Zero°
PROJECT

Ecosystem of Frontline Philanthropic Climate Impact Investors: Invitation to Partner with Generation Z

Summer 2020

School Strike for Climate, Prague, Czech Republic, March 2019

INSPIRATION

COLLABORATIVE CAPABILITY FOR DOING GREATER GOOD WHEN THE TIME IS PRECIOUS

We now know that the current Coronavirus 19 pandemic is a preview of our climate-change future. "Scientists guess the planet could harbor more than a million yet-to-be-discovered viruses — many of them, like COVID-19, for now "quarantined" in particular susceptible species, but which could evolve or "jump" into humans, either as the result of changing climatic conditions or because the scrambling of native ecosystems and habitats brings the host species into contact with humans in a much more direct way that ever before. … That is what it means to be living entirely outside the window of climate conditions that enclose all of human history — everything we have ever taken to be stable about our relationship to the planet is thrown into chaos. That chaos will confront us, again and again, with undiscovered disease."[1]

On June 8th, 2020 Professor Solomon Hsiang from University of California at Berkeley conveyed the historic nature of our current pandemic crisis and the outpouring of collaborative human response as an unprecedented demonstration of the untapped power of collective human capability to do greater good for humanity: "The last several months have been extraordinarily difficult, but through our individual sacrifices, people everywhere have each contributed to one of humanity's greatest collective achievements. … ***I don't think any human endeavor has ever saved so many lives in such a short period of time.*** There have been huge personal costs to staying home and canceling events, but the data show that each day made a profound difference. By using science and cooperating, we changed the course of history. … It's as if the roof was about to fall in, but we caught it before it crushed everyone. It was difficult and exhausting, and we are still holding it up. But by coming together, we did something as a society that nobody could have done alone and which has never been done before."[2]

[1] The Coronavirus Is a Preview of Our Climate-Change Future, *adapted from The Uninhabitable Earth: Life After Warming by* David Wallace-Wells, 2019, April 8, 2020, https://nymag.com/intelligencer/2020/04/the-coronavirus-is-a-preview-of-our-climate-change-future.html

[2] Emergency COVID-19 measures prevented more than 500 million infections, study finds, June 8, 2020, https://news.berkeley.edu/2020/06/08/emergency-covid-19-measures-prevented-more-than-500-million-infections-study-finds/

The effect of large-scale anti-contagion policies on the COVID-19 pandemic, *Nature*, June 8, 2020, https://www.nature.com/articles/s41586-020-2404-8_reference.pdf

INVITATION

Witnessing humanity's unprecedented engagement in the flattening of the infection curves globally inspires us to do the utmost to prevent future pandemics and to most urgently engage in keeping the climate temperature curve flat below 1.5C by 2030 or sooner. This pandemic provides an important testimonial to the effects of human behavior change on the planet compelled by the fear as the incentive. This reveals the power of the compelling incentives and the need for us to engage in creating incentives for proactively engaging in spawning a cooling economy by learning and building on our individual behaviors during the pandemic that can serve as a timely foundation for keeping the climate curve flat below 1.5C moving forward.

Climate activism has struggled in keeping the climate temperature curve from rising over the past 30 years and witnessed precious time and tipping points passing by. Only since 2018 climate activism has become conscious of being on the frontline of the timeliness for keeping the climate temperature curve flat. These climate activists on the frontline of the climate movement are the youths engaged in "FridaysForFuture" (FFF) initiated by the high school Swedish climate activist Greta Thunberg. They are in alert alignment with the planet's temporality against the climate crisis.

We at the Zero Degree Project™ (ZDP)[3] are heavily inspired by the global frontline climate activism of Greta's visionary high school students and have chosen the focus of the ZDP to, first and foremost, empower these generation Z climate activists to become the frontline philanthropic climate impact investors. The empowerment process will create incentives for the high school students in the form of real-time feedbacks representing climate temperature change resulting directly from their individual and collective realignment of expenses and investments associated with their behavior change. These realigned expenses and investments by the high school students will serve as their impact investments aimed at the creation of a cooling economy. As they rapidly evolve in their role as the frontline generation Z climate impact investors, they will be able to account for their climate impact by realizing to the extent their individual and collective investments keep the climate temperature curve flat. The resulting impact that will keep the climate temperature change to zero degree will be the ideal aspiration and through a Zero Degree Index™ (ZDI)[4] calculations, the aggregated impacted will be tracked to incentivize the needed innovations for accelerating the overall impact curve.

The ZDP, in collaboration with the student team at the Everett Program at University of California, Santa Cruz, is building an online global platform for the high school students to engage as frontline climate impact investors. It will provide them, individually and collectively, tools for recording and tracking their realigned financial expenditures and investments, serve as a tool for connecting financial expenditures to climate temperature in real time, receiving feedbacks on resulting impact of the expenditure and investment portfolios on climate temperature change and the real time updates on the Zero Degree Index. The platform will facilitate information sharing, decision making and value creation and help evolve an ecosystem as a mutual organization in the cooling economy. ZDP will partner with companies such as Enfuce

[3] Zero Degree Project™ (ZDP) is a trademark of zerodegree.io

[4] Zero Degree Index™ (ZDI) is a trademark of zerodegree.io

in Finland which have developed a purchase-based carbon footprint tracker application. (A study on the relationship between individual carbon footprint and financial expenditures, along with purchase-based carbon footprint tracking organizations involved, is provided in this document.[5])

The platform embodies four interlinked practices of Zeroing, Sensing, Nurturing, and Navigating. Our unique and creative approach brings awareness to their individual sense of responsibility to the global crisis and enables them to place pressure on the leading global influencers, driving them away from a fossil-based economy. We believe that the platform will also be essential in empowering young climate activists in engaging and inviting traditional frontline climate impact investors to join them in accelerating the Zero Degree Index and thereby together becoming leading global climate change influencers.

The ZDP Summer Plan is aimed at the development of the ZDP platform, partnering with frontline high schoolers in the Bay Area, formation of the mutual organization and the scaling of the frontline generation Z climate impact investors across the state, nation, and eventually the globe. The Summer Plan sets the foundation for the continuity of the ZDP though the next and subsequent years under the stewardship of the high school students' led mutual organization.

Subsequent to the completion of the summer phase, the ZDP will continue to extend the participation of Generation Z high school students as climate impact investors. We would begin by inviting and engaging FFF and Zero Hour high school students (14 million) on the ZDP platform and continue to extend this participation to reach the tipping pont gloablly (25% of high school students) before 2030. The high school students participating on the ZDP platform will be demonstrating their contribution to the cooling economy as measured through the ZDP index and invite participation of the fromtline climate impact investors to join them on the platform.

We are inviting the "frontliners" to support the Summer Plan of $[redacted], which includes student stipends, the cost of developing the digital platform and other necessary resources. Additionally, the Summer Project Plan has already received in-kind commitments of $[redacted].

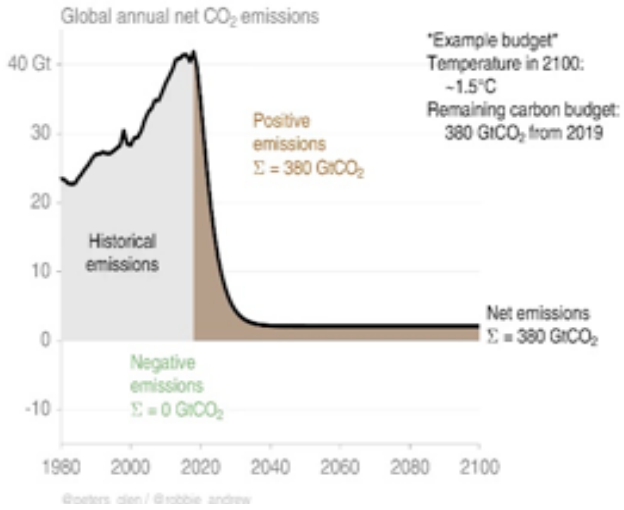
ZDP is dedicated to empowering high schoolers from around the globe, situated at the frontline of the climate crisis by educating them about the radical implication and power of their individual and collective realignment of spending on cooling the climate temperature as a bottom up strategy for accelerating and leveraging their collective response to climate emergency.

We would welcome your participation and support in the founding of the ZDP.

[5] Andersson, D. "A novel approach to calculate individuals' carbon footprints using financial transaction data – App development and design", *Science Direct,* February 3, 2020, https://www.sciencedirect.com/science/article/pii/S0959652620304431

BACKGROUND

The Zero Degree Project (ZDP) has emerged through the dedication and passion of various students, scholars and collaborators within the past five years. Dr. Shariq's leadership and the Zero Degree Project's interdisciplinary team of climate students and scholars continues to play a crucial role in sustaining the project. Together with emerging collaborations with partners in industry and the institutional support from the academic community within University of California, Santa Cruz and Stanford University, the focus of the ZDP is on keeping the climate temperature below 1.5°C between now and 2030 within the remaining carbon budget of 380 GtCO2[6]. The ZDP incentivizes frontline Generation Z climate impact investors, individually and collectively, to accelerate transition to living sustainability with a 1.5°C lifestyle[7] and thereby catalyzing a global tipping point for ensuring that the climate temperature remains below 1.5°Ç through 2030.



Zero Degree Project

The Zero Degree Project (ZDP) is a climate action initiative of Kozmetsky Global Collaboratory (KGC) at Stanford University, dedicated to accelerating the radical behavior changes globally, in a timely way, for creating and sustaining a cooler economy. KGC has built relationships with research field sites, industry partners, and academic institutions all over the globe for more than 20 years in a mission to accelerate the creation of sharable global prosperity.

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[6] 'The road to 2°C is steep; the road to 1.5°C is a cliff', January 15, 2020: http://folk.uio.no/roberan/t/global_mitigation_curves.shtml

[7] 1.5-Degree Lifestyles: Targets and options for reducing lifestyle carbon footprints, Aalto University, February, 25, 2019:https://www.aalto.fi/en/department-of-design/15-degree-lifestyles

Everett Program

The Everett Program at the University of California, Santa Cruz empowers students to learn the theory and practice of community engaged activism and to take direct action on issues of social justice and environmental sustainability. Over the past 15 years, Everett students interns and fellows have launched nearly a hundred projects in dozens of countries. The Everett Program provides the ZDP team with the opportunity to continue sustaining the project through the commitment and effort of undergraduate youth who are focused on combating the climate crisis.

Svalna, Doconomy, Enfuce, Joro and Nordea

The ZDP is designing and prototyping a novel climate action innovation platform to empower high school students in the FFF movement globally. Our Summer Plan is to formalize a partnership with one of the leading carbon calculators in the world that applies transaction data to calculate users GHG emissions. Svalna and Doconomy in Sweden, My Carbon Action (Enfuce) in Finland, Joro in the U.S. and Nordea, one of the largest banks in Scandinavia, are all uniquely synergistic to the ZDP's strategy. These companies have launched powerful new technology tool to provide individuals with insights on their everyday climate impact. Our collaboration will provide students an assessment of the impact of their individual financial behavior on the cooling of the climate temperature. Based on the individual and collective information provided by this tool, students will receive personalized feedback on their financial decisions towards the creation of a cooling economy.

ZDP PRACTICES FOR GENERATION Z
FRONLINE CLIMATE IMPACT INVESTORS

Through the duration of the project, frontline generation Z climate impact investors will engage in four essential practices:

- Zeroing: Creating Mutual Value in the Cooling Economy
- Sensing: Connecting with Nature
- Nurturing: Connecting with the Cooling Economy
- Navigating: Connecting with Climate Feedbacks

Each practice is interconnected with the other and together they connect the Zeroing, Sensing, Nurturing, and Navigating as the wholistic economic relationship of the frontline climate impact investors with Nature.

Zeroing – Creating Mutual Value in the Cooling Economy

ZDP's platform-based algorithms will enable the FFF student in expressing the value they are creating from the cooling of climate temperature every day in the form of a global 'Zero Degree Index', empowering them to accelerate the creation of this value as the next generations of entrepreneurs.

The ZDP platform will serve as a collective platform for matching and sharing of values between FFF students, the philanthropists and the impact investors who are also dedicated, as a part of their vision, to reduce climate temperature in a timely way. They will form a collaborative 'mutual organization' for sharing the resources and the capability of each other to meet the collective self-sustainability needs.

These activities go beyond traditional school strikes and raise awareness through a persistent and evolving technological approach. In doing so, we put further pressure on companies and governments through education and habit change.

The navigation of climate temperature by high schoolers through the ZDP platform will be a collaborative effort through their aggregate contribution to climate temperature change. Through their ability to collectively decrease the climate temperature, students will be demonstrating their capability for creating a unique and novel philanthropic value in the form of climate temperature reduction.

The ZDP's strategic approach is to restore our individual relationship with nature, thereby reorienting our personal financial behavior towards the creation of a cooler economy, and use the aggregate climate feedbacks resulting from financial behavior changes to navigate the path forward for mitigating the global climate emergency. In doing so, our goal is to first and foremost empower high school students who are aligned with Greta Thunberg's temporality and participating in her FridaysForFuture (FFF) movement. Thanks to Greta, their actions are already focused on the 'timeliness of response' to the climate emergency.

Sensing – Connecting with Nature

It is impossible to discuss the consequences and history of the climate crisis without discussing nature and our biological connection to it. It is crucial to gain an understanding of the dependency of living organisms on nature in order to not only value our planet, but to work towards effectively responding to the global climate emergency. Thus, the first practice of engaging, supporting, and empowering high school climate activists comes through providing an opportunity for the students to reconnect with nature. The health and safety of our collaborators is of utmost importance; thus, we will work to our best ability to connect with nature through the virtual world. We will host an interactive and inclusive session, creating a safe space where everyone feels welcome for sharing their story and their connection (or lack thereof) with nature.

Nurturing – Connecting with the Cooler Economy

After completing Sensing, there will be a transition to focus on the finance and value of money in cooling the economy. Simultaneously, we discuss how the current global economy feeds on money that warms the planet. Each group will be invited to participate in a self-reflection activity that functions to better convey the crucial connection between their individual power in financial decision-making and fundamentally reshaping the economy. By tracking their daily financial spending (with potential help from teachers and parents), they will be able to evaluate how their daily actions increase or decrease the climate's temperature through feedback calculations and index provided by the ZDP platform. Although the result from a single day per individual may seem trivial; when added together, the data can serve as a powerful force to motivate economic incentives towards reshaping our economy through personal habit change.

Navigating – Connecting with the Climate Feedbacks

Navigating focuses on combining the power of emotional connection to nature and the planet as discussed in Sensing with the practical activity on conscious consumerism in Nurturing in a supportive online platform. Through the ZDP Social Media Feed, participants can share their temperature footprint with each other and provide feedback regarding personal habit changes in spending that resulted in a decrease in their impact on climate temperature over time. Ultimately, the goal of the Navigating practice is to provide a technical tool for youth climate activists to actively engage in environmental activism of creating a cooler climate economy one day at a time.