

2015 ANNUAL REPORT



The Climate
Reality Project®

2015 ANNUAL REPORT



The Climate
Reality Project®

CONTENTS

FROM OUR FOUNDER	4
KEN'S PERSPECTIVE	5
OUR MISSION	6
THE YEAR IN REVIEW	8
BUILDING MOMENTUM	10
<i>THE ROAD TO PARIS</i>	11
DIGITAL OUTREACH	12
<i>24 HOURS OF REALITY AND LIVE EARTH: THE WORLD IS WATCHING</i>	16
BRANCH OFFICES	20
BUILDING A MOVEMENT TO WIN	22
CLIMATE REALITY LEADERSHIP CORPS	23
CLIMATE SPEAKERS NETWORK	24
KNOW TOMORROW	25
I AM PRO SNOW	26
ACCELERATING THE SWITCH	28
<i>100% COMMITTED</i>	29
COALITION WORK	30
DEVELOPING BEST PRACTICES	31
LOOKING AHEAD	32
THANK YOU	33
FINANCIALS	34
SUSTAINABILITY COMMITMENT	37

FROM OUR FOUNDER

There is a line by the great American poet Wallace Stevens that has stayed with me throughout my life: “After the final no there comes a yes and on that yes the future world depends.”

My friends, 2015 was the year that we said yes. After countless noes and decades of struggle, the world finally said yes to a future without climate change.

Officially, the turning point was the UN’s COP 21 climate conference in Paris last December. In Paris, world leaders finally put aside their differences and reached a truly historic agreement to cut the global warming carbon pollution destroying our planet and move to a new kind of economy powered by clean energy.



But COP 21 was just one part of the story. Because before all the delegates even boarded their planes and trains for Paris, millions of people said yes to dropping dirty fossil fuels. Millions said yes to renewables like wind and solar. Millions said yes to new standards reducing emissions, improving energy efficiency, and making our lives more sustainable. And because they did, our leaders could say yes to the Paris Agreement and begin a new day for our precious Earth.

I’m deeply proud that Climate Reality helped play a critical role in building this consensus and giving people everywhere a voice at this historic moment. And I’m deeply grateful to you, our friends and supporters, for standing with us and making it possible.

Of course, now the hard work begins as we look to build on the success of Paris and ensure all 195 countries live up to their promises and keep this incredible momentum going. But with friends like you with us, I know we can. And even more inspiring, I know we will.

Thank you,

A handwritten signature in black ink that reads "Al Gore". The signature is fluid and cursive, with the first name "Al" and last name "Gore" clearly distinguishable.

Al Gore

KEN'S PERSPECTIVE

Sometimes, you can be so consumed by the moment, so focused on the task at hand that it's days – or even weeks or months – before what you've achieved truly sinks in.

Months after the historic – and really there is no other word for it – success of the Paris Agreement, the significance of it is still sinking in for us at Climate Reality. And no wonder – we've been working for this moment for so long.

Back in 2014, we began a concerted push to train Climate Reality Leader activists in nations like South Africa, Brazil, Australia – countries we knew would be critical in the success of any agreement in Paris – to spread the word everywhere from the smallest villages to the greatest megacities and create overwhelming pressure on leaders to seize the opportunity at COP 21.



Then, throughout 2015, we continued this training push with events in India, the US, and Canada. We also reached out to audiences around the world, both online and in person, to unite over 2.2 million people in sending a single, clear message to world leaders: Take climate action now.

Through these and other efforts, we saw awareness and a real hunger for change grow like never before. We saw priests in the Philippines talking to their parishes about Paris. We saw Climate Reality Leaders still in their teens talking to their classmates – and their classmates' parents – about this moment. And we saw millions join us in November for our global broadcast of *24 Hours of Reality and Live Earth: The World Is Watching* to learn more about COP 21 and add their voices to the chorus calling for action.

There is so much to celebrate about the unprecedented cooperation we saw in Paris and the landmark agreement that emerged, opening new possibilities for a safe and sustainable future for all of us. And I cannot tell you how grateful we are here at Climate Reality to you – our friends and supporters – for helping make this possible.

But while this is indeed an achievement to savor, we also cannot rest on our laurels. Because, if anything, the real work of turning the promise of Paris into reality starts now. In the year ahead and beyond, we'll be working to organize communities worldwide to pressure policymakers to not only formally implement their commitments to cutting emissions and turning to renewables back at home, but make them even more ambitious.

My friends, thanks to Paris and thanks to your support, momentum is well and truly with us. It's time to seize the moment. And we're grateful and excited to have you with us as we do.

Ken Berlin

President and CEO

OUR MISSION

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.

OUR GOALS

We advanced this mission in 2015 through a suite of dynamic digital, grassroots, and training initiatives designed to achieve three related goals:

1. Build momentum for a global commitment to climate action at **COP 21**.
2. Create a **critical mass** of climate activists.
3. **Accelerate the transition** to a clean energy economy.



THE YEAR IN REVIEW



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” – Margaret Mead

The UN’s COP 21 climate talks in Paris presented humanity with a critical choice: accept a future shaped by climate change, with devastating storms, withering droughts, and seas creeping up coastlines becoming increasingly regular facts of life. Or, stand together as a planet and turn away from the dirty fossil fuels driving this crisis and polluting our atmosphere. Power our lives and economies with affordable clean energy and create a future where all people have the chance to find prosperity, where families needn’t fear what unstable seasons mean for tomorrow and parents describe the wonder of glaciers to children in the present tense.

At Climate Reality, we’ve been there for all the big battles since our founding in 2006. We fought for the moments of hope like Copenhagen and Waxman-Markey that came – and sadly went. With our friends and supporters, we were instrumental in wins like the introduction of the Clean Power Plan in the US.

We knew that Paris could be something else entirely. The challenge was how to ensure that – faced with the choice of two doors, one leading to a dangerous future shaped by climate change, one leading to a twenty-first century of promise – humanity chose the latter.

The report that follows is the story of that **how**. But it's not our story. At least, not ours alone. It's the story of over 2,000 citizens stepping forward to train as Climate Reality Leaders and join nearly 8,000 other Leaders in raising awareness of climate change and COP 21 on a global scale. It's the story of more than 45,000 young Americans calling out for change. It's the story of over 2.2 million people worldwide speaking up to demand that their leaders seize this once-a-generational opportunity.

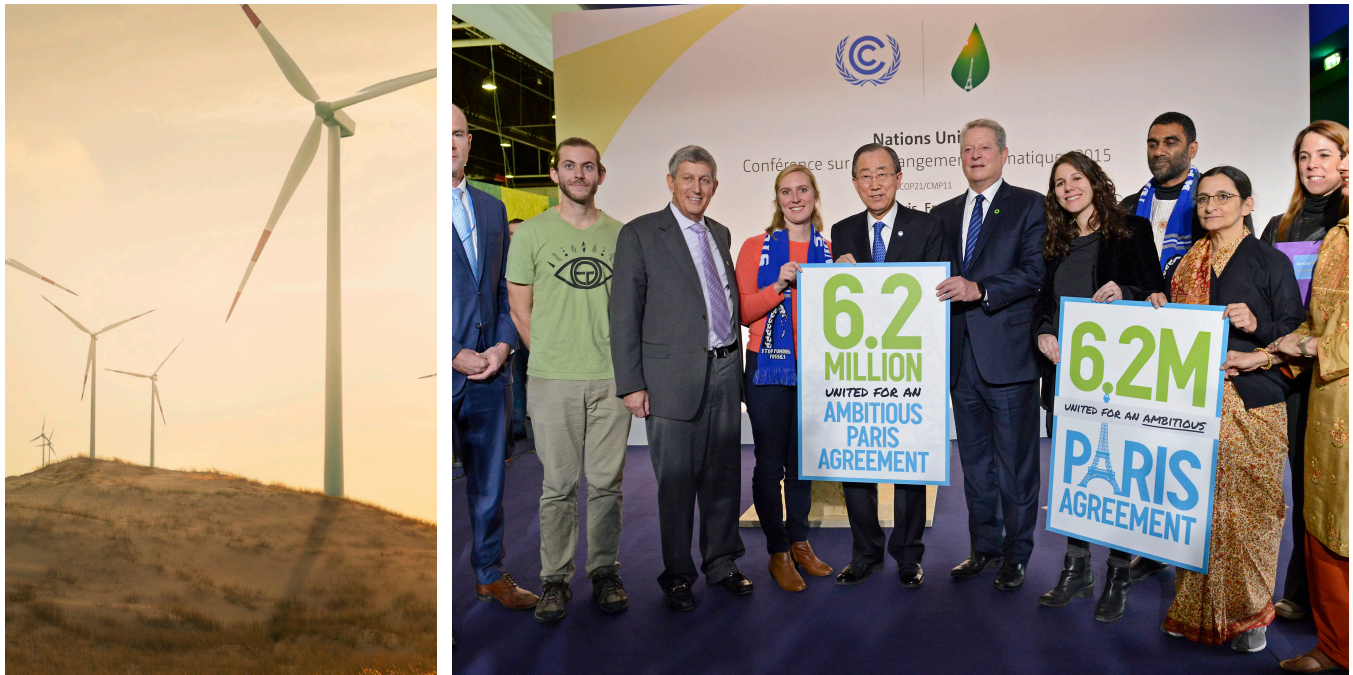
This is the story you helped write every time you added your name to a Climate Reality petition, supported our work, shared a post with a friend, or took action with us in many other ways.

Which is our way of saying: **This is your story. And we want to say, “Thank you.”**



BUILDING MOMENTUM

FOR A GLOBAL COMMITMENT TO CLIMATE ACTION



© 2015 UNclimatechange/Flickr cc by 2.0

The stakes at COP 21 were high.

With your help, and the help of millions of climate advocates worldwide, we seized it.

For talks in Paris to succeed, negotiators had to clearly see they were operating in an environment where transformative change was not only possible, but a firm expectation. If the largest economies and polluters –together with key regional powers and other influential countries – publicly stood up and made ambitious commitments to reducing emissions, we believed that a breakthrough was possible. Such moves from the countries setting the standards for international behavior would signal a broader shift in priorities and awareness within the global community, pushing others within their sphere of influence to follow their lead.

Recognizing these factors, Climate Reality launched the *Road to Paris* campaign with a two-part strategy for seizing the moment and influencing negotiations:

1. Raise awareness of the historic opportunity COP 21 presented and build demand for a landmark climate agreement.

2. Build concerted pressure on policymakers in eight pivotal countries identified by the UN to make ambitious commitments to carbon reduction.¹

For this strategy to work, there had to be a way for citizens worldwide to join the campaign and a way to effectively turn demand for action into real pressure on world leaders. And it had to be a way open to anyone, anywhere, translating easily across lines of culture and language.

Our solution was to create a global petition to world leaders heading to Paris with a single, clear message: Take climate action now.

The message was unmistakable and the tone was as urgent as the occasion. In addition, the simple clarity enabled our branches around the world to reach out to citizens as easily in Portuguese and Tagalog as our central office could in English. A web portal enabled people to add their names from any location while Climate Reality Leader activists worked on the ground in our focus countries to secure signatures in person at rallies and other events.

**Our initial goal was to reach 1 million signatures.
But we couldn't have anticipated the response.**

By working with friends and partners throughout the climate community, we brought together over **2.2 million people to call out for action in Paris**. Then, in the closing days of COP 21, Vice President Gore and Climate Reality President Ken Berlin joined the leaders of Avaaz, Sierra Club, 350.org, Guardians of the Earth, CAN International, Greenpeace, and many other organizations in adding the names of our supporters to a global group of 6.2 million demanding action, generating tremendous pressure on leaders to reach a bold agreement at the moment when it was needed most.

1. Australia, Brazil, Canada, China, India, South Africa, the Philippines, and the US.

TURNING AUDIENCES INTO ACTIVISTS WITH DIGITAL OUTREACH

What made Paris so exciting wasn't just the opportunity for a breakthrough agreement. It was also how we could help make this breakthrough possible by transforming how people across continents and cultures saw climate change. By inspiring countless citizens to become personally involved in the COP 21 process. And by building unprecedented support for action all around the planet, creating a better, bigger, and more diverse movement for the long haul.

How did we do it?

1. Harnessing the power of social media to get people talking about COP 21 and sharing our message of hope with their networks.

KEY RESULTS

f +87,719

Grew Facebook following by 26%

Reached

104.9 MILLION

potential users on Facebook

Engaged

**5.6
MILLION**

Facebook users in
interacting with
and sharing our
posts.



+65,290

Grew Twitter following by 24%

Inspired

515,800 RETWEETS

as supporters shared
our messages with their networks.

2. Using blog posts, media tools, and email outreach to engage supporters in the build-up to Paris and drive action at key moments.

KEY RESULTS

208,000
VISITORS

Drew over 208,000 visitors to our blog to read about COP 21 and other opportunities for action



220,000
SIGNATURES

Email outreach to activists generated almost 220,000 signatures for our *Road to Paris* petition.

3. Holding a major global media event, *24 Hours of Reality and Live Earth: The World Is Watching*, to rally citizens worldwide and create overwhelming pressure on world leaders. The event was cut short by tragic terrorist attacks in Paris after only four hours, but still attracted incredible audience interest.

Making the Story Stick

OPEN LETTER



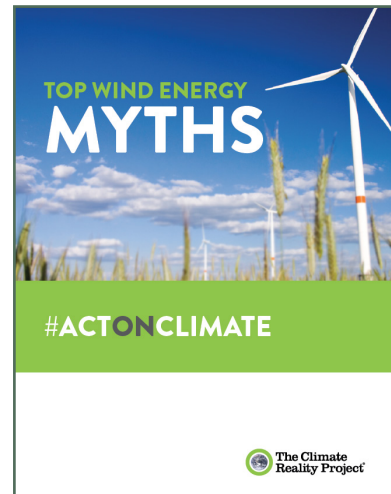
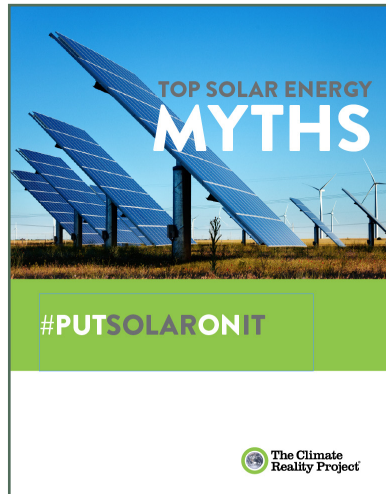
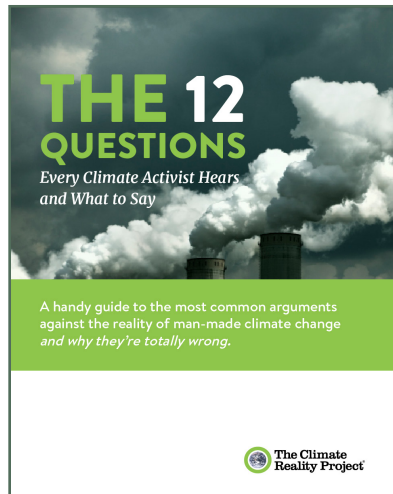
At Climate Reality, we believe in the power of stories to connect with audiences in ways that reach beyond facts to inspire powerful emotion – and action.

So when it was time to spread the good news about the incredible diversity and depth of the growing movement for action in Paris, we turned to stories and created *Open Letter*. This short film captured the human faces and stories of climate change from Bangladesh to Brooklyn and featured activists, citizens, and influencers from Richard Branson to Edward Norton to Vice President Gore, all joining together to call on world leaders to act in Paris.

The film was seen over 162,000 times on YouTube alone (and many more as part of our *24 Hours of Reality* broadcast), earning nominations for the YouTube DoGooder Award and Shorty Awards while helping drive even more signatures to the *Road to Paris* petition. Just as important, the film helped our narrative of progress and possibility take root in contemporary culture.

Digital Tools for Digital Activists

E-BOOKS



We've all been there: the family's in town and just as everyone's sitting down to dinner, there's that one uncle who just has to speak up, "So how can solar be so great when it gets cloudy all the time?"

Sure, the stakes might seem small in a family conversation, but at Climate Reality, we know that the ideas and messages that transform society spread through conversations just like these – and then further. But if you're going to use your trusted relationship to stamp out tired old myths like this one in a way that enables that uncle to listen – and maybe even change his mind – you need the facts at your fingertips.

Enter our Climate Reality activist e-book series, launched in 2015, with titles like *Top Solar Energy Myths*, *The 12 Questions Every Climate Activist Hears and What to Say*, and more. Together, these e-books and accompanying toolkits provide the basic facts on clean energy solutions and climate science in easy-to-understand formats and everyday language activists can use to change hearts and minds at the dinner table, online, and beyond. The result: people hear the truth about climate change and solutions from the voices they know and trust, and awareness spreads organically throughout culture.

24 HOURS AND LIVE EARTH: THE WORLD IS WATCHING



Since 2011, Climate Reality's live broadcast event, *24 Hours of Reality*, has served as a rallying point for the climate community, leveraging the media profile of Vice President Gore and a cast of cultural icons, influential policymakers, and thought leaders to bring worldwide attention to the threat of climate change and catalyze action for solutions across continents.

With COP 21 on the horizon, we timed the 2015 broadcast to come two weeks before talks began on November 30 and bring millions together to call for a strong agreement, ensuring maximum visibility for the event and pressure on negotiators. And to bring the global musical community into the event and build buzz and attention, we partnered with legendary concert producers Live Earth.

The result was *24 Hours of Reality and Live Earth: The World Is Watching*, a day of music and action around the planet. The program was to begin in our host city of Paris before traveling around the world with segments broadcast live from studios in Cape Town, Rio de Janeiro, Calgary, Miami, Delhi, Sydney, and Beijing. For 24 hours, we planned to feature stories of local climate action, concert performances by marquee names from Elton John to Mumford and Sons, and discussions with political leaders and influencers from French President François Hollande to Ryan Reynolds. All combining to raise anticipation for COP 21 to a fever pitch while giving the millions watching a way

to help shape negotiations by adding their names to the *Road to Paris* petition.

Along with studio discussions, stories, and musical performances, an online program gave people everywhere a way to join the discussion and take the conversation on climate solutions forward through social media. In addition, we brought together a group of media partners to stream, broadcast, and distribute the program to audiences worldwide, opening the door for the biggest *24 Hours of Reality* yet.

This was our plan. Then, four hours into *The World Is Watching*, tragedy struck as terrorists attacked our host city of Paris, and the only appropriate course of action was to suspend the program out of solidarity with the city and France as a country.

We joined the world in mourning the attacks on Paris and in the weeks that followed, and created a two-hour special version of *The World Is Watching* that brought the message of hope and call for action to over 100 million through our international distribution partners.

24 HOURS OF REALITY AND LIVE EARTH: THE WORLD IS WATCHING LOCATIONS



PLANNED HOSTS AND GUESTS



AL GORE

Former Vice President of the US

ANNE HIDALGO

Mayor of Paris

VANCE JOY

Musician

SEGOLENE ROYAL

Minister of Ecology, Sustainable Development,
and Energy of France

KOFI ANNAN

7th Secretary-General of the United Nations

PHARRELL

Musician

Duran Duran, Musicians • *François Hollande*, President of France • *Elton John*, Musician • *Vanessa Hauc*, Journalist • *Florence and the Machine*, Musicians • *Ryan Reynolds*, Actor • *Wang Binbin*, Entrepreneur • *Tulsi Tanti*, Energy Executive • *Neil Young*, Musician

DISTRIBUTION PARTNERS



Livestream

Verizon go90

France 2

RTP Africa

TLN

Phoenix TV

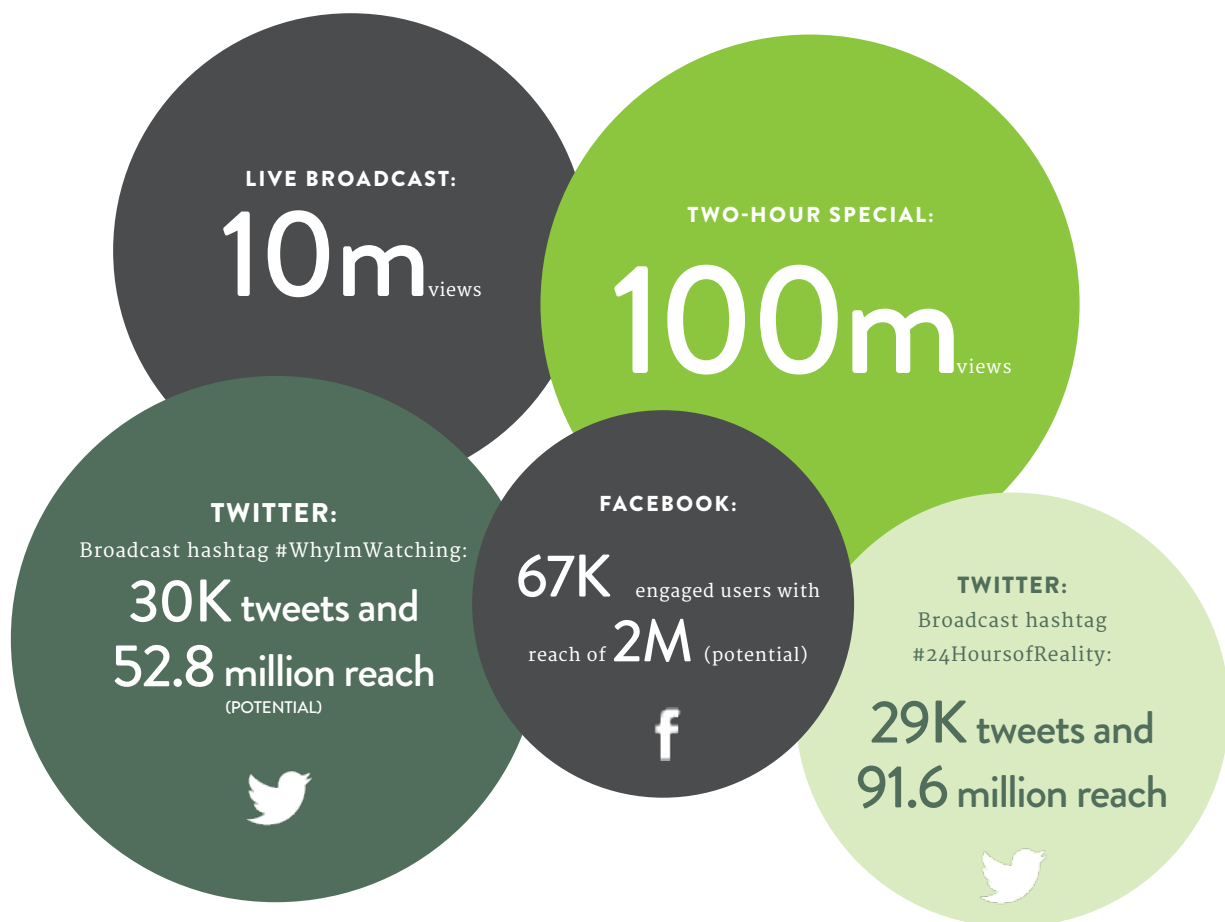
YLE

SKY

ABS-CBN

DSTV/People's Weather

AUDIENCE ENGAGEMENT



CLIMATE REALITY BRANCH OFFICES



We believed the fight for the Paris Agreement would have two equally critical phases. The first would be to ensure leaders in key countries made bold commitments to emissions reduction and other solutions to make the agreement possible. The second would be to then **implement the final agreement** in these strategically critical countries by translating their commitments into the national and local policies and laws necessary to fulfil them.

We recognized that a strong ground game in each country informed by real local knowledge, speaking to cultural values, and led by prominent community voices would be essential to the success of both phases. So in 2015, we began significantly expanding and investing in our nine branch offices – eight of which are located in the *Road to Paris* focus countries – to act as campaign nerve centers in the lead up to COP 21 and for implementation efforts afterwards.

Throughout the *Road to Paris* campaign, the branch managers leading these offices played instrumental roles in helping build support for the Paris Agreement, meeting with key influencers, building coalitions with other organizations, and mobilizing local Climate Reality Leaders and other activists to pressure their governments to act in Paris. These efforts together generated 968,162 signatures for the *Road to Paris* petition, with select country-level initiatives detailed below.

Brazil

In Brazil, we worked to build popular and direct pressure on government leaders by meeting with Environment Minister Izabella Teixeira to press for ambitious carbon reduction goals and then joining coalition partners in a series of public events to show strong support for action. Our branch manager also held extensive behind-the-scenes meetings with key politicians and influencers to firm up their support for Brazil's commitments in Paris.

India

With India promising to be a crucial player in Paris, we held a Climate Reality Leadership Corps training in February to bring over 400 new Leaders into the campaign and build support for local action, including the government's ambitious plans to significantly expand solar energy across the country. With these Leaders energized and engaged, the branch was able to meet with key officials at the ministry of environment to press for strong commitments in Paris, mobilize thousands to join events and days of action across the country, and expand its network of trusted messengers by training 700 teachers to share the reality of climate change in their classrooms and communities.

Eastern Europe

Operating in a region traditionally dependent on coal, our Eastern European branch worked to activate local Climate Reality Leaders and engage influential voices in politics and the media to raise awareness about COP 21 and the opportunity for a major agreement. Notably, the branch created an important new partnership with Hungarian President Janos Adler that helped him become a powerful voice for climate action not just to Hungarian citizens, but heads of state throughout the region. Through these and other efforts, the branch helped gather over 140,000 signatures for the *Road to Paris* petition.

The Philippines

The Philippines has long been a hotbed for climate action, with many Filipinos all-too-familiar with the realities of climate change and eager for concerted international action to address it. Our Philippines branch tapped into this energy to engage local Climate Reality Leaders and activists and add significant numbers of signatures to the *Road to Paris* petition. Among other initiatives, the branch partnered with Global Catholic Climate Movement (GCCM) to enlist the faith community as a powerful force for action in a country where 81 percent of the population is Catholic.

BUILDING A MOVEMENT TO WIN

CREATING A CRITICAL MASS OF ACTIVISTS



Transformative social movements begin with a committed core of activists willing to take the first step. In recent decades, we've seen movements from civil rights to marriage equality take root – and take fire – because enough citizens came together to form a critical mass that inspires broader society to follow.

For the climate movement to become the transformative force it can be, we need to grow the group of activists working for pro-climate policies into a critical mass with the size and voice to seize – and hold – the attention of mainstream culture and force legislators to act or face the electoral consequences. And for the movement to grow, it needs to expand and become even more effective in strategic outreach.

In 2015, thanks in no small part to our dedicated supporters, we reached beyond traditional climate constituencies to bring new voices into the movement and to build support for a breakthrough agreement in Paris.

TRAINING CLIMATE REALITY LEADERS

When you're working to reach millions and solve one of the greatest challenges humanity's ever faced, it's not enough to have the facts on your side. You need a message that moves people. And you need the know-how to share it in a twenty-first century media environment.

Vice President Gore knows a thing or two about moving audiences with a message of climate hope and solutions, thanks to years sharing his insights with people worldwide and his role in starting a global conversation on climate change with the Academy Award-winning film *An Inconvenient Truth*. But he also knew that this message could reach even greater numbers and inspire even greater action for solutions if people around the world joined him in sharing it.

The Climate Reality Leadership Corps welcomes citizens from all walks of life committed to creating a future without climate change. The program trains doctors, teachers, students, parents, and more to share the message of climate hope with their communities through in-person outreach, digital activism, media relations, and more, building broad grassroots support for pro-climate policies at the moments that truly matter.

In 2015, Climate Reality held four multi-day events training new Climate Reality Leader activists to spread the word about COP 21 in pivotal countries and create overwhelming pressure on leaders to take action in Paris. Through trainings in Delhi, India; Cedar Rapids, Iowa; Toronto, Canada; and Miami, Florida, we added 2,050 new Leaders, growing the program by 30 percent in 2015 to over 9,000 activists raising awareness and fostering demand for pro-climate policies in 133 countries.

Changing the world, one patient at a time:

DR. SUSAN PACHECO



Home: Pearland, Texas

Trained: Nashville 2006

Area of Focus: Health impacts of climate change

Dr. Pacheco is a pediatrician and professor specializing in childhood asthma, allergies, and immunology. As a pediatrician, Susan saw the way the climate crisis was affecting the health of minority communities and vulnerable populations in Texas, and in particular, children of color. Her response was to dedicate her daily medical practice to treating these impacts and educating health professionals, families, and the media about the crisis. For her incredible work, Susan was honored by President Obama as a White House Champion of Change in 2013.

CLIMATE SPEAKERS NETWORK



It's a simple fact: we trust the message more when we trust the messenger. And nowhere is this truer than when it comes to headline issues like climate change.

In 2015, we launched the Climate Speakers Network (CSN) to help create a more diverse and inclusive climate movement by training leaders from the business, African American, faith, Latino, and other communities to act as trusted messengers on climate change to their constituencies.

To do so, CSN partners with groups with robust grassroots and grassroots connections among key constituencies, such as the NAACP or the Franciscan Action Network. CSN then holds training events to help partner group members expand their understanding of climate change and develop the communications and storytelling skills to connect the reality of climate change with the daily lives of their communities.

CSN aims to hold trainings in key regions where local leaders can mobilize their communities to support policies or initiatives like the Clean Power Plan with truly national implications. In 2015, CSN held 26 training events for over 850 community leaders, helping engage individuals and constituencies long overlooked by traditional green groups at a time when their voices were urgently needed in the lead-up to Paris.

KNOW TOMORROW



If there's any single constituency with more at stake in a future shaped by climate change, it's the millennial generation. And if there's any single constituency with the drive and determination to do something about it, it's the millennial generation.

In 2015, we partnered with Cool Globes to launch *Know Tomorrow*, a student-led campaign in the US to engage and activate millennials as a political force for climate action in the lead up to COP 21. The campaign drew on the natural energy and creativity of millennials and turn their passion into sustained pressure on President Obama to make ambitious commitments to emissions reduction in Paris.

Know Tomorrow organizers spent 14 weeks working on college campuses in critical states developing home campaign branches on each, educating students about the Clean Power Plan and COP 21, cultivating young leaders, and securing over 45,000 petition signatures for the *Road to Paris* petition. The campaign held a national day of action on 60 campuses on October 2, with thousands of students turning up to speak up for bold action in Paris, drawing widespread media attention and attracting the notice of even the White House — President Obama wrote a letter to student leaders thanking them for their efforts. Climate Reality subsequently attended the *American Campuses Act on Climate* event at the

White House on November 19th, 2015 with a delegation of students, where EPA Administrator McCarthy praised Climate Reality's efforts to student leaders, saying "you're the reason I'll be dancing out of the room."

I AM PRO SNOW



Few constituencies have seen the reality of climate change become so crystal clear in recent years as mountain and winter sports communities worldwide.

For years, our signature I AM PRO SNOW (IAPS) has united winter sports athletes from Olympic champion skiers to bunny slope beginners in calling for action to stop climate change and protect the season they love most. In 2015, we saw an opportunity to expand the chorus of voices demanding action and expanded the program's focus to include the broader community of businesses, families, resorts, towns, and other institutions for whom snow feeds their dreams and supports their lives.

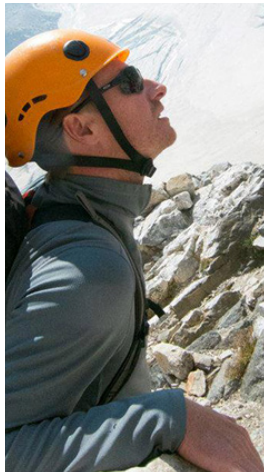
Looking forward to Paris, we brought together a coalition of influential voices from across the community from 11 municipalities in the US, Canada, and Iceland; author of *Deep* and editor of *Powder Magazine* Porter Fox; two-time Olympic Gold Medalist Ted Ligety; Olympic Gold Medalist Bode Miller; venture capitalist Henrik Olsen; and Rossignol CEO Bruno Cercely, among many others to publicly speak out and demand action. With these prominent figures taking a public stand, we were able to expand the reach of our *Road to Paris* petition to include more than 193,000 individuals and reach over 3.7 million on social media, signaling the arrival of winter sports and mountain communities as a vital force in the movement for climate solutions.



Our efforts didn't end there as we partnered with the World Climate Summit held in parallel with COP 21 to hold a special panel on the impact of climate change on winter sports and mountain communities. The panel helped IAPS broaden its reach to include more CEOs, leading reporters, Olympic athletes, climate scientists, and elected officials and build a stronger community for the year ahead.

From athlete to activist:

BRYN CAREY



Home: Park City, Utah, US

Trained: Brazil 2014

Area of Focus: Health mountain communities embrace clean energy

Impact Highlights:

By day, Bryn is the founder and president of the ski rental and delivery company Ski Butlers. As a Climate Reality Leader and I AM PRO SNOW ambassador. Bryn was instrumental in persuading Park City, Utah to work towards net zero emissions, bringing local businesses and government officials together and ensuring that the initiative had the support of city officials. His work inspired the *100% Committed* campaign, and he continues to lead by example by transitioning all Ski Butlers locations to 100-percent renewable electricity.

ACCELERATING THE SWITCH



At Climate Reality, we know a shift to 100-percent renewable is 100-percent doable. And we know that the benefits of shifting away from dirty fossil fuels to clean energy go far beyond halting rising temperatures.

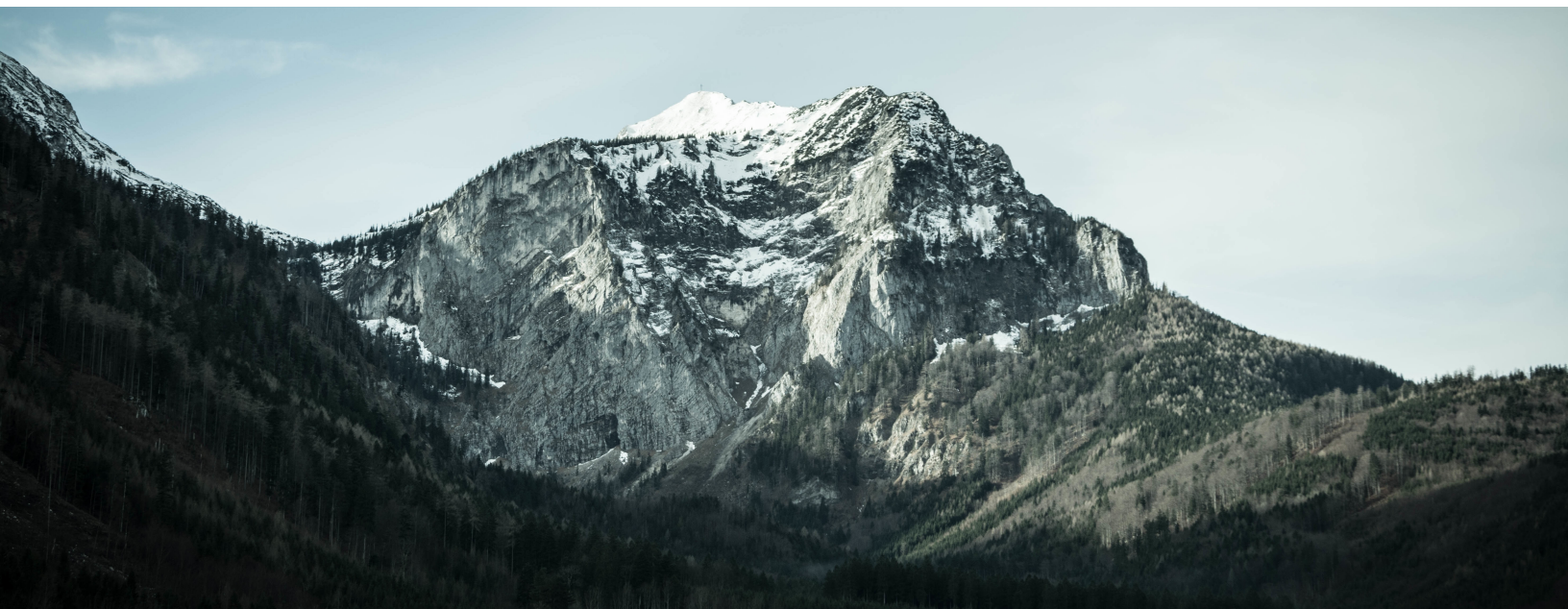
In the US, the Solar Foundation reported that the solar energy sector alone employed over 208,000 workers in 2015, up 25,000 from just one year earlier, providing good, trainable, middle-class jobs at a time when many traditional industries are cutting them. And this situation isn't limited to the US, with 7.7 million people working in the clean energy sector worldwide in 2014 – and these numbers are projected to grow.

In 2015, we began an ambitious suite of initiatives to raise awareness of the power of renewables to energize the US economy and build popular support for pro-climate policies like the Clean Power Plan that can accelerate the shift away from fossil fuels. We also began working with a number of prominent institutions and organizations to help them transition to 100-percent renewable electricity, knowing that if these influencers go first, others will follow, triggering a broader shift to clean energy.

100% COMMITTED

In 2015, we laid the foundation for a new initiative called *100% Committed*, designed to help ski resorts, winter sports companies, and mountain towns and businesses fight climate change by shifting to 100-percent renewable electricity. The initiative sets a target date of 2032 for the transition and works with partners to help them develop a plan that works for their own unique needs, abilities, and situation.

In only its first year, the campaign secured a major win, with Climate Reality Leader and IAPS Ambassador Bryn Carey (profiled previously) leading a successful citizen effort to persuade Park City, Utah to commit to work towards net zero emissions by 2032. The victory set an important precedent, proving to our activists that the clean energy message works and proving to other towns and organizations that decarbonizing their daily lives and operations is possible. In 2016, we're continuing to build on this success with commitments to 100-percent renewable electricity underway from municipalities like Salt Lake City, Utah and businesses like Ski Butlers.



COALITION WORK



If there's one clear takeaway from the series of polls showing the majority of Americans support action on climate change, it's that when people have the choice, they choose more clean energy.

That's why we joined forces with coalition partners in the Climate Action Campaign (CAC) from May through September 2015 to engage citizens across the country in supporting vital US policies like the Clean Power Plan and the first-ever limits on methane emissions from new sources in the oil and gas sector. Thousands of our supporters joined the effort and attended rallies and events, called their governors and senators, wrote their media outlets, and submitted comments to the Environmental Protection Agency.

Through this effort, we generated a total of 525 offline actions supporting the Clean Power Plan, and delivered over 25,000 methane comments to the EPA in December, the fourth-largest contribution to the coalition's 850,000 total comments.

DEVELOPING BEST PRACTICES

TO MAKE OUR PROGRAMS BETTER

It's one thing to share a message that you believe in. It's another to share a message that you know works.

Recognizing that our messages of climate hope and solution must compete for audience attention against countless others in a crowded media environment – and without the unlimited resources available to some competitors – we relentlessly test both our messages and delivery tactics across platforms to ensure we're reaching audiences in the most effective ways possible.

Climate Reality staff identify research questions key to their outreach (e.g. “Is text messaging a more effective way to engage college students than traditional paper petition gathering?”), develop tactics to answer the questions, and test results through a combination of randomized controlled trials, observational studies, and audience surveys. In addition, we employ a range of A/B testing and similar measures to identify what is – and what isn't – working well in our messaging and adapt it accordingly.

Creative Case Study:

OPEN LETTER



In developing our *Open Letter* video addressed to world leaders, we faced a situation not unfamiliar to creatives working on tight timelines and needing to make informed editing decisions: how can we make quick, effective post-production decisions while retaining campaign integrity? In our case, we wanted to make sure the video maximized the power of its call to action while also retaining a global, inclusive, and aesthetic appeal.

Within this context, we conducted two video assessments with online test audiences. The first used our original video edit to assess message salience and to identify potential sticking points. This assessment revealed very high affinity for the video, but low message salience, with viewers finding some voices difficult to understand. Findings informed our editing decisions, and then we tested the next edit against the first to compare results. With selective subtitling, a new intro, and calls to action voiced by celebrities, we improved the efficacy of our primary call to action by 20 percent without reducing viewers' affinity for the video.

LOOKING AHEAD



If 2015 was the year to create a historic breakthrough with the Paris Agreement, 2016 and beyond will be the years to make the promise of emissions reductions the agreement holds a reality.

Seeing this as our challenge, we're now working to ensure critical countries implement the pledges to emissions reduction and other efforts they made in Paris (known as nationally determined contributions) and make them increasingly ambitious in the years ahead.

We do not have time to waste. As important as the Paris Agreement is, the commitments it holds are not enough to keep temperature rise below 2 degrees Celsius, much less the more ambitious target of 1.5 degrees. We are excited and energized to be working to build pressure on leaders to raise their targets through wide-ranging grassroots and digital actions. And we're deeply grateful to have you with us in this journey.

From all of us at Climate Reality, thank you for everything you've done to help us fight climate change together. The road from Paris to a safe and sustainable future for our planet is a long one, but the destination is in sight. And thanks to the agreement, today, we can confidently say we know how we'll get there.

And thanks to your support, we will.

THANK YOU!

JOIN US

We simply could not do this important work without your help. Your questions and feedback are always welcome.

How Can I Help?



GET SMART

- [Sign up for email updates and action alerts](#)
- Visit our [YouTube channel](#) for fun and informative videos
- Like us on [Facebook](#)
- Follow us on [Twitter](#) and [Instagram](#)



GET LOUD

- Share and retweet our content far and wide



GET ACTIVE

- Attend a Climate Speakers Network training
- Attend a [Climate Reality Leadership Corps training](#)
- Host a speaker at your business, organization, or school



SUPPORT US

- [Donate to The Climate Reality Project](#)

Contact Us:

Vanessa LaVallee – Senior VP, Advancement and Operations

Vanessa.LaVallee@ClimateReality.com

FINANCIALS

STATEMENT OF FINANCIAL POSITION

December 31, 2015

ASSETS

Current Assets

Cash and cash equivalents	\$ 2,527,497
Pledges receivable	4,997,745
Accounts receivable	238,677
Prepaid assets	199,739
Total Current Assets	<u>7,963,658</u>

Contributions receivable, net of current portion	4,953,251
Property and equipment, net	163,148
Security deposits and other assets	<u>94,637</u>

TOTAL ASSETS	<u>\$ 13,174,694</u>
---------------------	-----------------------------

LIABILITIES AND NET ASSETS

Liabilities

Line of Credit - New Resource Bank	\$ -
Accounts payable and accrued expenses	848,388
Accrued compensation and benefits	304,717
Due to The Climate Reality Action Fund	-
Accrued rent	159,806
Total Liabilities	<u>1,312,911</u>

Net Assets

Beginning Net Assets	5,294,739
Change in Net Assets	6,567,044
Total Net Assets	<u>11,861,783</u>

TOTAL LIABILITIES AND NET ASSETS	<u>\$ 13,174,694</u>
---	-----------------------------

AUDITED

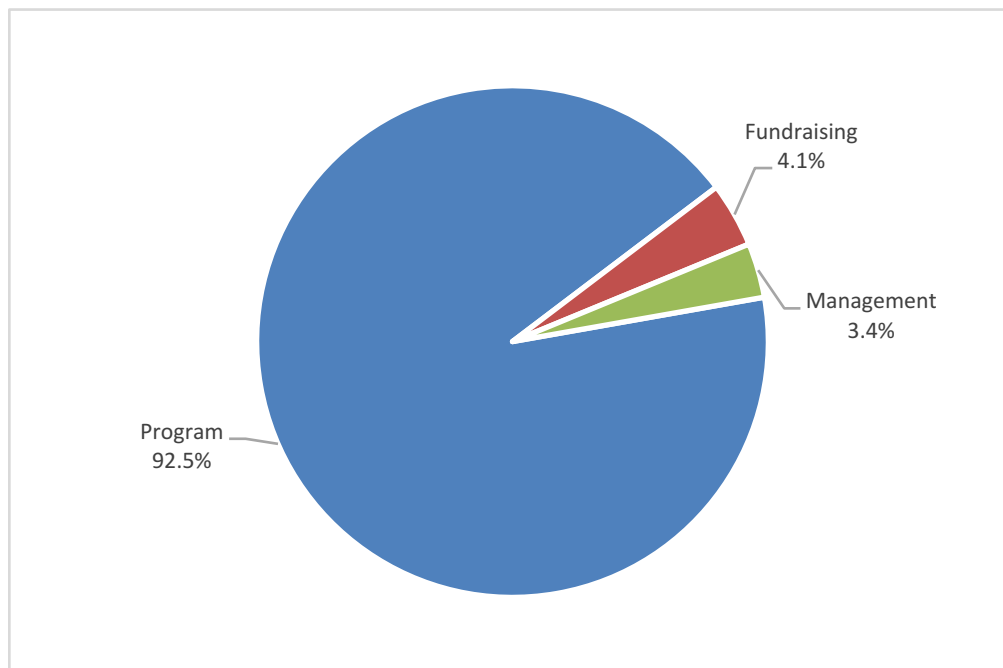
STATEMENT OF ACTIVITIES

	2015
REVENUE	
Contributions	\$ 26,193,908
Program revenue	-
Special events	71,150
Other income	9,737
Loss on sale of donated securities	(117,899)
TOTAL REVENUE	26,156,896
EXPENSES	
Program	18,112,755
Development	802,217
General and administration	674,880
TOTAL EXPENSES	19,589,852
CHANGE IN NET ASSETS	\$ 6,567,044

AUDITED

ORGANIZATIONAL EFFICIENCY

EXPENSES	2015	
Program	\$ 18,112,755	92.5%
Fundraising	802,217	4.1%
Management	674,880	3.4%
TOTAL EXPENSES	\$ 19,589,852	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.