

Together, We Can Defy Climate Change

Our planet is in crisis – that’s an indisputable fact. Yet, our governments are failing to treat the crisis with the urgency it needs.

We need to step up and do our part.

██████████ is a grassroots initiative that educates, empowers, and rewards people everywhere for meaningful proactive action in combating climate change.

Avoidance First

██████████ advocates an ‘avoidance-first’ approach to climate action.

It doesn’t matter how much we recycle or offset our emissions if we don’t significantly cut back the greenhouse gas emissions we produce in our daily life. The focus is to **decarbonize** – *reduce our CO2 output* – which starts with making conscious and discerning consumer choices toward low-carbon living.

First, we avoid unnecessary carbon emissions in our daily life.

Second, we offset the emissions we can’t avoid.

Together, we can do what our governments can’t: **defy climate change!**

What We Do

Our solution: a global, accountable, and autonomous approach to climate action through the following:

- ██████████: a user-friendly climate action app to empower your decarb journey.
- ██████████: a carbon offsetting exchange for purchasing and selling certified high-quality carbon credits.
- ██████████: a scientifically accurate simulation of climate change that uses real-world data and actual climate projections to show how Earth will look over the next 80 years, through to 2100.
- ██████████: a carefully curated collection of climate how-tos and investigative reports, the latest on climate technology developments, and trending news on climate change.

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Learn about our mission and goals. [\[Link to Our Mission\]](#)

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