Project Drawdown is a nonprofit 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. We do so by identifying technologies and practices that are currently available, economically favorable, socially beneficial, and scientifically proven to reduce greenhouse gases in the atmosphere. Then we work with companies, communities, investors, philanthropists, government organizations, educational institutions, and others to apply these solutions at scale.
BUILDING A BETTER FUTURE FOR ALL

We have the opportunity to build a better world. It's in our hands. Yours and mine. Everyone's. It rests in our decisions, every day, in every part of our lives—whether as a voter, a community member, a consumer, an employee, a family member, or a friend. Every choice we make is a choice between the world we have today and building something better tomorrow—something that bends the arc of history towards a more livable and just future.

THE QUESTION:

WHAT ARE WE WAITING FOR?

At Project Drawdown, we believe that innovative climate solutions can solve some of the greatest challenges of our time. Drawdown technologies and practices not only address the climate crisis, they also—if used wisely—can repair damaged natural systems and improve human well-being by enhancing health, equity, and justice.

In short, Project Drawdown’s set of climate solutions can build an all-round better world—a world based on clean energy, healthy food systems, sustainable design, and truly livable communities. A world that is more verdant, equitable, and just.

Our organization is helping the world stop climate change by providing objective, science-based, nonpartisan, noncommercial, effective climate solutions and strategies for reducing the concentration of greenhouse gases in the atmosphere. We offer clear, hope-filled insights into which solutions work best and how they can best be advanced, while always communicating in a clear and hopeful manner.

In the past year, we have made major strides in advancing adoption of 80-plus climate solutions. I’m very proud of the work we’ve done, and grateful to the donors, partners, and other supporters who have made it possible. Thank you!

As you’ll see in this report, in 2022, we are redoubling our efforts to produce and promulgate science-based climate solutions and support climate action. It’s going to be a busy year for Project Drawdown, and we are excited by the work ahead.

This is a critical moment in human history. One that demands that we be bold, acknowledge the serious challenges facing us today, and move forward with determination and courage. In the end, I believe we will be equal to the moment and that we will stand up, as the best version of ourselves, and embark on the journey of building a better world—for us, for our descendants, and for the beautiful planet we all call home.

DR. JONATHAN FOLEY
EXECUTIVE DIRECTOR
PROJECT DRAWDOWN

Our team has been grateful to work with Project Drawdown and Jonathan Foley as we help bring in new donors for climate. The clarity of the organization’s analysis and materials helps us cut through confusion and provide a clear framework for action—both in our basic Climate 101 materials and when we call up Project Drawdown team members to help us speak with a family just learning about the topic.”

—JENNIFER R. KITT, PRESIDENT, CLIMATE LEADERSHIP INITIATIVE
2021: A YEAR OF CLIMATE HOPE AND ACTION

From informing policymakers and educating students to advising investors and philanthropists on solutions-focused funding in nearly every country on the planet, Project Drawdown’s people and programs are at the forefront of addressing the climate crisis. As a small but mighty nonprofit, we’re having an outsized impact on the global climate solutions conversation. The following pages provide a snapshot of accomplishments during 2021.
INVESTING IN SOLUTIONS

Project Drawdown provided insights to dozens of philanthropies, start-ups, and investors on the most impactful climate solutions, helping shape strategies for high-impact climate financing. In 2021 these conversations led to more than $2 billion in new investments in drawdown-aligned climate solutions.

CHANGING THE EQUATION

Nearly a dozen top-tier scientists from around the world updated the cost-benefit analyses for the entire Drawdown System of Solutions and analyzed 11 new solutions. The new numbers will be released in the first half of 2022.

EVERY JOB IS A CLIMATE JOB

Climate Solutions at Work is our new guide for employees seeking to help companies take bolder climate action. The publication, which has been downloaded thousands of times, introduces a new framework for drawdown-aligned businesses that is already being adopted by leading corporations. Drawdown Labs’ team members have presented this new framework to more than 1,000 employees across hundreds of businesses, and the publication has garnered media attention from NPR, Fast Company, GreenBiz, and others.

81,955 newsletter subscribers
31,135 new audience members across Project Drawdown’s social media channels
3,261 mainstream media stories mentioning Project Drawdown
108% increase in engagement across Project Drawdown’s social media channels
CLIMATE EDUCATION

Climate Solutions 101, launched in April, is the world’s first major educational effort focused on climate solutions. This course, presented in video units and in-depth conversations, combines Project Drawdown’s trusted knowledge and insights with inspiring voices from around the world. The series has more than a million views globally; educators, community leaders, investors, philanthropists, policymakers, and others are using the series to increase awareness and adoption of climate solutions globally.

GLOBAL GATHERING

Our international, five-day Research to Action: Science & Solutions for a Planet under Pressure conference co-hosted by the Global Council for Science and the Environment brought together over 200 world-renowned speakers to advance the latest science
The event attracted 3,000 registered participants, was broadcast internationally on EarthX TV, and was rebroadcast after the conference.

Our numerous publications, from The Drawdown Review to policy briefs, influenced thousands of leaders from business, industry, government, and other sectors in 2021.

Project Drawdown experts served as advisors for the “Count Us In” climate action campaign developed by Netflix, ENGIE Impact, and Rare in parallel with the Academy Award-nominated Netflix film “Don’t Look Up.” Our role included identifying climate solutions, evaluating methodology, providing data, and checking calculations.

Project Drawdown’s corporate partners have influenced important climate legislation. Drawdown Labs helped business partners coordinate a joint letter in support of the climate provisions in the Build Back Better Act. The Labs team also advised Allbirds in their efforts to support California’s Senate Bill 260, which would require U.S.-based businesses in California with over $1 billion in gross annual revenue to report their greenhouse gas emissions and set science-based reduction targets.

Experts at Project Drawdown contributed to numerous articles in scientific journals in collaboration with researchers at the University of Wisconsin-Madison (Climate solutions double as health interventions), the University of Virginia (Land-based measures to mitigate climate change: Potential and feasibility by country) and more.

In my NAACP work, Climate Solutions 101 is the basic educational material for my chapter’s Environmental Ambassadors (high school students) as they convey the urgency of the climate crisis and the availability of working solutions to audiences in a variety of settings.”

—KEITH, NAACP LOCAL CHAPTER ORGANIZER, NORTH BRUNSWICK, N.J.
INTERNATIONAL INFLUENCE
We released our policy brief “Girls’ Education and Family Planning: Essential Components of Climate Adaptation and Resilience” in English in October and French in December. Physical copies of the brief were distributed at COP26 and shared by leading organizations such as the Margaret Pyke Trust; MSI Reproductive Choices; PRB Global Population, Environment, and Development; the Interagency Gender Working Group; and other leading organizations.

BEYOND CLIMATE
Project Drawdown supported the development of and signed the São Paulo Declaration on Planetary Health. The declaration, which was published in The Lancet, calls for a “just, global transition in how we live ... to optimize the health and well-being of people and the living world in which we are embedded.”

INFLUENCING INVESTING
The 2022 Climate Index for investors—launched by Carbon Collective this past December—is centered around Project Drawdown’s comprehensive plan for solving climate change.

TRUSTED ADVISORS
Our experts are regularly called upon to advise journalists, media outlets, filmmakers, and others developing content for broad public audiences. In 2021, we worked with the Solutions Journalism Network on multiple initiatives aimed at increasing mass media coverage of climate solutions.

PASSING THE MIC
The Project Drawdown Dialogues video series connects audiences with the voices and stories of real people working on climate solutions today. In line with our storytelling work’s guiding principle of “Climate Solutions in Color,” these dialogues center the voices of underrepresented communities, including women and girls, Black people, and people of color.

10,000+
NUMBER OF PEOPLE REACHED GLOBALLY BY PROJECT DRAWDOWN’S VIRTUAL AND IN-PERSON TALKS.

LOOKING BACK
Number of people reached globally by Project Drawdown’s virtual and in-person talks.

10,000+
HP’s Chief Sustainable Impact Officer was able to secure millions in funding and a dedicated headcount for what she is terming ‘employee empowerment.’ It is the exact idea we have been discussing: Every job is a climate action job. I shared with her the Climate Solutions at Work framework, and they are going to take each of these areas and break them down into the functional business areas and create a dashboard for reporting. We really can make a difference as individuals, if we just think about how we can use our influence to drive a bigger impact.”
—MARY DUBE, HP EMPLOYEE
In the coming year, we’ll be ramping up our efforts to promote science-based climate solutions and help individuals and organizations reduce greenhouse gas emissions. Our ongoing work is organized around three key pillars:

**Advancing Climate Solutions & Strategies**

We are digging deeper into the latest scientific, technical, and economic data to evaluate and assess the state of the world’s climate solutions and share our findings globally. This is needed now more than ever so we can guide climate strategies and investments with facts, not hyperbole and wishful thinking. And we will be taking a broader view of climate solutions, discovering and sharing how they can also improve human well-being, repair our damaged biosphere, and address long-standing inequities and injustices. Most of all, we are moving beyond simply delineating and sharing climate solutions (the “what’s” of climate action) to focus on developing and deploying strategies for using them to move the needle on climate change (the “how’s”).

For example, Drawdown Lift will launch a groundbreaking report that will serve as a guide for decision-makers, policymakers, and donors working to advance low-carbon pathways to prosperity for under-resourced and socially disadvantaged groups in rural areas of low- and middle-income countries. The report will help leaders and stakeholders achieve the dual goals of alleviating poverty and limiting global warming.

**Expanding the Conversation to New, More Diverse Audiences**

We will continue to be a clear, inspiring source of insight and information about climate action. We are also moving into new approaches, including innovative storytelling and producing new, short films about climate solutions in action. Most of all, we are determined to advance the conversation around climate solutions with new, more diverse audiences—and make sure we “pass the mic” to individuals and communities that have been historically left out of the dialogue. For example, Drawdown Stories premiered the first...
11 episodes of a documentary series called Drawdown’s Neighborhood in early 2022. The videos feature a diverse group of everyday people in and around Pittsburgh, Pennsylvania, putting climate solutions into action. Future cities are being scouted for on-location filming in the year ahead.

Helping Critical Stakeholders Advance Climate Action

We are committed to helping key stakeholders advance climate action around the world. Last year, we helped business leaders bring their climate leadership to new heights. In 2022 we are starting to work with community leaders, investors, philanthropists, and more on building more effective climate strategies on scales from local to global.

For example, under the leadership of Drawdown Labs, our new climate finance and philanthropy fellows will support Project Drawdown’s leading-edge work advising investors and philanthropists on the most impactful strategies for advancing climate solutions.

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*Includes multi-year pledges

We are grateful for the generosity of our donors. Please visit drawdown.org/donate and scroll down the page for a list of our 2021 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.
“THE FUTURE IS OURS TO CHOOSE.”

— DR. JONATHAN FOLEY, EXECUTIVE DIRECTOR, PROJECT DRAWDOWN

Project Drawdown
Drawdown.org

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