





**DRAWDOWN**





















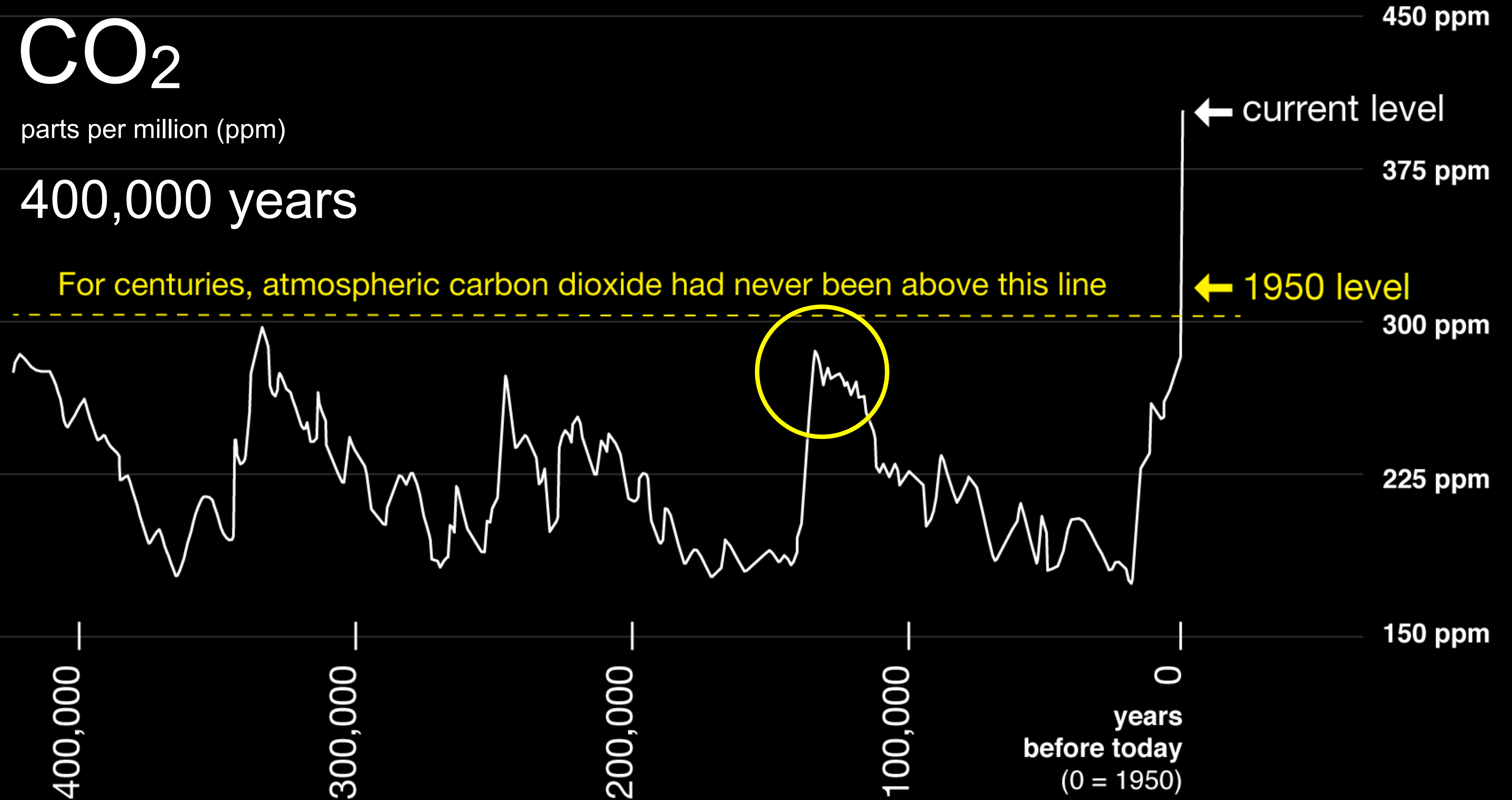


# CO<sub>2</sub>

parts per million (ppm)

## 400,000 years

For centuries, atmospheric carbon dioxide had never been above this line



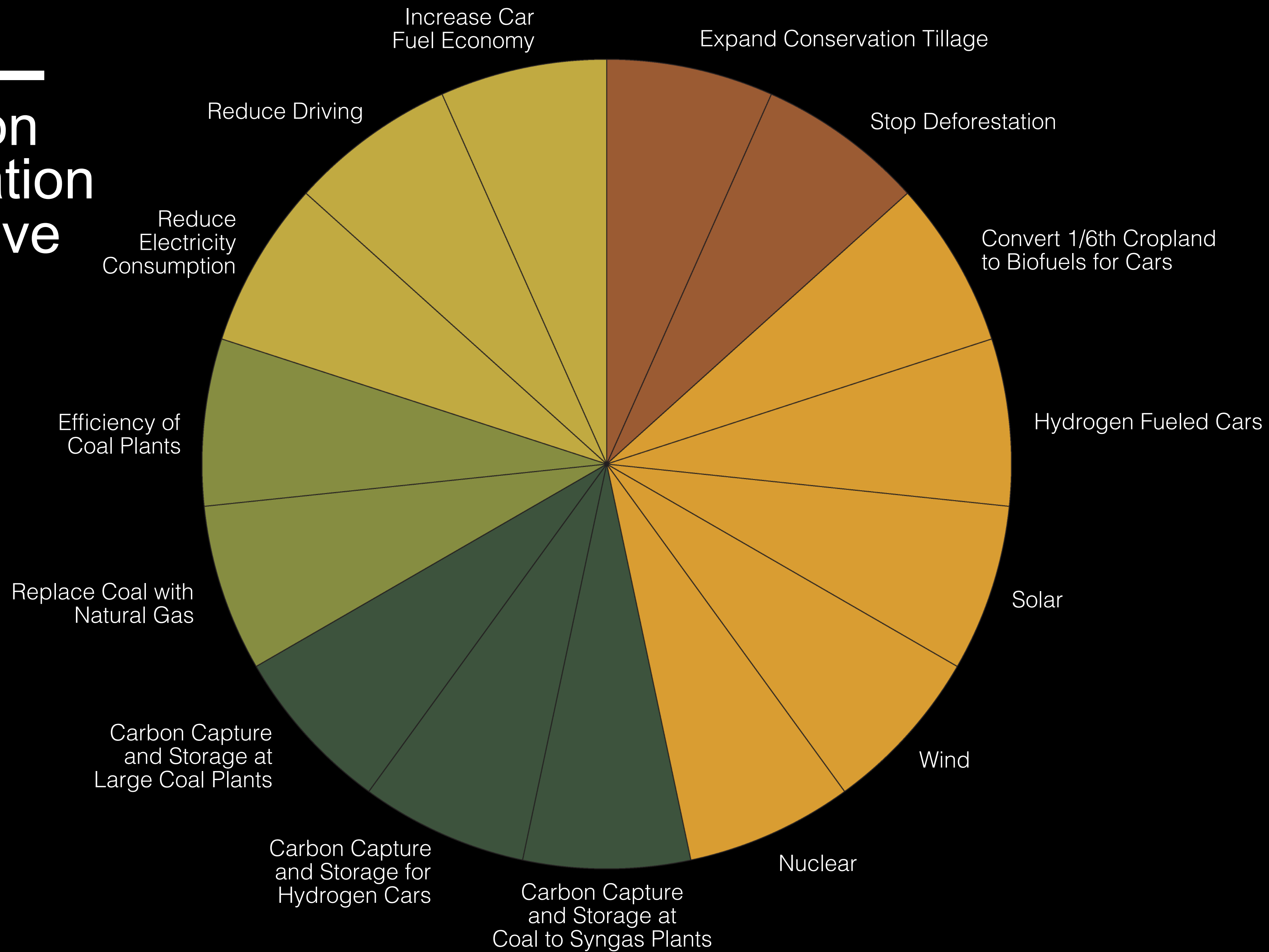


## Article 2, UN Framework Convention on Climate Change

“The ultimate objective of this Convention is to achieve stabilization of greenhouse gas concentrations...within a sufficient time to allow ecosystems to adapt naturally to climate change, to ensure that food production is not threatened...”

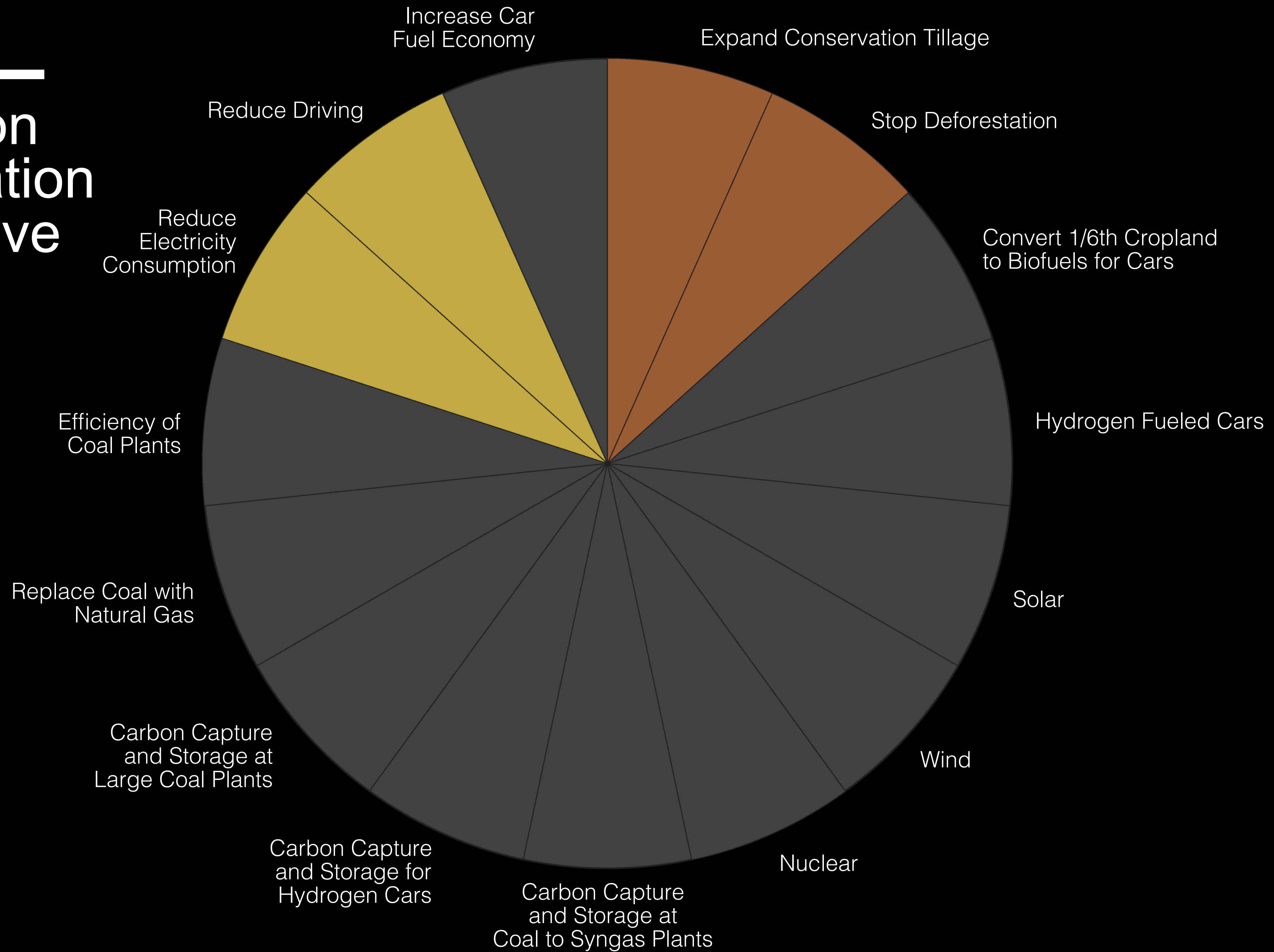


# Carbon Mitigation Initiative





# Carbon Mitigation Initiative





# A Coalition







Leo Burke  
University of Notre Dame

Mary Evelyn Tucker, PhD  
Yale University

Andy Revkin  
The New York Times

Molly Jahn, PhD  
University of Wisconsin

Per Espen Stoknes  
Author, Economist

Michael Mann, PhD  
Penn State University

Dan Wieden  
Wieden + Kennedy

Mark Mykleby  
U.S. Navy

Spencer Beebe  
Ecotrust

Karen O'Brien, PhD  
University of Oslo

Peggy Liu  
JUCCCE

Michael Pollan  
Author, Professor

David Addison  
Virgin Earth Challenge

André Heinz  
Heinz Foundation

Kerry Kennedy  
Robert F Kennedy Center

James Boyle  
Sustainable Roundtable

Edward Davey  
The Prince of Wales'  
International Sustainability  
Unit

John Elkington  
Volans Ventures

Maria Fujihara  
Brazil Green Bldg Council

Dan Kammen, PhD  
UC Berkeley

Sir Jonathon Porritt  
Forum for the Future

Tom Steyer  
NextGen Climate

Jules Kortenhorst  
Rocky Mountain Institute

Sarah Bergmann  
Pollinator Pathways

Adam Chambers, PhD  
USDA Natural Resources  
Conservation Service

Joylette Portlock, PhD  
Communitopia

Clayton Thomas-Muller  
Idle no More

Mehjabeen Abidi-Habib, PhD  
Government College University  
in Lahore

Bill McKibben  
350.org

Chris Pyke, PhD  
IPCC

Brendan Mackey, PhD  
Griffith University, Australia

Gisele Bundchen  
Luz Foundation

Cutler Cleveland, PhD  
Boston University



What do we do? We do the math.







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# GEO THERMAL

#18  
RANK BY 2050

16.6 GT  
REDUCED CO2

(\$155B) \$1.02T  
NET COST NET SAVINGS



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16.6 GT  
REDUCED CO2

(\$155B) \$1.02T  
NET COST NET SAVINGS





# IMPROVED RICE CULTIVATION

#24  
RANK BY 2050

11.34 GT  
REDUCED CO2

-  
NET COST

\$519.1B  
NET SAVINGS



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# WIND TURBINES (OFFSHORE)

#22  
RANK BY 2050

14.1 GT  
REDUCED CO<sub>2</sub>

\$572B  
NET COST

\$274.6B  
NET SAVINGS



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# NUCLEAR

#20

RANK BY 2050

15.81 GT

REDUCED CO2

\$.88B

NET COST

\$2T

NET SAVINGS



# ROOFTOP SOLAR

#10  
RANK BY 2050

24.6 GT  
REDUCED CO<sub>2</sub>

\$453B  
NET COST

\$3.46T  
NET SAVINGS



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# FOREST PROTECTION

#38  
RANK BY 2050

6.2 GT  
REDUCED CO2

896.2 GT  
CO2 PROTECTED



An aerial photograph of a rural landscape. In the upper center, there is a small pond surrounded by trees. To the right of the pond is a farm with several red barns and white buildings. The foreground and middle ground are filled with various agricultural fields, some of which are covered in plastic mulch. The background shows more fields and a line of trees.

# REGENERATIVE AGRICULTURE

#11  
RANK BY 2050

23.15 GT  
REDUCED CO2

\$57.2B  
NET COST

\$1.93T  
NET SAVINGS





# HOUSEHOLD RECYCLING

#55

RANK BY 2050

2.77 GT

REDUCED CO2

\$367B

NET COST

\$71.1B

NET SAVINGS





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# ELECTRIC BIKES

#69  
RANK BY 2050

.96 GT  
REDUCED CO2

\$106B  
NET COST

\$226.1B  
NET SAVINGS



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# TELEPRESENCE

#63  
RANK BY 2050

1.99 GT  
REDUCED CO2

\$127B  
NET COST

\$1.31T  
NET SAVINGS



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# MANAGED GRAZING

#19  
RANK BY 2050

16.34 GT  
REDUCED CO2

\$50.5B  
NET COST

\$735.3B  
NET SAVINGS





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MARINE  
PERMACULTURE





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HYDROGEN-  
BORON FUSION



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# REPOPULATING THE MAMMOTH STEPPE





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# BUILDING WITH WOOD







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A COW WALKS  
ONTO A BEACH



What surprised us?



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# TOP 20

RANK	SOLUTION	SECTOR	REDUCED CO2
1	Refrigerant Management	Materials	89.74 GT
2	Wind Turbines - Onshore	Energy	84.60 GT
3	Reduced Food Waste	Food	70.53 GT
4	Plant-Rich Diet	Food	66.11 GT
5	Tropical Forests	Land Use	61.23 GT
6	Educating Girls	Women and Girls	59.60 GT
7	Family Planning	Women and Girls	59.60 GT
8	Solar Farms	Energy	36.90 GT
9	Silvopasture	Food	31.19 GT
10	Rooftop Solar	Energy	24.60 GT
11	Regenerative Agriculture	Food	23.15 GT
12	Temperate Forest	Land Use	22.61 GT
13	Peatlands	Land Use	21.57 GT
14	Tropical Staple Tree Crops	Food	20.19 GT
15	Afforestation	Land Use	18.06 GT
16	Conservation Agriculture	Food	17.35 GT
17	Tree Intercropping	Food	17.20 GT
18	Geothermal	Energy	16.60 GT
19	Managed Grazing	Food	16.34 GT
20	Nuclear	Energy	16.09 GT





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# REDUCED FOOD WASTE

#3

RANK BY 2050

70.53 GT

REDUCED CO2





# PLANT-RICH DIET

#4  
RANK BY 2050

66.11 GT  
REDUCED CO2



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# TOP 20

Food is  
8 of top 20

RANK	SOLUTION	SECTOR	REDUCED CO2
1	Refrigerant Management	Materials	89.74 GT
2	Wind Turbines (Onshore)	Energy	84.60 GT
3	Reduced Food Waste	Food	70.53 GT
4	Plant-Rich Diet	Food	66.11 GT
5	Tropical Forests	Land Use	61.23 GT
6	Educating Girls	Women and Girls	59.60 GT
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8	Solar Farms	Energy	36.90 GT
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17	Tree Intercropping	Food	17.20 GT
18	Geothermal	Energy	16.60 GT
19	Managed Grazing	Food	16.34 GT
20	Nuclear	Energy	16.09 GT







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# TOP 20

Land Use is  
4 of top 20

RANK	SOLUTION	SECTOR	REDUCED CO2
1	Refrigerant Management	Materials	89.74 GT
2	Wind Turbines (Onshore)	Energy	84.60 GT
3	Reduced Food Waste	Food	70.53 GT
4	Plant-Rich Diet	Food	66.11 GT
5	<b>Tropical Forests</b>	<b>Land Use</b>	<b>61.23 GT</b>
6	Educating Girls	Women and Girls	59.60 GT
7	Family Planning	Women and Girls	59.60 GT
8	Solar Farms	Energy	36.90 GT
9	Silvopasture	Food	31.19 GT
10	Rooftop Solar	Energy	24.60 GT
11	Regenerative Agriculture	Food	23.15 GT
12	<b>Temperate Forest</b>	<b>Land Use</b>	<b>22.61 GT</b>
13	<b>Peatlands</b>	<b>Land Use</b>	<b>21.57 GT</b>
14	Tropical Staple Tree Crops	Food	20.19 GT
15	<b>Afforestation</b>	<b>Land Use</b>	<b>18.06 GT</b>
16	Conservation Agriculture	Food	17.35 GT
17	Tree Intercropping	Food	17.20 GT
18	Geothermal	Energy	16.60 GT
19	Managed Grazing	Food	16.34 GT
20	Nuclear	Energy	16.09 GT



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# TOP 20

Energy is  
5 of top 20

RANK	SOLUTION	SECTOR	REDUCED CO2
1	Refrigerant Management	Materials	89.74 GT
2	<b>Wind Turbines - Onshore</b>	<b>Energy</b>	<b>84.60 GT</b>
3	Reduced Food Waste	Food	70.53 GT
4	Plant-Rich Diet	Food	66.11 GT
5	Tropical Forests	Land Use	61.23 GT
6	Educating Girls	Women and Girls	59.60 GT
7	Family Planning	Women and Girls	59.60 GT
8	<b>Solar Farms</b>	<b>Energy</b>	<b>36.90 GT</b>
9	Silvopasture	Food	31.19 GT
10	<b>Rooftop Solar</b>	<b>Energy</b>	<b>24.60 GT</b>
11	Regenerative Agriculture	Food	23.15 GT
12	Temperate Forest	Land Use	22.61 GT
13	Peatlands	Land Use	21.57 GT
14	Tropical Staple Tree Crops	Food	20.19 GT
15	Afforestation	Land Use	18.06 GT
16	Conservation Agriculture	Food	17.35 GT
17	Tree Intercropping	Food	17.20 GT
18	<b>Geothermal</b>	<b>Energy</b>	<b>16.60 GT</b>
19	Managed Grazing	Food	16.34 GT
20	<b>Nuclear</b>	<b>Energy</b>	<b>16.09 GT</b>
22	<b>Wind Turbines - Offshore</b>	<b>Energy</b>	<b>14.10 GT</b>



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# TOP 20

Materials is  
the top  
solution

RANK	SOLUTION	SECTOR	REDUCED CO2
1	Refrigerant Management	Materials	89.74 GT
2	Wind Turbines (Onshore)	Energy	84.60 GT
3	Reduced Food Waste	Food	70.53 GT
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17	Tree Intercropping	Food	17.20 GT
18	Geothermal	Energy	16.60 GT
19	Managed Grazing	Food	16.34 GT
20	Nuclear	Energy	16.09 GT





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# EDUCATING GIRLS

#6

RANK BY 2050

59.60 GT

REDUCED CO2



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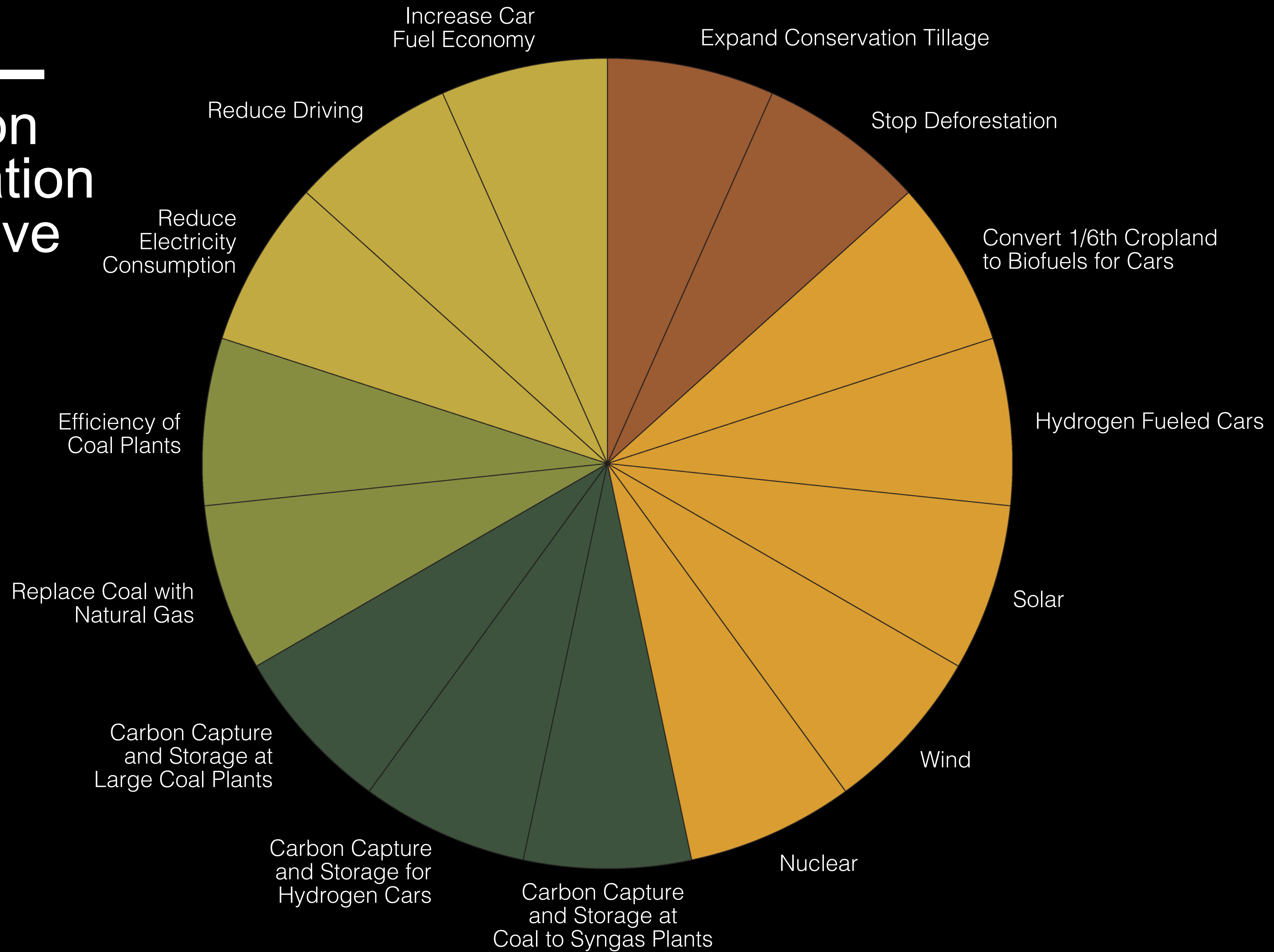
# TOP 20

Women and girls: when combined: the #1 solution.

RANK	SOLUTION	SECTOR	REDUCED CO2
1	Refrigerant Management	Materials	89.74 GT
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4	Plant-Rich Diet	Food	66.11 GT
5	Tropical Forests	Land Use	61.23 GT
6	<b>Educating Girls</b>	<b>Women and Girls</b>	<b>59.60 GT</b>
7	<b>Family Planning</b>	<b>Women and Girls</b>	<b>59.60 GT</b>
8	Solar Farms	Energy	36.90 GT
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18	Geothermal	Energy	16.60 GT
19	Managed Grazing	Food	16.34 GT
20	Nuclear	Energy	16.09 GT

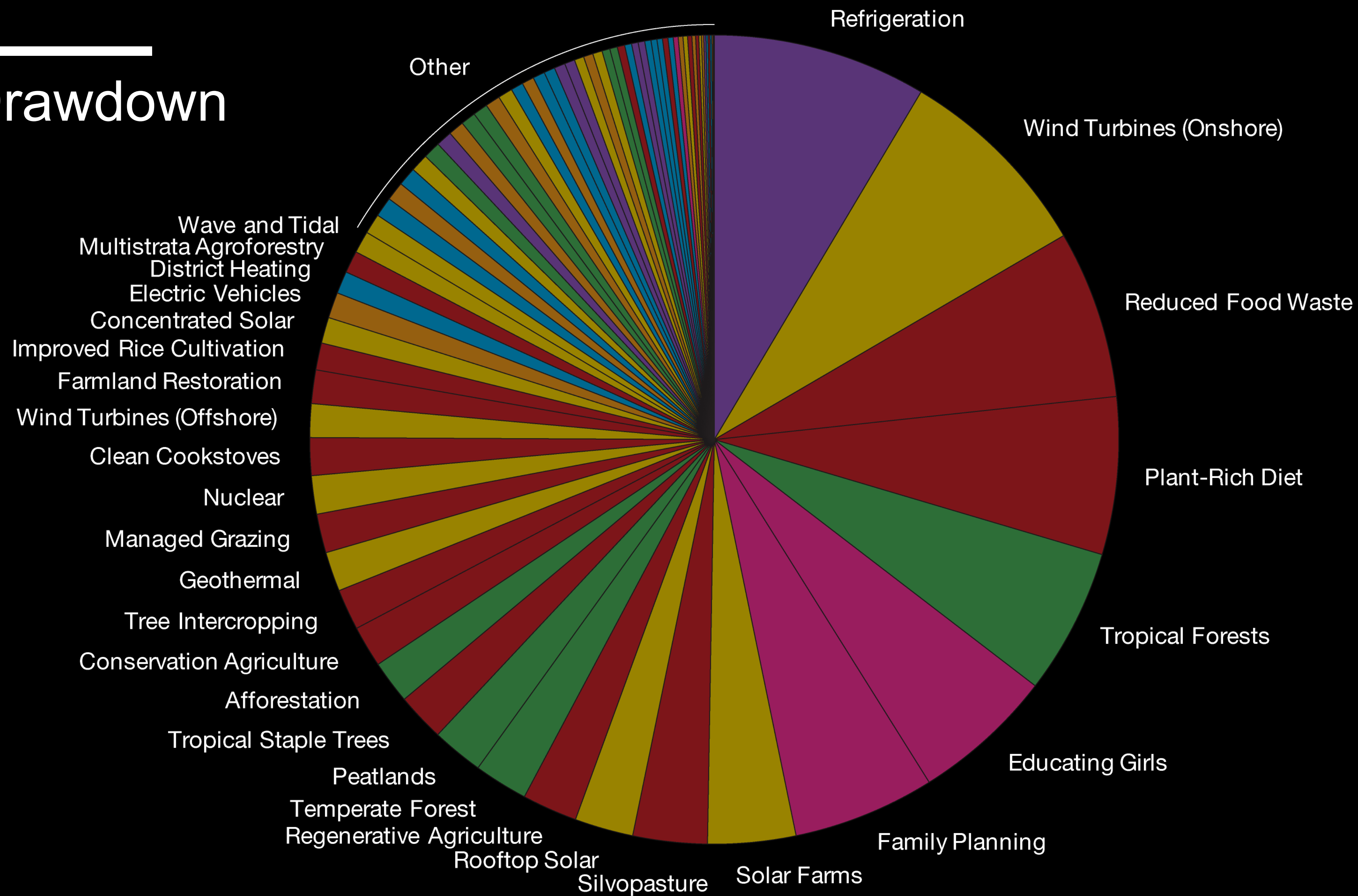


# Carbon Mitigation Initiative





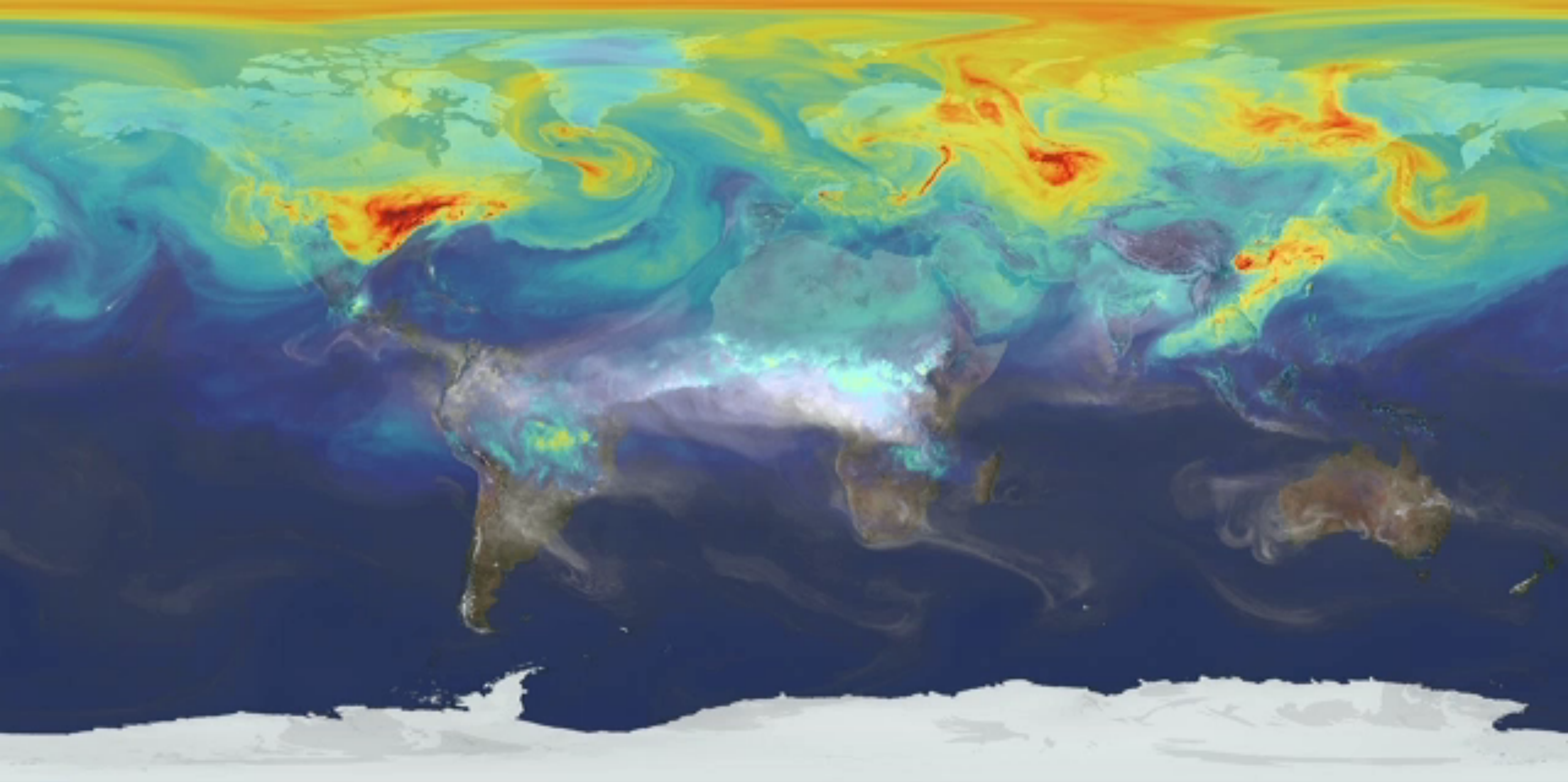
# Drawdown





Is Drawdown possible?





2006 / 01 / 01

Global Modeling and Assimilation Office

Carbon Monoxide Column Abundance [ $1.0 \times 10^{18}$  molec  $\text{cm}^{-2}$ ]



Carbon Dioxide Column Concentration [ppmv]









# **DRAWDOWN**

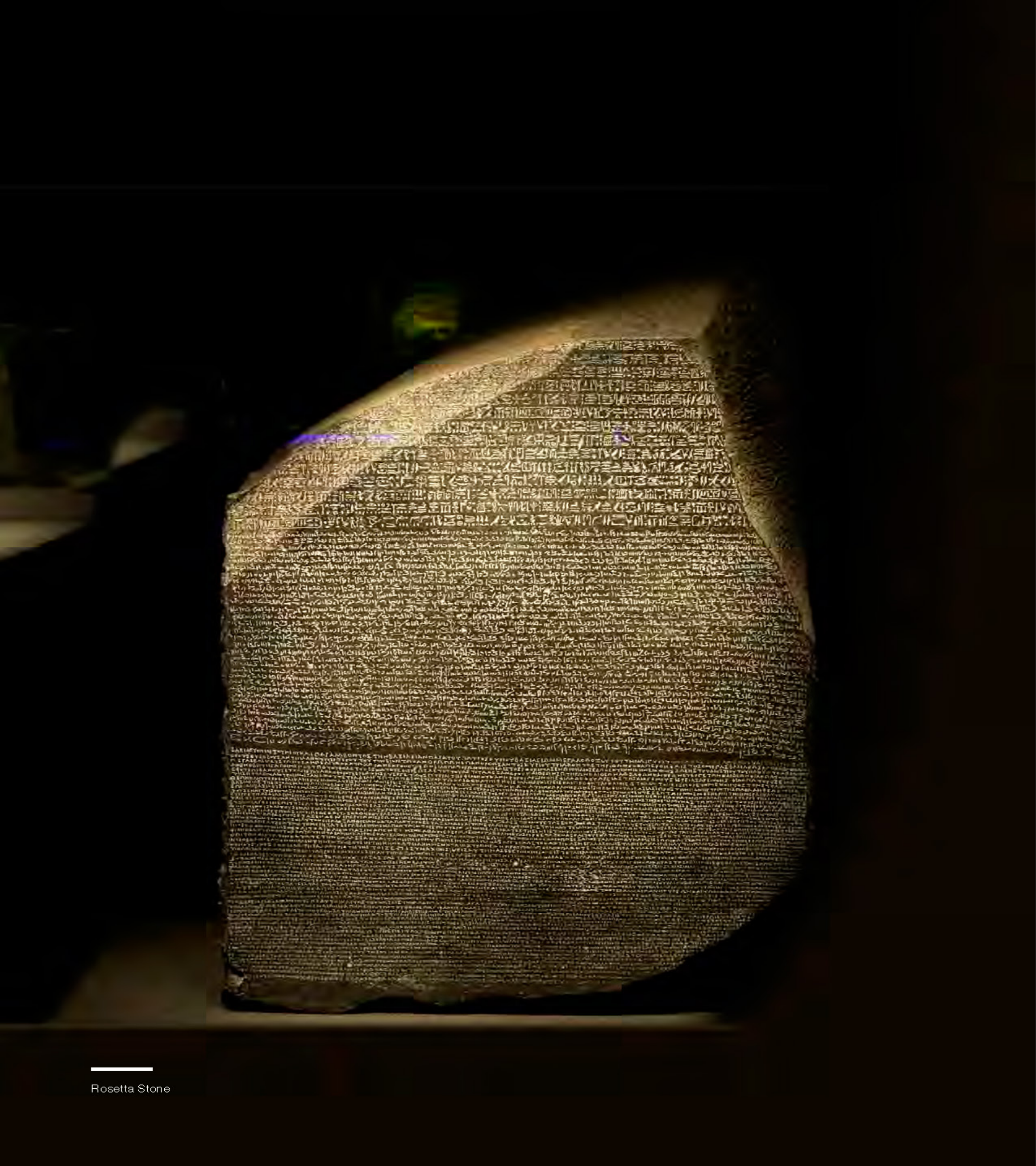
**THE MOST COMPREHENSIVE  
PLAN EVER PROPOSED TO  
REVERSE GLOBAL WARMING  
EDITED BY PAUL HAWKEN**





**PLAN**





Rosetta Stone

# LANGUAGE

Confucius wrote that calling things by their proper name is the beginning of wisdom. In the world of climate change, names can sometimes be the beginning of confusion. Climate science contains its own specialized vocabulary, acronyms, lingo, and jargon. It is a language derived by scientists and policy makers that is succinct, specific, and useful. However, as a means of communication to the broader public, it can create separation and distance

I remember my economics professor asking for a definition of Gresham's Law and how I rattled off the answer mechanically. He looked at me—none too pleased, though the answer was correct—and said, now explain it to your grandmother. That was much more difficult. The answer I gave the professor would have made no sense to her. It was lingo. So it is with climate and global warming. Very few people actually understand climate science, yet the basic mechanism of global warming is pretty straightforward.

We have endeavored to make *Drawdown* understandable to people from all backgrounds and points of view. We have endeavored to bridge the climate communication gap by the words we choose, the analogies we avoid, the jargon we stay away from, and the metaphors we employ. As much as possible, we refrain from acronyms and lesser-known climate terminology. We spell out *carbon dioxide* instead of abbreviating it. We write *methane*, not CH<sub>4</sub>.

Let's consider an example. In November 2016, the White House released its strategy for achieving deep decarbonization by mid-century. From our perspective, *decarbonization* is a word that describes the problem, not the goal: we decarbonized the earth by removing carbon in the form of combusted coal, gas, and oil, as well as through deforestation and poor farming practices, and releasing it into the atmosphere. When the word *decarbonization* is used, as it was by the White House, it refers to replacing fossil fuel energy with clean, renewable sources. However, the term is often employed as the overarching goal of climate action—one that is unlikely to inspire and more likely to confuse.

Another term used by scientists is negative emissions. This term has no meaning in any language. Imagine a negative house, or a negative tree. The absence of something is nothing. The phrase refers to sequestering or drawing down carbon from the atmosphere. We call that sequestration. It is carbon positive, not negative. This is another example where climate-speak removes itself from common parlance and common sense. Our goal is to present climate science and solutions in language that is accessible and compelling to the broadest audience, from ninth graders to pipe fitters, from graduate students to farmers.

We also avoid using military language. Much of the rhetoric and writing about climate change is violent: the war on carbon, the fight against global warming, and frontline battles

against fossil fuels. Articles refer to slashing emissions as if we had machetes. We understand the use of these terms because they convey the gravity of what we face and the tightening window of time to address global warming. Yet, terms such as *combat*, *battle*, and *crusade* imply that climate change is the enemy and it needs to be slayed. Climate is a function of biological activity on earth, and physics and chemistry in the sky. It is the prevalent weather conditions over time. Climate changes because it always has and will, and variations of climate produce everything from seasons to evolution. The goal is to come into alignment with the impact we are having on climate by addressing the human causes of global warming and bringing carbon back home.

The term *drawdown* needs explanation as well. The word is conventionally used to describe the reduction of military forces, capital accounts, or water from wells. We use it to refer to reducing the amount of carbon in the atmosphere. However, there is an even more important reason for the use of the word: drawdown names a goal that has been hitherto absent in most conversations about climate. Addressing, slowing, or arresting emissions is necessary, but insufficient. If you are traveling down the wrong road, you are still on the wrong road if you slow down. The only goal that makes sense for humanity is to reverse global warming, and if parents, scientists, young people, leaders and we citizens do not name the goal, there is little chance it will be achieved.

Last, there is the term *global warming*. The history of the concept goes back to the 19th century when Eunice Foote (1856) and John Tyndall (1859) independently described how gases trap heat in the atmosphere and how changes in the concentration of gases would alter the climate. The term *global warming* was first used by geochemist Wallace Broecker in a 1975 *Science* article entitled “Climatic Change: Are We on the Brink of a Pronounced Global Warming?” Before that article, the term used was *inadvertent climate modification*. Global warming refers to the surface temperature of the earth. Climate change refers to the many changes that will occur with increases in temperature and greenhouse gases. That is why the U.N. climate agency is called the Intergovernmental Panel on Climate Change—the IPCC, and not the IPGW. It studies the comprehensive impacts of climate change on all living systems. What we measure and model in *Drawdown* is how to begin the reduction of greenhouse gases in order to reverse global warming. —Paul Hawken



Is there a business case?



# SUMMARY OF SOLUTIONS BY OVERALL RANKING

		TOTAL ATMOSPHERIC CO2-EQ REDUCTION (GT)	NET COST (BILLIONS US \$)	NET SAVINGS (BILLIONS US \$)
Solution	Sector			
1 Refrigerant Management	Materials	89.74	N/A	-\$902.77
2 Wind Turbines (Onshore)	Energy	84.60	\$1,225.37	\$7,425.00
3 Reduced Food Waste	Food	70.53	N/A	N/A
4 Plant-Rich Diet	Food	66.11	N/A	N/A
5 Tropical Forests	Land Use	61.23	N/A	N/A
6 Educating Girls	Women and Girls	59.60	N/A	N/A
7 Family Planning	Women and Girls	59.60	N/A	N/A
8 Solar Farms	Energy	36.90	-\$80.60	\$5,023.84
9 Silvopasture	Food	31.19	\$41.59	\$699.37
10 Rooftop Solar	Energy	24.60	\$453.14	\$3,457.63
11 Regenerative Agriculture	Food	23.15	\$57.22	\$1,928.10
12 Temperate Forests	Land Use	22.61	N/A	N/A
13 Peatlands	Land Use	21.57	N/A	N/A
14 Tropical Staple Trees	Food	20.19	\$120.07	\$626.97
15 Afforestation	Land Use	18.06	\$29.44	\$392.33
16 Conservation Agriculture	Food	17.35	\$37.53	\$2,119.07
17 Tree Intercropping	Food	17.20	\$146.99	\$22.10
18 Geothermal	Energy	16.60	-\$155.48	\$1,024.34
19 Managed Grazing	Food	16.34	\$50.48	\$735.27
20 Nuclear	Energy	16.09	\$0.88	\$1,713.40
21 Clean Cookstoves	Food	15.81	\$72.16	\$166.28
22 Wind Turbines (Offshore)	Energy	14.10	\$572.40	\$274.57
23 Farmland Restoration	Food	14.06	\$72.24	\$1,342.47
24 Improved Rice Cultivation	Food	11.34	N/A	\$519.06
25 Concentrated Solar	Energy	10.90	\$1,319.70	\$413.85
26 Electric Vehicles	Transport	10.80	\$14,148.03	\$9,726.40
27 District Heating	Buildings and Cities	9.38	\$457.07	\$3,543.50
28 Multistrata Agroforestry	Food	9.28	\$26.76	\$709.75
29 Wave and Tidal	Energy	9.20	\$411.84	-\$1,004.70
30 Methane Digesters (Large)	Energy	8.40	\$201.41	\$148.83
31 Insulation	Buildings and Cities	8.27	\$3,655.92	\$2,513.33
32 Ships	Transport	7.87	\$915.93	\$424.38
33 LED Lighting - Household	Buildings and Cities	7.81	\$323.52	\$1,729.54
34 Biomass	Energy	7.50	\$402.31	\$519.35
35 Bamboo	Land Use	7.22	\$23.79	\$264.80
36 Alternative Cement	Materials	6.69	-\$273.90	N/A
37 Mass Transit	Transport	6.57	N/A	\$2,379.73
38 Forest Protection	Land Use	6.20	N/A	N/A
39 Indigenous Peoples' Land Management	Land Use	6.19	N/A	N/A
40 Trucks	Transport	6.18	\$543.54	\$2,781.63
41 Solar Water	Energy	6.08	\$2.99	\$773.65
42 Heat Pumps	Buildings and Cities	5.20	\$118.71	\$1,546.66

		TOTAL ATMOSPHERIC CO2-EQ REDUCTION (GT)	NET COST (BILLIONS US \$)	NET SAVINGS (BILLIONS US \$)
Solution	Sector			
43 Airplanes	Transport	5.05	\$662.42	\$3,187.80
44 LED Lighting - Commercial	Buildings and Cities	5.04	-\$205.05	\$1,089.63
45 Building Automation	Buildings and Cities	4.62	\$68.12	\$880.55
46 Water Saving - Home	Materials	4.61	\$72.44	\$1,800.12
47 Bioplastic	Materials	4.30	\$19.15	N/A
48 In-Stream Hydro	Energy	4.00	\$202.53	\$568.36
49 Cars	Transport	4.00	-\$598.69	\$1,761.72
50 Cogeneration	Energy	3.97	\$279.25	\$566.93
51 Perennial Biomass	Land Use	3.33	\$77.94	\$541.89
52 Coastal Wetlands	Land Use	3.19	N/A	N/A
53 System of Rice Intensification	Food	3.13	N/A	\$677.83
54 Walkable Cities	Buildings and Cities	2.92	N/A	\$3,278.24
55 Household Recycling	Materials	2.77	\$366.92	\$71.13
56 Industrial Recycling	Materials	2.77	\$366.92	\$71.13
57 Smart Thermostats	Buildings and Cities	2.62	-\$74.16	\$640.10
58 Landfill Methane	Buildings and Cities	2.50	-\$1.82	\$67.57
59 Bike Infrastructure	Buildings and Cities	2.31	-\$2,026.97	\$400.47
60 Composting	Food	2.28	-\$63.72	-\$60.82
61 Smart Glass	Buildings and Cities	2.19	\$932.30	\$325.10
62 Women Smallholders	Women and Girls	2.06	N/A	\$87.60
63 Telepresence	Transport	1.99	\$127.72	\$1,310.59
64 Methane Digesters (Small)	Energy	1.90	\$15.50	\$13.90
65 Nutrient Management	Food	1.81	N/A	\$102.32
66 High-Speed Rail	Transport	1.52	-\$1,038.42	\$368.13
67 Farmland Irrigation	Food	1.33	\$216.16	\$429.67
68 Waste-to-Energy	Energy	1.10	\$36.00	\$19.82
69 Electric Bikes	Transport	0.96	\$106.75	\$226.07
70 Recycled Paper	Materials	0.90	\$573.48	N/A
71 Water Distribution	Buildings and Cities	0.87	\$137.37	\$903.11
72 Biochar	Food	0.81	N/A	N/A
73 Green Roofs	Buildings and Cities	0.77	\$1,393.29	\$988.46
74 Trains	Transport	0.52	\$608.64	\$313.86
75 Ridesharing	Transport	0.32	N/A	\$185.56
76 Micro Wind	Energy	0.20	\$36.12	\$19.90
77 Energy Storage (Distributed)	Energy	N/A	N/A	N/A
77 Energy Storage (Utilities)	Energy	N/A	N/A	N/A
77 Grid Flexibility	Energy	N/A	N/A	N/A
78 Microgrids	Energy	N/A	N/A	N/A
79 Net Zero Buildings	Buildings and Cities	N/A	N/A	N/A
80 Retrofitting	Buildings and Cities	N/A	N/A	N/A
Totals		1,051.01	\$27,405.68	\$73,874.52



**DRAWDOWN**