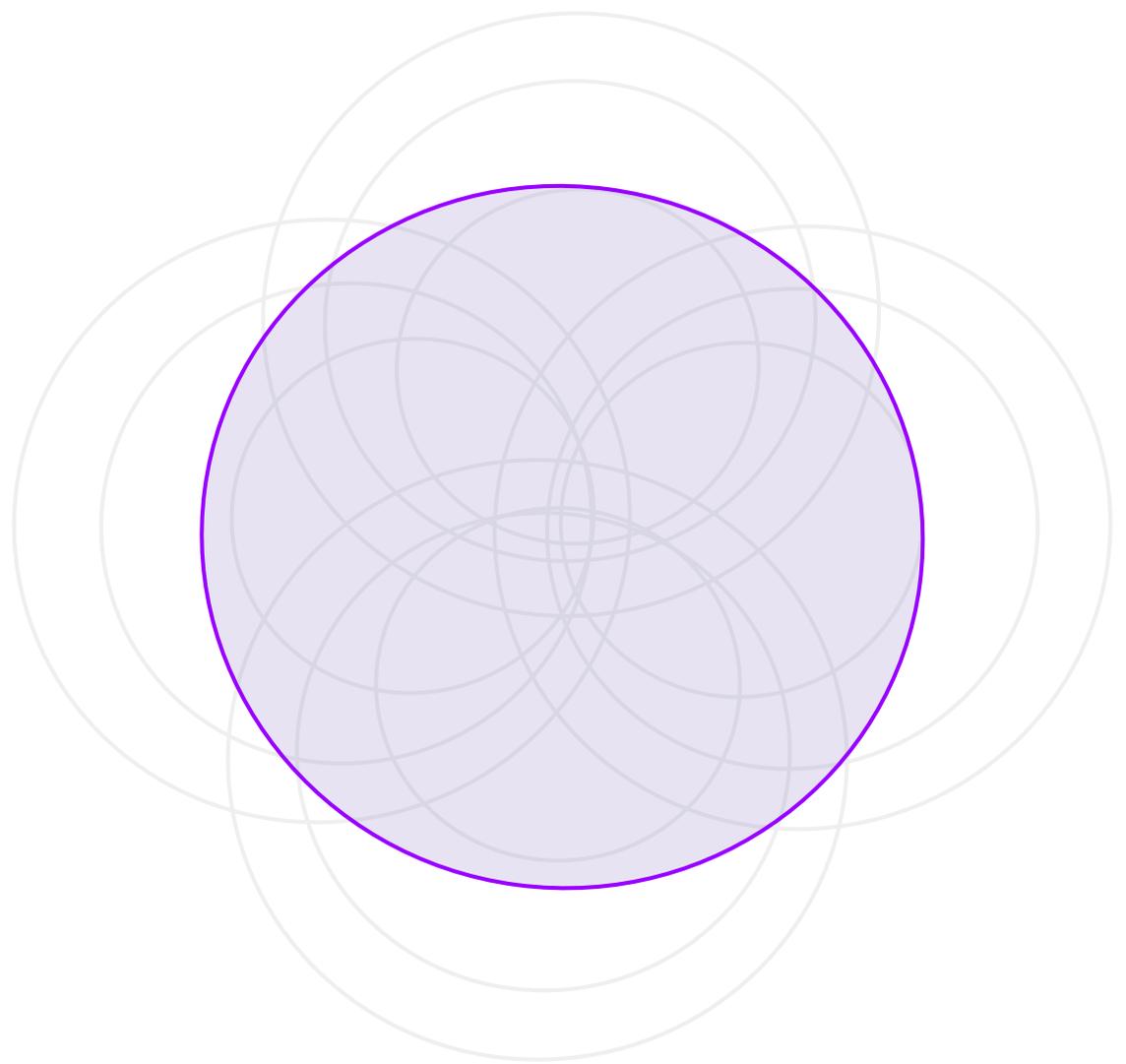
This behavior change drives bottom up demand for technologies, products and policies, thereby activating the whole system.



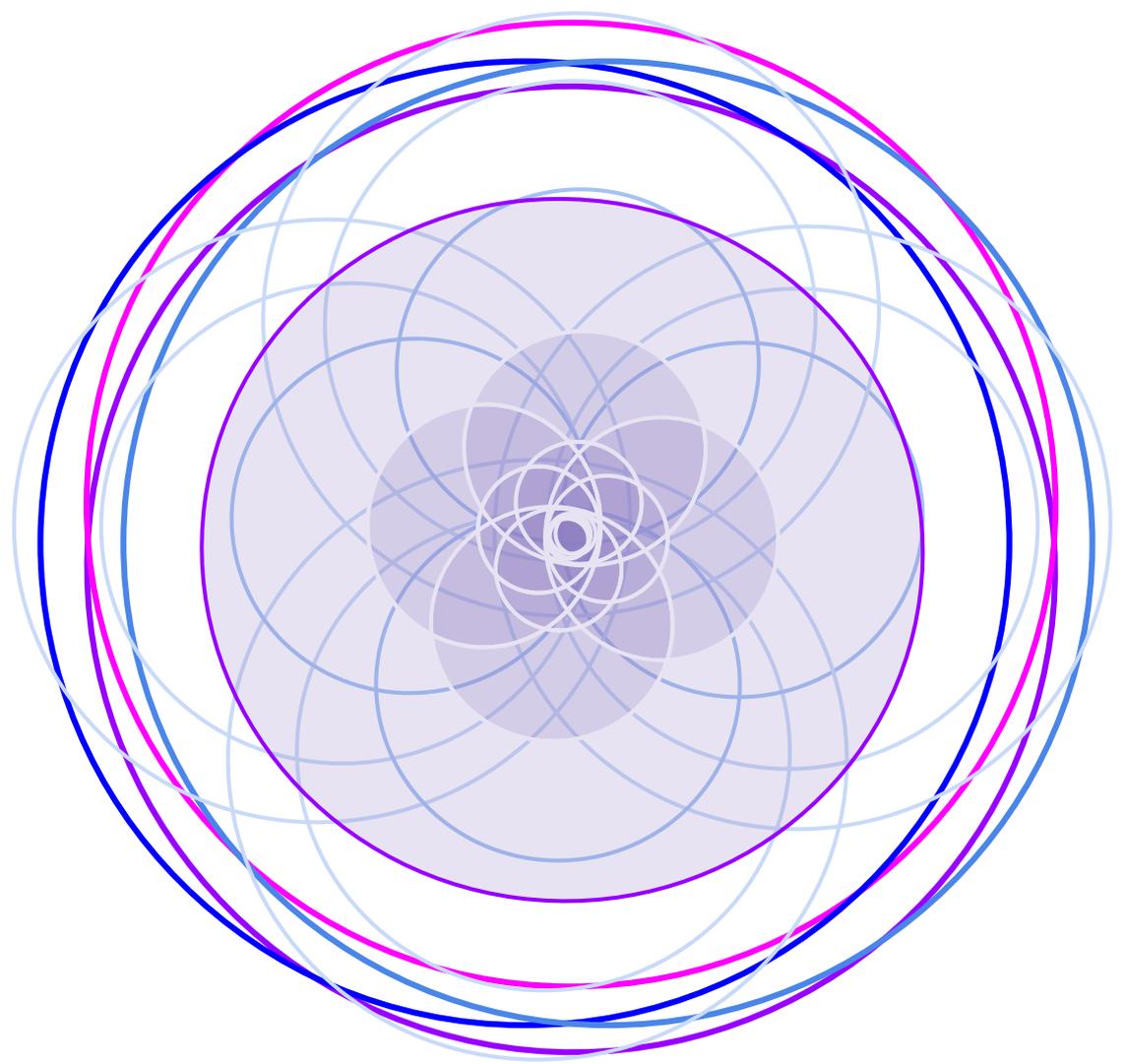
Integrating the whole system enables humanity to mobilize change at the speed and magnitude needed to solve the climate problem.



Since cities generate 70% of the planet's carbon footprint, and households represent 70% of that footprint, they are the natural starting point for activating a whole system climate solution.



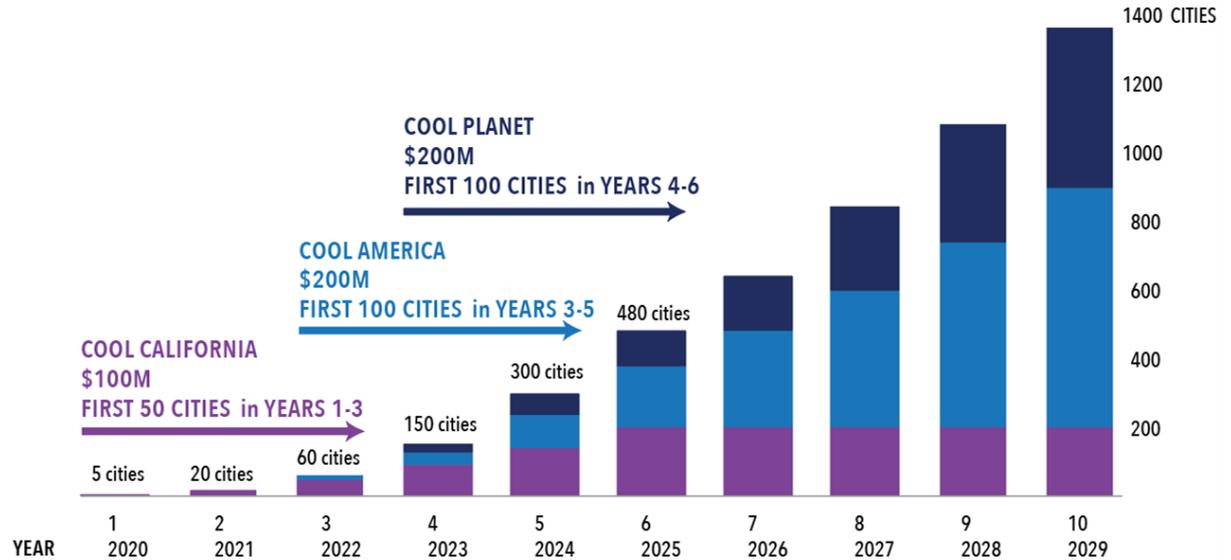
How do we
empower cities and
their citizens to
activate this game
changing whole
system climate
solution?



It can begin on the block where you live through the Cool Block program.



Cool Block is a proven, scalable, cost effective climate solution that can achieve substantial carbon reduction and enable carbon neutral cities in the short term while we still have time to act.



We invite you to join us in a deeper conversation about how to bring this vision into reality.

Visit the [Cool Block website](#) and watch [David Gershon's Cool California talk](#) for more information.

Better yet reach out to chat...

David Gershon
dgershon@empowermentinstitute.net

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