

**PROJECT
DRAWDOWN**

IMPACT

Annual Outcomes and Outlook Report

APRIL 2024

THE WORLD'S LEADING RESOURCE
FOR CLIMATE SOLUTIONS



SOLAR PANELS IN MODERN CITY
PHOTO CREDIT: KYNNY / ISTOCKPHOTO

Project Drawdown is the world's leading resource for climate solutions. Our mission is to help the world stop climate change – as quickly, safely, and equitably as possible.

To do this, we pursue three paths of impact:

Advance effective, science-based climate solutions and strategies. We use science to find and disseminate effective “whole system” strategies for halting climate change.

Foster bold new climate leadership. We inform, inspire, and empower business leaders, impact investors, and philanthropists to take bold new positions, act more strategically, and rapidly bring climate solutions to scale.

Promote new narratives and new voices. We work to shift the climate change conversation from “doom and gloom” to “possibility and opportunity.” And we elevate unheard climate heroes through storytelling and “passing the mic.”



BUILDING A BETTER FUTURE

These are exciting times for those of us working to restore a healthy climate for future generations. Every day brings new technologies, new investments, and new policies to the task.

In many cases, renewable energy is now the economical choice. In December, COP28 brought a global commitment to transition away from fossil fuels. Around the world, policymakers, business leaders, impact investors, philanthropists, and others are doubling down on efforts to reduce greenhouse gases in the atmosphere. Every day brings new technologies, new investments, and new policies to the task. I have never been more hopeful that we will get this done.

And I'll admit: A big part of my hope stems from the work we are doing at Project Drawdown. Our Drawdown Science and Drawdown Lift teams are developing actionable strategies for achieving global carbon neutrality. Drawdown Labs is rallying businesses, impact investors, and philanthropists to the cause and giving them the tools they need to strategically deploy their resources for greatest impact. And Drawdown Stories is engaging and inspiring every person, whatever their circumstances, to bring their unique superpowers to the task.

Now, more than ever, we have a real chance to halt climate change and build a more prosperous world. Doing so will require every one of us to get involved. And it will require acting quickly and strategically – because we have not a minute, nor a dollar, to waste.

In 2023, Project Drawdown created a game-changing roadmap pointing the way to climate stability. In 2024, we will apply our three-pronged strategy of advancing science,



fostering leadership, and changing the conversation to customize this broad approach to specific circumstances and connect it with the change makers who stand ready to apply it.

We now have the tools we need to understand and address climate change by working together and following a new, science-based roadmap out into a better future. Let's do it.

JONATHAN FOLEY, PH.D.
EXECUTIVE DIRECTOR
PROJECT DRAWDOWN



I do a lot of communicating about climate science and the urgency of climate action. I consistently point to Project Drawdown and use Project Drawdown resources to help people understand the wide swath of solutions available and recognize that there are many action paths, including those they can use from the personal to community level.”

—TWILA MOON, DEPUTY LEAD SCIENTIST AT THE NATIONAL SNOW AND ICE DATA CENTER

2023: A PIVOTAL YEAR

■ The past year was a pivotal one for Project Drawdown. Each of our three strategic areas of focus – advancing science-based solutions and strategies, fostering bold climate leadership, and promoting new voices and narratives – marked major points of progress toward stopping climate change.

ADVANCING SCIENCE-BASED SOLUTIONS AND STRATEGIES

WE USED SCIENCE TO IDENTIFY THE MOST EFFECTIVE “WHOLE SYSTEM” SOLUTIONS AND STRATEGIES FOR HALTING CLIMATE CHANGE.

■ The [Drawdown Roadmap video series](#), launched in April, is providing policymakers, business leaders, philanthropists, impact investors, and others with insights on how to identify and deploy the most impactful climate actions with respect to timing, geography, co-benefits, and barriers.

■ Our [Reducing Black Carbon report](#) has engaged hundreds of thousands of people around the world. U.S. State Department officials expressed gratitude that we are bringing attention to this important problem and concomitant solutions.

■ The groundbreaking [Clean Cooking policy brief](#) we published in December is guiding policy and practice promoting the use of climate-friendly fuels by the 2.3 billion people who rely on fires or simple cookstoves to prepare meals.



■ Our [Drawdown Science team](#) expanded to include seven climate solutions researchers with expertise in environmental science, data science, building science, energy systems, policy, and more, creating a broad and deep knowledge base for identifying whole-system strategies for advancing climate solutions.



4.5M
impressions of
Project Drawdown
social media posts

937K
users accessed
climate solutions
on our website

141
countries
represented by
website visitors

6K+
subscribers added to
Project Drawdown's
newsletter

10K+
mentions of
Project Drawdown
in the media

PHOTO (TOP RIGHT):
WOMEN WITH CLEAN COOKSTOVES
MAURO VOMBE / CLEAN COOKING ALLIANCE

PHOTO (BELOW):
JONATHAN FOLEY AT TED COUNTDOWN
GILBERTO TADDAY / TED

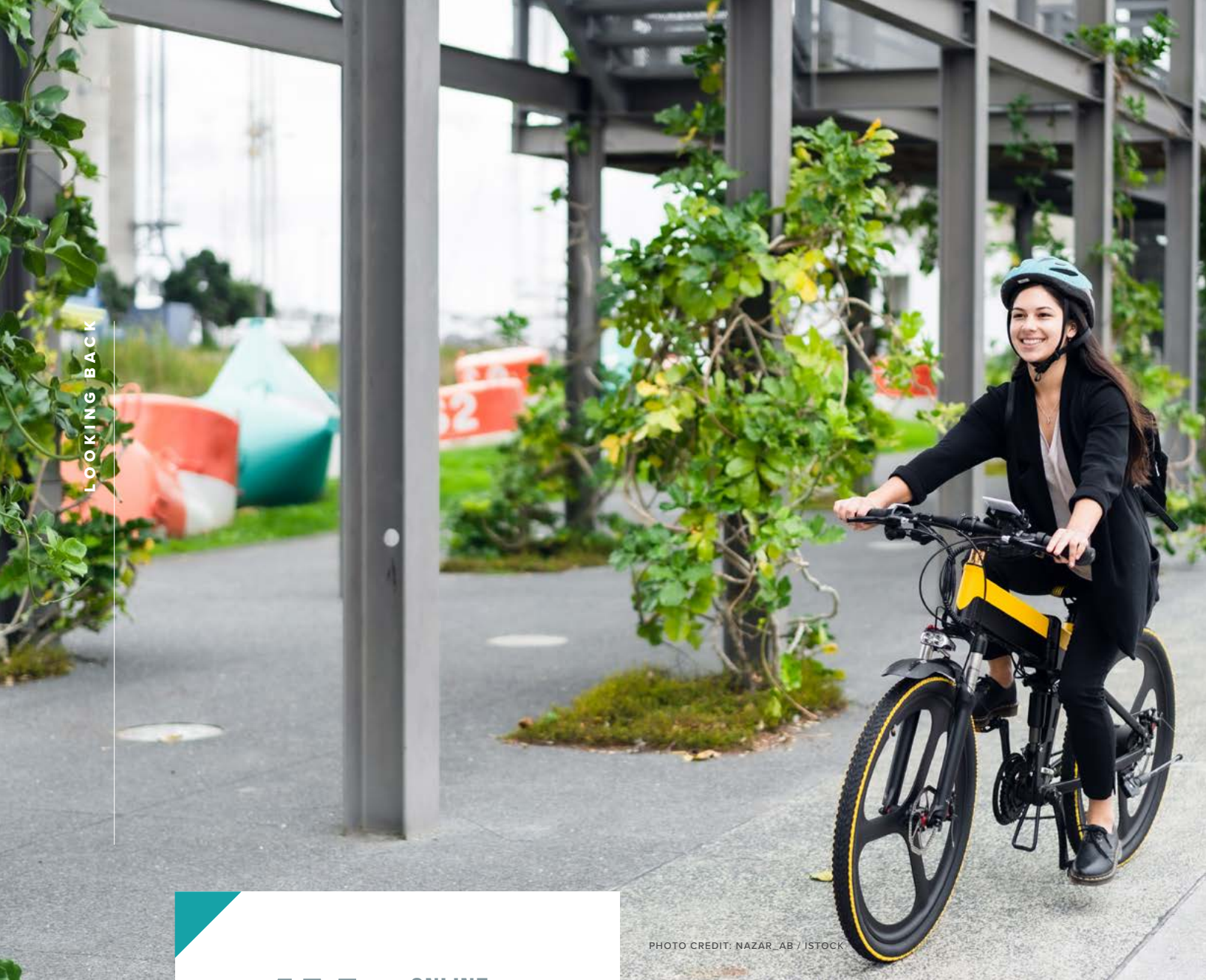


PHOTO CREDIT: NAZAR_AB / ISTOCK

4M



ONLINE
VIEWS
OF THE
DRAWDOWN
ROADMAP
VIDEO
SERIES



**WE SERVED AS
TRUSTED THOUGHT
LEADERS IN THE
GLOBAL CLIMATE
SOLUTIONS SPACE.**

- Executive director Jonathan Foley joined global leaders on the TED Countdown main stage in Detroit in July to share Project Drawdown's signature plan for halting climate change. The video on the TED website has been viewed over 400,000 times.
- Through participation in climate negotiations in Bonn in July and Climate Week NYC in September, and helping develop the fifth U.S. National Climate Assessment, Project Drawdown staff planted our flag in key conversations guiding the direction of national and global climate policy.
- We obtained accreditation with the UN Framework Convention on Climate Change (UNFCCC), allowing us to directly influence interna-



Newsweek, Prevention, Scientific American, The Washington Post, The Weather Channel, The World Economic Forum, and more.

- The Drawdown Lift team partnered with USAID to guide action at the intersection of food security, biodiversity, and climate change solutions in Africa.

- We launched [Discover](#) – a customizable web portal providing “one-stop” access to Project Drawdown’s wealth of videos, action guides, updates, and more.

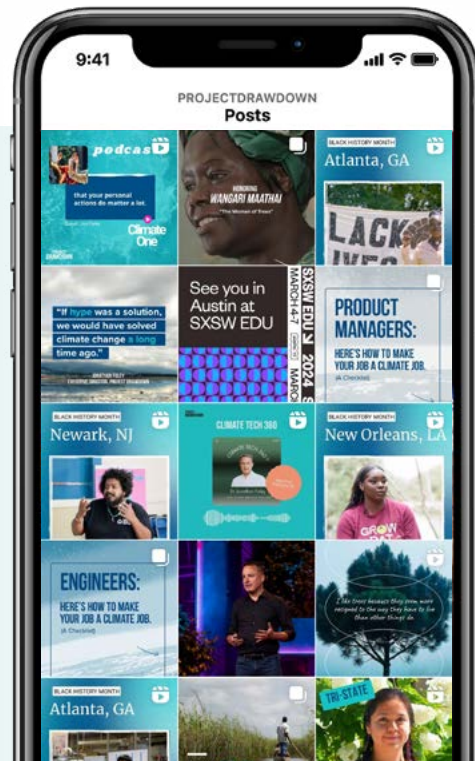
- We informed U.S. legislation such as a draft bill on U.S.–China climate cooperation in low- and middle-income countries as well as the 2023 Farm Bill as it relates to global food systems.

- Our new [Drawdown Ignite webinar series](#) shared insights on the climate change trajectory, capitalism and climate change, the transformational power of storytelling, and more with thousands of viewers from around the world.

- A February press briefing brought our [Climate–Poverty Connections report](#) to journalists from 35 media outlets in 18 countries, alerting them to opportunities for synergy between solving climate change and alleviating poverty.

tional climate negotiations, and established contacts with the U.S. State Department, USAID, small island state diplomats, and civil society climate leaders that allow us to educate stakeholders on practical climate solutions.

- Our growing visibility as trusted nonpartisan experts garnered media appearances at Africa Times, Al Jazeera, CleanTechnica, CNBC, Eurasia Review, National Public Radio, The New York Times,



446K
NUMBER OF ENGAGEMENTS WITH PROJECT DRAWDOWN'S SOCIAL MEDIA CONTENT



PROJECT DRAWDOWN DIRECTOR OF STORYTELLING & ENGAGEMENT MATT SCOTT SPEAKS AT CLIMATE WEEK NYC



We are incredibly proud to be supporting this first-of-its-kind programme aiming to bridge the current disconnect between what the science tells us, and where climate investments are going.”

—CHRISTOPH HOHMANN, GLOBAL HEAD OF BRAND COMMUNICATIONS AND RESPONSIBLE FOR THE BENTLEY ENVIRONMENTAL FOUNDATION

FOSTERING BOLD CLIMATE LEADERSHIP

WE INSPIRED AND EMPOWERED BUSINESS LEADERS TO TAKE BOLD POSITIONS AND STRATEGICALLY EMBED CLIMATE SOLUTIONS THROUGHOUT THEIR OPERATIONS.

33,000+

VIEWS OF SAVING FOR THE PLANET IN THE FIRST MONTH OF PUBLICATION

■ [Job Function Action](#)

[Guides](#) for product managers, product designers, and engineers brought the total number of job functions covered to 10 with more than 100,000 downloads. The guides were embedded into LinkedIn's new Sustainability Resource Hub, putting them at the fingertips of 900 million LinkedIn users, and have been adopted by employees at Golden State Warriors and Google.

■ We educated hundreds of MBA students on climate issues through the virtual ClimateCAP MBA Academy.

■ [Drawdown Labs](#) inspired development of Google's Sustainability Marketing Playbook.

WE GUIDED IMPACT INVESTORS, PHILANTHROPISTS, AND OTHERS TO STRATEGICALLY DIRECT RESOURCES TO THE MOST IMPORTANT AND IMPACTFUL CLIMATE SOLUTIONS.

■ Project Drawdown's [Capital Coalition](#), launched in late 2023, is helping guide what will ultimately be billions of dollars of private capital toward the most effective climate solutions.

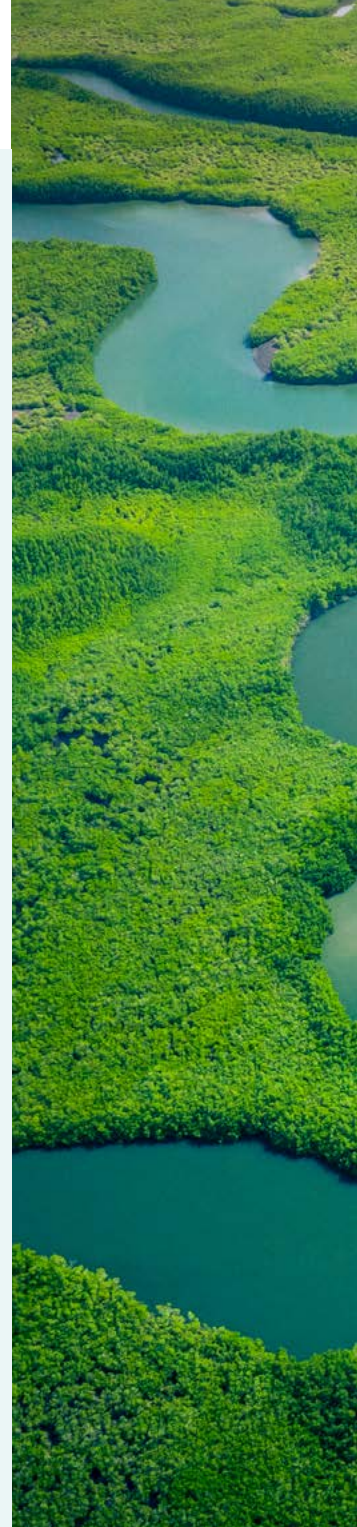
■ [Saving \(for\) the Planet](#), published in December, offered insights on how individuals can leverage the

power of personal banking to advance climate solutions and was featured in articles in dozens of media outlets, including Fast Company and WIRED.

■ We collaborated with the Bohemian Foundation and the African Climate Foundation to host a roundtable discussion that brought together donors from over a dozen funding organizations to discuss funding at the intersection of climate change and poverty alleviation.



PHOTO CREDIT: KATE / ISTOCK





MANGROVE FOREST IN GAMBIA
PHOTO CREDIT: MARIUSZ PRUSACZYK / ISTOCK

PROMOTING NEW NARRATIVES AND NEW VOICES

WE SHIFTED THE CONVERSATION FROM DOOM AND DESPAIR TO HOPE AND POSSIBILITY.

- Our [Drawdown Ignite webinar series](#) has been viewed more than 10,000 times live and via YouTube since it premiered in May.
- We collaborated with [Ecochallenge.org](#) to guide more than 3,500 participants from 63 countries to complete nearly 65,000 climate solutions actions. Three webinars we hosted as part of the initiative educated more than 1,000 attendees at the intersection of climate solutions and communities, business, and academia.
- We encouraged and empowered hundreds of members of journalist organizations around the world to include a focus on climate solutions in their reporting.

WE “PASSED THE MIC” TO UNDERREPRESENTED CLIMATE HEROES.

- [Drawdown Stories](#) connected with thousands, including through engagements with the Climate Museum, Ecochallenge.org, FEMA, the Great Northern Festival, the National Environmental Justice Conference, Pinterest, Planet Forward, the Society of Environmental Journalists, and more.
- [Drawdown’s Neighborhood](#) showcased dozens of climate solutions heroes from Black and Brown communities in Minneapolis, St. Paul, New Orleans, Newark, New Haven, and the Bronx.
- The Weather Channel’s streaming channel Pattnr signed a distribution deal to feature Drawdown’s Neighborhood episodes with people across the U.S. Other outlets, including Newsweek, also featured Drawdown’s Neighborhood climate heroes.



I donate to a number of wildlife organizations to help and preserve animals and native wildlife, and I realized that without organizations like Project Drawdown helping to preserve and repair our environment, the efforts to help wildlife in the long run is useless.”

—ANONYMOUS DONOR

ALL TOGETHER NOW

LOOKING AHEAD

■ Our focus in 2023 was on defining and refining a comprehensive strategy for solving climate change. With a time-tested reputation, engaged partners, growing momentum, and renewed resolve, 2024 promises to be our most impactful year yet. We invite you to follow us for updates on ongoing and emerging initiatives, including:

A new initiative focused on high-impact opportunities to reduce planet-heating **pollution in the food, agriculture, and land use sector.**

A comprehensive effort aimed at advancing solutions that address climate change and **protect nature** at the same time.

Drawdown Capital Coalition, a program to bring scientific expertise to funders, including impact investors and philanthropists, to better inform funding decisions for maximum impact.

Global Solutions Diary, a user-generated video series that will provide climate champions around the world with the opportunity to share their stories and inspire others to act.

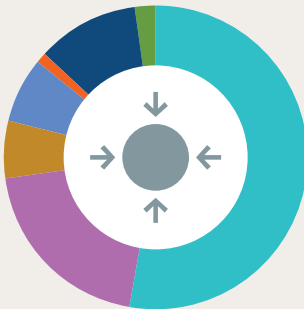
A major international advertising campaign aimed at elevating hope and inspiring climate action across countries, communities, and cultures.

FINANCIAL OVERVIEW

	2022 (AUDITED)	2023 (UNAUDITED)
Revenue & Support		
Foundation	\$1,857,128	\$3,117,760
Individual	\$840,038	\$1,137,179
Corporate	\$548,843	\$367,167
Program Fees	\$360,000	\$392,000
Royalties	\$45,894	\$58,243
In-Kind	\$535,491	\$648,993
Other	\$6,299	\$103,124
Total Revenue*	\$4,193,693	\$5,824,466
Expenses		
Program	\$3,576,338	\$3,946,749
Administrative & General	\$766,494	\$783,446
Fundraising	\$428,387	\$353,776
Total Expenses	\$4,771,219	\$5,083,971

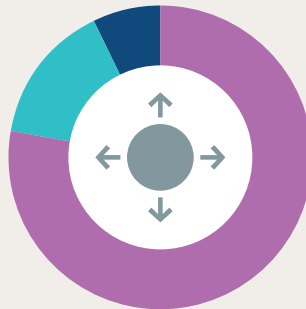
*INCLUDES MULTI-YEAR PLEDGES

SOURCES OF REVENUE



- 53% Foundation
- 20% Individual
- 6% Corporate
- 7% Program Fees
- 1% Royalties
- 11% In-Kind
- 2% Other

ALLOCATION OF EXPENSES



- 78% Program
- 15% Administrative & General
- 7% Fundraising

We are grateful for the generosity of our donors. Please visit drawdown.org/donate and scroll down the page for a list of our 2023 donors.

Please note: Our work is independent and donors have no role in our research, writing, or opinions. We do not endorse or promote specific climate solutions based on financial partnerships.

PROJECT DRAWDOWN®

**“WE HAVE AN INCREDIBLE OPPORTUNITY
TO BUILD A BETTER FUTURE THAT NOT ONLY
ADDRESSES CLIMATE CHANGE, BUT ALSO MAKES
THE WORLD HEALTHIER, MORE PROSPEROUS,
MORE EQUITABLE, AND MORE SECURE.
THAT’S A FUTURE WORTH WORKING FOR.”**

— JONATHAN FOLEY, PH.D.
EXECUTIVE DIRECTOR, PROJECT DRAWDOWN

Project Drawdown
Drawdown.org



@ProjectDrawdown

SUSTAINABLE AQUACULTURE. SEAWEED FARMERS PLANTING YOUNG SEEDLINGS.
PHOTO CREDIT: ADAM SEBIRE / CLIMATE VISUALS