

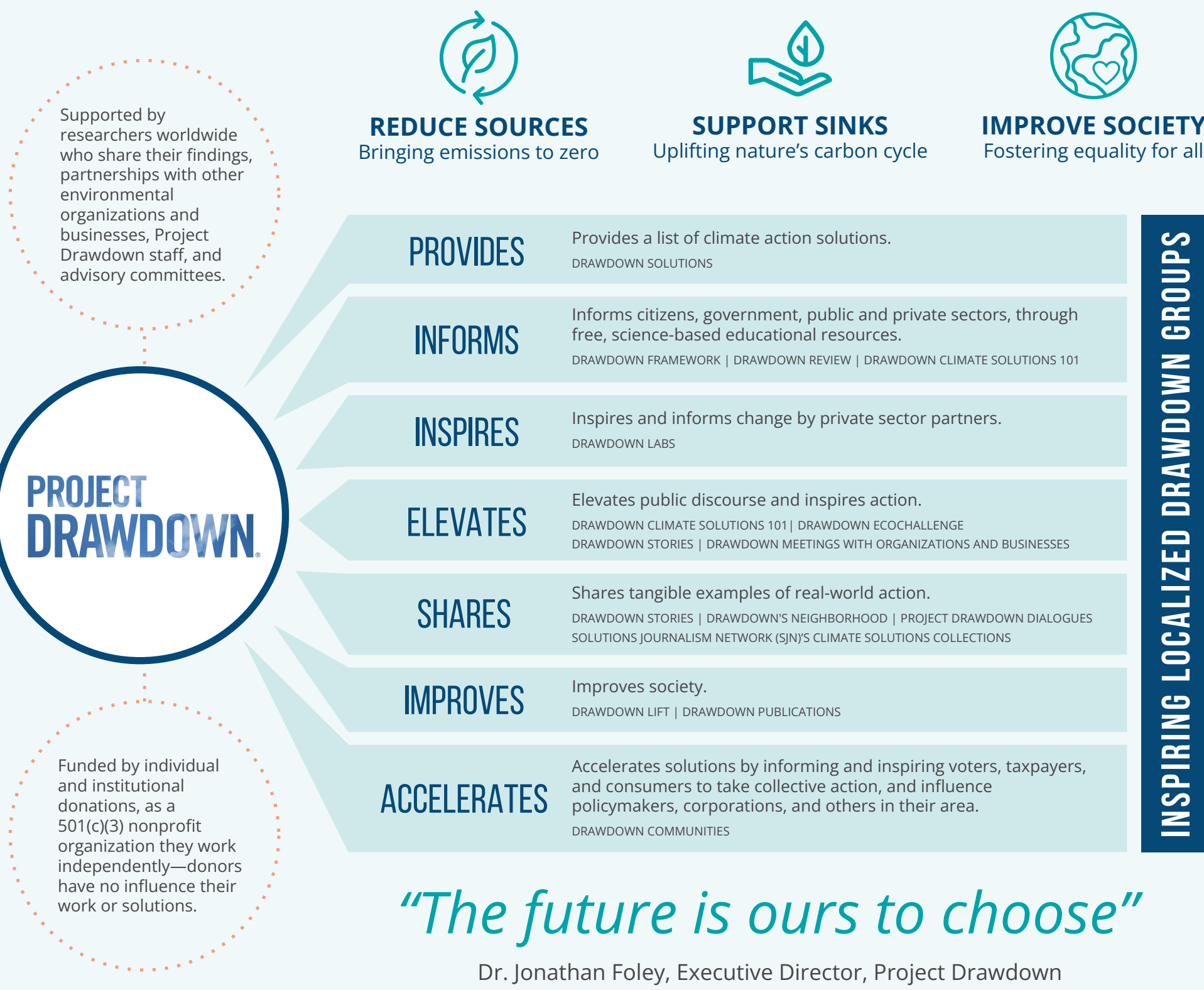
RESEARCH QUESTIONS

1. What are the climate action challenges that need to be addressed in the next ten years?
2. How can we engage key stakeholders to implement actionable climate change solutions?

Project Drawdown

To understand the climate action space, we chose Project Drawdown as a case study. Project Drawdown is a non-profit organization working to help the world reach "drawdown"—the point in the future when levels of greenhouse gases in the atmosphere stop climbing and start to steadily decline, thereby stopping catastrophic climate change—as quickly, safely, and equitably as possible and building a better future for all.

The Drawdown Framework posits that to understand and advance climate solutions, it is important to understand the sources of emissions and nature's means of rebalancing the climate system. The framework presents three main areas of focus: to reduce sources, support sinks, and improve society (Project Drawdown, 2020).



FRAMING THE SYSTEM

We used the iterative inquiry tool to map out functions, structure, components, processes, and purposes for each level of Project Drawdown's intervention in the climate action space.

1. MICRO Project Drawdown existing for climate action

Function: To map, measure, model and describe the most substantive solutions to global warming.

Structure: Project Drawdown's core team, researchers, fellows

Process: Aggregating researchers, collecting data, incorporating, and making widely available shared research. Provide recommendations to organizations on how they can act in their organization and how to get all stakeholders to become allies.

Purpose/Context: Inspiring climate action in communities and organizations.

2. MESO The organizations inspired by Project Drawdown

Function: Empower communities with solutions and resources.

Structure: Drawdown Communities, Labs, Lift, Solutions, Donors

Process: Fundraising, researching, networking

Purpose/Context: Providing support and solutions/ techniques (to help them in their mission) to the different actors working in the climate action space

3. EXO Impact of those climate plans—Communities and NGOs putting the framework into action

Function: Providing Drawdown's global framework, assessment and analysis of climate solutions by defining and describing solution leverage points and enabling environments that are key to scaling each solution.

Structure: Organizations that Drawdown inspires, companies that adopt plans, groups working in a specific climate action space.

Process: Inside companies, help shift culture by surfacing employee stories that inspire, build, and accelerate climate action. Externally, the combined voice of Drawdown partners that encourage business peers, governments, and policymakers to speed up bold, game-changing climate solutions.

Purpose/Context: Ambitious climate action, offering the world powerful—and attainable—ways of addressing the climate crisis.

4. MACRO Drawdown reducing carbon emissions to zero (the collective action of involving all those communities in climate action, includes everyone Drawdown has inspired worldwide)

Function: Get to a point of drawdown—the future point in time when levels of greenhouse gases in the atmosphere stop climbing and start to steadily decline.

Structure: Voters, taxpayers, policymakers, international NGOs, Multinational Corporations, Governments, Academia

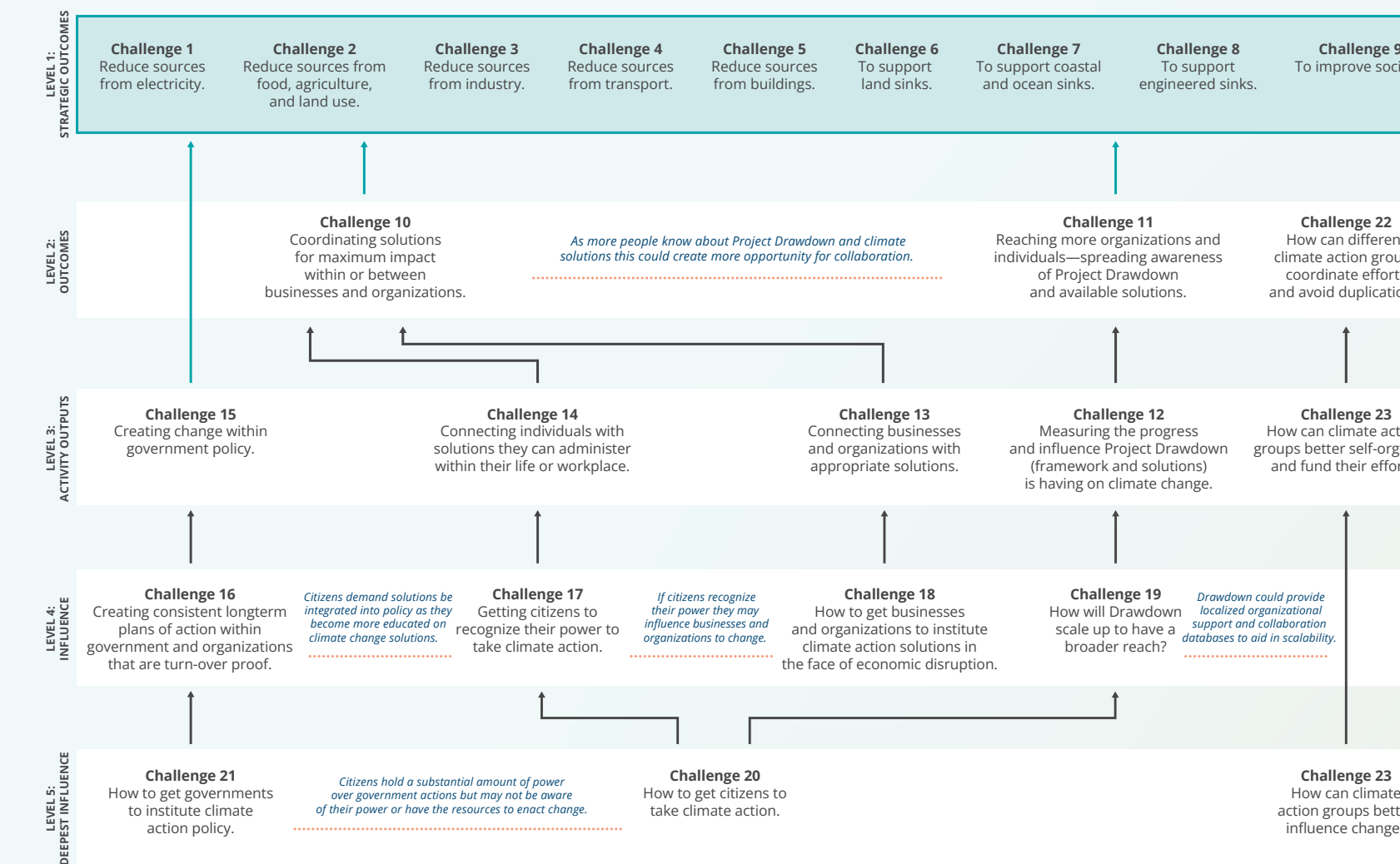
Process: Adopt the climate action frameworks and build execution plans for it, incentivizing innovations that lead to sustainable practices and continue to harness energy and products from sustainable sources.

Purpose/Context: Reduce carbon emissions to zero

UNCOVERING CHALLENGES

We applied an influence map to better understand the areas for potential intervention and address our focus question: What are the challenges facing climate action in the next 10 years?

Challenges were organized from the bottom up to uncover influences and the roles of key stakeholders. At the top, the sectors identified by the Project Drawdown Framework are listed as the overall goals of the system.



Key Insights

- Both governments and citizens have high levels of power. However, citizens may not be aware of their
- Potential in creating long-term turn-over proof plans within government—reinforced by taxpayer influence.
- Project Drawdown needs to be scalable to reach new ears and avoid creating an echo chamber with existing climate action actors.
- Need for advocacy about the Drawdown framework for more opportunities for collaboration with businesses and communities.

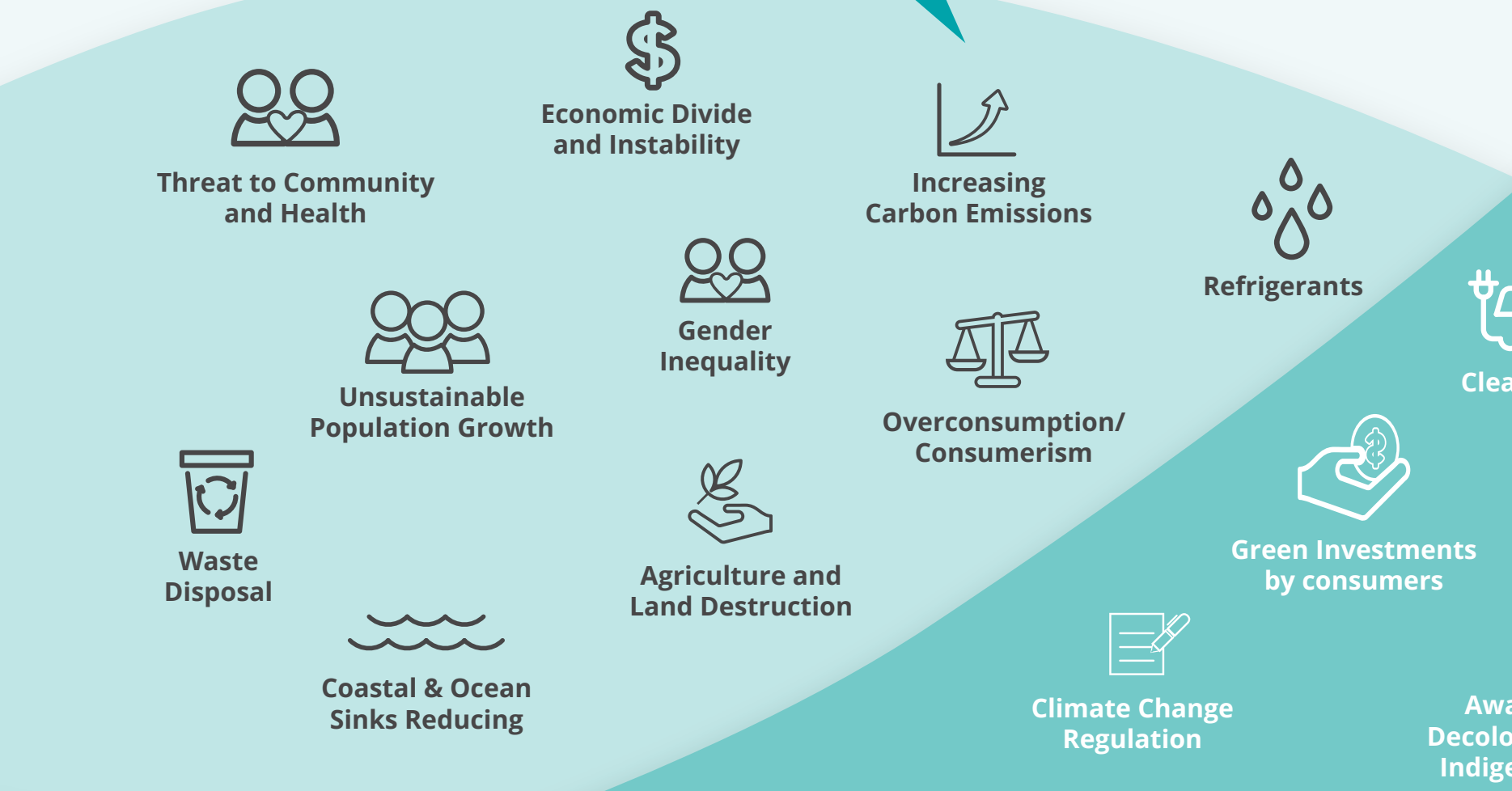
Proposed Strategic Interventions



Waves of CHANGE

A CASE STUDY OF DRAWDOWN TORONTO IN THE CLIMATE ACTION SPACE

Current Climate Challenges



DRAWDOWN TORONTO'S TRANSITION TO CHANGE

After gaining a comprehensive understanding of the issues surrounding the climate action space, understanding Drawdown Toronto as a case study, and consolidating our learnings to suggest strategic interventions that will accelerate our journey towards reaching the point of drawdown we used the tool for Transition by Design, based on Geels' Multi-Level Perspective, to map the change process in three different stages from the micro to meso to macro level.

