



The Climate  
Reality Project®

# ANNUAL REPORT

## 2017



The Climate  
Reality Project®

STICK  
THE  
PARIS  
WITH



# CONTENTS

<b>FROM OUR FOUNDER</b>	<b>3</b>
<b>KEN'S PERSPECTIVE</b>	<b>4</b>
OVERVIEW	5
<b>OUR MISSION AND GOALS</b>	<b>6</b>
<b>CREATING A CRITICAL MASS</b>	<b>7</b>
CLIMATE REALITY LEADERSHIP CORPS	8
CLIMATE SPEAKERS NETWORK	12
GLOBAL SHAPERS	14
CLIMATE REALITY CHAPTERS	15
DIGITAL COMMUNICATIONS	18
CLIMATE AND HEALTH	20
24 HOURS OF REALITY	22
<i>AN INCONVENIENT SEQUEL</i>	25
<b>IMPLEMENT AND STRENGTHEN</b>	<b>27</b>
INTERNATIONAL BRANCHES AND RESULTS	28
<b>ACCELERATE THE TRANSITION</b>	<b>33</b>
<i>100% COMMITTED</i>	34
<b>WHAT'S NEXT</b>	<b>37</b>
<b>FINANCIALS</b>	<b>38</b>
<b>ORGANIZATIONAL SUSTAINABILITY COMMITMENT</b>	<b>41</b>

# WE ARE:

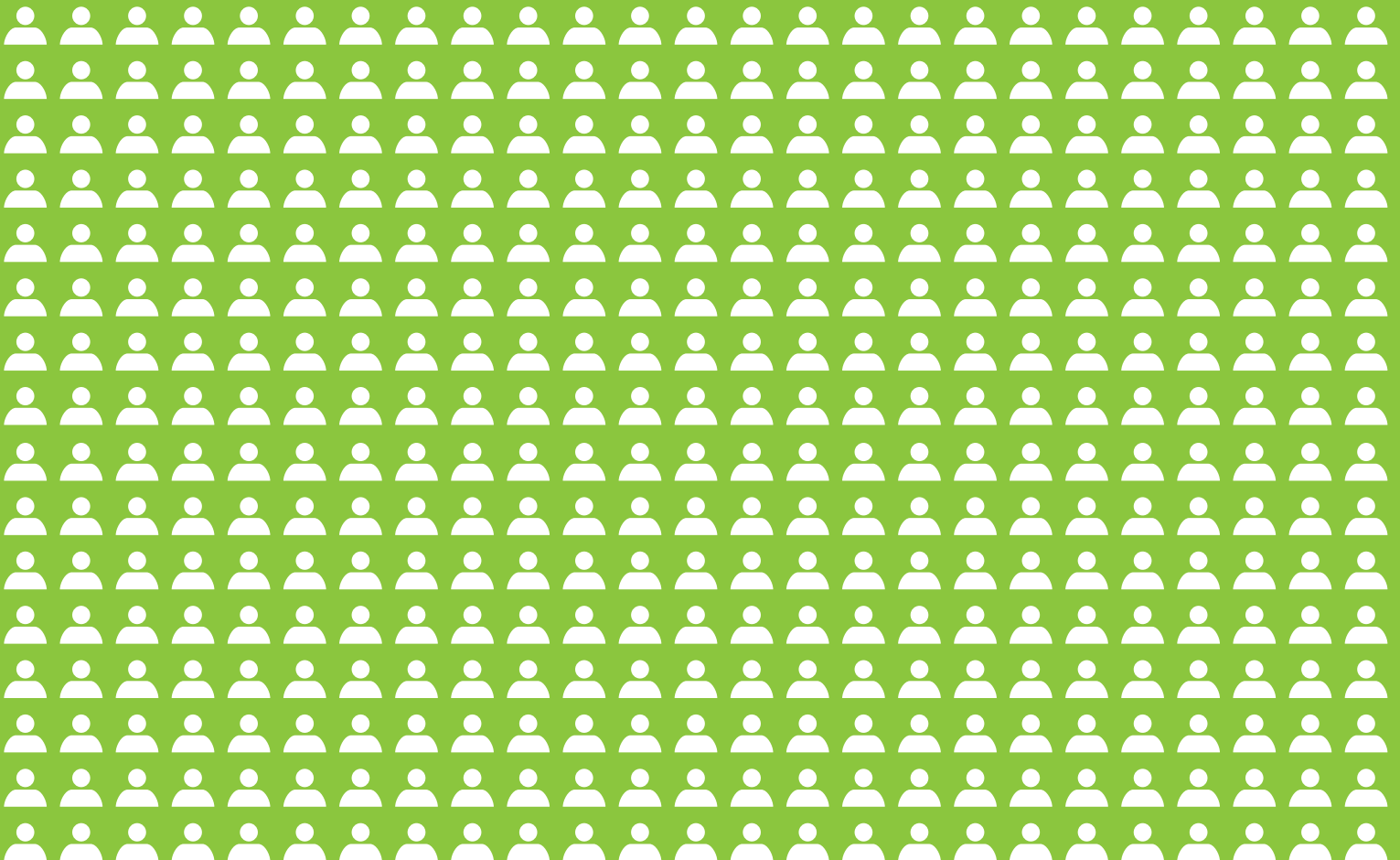
**1.25 MILLION** VOICES

NEARLY **14,000** CLIMATE REALITY  
LEADER ACTIVISTS FROM **141** COUNTRIES

**THOUSANDS** OF FAITH AND  
COMMUNITY LEADERS

**MILLIONS** OF AUDIENCE  
MEMBERS WORLDWIDE

## ALL STANDING UP TO FIGHT FOR OUR FUTURE.



## FROM OUR FOUNDER

Dear Friends,

We've been at this for a long time, but the past year has definitely been as trying as any in our collective fight to solve the climate crisis. From his first day in office, President Trump wasted no time in unleashing an unprecedented assault on our environment and climate on behalf of the fossil fuel industry.



As most are well aware, the Trump administration has been trying to use executive orders to roll back important laws that address climate change and protect our air and water from pollution. The president announced his intention to withdraw the U.S. from the landmark Paris Agreement, isolating us from the community of nations committed to solving the climate crisis. He said he spoke for "Pittsburgh, not Paris."

I was worried that this decision would give others cause to walk away from the agreement as well. But something remarkable happened: Americans stood up to oppose the move and say, "I am still in." More than 2,600 business, academic leaders, and governors and mayors representing 130 million Americans and \$6.2 trillion of the US economy joined them.

And guess who's among that group: The citizens and leadership of Pittsburgh, where more than 1,300 people turned up at our Climate Reality Leadership training in October. Turns out Donald Trump wasn't speaking for Pittsburgh at all.

Here at Climate Reality, we've seen this incredible energy make a difference in everything we do, as record numbers apply to join us and train as Climate Reality Leaders, fighting for the future. Our activists and supporters are taking the fight to the local level, pushing communities, colleges, and businesses to embrace sustainability and commit to 100 percent renewable electricity.

The truth is this: None of this is possible without friends like you. Without dedicated supporters alongside us, we couldn't train activists. Without you, we couldn't call men and women into action at moments that matter. Without you, we couldn't keep fighting the great fight of our time.

Make no mistake, we have a fight on our hands — the biggest and most important of our lives. But because of the spirit and commitment from concerned citizens across this country, I know we will win it. I am honored, grateful, and humbled to have you stand alongside all of us at Climate Reality. Thank you!

Sincerely,

Handwritten signature of Al Gore.

Al Gore  
Founder and Chairman



## KEN'S PERSPECTIVE

Dear Friends,

We are clear-sighted about the times we live in and the challenges ahead. After all, read the news about the Trump Administration's plans to withdraw from the Paris Agreement or latest giveaway to the fossil fuel industry and it would be easy to assume the worst.

But the accounts in this report tell a bigger story, one of millions and millions of everyday people discovering the moral courage to stand up and fight for the future of our planet.

For us at Climate Reality, this is the story that matters. Because it's everyday people pressuring their town officials to commit to renewable electricity. Everyday people working to close another coal-fired power plant early. Each victory telling someone somewhere else that they can do the same.

Together, they're the signs of a snowball just beginning to roll down a mountainside. And they mean that when a new administration takes office, the conditions will be there and people will be ready for truly transformational change.

This is all thanks to you, our friends and supporters. Thanks to you, we are fighting back. Read on to see how you're helping us win victories with consequences lasting far beyond this short-sighted administration. Thanks to you, real progress is continuing around the world. And thanks to you, we will win.

Sincerely,



Ken Berlin  
President and CEO





It was a year that called for boldness. For courage. For speaking truth to power.

From the moment the Trump Administration took office in January 2017, the warning signs were clear. Climate science disappearing from government websites. A major climate and health conference cancelled for fear of White House reprisals. Vocal support for coal. One environmental protection after another gutted or repealed.

The new administration wasn't just ignoring the climate crisis. It was trying to erase the threat completely.

The White House wasn't just giving fossil fuel companies a free hand. It was giving the

industry a blank check – with the Earth paying the balance

Someone had to do something. Someone had to hold the line and stop this madness. In 2017, that someone was us.

The good news, the bright spark of hope in the all the darkness coming out of DC, was the fact that millions of Americans and people worldwide were ready to stand with us and fight like our world depends on us.

This is that story. The story of a country and a planet rising to the moment and making urgent action a necessity when it matters. A story that was only possible because of brave and committed friends like you.

# OUR MISSION AND GOALS

At The Climate Reality Project, our mission is to catalyze a global solution to the climate crisis by making urgent action a necessity across every level of society.

For 12 years now, Climate Reality has been sounding the alarm on the climate crisis transforming our world. We've been empowering and equipping regular people to take their future into their hands and take action to solve this crisis.

It's a big ask at a critical time — and we could only tackle it together with friends like you.

Together, we've been training everyday people to become Climate Reality Leaders, activists following Vice President Gore's model and sharing the truth about the climate crisis and

how we solve it as one woman or man, boy or girl to another. Friend to friend. Neighbor to neighbor. Colleague to colleague.

Together, we've turned our 24 Hours of Reality broadcast into an annual rallying point for change-makers across the Earth, uniting thought leaders, celebrities, scientists and millions in every time zone to focus the world's attention on our climate challenge for one full day.

And together, we've built a community of activists online and on the ground. With your help, these world-changers are turning the Paris Agreement's big-picture goals into practical clean energy and emissions reduction initiatives that work, both in the US and nine critical countries and regions worldwide.

## Our Goals



Create a critical mass of climate activists.



Implement, monitor, and strengthen national commitments to emissions reduction and other solutions (known as NDCs) in key countries.



Accelerate the transition to a clean energy economy.



# CREATING A CRITICAL MASS



We believe everyday people have the power to change the world.

At Climate Reality, we know real change, lasting change comes not from politicians, but from regular women and men standing up for what they believe in. Together.

In 2017, we worked to inspire and train individuals from all corners and all walks of life to become activists, world-changers working to spread the truth about what's happening to the Earth and pull on the levers of power at every level.

With every Climate Reality Leadership Corps training, every 24 Hours of Reality broadcast, every Climate Speakers Network event, and every social media share, we're growing the global community of climate activists doing just that.

Step by step, share by share, day by day, we're getting closer to creating a critical mass of activists with the numbers and skills to make officials answer to their constituents and shape climate policy in cities, states and provinces, and countries all around the world.



---

# Climate Reality Leadership Corps

## *Training Leaders to Win*

---



The White House threat was clear. Americans and people around the world were ready to fight back. We were there to show them how.

Since launching in 2006, the Climate Reality Leadership Corps, led by Vice President Gore, has been training and empowering everyday people to become world changers – and then mobilizing them for action.

Each Climate Reality Leader attends a multi-day training where they work with Vice President Gore learning about the climate crisis and how to share this truth powerfully and persuasively.

That's just the beginning. As part of their training, Leaders also spend time with field-leading policy experts, communicators, and organizers learning to spread awareness online and off, mobilize public opinion for solutions, and pressure policymakers to act.

Following their training, Leaders join a global network of over 15,200 activists from 141 countries (nearly 14,000 at the end of 2017) on the frontlines of the fight to expand renewables,

cut emissions, and increase sustainability around the world.

As a rule of thumb, we hold trainings where the fight for solutions is fiercest and everyday activists can make the difference. So, with all eyes on the US in 2017, we went to Denver, Colorado and Greater Seattle, Washington to train activists in the first half of the year.

We didn't stop there. After the president announced the US would withdraw from the Paris Agreement, saying he was "elected to represent Pittsburgh, not Paris," we went to Pittsburgh to train over 1,300 activists to take the fight forward in communities and states across the country.

Through these events, we brought 2,900 new activists into the fight at a critical time, injecting numbers and energy into the effort to stop the White House's fossil fuel agenda, keep the US on the path to meeting its Paris commitments, and drive progress across the Earth.



“Al Gore and The Climate Reality Project changed my life ...  
I’m in this for the long haul.”

—  
**JAN ROSE**

*Climate Reality Leader (trained in Denver 2017)*

## IN THE MEDIA

**THE DENVER POST**

**Nonprofit wants  
Longmont to commit to  
100 percent renewable  
energy by 2030**

**CBS NEWS**

**Al Gore’s Crusade**

**Seattle Post-Intelligencer**

**Connelly: Gore trains  
activists as Trump blocks  
climate action**

**Independent**  
COLORADO SPRINGS  
the smart alternative

**Al Gore continues to build  
an army, battle climate  
change denial**

**grist**

**The real hero of Al Gore’s  
‘An Inconvenient Sequel’  
isn’t Al Gore**



DENVER, COLORADO  
MARCH 2 – 4

914

LEADERS TRAINED

**KEY THEMES:**

Renewable energy, climate threats in the American West, individual activism.

**NOTABLE SPEAKERS:**

Vice President Gore, former Colorado Governor Bill Ritter, Congressman Jared Polis, Rocky Mountain Institute CEO Jules Kortenhorst, and Indivisible co-founder Leah Greenberg.

**TRAINING ACTION:**

Gathering signatures in support of renewable electricity for our *100% Committed* campaign.

GREATER SEATTLE,  
WASHINGTON  
JUNE 27 – 29

681

LEADERS TRAINED

**KEY THEMES:**

Climate impacts in the Northwest, community activism to halt the fossil fuel agenda, and expanding renewables.

**NOTABLE SPEAKERS:**

Vice President Gore, Washington Governor Jay Inslee, Washington Environmental Council President Becky Kelley, and HGTV *Property Brothers* star Jonathan Scott.

**TRAINING ACTION:**

Injecting new energy into and putting a public face on the successful Carbon-Free PSE campaign to persuade the utility Puget Sound Energy to close its Colstrip coal-fired power plant ahead of schedule.

PITTSBURGH,  
PENNSYLVANIA  
OCTOBER 16 – 18

1,333

LEADERS TRAINED

**KEY THEMES:**

City and state leadership in continuing US progress toward Paris Agreement goals, the lasting legacy of fossil fuels, clean energy and sustainability as an engine for job creation and growth.

**NOTABLE SPEAKERS:**

Vice President Gore, Pittsburgh Mayor Bill Peduto, Heinz Endowments Chairman André Heinz, PennFuture President and CEO Larry Schweiger, and Professor Dr. Michael Mann.

**TRAINING ACTION:**

Lobbying local utility DTE Energy to replace a closed coke works plant with one of the largest solar farms in the region, gathering signatures opposing the expansion of fossil fuel infrastructure, writing local officials to embrace 100 percent renewable energy, and meeting local officials to discuss climate change.

# FACES OF CHANGE: CLIMATE REALITY LEADERS



## JAMIE MARGOLIN

Jamie Margolin (trained in Greater Seattle, Washington in 2017) is the 16-year old founder of Zero Hour, the movement behind the 2018 Youth Climate March on Washington, DC. Jamie has become one of America's most prominent youth voices on climate, speaking regularly to students on the importance of activism, writing for outlets like the Huffington Post, and joining 11 other plaintiffs under the age of 18 in suing her home state of Washington for failing to protect them from climate change.

## BILL BRADBURY

Bill Bradbury (trained in Carthage, Tennessee in 2006) spent many years in Oregon politics leading the fight for environmental and salmon conservation before seeing *An Inconvenient Truth* inspired him to train as one of the first Climate Reality Leaders. Since then, he's given over 450 presentations on climate to groups all over the state and developed an incredible ability to connect climate to the lives of his audience and engage everyone from ranchers to high-school students on the issue.



## NANA FIRMAN

Nana Firman (trained in Melbourne, Australia in 2009) is Muslim director at Greenfaith and a powerful voice for climate action in the Islamic world. Born in Indonesia, Nana spent much of her career working to make Indonesian cities and buildings more sustainable and energy efficient in the face of climate change. Now living in the US, her continuing advocacy led her to be named a White House Champion of Change for Faith Leaders on Climate. She co-directs the Islamic Society of North America's Green Mosque Initiative and was instrumental in launching Indonesia's EcoMasjid program to build 1,000 green mosques by 2020.





---

# Climate Speakers Network

## *Broadening the Umbrella*

---



Director of the Center for Earth Ethics Karenna Gore with faith and community leaders at a Climate Speakers training in New York City.

The climate crisis affects us all, wherever we live and whatever our walk of life. But sometimes, those most affected don't know how we can solve it or have the chance to join the conversation on solutions.

We created the Climate Speakers Network (CSN) to change that and help build an ever-more inclusive and diverse climate movement.

CSN starts with the belief that the best voices to share a message are the ones a community already knows and trusts.

Guided by this conviction, we partner with a wide range of minority, frontline, youth,

faith, and healthcare groups across the US, working together to train trusted voices in these communities as trusted messengers on climate.

Held jointly with our partners, CSN workshops train community leaders to use their own personal stories to connect the reality of climate change to the values of their constituents and the reality of their everyday lives.

Through this approach, we make climate feel relevant and personal for many otherwise left out of the conversation. The result is ordinary individuals become activists and a more diverse, inclusive, and powerful climate movement grows by the day.

TRAINING EVENTS  
IN 2017

14

NEW CLIMATE SPEAKERS  
TRAINED

900

RENEW  
ALABAMA  
TRAINING

**PARTNERS:**

Sierra Club, Alabama Center for Rural Enterprise, GASP, and Alabama Rivers Alliance.

**IMPACT:**

Renew Alabama has continued to organize Alabamians for climate action with several events, including a climate rally in Birmingham.

FAITH  
LEADER  
TRAINING

**PARTNERS:**

Center for Earth Ethics at Union Theological Seminary, with 40 faith leaders from Jewish, Christian, Buddhist, Hindu, Universal Unitarian, and indigenous traditions.

**IMPACT:**

Wide-ranging conversations fostering solidarity between different traditions. A sermon on climate and faith by Unitarian Universalist minister and author Ana Levy-Lyons and fresh energy for National Council for Science and Faith founder Sarah Goss' work building bridges on climate between secular and religious communities.

HEALTH  
PROFESSIONAL  
TRAINING

**PARTNERS:**

Alliance of Nurses for Healthy Environments, ecoAmerica.

**IMPACT:**

Trained over 90 nurses to speak to patients about the connection between climate and health. Seven nurses who attended the event trained as Climate Reality Leaders in Pittsburgh and have already completed 43 Acts of Leadership.



---

## Global Shapers

---

### *Creating the Movement Leaders of Tomorrow*



We believe in change-makers. The ones with the audacity to ask, “What if?” The ones with the courage to say, “I’ll go first.”

So, in 2017, we began a new partnership with Rosamund Zander and the Global Shapers initiative launched by the World Economic Forum, made possible thanks to Zander’s generous support. The program seeks out gifted young leaders and change agents tackling the great challenges facing our planet today – and those that will tomorrow.

The partnership was an opportunity to educate the next generation of leaders and problem-solvers — known as “Shapers” — about the climate crisis and engage their entrepreneurial spirit and global support network in working for creative solutions.

In 2017, we travelled to three program conferences to engage and train Shapers: SHAPE Europe in Milan, Italy; SHAPE Eurasia in Yerevan, Armenia; and SHAPE Asia Pacific in Cebu, Philippines.

Training focused on effective climate communications and systems thinking for project planning. Through these sessions, we trained 85 Shapers from 48 countries. We also trained an additional 57 Shapers from 30 countries over the course of three Climate Reality Leadership Corps trainings (detailed earlier).

We’re already seeing results. In 2018, the Shaper community is launching a new Climate Change Task Force. Plus, a series of “Braintrusts” at five of the program’s Shape hubs in the US will bring together climate-related startups with experienced academic and business leaders.

---

# Climate Reality Chapters

## *Local Action for National Impact*

---



What do you do when the federal government goes from ally to obstacle? You go around it.

January 2017 marked the beginning of a new era for the US climate movement. With the Trump Administration entering office committed to undoing vital climate and environmental policies across the federal government, we needed a new strategy.

We knew that there was one thing that could stop the administration's fossil fuel agenda: regular Americans standing up and working together in the places they live.

So we decided to take the fight for solutions to communities, cities, and states across the US. Our goal was to not only win local victories that matter and drive progress now, but also lay the foundation for broader change when a new administration takes office.

The result was the launch of Climate Reality chapters in key campuses, regions, and cities across the US. Each chapter is formed by one or more local Climate Reality Leader or student activist who recruits other individuals to work together to fight for climate solutions in their community.

Chapters work in tandem with Climate Reality as the local nerve centers and campaign headquarters for initiatives like *100% Committed* from coast to coast. Chapters also take aim at the targets that matter to their communities — and win with the help of Climate Reality.

Through chapters, Climate Reality Leaders and student activists are mobilizing their friends, classmates, and neighbors to support clean energy and fight the fossil fuel agenda everywhere from polluting power plants to fracking infrastructure.



In each case, Climate Reality is there to provide training, strategic support, and communications tools that enable activists to engage broad coalitions and push decision-makers across the finish line.

Public interest has been incredibly strong, with activists creating a quickly growing network of 55 chapters in 24 states by the end of 2017.

Through their work, we're creating a culture of change. Each chapter that helps its town commit to renewable electricity inspires another across the country. Every time a chapter pushes a business to embrace real sustainability, peers see it's possible. A snowball effect begins.



## CHAPTER HIGHLIGHTS

### BOSTON METRO CHAPTER

Organized local activists to support carbon pricing bills in Massachusetts state legislature.

### CENTRAL FLORIDA CHAPTER

Organized a state-wide climate conference in August 2017 to connect Florida activists and foster greater collaboration on clean energy and other issues.

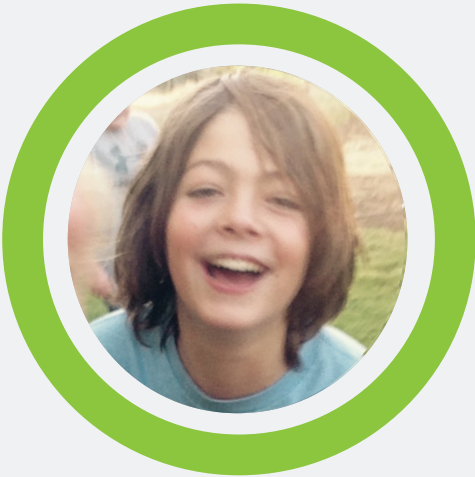
### SAN FRANCISCO CHAPTER

Developed the local *Electrify Everything* campaign to build support for powering all transit and buildings in neighborhoods with renewable electricity.

### SAN DIEGO NORTH COUNTY CHAPTER

Working with the Diocese of San Diego to transition to 100 percent renewable electricity. Thanks in part to the chapter's efforts, the diocese installed solar panels on 80 percent of its churches in 2017.

# FACES OF CHANGE: CLIMATE REALITY LEADERS



## JACK SKIDMORE

Jack Skidmore (trained in Denver, Colorado in 2017) waited less than a week after training to give his first presentation — to his family. Since then, the 15-year old activist has hardly let up, giving 13 more presentations on climate science and solutions reaching some 600 students in his middle school. What's more, he inspired his 12-year old brother to become a Climate Reality Leader too.

## ANDREW ELLIS

Andrew Ellis (trained in Chicago, Illinois in 2013) organized and chairs Climate Reality's Los Angeles chapter. Andrew leads boot camps helping newly trained Leaders practice and refine their climate presentations and created California-specific outreach materials. Andrew's also organized Leaders to plan initiatives in support of anti-pollution and pro-renewable legislation in the state.



## LEAH ZERBE

Leah Zerbe (trained in Denver, Colorado in 2017) takes the fight against fossil fuels personally. Living in Pennsylvania — a state she calls, “ground zero for the climate struggle” — and being the granddaughter of a coal breaker stricken with black lung, Leah has become a leader in the fight for solutions in coal country, what she considers, “my family's land.” Leah is working to organize communities to counter the expansion of natural gas in a state where 40 new gas plants have been proposed.



# Digital Communications

## Driving Change Online

 703,398

Facebook

7 MILLION

Combined social  
media engagements
 393,226

Twitter

Reached

173.6 MILLION

potential users on Facebook

1.23

MILLION

Combined Reach

Inspired

620,840 RETWEETS

as supporters shared our messages  
with their networks.

Every day, everyday people are seeing the climate crisis unfold outside their window. And every day, more and more of them want to know what they can do.

We're here to help. Using a broad spectrum of digital platforms and tools, we create content that enables people around the world to understand what the climate crisis means for them, share the truth with their friends and networks, and act when it matters.

We design our digital outreach to fulfill three goals: educate, engage, and empower audiences to act.

### EDUCATE



**E-books:** Our wide range of e-books on subjects from solar energy to sustainable agriculture distill complex information on climate science and solutions into accessible and practical guides

for everyday readers. Audiences can download 13 titles including *Climate 101*, *Extreme Weather*, and *Solar Myths* for free on our website.

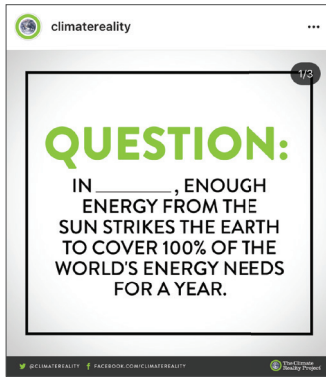


**Blogs:** Our lively and engaging blogs break down the basics of climate science and the latest developments in climate policy and solutions, enabling

readers to make sense of the headlines and understand what's happening to our planet — and how it relates to them. In addition, blogs by and featuring name like *Property Brothers* star Jonathan Scott and renowned climatologist Dr. Michael Mann also help bring our message of urgency and solutions to ever greater audiences

### ENGAGE

**Email Activist List:** With our list of 1.25 million subscribers (and counting), we keep people worldwide up-to-date on the latest news



in climate policy and movement developments, ensuring climate remains top of mind — and top of the inbox — for people everywhere.

**Instagram:** Regular features like climate

quizzes offer audiences entertaining ways to broaden their knowledge and stay engaged on the issue. And with a young user base, the platform enables us to speak to the next generation of activists in the language of their everyday lives.

**Facebook and Twitter:** Through these social media channels, we bring nearly 1.1 million followers respectively into the conversation on climate solutions and share a daily message of urgency and hope. These channels also enable us to share original and partner graphics and videos created with organizations like Years of Living Dangerously that not only engage supporters, but enable them to easily share our message with their own networks.

## EMPOWER

**Digital Campaigns:** From appointing a cabinet of fossil fuel insiders to silencing science on government websites, the Trump

Administration was active throughout 2017. And we were active too, using our digital activist list and other outreach to give Americans a platform to speak together to protect key policies like the Clean Power Plan and oppose the fossil fuel agenda at every turn. Through this outreach, we enlisted over 80,000 Americans in standing up for the Paris Agreement and saying, “I Am Still In” and generating nearly 3,500 phone calls to members of Congress demanding they protect the health of our families and our climate



**Facebook Bot:** Continuing our practice of exploring new avenues and tools for engaging audiences, we developed a Facebook Messenger bot encouraging users to join a rapid response team and act when breaking news hits. The bot was one of the first of its kind and was featured in the *Guardian* and other outlets. Since launching in May, the bot has inspired more than 2,000 digital actions on Climate Reality’s site alone.



---

## Speaking Truth to Power

### *Climate and Health Meeting*

---



Vice President Gore addresses health professionals and policymakers at the 2017 Climate and Health Meeting.

President Trump had hardly been sworn into office in January 2017 before a new climate of fear filled the federal government.

Quickly, words like “climate change” began disappearing from official websites and government scientists found themselves silenced. The message was crystal clear: science hostile to fossil fuel interests was no longer welcome.

Worryingly, these measures began to have exactly the results they intended. Among other consequences, the Centers for Disease Control cancelled a planned summit on the connections between climate and public health.

We couldn’t stand by and simply allow the administration to silence science. Especially

when it touched the lives and health of millions. It was time to speak truth to power and spread awareness of this critical connection worldwide.

So, on February 16, we joined forces with The Carter Center in Atlanta, Georgia and several partners to host a special Climate and Health Meeting and take the conversation forward in full public view.

The meeting connected experts from a range of related fields, sparking dialogue and opening the door to interdisciplinary collaboration and approaches. To ensure the conversation reached as wide an audience as possible, we streamed the meeting online for the world to see, drawing over 15,000 viewers from 157 countries.

---

## IN THE MEDIA

---

### **The Washington Post**

---

CDC's canceled climate change conference is back on — thanks to Al Gore

### **Los Angeles Times**

---

Al Gore puts the CDC's health and climate conference back on track — minus the CDC

### **The Boston Globe**

---

Pushing back against science deniers



---

## CLIMATE AND HEALTH MEETING PARTNERS

---

Alliance of Nurses for Healthy Environments ○ American Lung Association ○ American Public Health Association ○ Asthma and Allergy Foundation of America ○ Center for Climate Change and Health, PHI ○ Children's Environmental Health Network ○ Columbia University School of Public Health ○ Emory University ○ Georgetown University ○ School of Nursing and Health Studies ○ Glaser Progress Foundation ○ Harvard Global Health Institute ○ Johns Hopkins Bloomberg School of Public Health ○ NAACP ○ National Indian Health Board ○ Natural Resources Defense Council ○ Physicians for Social Responsibility ○ Stanford University, Center for Innovation in Global Health ○ The Kresge Foundation ○ Tulane University School of Public Health and Tropical Medicine ○ Turner Foundation ○ University of Colorado Consortium on Climate Change and Health ○ University of Washington School of Public Health ○ University of Wisconsin-Madison



---

## 24 Hours of Reality

### *Be the Voice of Reality*

---



Vice President Gore speaks with San Juan Mayor Carmen Cruz at 24 Hours of Reality: *Be the Voice of Reality*.

It's one of the great paradoxes. The climate crisis is devastating our planet and the clear majority of women and men planet-wide support action on solutions. And yet, no one's talking about it (research shows that each month, only 18 percent of Americans hear someone they know talk about climate).

With our signature event, *24 Hours of Reality: Be the Voice of Reality*, we set out to change that, harnessing the power of social media and innovative technologies to spark a global conversation on climate reaching millions and spreading through every time zone.

Our goal was to reach the millions of individuals across the Earth who know climate change is real, but aren't talking about the issue or taking action — and get them talking about how we solve it.

We did it by making climate a can't-miss cultural event worldwide.

The first part was putting on a great show. With former Vice President Al Gore hosting, we presented 24 straight hours of eye-opening conversations, insight, rousing musical performances, and inspiring stories, together highlighting the incredible individual, government, business, and community activism happening all across the planet.

The second was bringing people around the world into program and into the conversation. Partnering with Switchboard Live, we used new web technologies that enabled audiences everywhere to use their own social media platforms to broadcast 24 Hours of Reality live to their friends and networks.



This was just the start as throughout the program, we invited viewers to use their social channels to share and respond to what they were seeing. Using the hashtag #24HoursOfReality, people began talking to each other about the climate crisis and how we solve it. Then, each hour, Disney star Calum Worthy selected the most engaging posts and tweets to feature in a live social media corner, sparking even more discussion.

The good news: people around the world responded. Nearly 28,000 people shared the broadcast through social media, reaching more than 3.5 million people, making 24 Hours of Reality the largest social broadcast on a social cause ever.

---

## KEY RESULTS

---



OVER  
**500 MILLION**  
TELEVISION HOUSEHOLDS REACHED

**39 MILLION**  
DIGITAL VIEWS, RESULTING IN  
**2.9 MILLION**  
HOURS OF PROGRAM VIEWING

**1,633**  
DIGITAL PARTNERS BROADCAST  
THE PROGRAM ON THEIR SOCIAL  
CHANNELS, INCLUDING CELEBRITIES  
LIKE SHERYL CROW AND ANNIE  
LENNOX AND MEDIA PARTNER  
LIKE SCIENTIFIC AMERICAN, GRIST,  
ECOWATCH, AND TELEMUNDO.

VIEWERS IN  
**223**  
COUNTRIES  
AND TERRITORIES



24 Hours of Reality hosts, speakers, and artists (left to right, top to bottom): *Property Brothers* star Jonathan Scott; Shailene Woodley and Vice President Gore; Young Paris; *Rolling Stone* senior writer Jamil Smith and Vice President Gore; Jason Mraz; Calum Worthy, Vice President Gore, and Van Ness Wu; Helen Hunt; Vanessa Hauc; Alli Simpson

## FEATURED GUESTS AND PERFORMERS

New Zealand Prime Minister Jacinda Ardern ○ Chilean President Michele Bachelet ○ Billy Bragg ○ Richard Branson ○ California Governor Jerry Brown ○ International Trade Union Confederation General Secretary Sharan Burrow ○ Belinda Carlisle ○ Mariah Carey ○ Sam Champion ○ Sandro Cavazza ○ Nikolaj Coster-Waldau ○ Sheryl Crow ○ University of Belgrade Associate Professor Dr. Vladimir Djurdjevic ○ G.E.M. ○ Ellie Goulding ○ Professor Hanna Gronkiewicz-Waltz ○ Vanessa Hauc ○ Levi Hummon ○ Helen Hunt ○ Jean-Michel Jarre ○ Annie Lennox ○ Jason Mraz ○ Shawn Mendes ○ Jay Park ○ Global Lead of Climate and Energy, World Wildlife Fund International Minister Manuel Pulgar-Vida ○ Mayor of Bonn, Germany Ashok Sridharan ○ WEF Founder and Executive Chairman Klaus Schwab ○ Jonathan Scott ○ Jamil Smith ○ Ryan Tedder and OneRepublic ○ The Hives ○ Shailene Woodley ○ Calum Worthy ○ Young Paris

## An Inconvenient Sequel: *Truth to Power*



They say timing is everything. And when Participant Media announced the release of *An Inconvenient Sequel: Truth to Power* in summer 2017, following up on the landmark 2006 film *An Inconvenient Truth*, the timing couldn't have been better.

After all, in June, President Trump had announced he was taking the US out of the Paris Agreement. With Americans angry and people worldwide concerned about the future of climate action, we needed a rallying call. We needed hope.

*An Inconvenient Sequel: Truth to Power* was just that. The film documents Vice President Gore for a year and more as he explores the latest climate science, trains Climate Reality Leader activists, and builds cross-sector support for action – all leading up to the incredible success of the Paris Agreement.

Coming when it did, the film offered a powerful reminder that not only must we change, but we can — and will — to a world that needed to hear it.

Our goal was to ensure this message reached as wide an audience as possible.

Working the film's producer, Participant Media, we sought to increase visibility and excitement for *An Inconvenient Sequel: Truth to Power*, using the documentary to rally the global climate community to speak up at a critical time.

As part of this effort, we activated our digital list to get the word out for opening weekends, encouraging audiences to pack theaters and send a clear message to lawmakers that Americans want climate action — whatever the president may say.

To use the film as a springboard for action, Vice President Gore created a free, special 10-minute slideshow called *Truth in 10*. The slideshow distilled the latest in climate science and solutions into a presentation anyone could give and anyone could understand.

Audiences responded and over 7,000 people downloaded the presentation to share with their friends and family members, spreading *An Inconvenient Sequel's* message far beyond theater audiences.

In conjunction with the film and *Truth in 10*, Vice President Gore also wrote a companion book also titled *An Inconvenient Sequel: Truth to Power*, featuring a practical guide to climate activism and highlighting the work of our Climate Reality Leaders.

The impact of the film, slideshow, and book together couldn't have been clearer. When we announced the Climate Reality Leadership Corps training in Pittsburgh a few months later, we saw an unprecedented number of people apply to attend and learn how they too could fight like their world depended on it.



# FACES OF CHANGE: CLIMATE REALITY LEADERS



**DIVYA NAWALE**

Divya Nawale (trained in Denver, Colorado in 2017) first connected the dots between flooding in her home in Mumbai, India and climate change after seeing *An Inconvenient Truth*. The experience inspired her to act and she now works on sustainability issues at the mayor's office in Pittsburgh. She remains passionate about making climate personal for audiences and inspiring them to act too. "What I'm always trying to do is help people to take that next step, based on making that human connection."

**DONNA HOPE**

Donna Hope (trained in Seattle, Washington in 2017) was inspired to pursue environmental engineering as a child after witnessing the first African American woman be awarded with a PhD in the field. Today, Donna is a consultant in New York who combines her expertise as an engineer working to increase energy efficiency and sustainability with her commitment to increase diversity, equity, and inclusion in the climate movement. Among many other projects, Donna works to help historically black colleges and universities become more sustainable through the HBCU Green Fund and organizations like the National Renewable Energy Laboratory run more diverse and inclusive programs.



**JOHN HAYDOCK**

John Haydock (trained in Pittsburgh, Pennsylvania in 2017) leads the Central Virginia chapter, based in Charlottesville, Virginia. As chapter chair, he's working to build a Renewable Energy Coalition of nonprofits and interest groups and together generate widespread support for the state legislature signing on to the Regional Greenhouse Gas Initiative (RGGI).

# IMPLEMENT AND STRENGTHEN



When 197 countries and parties reached the Paris Agreement in 2015, it signaled the beginning of a new era of international cooperation on climate action.

But reaching the agreement was only the first step. Without continued grassroots pressure on government leaders to make good on their Paris promises and implement their commitments at home, those promises could always remain just that — promises.

In 2017, we mobilized activists through our 10 international branches to keep the pressure on leaders and build strong overwhelming popular

support for action in countries and regions that shape global opinion.

With President Trump announcing he would pull the US out of the Paris Agreement in June, the need for other nations to step up and honor their promises became even more critical. The period between 2017 and 2020 is especially crucial for nations to take stock of their opportunities and pathways for increasing their commitments, and push each other to do more. Through our branches, Climate Reality Leaders are leading the effort to ensure they do just that.

## International Branches and Results

### *Building a Global Movement*

#### AFRICA BRANCH

**TRAINED LEADERS:** 604

**BRANCH HOST:** Food and Trees for Africa

**KEY PARTNERS:** Business community (esp. small and medium-sized businesses)

**KEY ACTIVITIES AND RESULTS:**

- **Engaging local media on climate:** Trained community media outlets in three cities with audience of 8.8 million (15 percent of South Africans) on covering the climate crisis.
- **Producing radio dramas on climate:** Developed radio dramas explaining climate change and renewable energy in South Africa's three official languages (English, Sesotho, and Zulu) with the aim of reaching the country's sizable illiterate population. These programs have aired on five community radio stations thus far, with outreach to 100 additional stations currently in progress.
- **Promoting civil society participation in environmental governance:** Received a European Union grant to develop baseline studies, train youth and design workshops, advocate to provincial legislatures, and more.



#### AUSTRALIA

**TRAINED LEADERS:** 841

**BRANCH HOST:** Melbourne Sustainable Institute

**KEY PARTNERS:** Corporate sector, local governments

**KEY ACTIVITIES AND RESULTS:**

- **Rallying Australian Climate Reality Leaders:** Held a 10-year anniversary event celebrating Australia's Climate Reality Leaders with Vice President Gore, connecting and energizing Leaders for continued action.
- **Reaching new audiences:** Used surveys and data studies to develop messaging for culturally and linguistically diverse communities, including indigenous and migrant populations.





## BRAZIL

**TRAINED LEADERS:** 579

**BRANCH HOST:** Centro Brasil no Clima

**KEY PARTNERS:** Corporate sector, local governments

### KEY ACTIVITIES AND RESULTS:

- **Shaping climate policy:** Brazil President Michel Temer named Brazil Branch Manager Alfredo Sirkis to head the Brazilian Forum on Climate Change with a mandate to advise on implementing the country's Paris Agreement commitments. At the end of 2017, the Forum finalized draft implementation baselines and recommendations for five sectors of the Brazilian economy.
- **Raising awareness:** Ran several public awareness campaigns on climate and renewable energy, using op-eds, videos, and Climate Reality Leader outreach.



## CANADA

**TRAINED LEADERS:** 827

**BRANCH HOST:** National NGOs, local governments

**KEY PARTNERS:** Corporate sector, local governments

### KEY ACTIVITIES AND RESULTS:

- **Building a network to win:** Launched the Community Climate Hub program in early 2017 to coordinate action in 20 target municipalities across Canada.
- **Ending emissions:** Through the Community Climate Hub, worked to secure commitments from elected officials to reach zero emissions in their municipalities by 2030.



## CHINA

**TRAINED LEADERS:** 852

**BRANCH HOST:** World Wildlife Fund – China

**KEY PARTNERS:** Business sector



### KEY ACTIVITIES AND RESULTS:

- **Increasing sustainability in business:** Formed partnerships with the C-Team group of Shenzhen-based entrepreneurs and Shanghai Environment and Energy Exchange. Through these partnerships, access to help leading private companies and large state-owned companies adopt best practices in carbon reduction, implementing renewables, and increasing energy efficiency.
- **Promoting the benefits of emissions reduction:** Worked with WWF-China and the Carbon Disclosure Project (CDP) to release the Chinese version of *The 2016 Supply Chain Report*. The report focuses on Chinese suppliers of CDP member companies, detailing their emissions profile and highlighting the financial and environmental benefits of cutting emissions to conform with China's carbon market.

## EUROPE

**TRAINED LEADERS:** 875

**BRANCH HOST:** Greenpeace Central and Eastern Europe

**KEY PARTNERS:** Europe NGOs



### KEY ACTIVITIES AND RESULTS:

- **Building support for the European's Citizen's Initiative:** Built a coalition pressuring the EU parliament to make the EU's 2030 Renewable Energy and Energy Efficiency Goals more ambitious.
- **Raising the profile of climate:** Hosted Climate Speakers Network training in Warsaw in partnership with WWF-Poland, Discovery Channel Poland, and other local organizations highlighting how climate solutions can create a cleaner and more prosperous Poland.
- **Pressuring policymakers:** Hosted the Climate Conference Slovakia event to convene climate experts and media personalities to build demand for action in the current EU presidency nation. Significant media coverage of the event led to Secretary of State Radosław Sikorski publicly committing to engage civic society in developing clean energy in Slovakia.

## INDIA

**TRAINED LEADERS:** 557

**KEY PARTNERS:** Teachers, UNESCO, International Solar Alliance



### KEY ACTIVITIES AND RESULTS:

- **Training teachers:** Trained over 2,000 teachers to date on climate science and solutions, encouraging them to become trusted messengers to their classrooms.
- **Supporting mitigation:** Seeing forests as a critical tool for offsetting emissions, the branch built on its success planting 42,000 trees in 2016 and planted over 75,000 more in 2017.
- **Promoting international solar cooperation:** Became an official partner of the International Solar Alliance (ISA) prior to its launch, and promoted smart solar energy policy with ISA and NGO partners.

## INDONESIA

**TRAINED LEADERS:** 287

**KEY PARTNERS:** Business leaders



### KEY ACTIVITIES AND RESULTS:

- **Training the next generation of leaders:** Hosted the annual Climate Reality Youth Leadership Program with three camps educating 150 students between 1 and 25 on climate science and solutions.
- **Engaging high-level leaders:** Enabled Vice President Gore to meet with former President Megawati Sukarnoputri at the Jeju Forum for Peace and Prosperity to discuss climate impacts and engage her as an advocate for action.
- **Enlisting the faith community:** Climate Reality Leaders joined the country's initiative to establish 1,000 "eco-mosques" by 2020. These mosques will use renewable energies like solar and teach environmental awareness.



## MEXICO AND LATIN AMERICA

**TRAINED LEADERS:** 606

**BRANCH HOST:** Iniciativa Climática de México

**KEY PARTNERS:** National NGOs

### KEY ACTIVITIES AND RESULTS:

- **Speaking truth to power:** Climate Reality Leaders spoke to Mexico's Senate multiple times to urge government action on climate. Leaders continued to engage decision-makers at all levels, with presentations at the Mexican Stock Exchange and meetings with the mayor and government of Mérida, just a few examples of climate outreach.
- **Advancing carbon pricing:** Branch staff developed a manual on carbon pricing to educate key partners and build support for strengthening Mexico's policies.



## THE PHILIPPINES

**TRAINED LEADERS:** 588

**KEY PARTNERS:** Select policymakers, business leaders, front line communities, health care professionals

### KEY ACTIVITIES AND RESULTS:

- **Ratifying the Paris Agreement:** Leaders led the Philippines Climate Change Commission ensuring President Duterte signed the Paris Agreement on March 1 and the full Senate ratified it two weeks later.
- **Advancing carbon pricing:** Worked with Leader and Senator Loren Legarda to introduce and advance carbon pricing legislation in Congress, resulting in large increases in taxes on coal.
- **Halt fossil fuel development:** Supported local activists in Cebu who successfully blocked pro-coal resolutions in the Cebu City Council. Also held workshops in three cities to train activists in best practices for anti-coal campaigns.



# ACCELERATE THE TRANSITION



The headlines in 2017 were inevitably dominated by one outrage after another, but for those who looked past the latest tweets, there was an important — and exciting — story taking shape in communities across the US.

That story? The renewable revolution is on — and accelerating by the day. Towns in deeply conservative states like Utah and Texas chose a future powered by renewable electricity. A major utility in the Pacific Northwest listened to residents and customers and committed

to closing a dirty coal plant years ahead of schedule. And on and on.

At Climate Reality, we were at the heart of this movement, connecting people and building unstoppable pressure on decision-makers.

The good news is that even with the White House firmly on the side of fossil fuels, Americans are acting themselves to keep the country moving forward to a clean energy future.

---

# 100% Committed

## *100% Renewable Is 100% Doable*



At Climate Reality, we know that 100 percent renewable is 100 percent doable. And with our *100% Committed* campaign, we're working with municipalities, businesses, and universities across the US and around the world to get there.

How do we do it? Through the campaign, Climate Reality Leaders and student activists join forces with everyday people to build awareness and support for clean energy in the places they live, work, and play.

Building awareness and support is just the first step. When the time is right, we bring stakeholders together to turn support into

pressure on key decision-makers, all with the goal of securing their commitment to reaching 100 percent renewable electricity.

That's the stick. But there's also a carrot. Leading up to the decision, we partner with schools, companies, and communities to develop a roadmap to 100 percent renewable that not only works for their situation and values, but also helps position them as a leader in sustainability and climate action.

It's working. In 2017, *100% Committed* won 15 commitments to add to the seven commitments secured in 2016 (the program's inaugural year).



## CITIES AND COMMUNITIES

AVON, CO  
BOULDER, CO  
MOAB, UT  
PARK CITY, UT  
SALT LAKE CITY, UT  
SOUTH LAKE TAHOE, CA



## RESORTS

AROSA-LENZERHEIDE, SWITZERLAND  
BELLEAYRE MOUNTAIN RESORT,  
NEW YORK  
ENGADIN ST. MORITZ, SWITZERLAND  
GORE MOUNTAIN RESORT, NEW YORK  
LAAX, SWITZERLAND  
STEVENS PASS, WASHINGTON  
WHITEFACE MOUNTAIN, NEW YORK



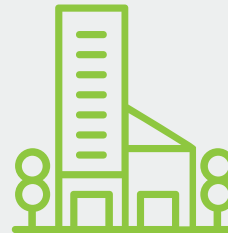
## COLLEGES AND UNIVERSITIES

COLORADO STATE UNIVERSITY  
HAMPSHIRE COLLEGE  
PLYMOUTH STATE UNIVERSITY  
UNIVERSITY OF WISCONSIN –  
STEVENS POINT



## BUSINESSES

22 DESIGNS  
ALPINE PROMOTIONS, INC.  
THE BOOT DOCTORS  
SKI BUTLERS



## THE PATH TO COMMITMENT: COLORADO STATE UNIVERSITY



It was a victory two years in the making. Back in 2015, we began working with Colorado State University (CSU) students in our nationwide Know Tomorrow campaign to build millennial support for the Paris Agreement.

After *Know Tomorrow* concluded, we created a CSU chapter to build on the incredible energy and enthusiasm we'd seen and keep the momentum for climate action on campus going strong.

The launch of *100% Committed* gave us an opportunity to focus this energy and CSU students responded, collecting over 4,200 petition signatures around campus (representing 13 percent of the student body) calling for the university to shift to renewable electricity.

It was the largest petition drive in the school's history. It was also only the beginning as student activists also secured endorsements from 40 faculty members

and several key staff (including CSU's chief energy engineer, its chief financial officer, and its VP of university operations).

The campaign steadily, relentlessly built momentum, and in January 2017, CSU President Tony Frank pledged the university's commitment to transition to 100 percent renewable electricity by the year 2030. This transition could reduce CSU's annual emissions from electricity by over 90,000 MTCO<sub>2</sub> (metric tons of carbon dioxide), which is the equivalent of burning over 10 million gallons of gasoline or nearly 100 million pounds of coal.<sup>1</sup>

Since the university committed in February 2017, our CSU chapter has been working with university staff and other interested parties to plan the school's transition. Encouragingly, activists haven't stopped there and have begun working with the city of Fort Collins and Mayor Wade Troxell to persuade them to follow CSU's example.

---

<sup>1</sup> Based on results from the EPA's GHG Equivalency calculator.

## What's Next



Calum Worthy, Richard Branson, Sharan Burrow, Vice President Gore, Catherine Flowers, and Mandy Patinkin with Climate Reality supporters and activists at the People's Climate March.

Having overcome suffering and superhuman challenges on his famous expedition to Antarctica, the great English explorer Sir Ernest Shackleton descried the ethos that kept him going, saying, “Optimism is true moral courage.”

Optimism is true moral courage. It’s a line that calls us to be bold, to see the challenges of our changing climate and a retrograde White House and march forward to take them on.

It amounts to a belief that we must, can, and will change. What, at Climate Reality, we call climate hope.

Today, we have climate hope because — as the stories in this report show — the world is changing. Instead of seeing the crisis ahead and

despairing, people are increasingly choosing optimism and choosing to act.

We have climate hope because people everywhere are no longer leaving the future of this beautiful Earth to politicians. Because even on the days when the climate headlines are difficult reading, there is a movement growing that cannot be stopped.

In the year to come, we’ll be building on the success of the stories in these pages and awakening moral courage in millions to fight climate denial in the White House and drive progress around the world.

It’s going to be some ride. But together we’re going to make history. We hope you’ll be there with us.



# FINANCIALS

## Statement of Financial Position

December 31, 2017

### ASSETS

#### Current Assets

Cash and Cash Equivalents	\$ 1,780,632
Pledges Receivable	175,000
Accounts Receivable	150,984
Prepaid Assets	<u>223,537</u>
Total Current Assets	2,330,153

Property and Equipment, Net	141,934
Security Deposits and Other Assets	<u>311,925</u>

<b>TOTAL ASSETS</b>	<b>\$ 2,784,012</b>
---------------------	---------------------

### LIABILITIES AND NET ASSETS

#### Current Liabilities

Accounts Payable	\$ 690,558
Accrued Compensation and Benefits	<u>380,139</u>
Total Current Liabilities	1,070,697

Accrued Rent	<u>32,933</u>
Total Liabilities	1,103,630

#### Net Assets

Unrestricted	\$ 1,505,382
Temporarily Restricted	<u>175,00</u>
Total Net Assets	<u>1,680,382</u>

<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 2,784,012</b>
---	---------------------

# Statement of Activities

January 1 through December 31, 2017

## REVENUE

Contributions	\$ 11,923,324
Special Events	277,442
Other Income	15,887
Investment Income	<u>(26,988)</u>

TOTAL REVENUE	12,189,665
---------------	------------

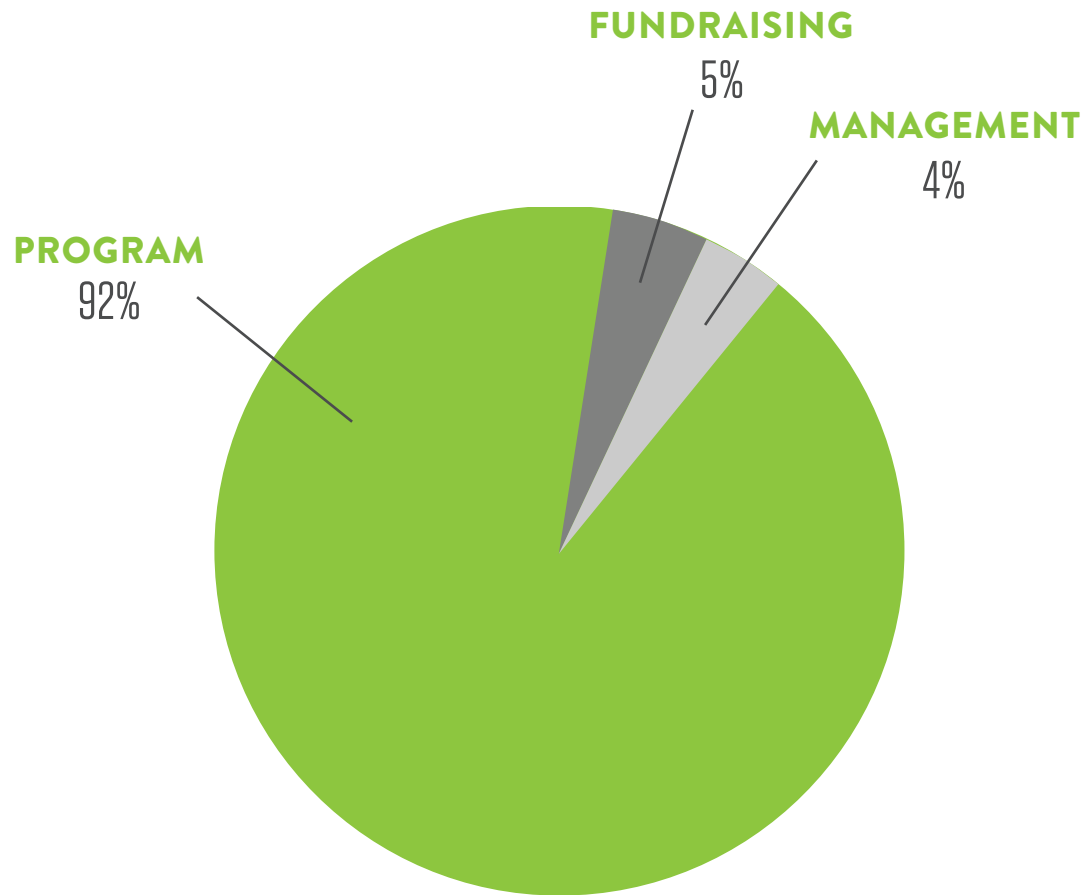
## EXPENSES

Program	\$ 15,494,163
Fundraising	787,674
Management	<u>640,789</u>

TOTAL EXPENSES	16,992,626
----------------	------------

CHANGE IN NET ASSETS	<u><u>\$ (4,732,961)</u></u>
----------------------	------------------------------

# Organizational Efficiency



## DEPARTMENT

Program	\$ 15,494,163	92%
Fundraising	787,674	5%
Management	<u>640,789</u>	4%
	<u>\$ 16,922,626</u>	100%



# ORGANIZATIONAL SUSTAINABILITY COMMITMENT

At The Climate Reality Project, we are committed to reducing the environmental impact of our activities and leaving a positive social and environmental legacy for future generations. All of the organization's efforts are guided by our sustainability standards, including office operations, transportation, purchasing, carbon tracking and neutralization.

Climate Reality events comply with the international sustainable event management standard ISO 20121, which specifies

requirements for implementing a sustainability management system across key impact areas, including: reducing overall energy and water consumption, sustainable food and beverage sourcing, waste reduction and diversion through composting and recycling, and attendee engagement.

For all emissions that cannot be reduced, the carbon footprint of the organization is measured and the total emissions are neutralized via third-party verified carbon offset projects.

