

PROJECT DRAWDOWN®

THE WORLD'S LEADING GUIDE TO SCIENCE-BASED CLIMATE SOLUTIONS

FORWARD

Driving meaningful climate action

2025





Project Drawdown's mission is to **drive meaningful climate action by advancing science-based solutions and strategies.**

Our work is built on three pillars:

SCIENCE

Advancing Science-Based Climate Solutions and Strategies. First, we conduct cutting-edge research to identify the best possible climate solutions and design the most effective strategies to bring them to scale. Then, we share our findings with the world through effective science communication, marketing campaigns, and media partnerships.

In short, we believe that **rigorous science is needed to guide climate action.** And we believe that this **science must be shared in actionable, compelling ways** – through stakeholder engagement and powerful storytelling.

Our job is to make this happen.

STAKEHOLDERS

Engaging Key Stakeholders and Empowering Bold Climate Leadership. Next, we use our science to inform, inspire, and empower key stakeholders and emerging climate leaders – including policymakers, community leaders, philanthropists, investors, business leaders, and others – to take bold action and bring the most effective solutions to the world.

STORIES

Telling Human Stories of Solutions in Action. Finally, we use the power of storytelling to help shift the narrative on climate change – from problem to solution and from “doom and gloom” to “opportunity and possibility.” Along the way, we showcase new climate heroes putting solutions into action.

MEETING THE MOMENT

■ Climate change continues to grip the planet – with disastrous impacts. And yet, most elected officials have spectacularly failed to address this challenge.

Making matters worse, fear, disinformation, and polarization are on the rise. Science is under attack. Trusted institutions are being dismantled. People are being driven apart, just when we need to come together and meet the challenge of the century.

This is a recipe for disaster. Humanity needs to pivot in a new direction, as quickly as possible – **to be bolder, smarter, and pursue more compelling approaches to stop climate change, starting today.**

Project Drawdown is leading the way.

First, **we are following science**, no matter where it leads.

We are also **boldly speaking truth to power** and serving as a **trusted guide** for navigating the climate crisis. From advancing solutions and supporting bold climate leadership to inspiring hope and agency, Project Drawdown is helping drive meaningful climate action everywhere.

A key way in which we are doing this today is by building **a better plan to address climate change.**

Since 2017, we have been the world's authoritative guide for science-based solu-

tions. With our new **Draw-down Explorer**, we are now going much further, harnessing the power of Big Data to map solutions at the local level, with the latest data, across the entire world. This helps bring practical intelligence to decision-makers working on the ground.

In addition, we are creating path-breaking new strategies for accelerating climate action. We have shown how **“emergency brake”** solutions, implemented in geographic hot spots, can rapidly reduce greenhouse gas concentrations in the atmosphere – and how focusing on these first can dramatically deepen the impact of our investments. To date, this work has helped **guide billions of dollars toward more effective climate solutions around the world.**

We also are focusing attention on the **additional benefits climate action** offers – clean air, better health, more jobs, and stronger communities. This approach reshapes the conversation and brings more people to the table. Moving forward, we are focused on **finding powerful solutions to stop climate change, halt biodiversity loss, and improve human wellbeing** – *at the same time.*



Finally, we are **informing, inspiring, and empowering new climate leaders.**

We are equipping emerging change-makers with the solutions and the strategies they can use – and are using – to transform the world.

At Project Drawdown, we are redoubling our efforts to lead the world toward meaningful climate action.

We will be smarter and bolder than ever before – equipped with more powerful tools and approaches – to deliver big wins for people and the planet.

Most of all, we are moving forward with commitment and purpose. Like you, we are holding fast to our vision of a better world – a world that we can build together.

DR. JONATHAN FOLEY
EXECUTIVE DIRECTOR
PROJECT DRAWDOWN



What I value most about Project Drawdown is the science-driven solutions for climate action. It is my number one resource for climate solutions – hands down. I love that it focuses on solutions that can scale now – they are proven and economical. Humanity just needs to scale them faster. That is the epitome of action-oriented.”

– SEAN KINGHORN, CORPORATE SUSTAINABILITY LEADER



Building or remodeling with alternative insulation materials is rated a highly-recommended climate solution in the Drawdown Explorer.



Project Drawdown has been an essential guidepost in my climate work, offering clear, science-based solutions that turn ambition into action. Their research has empowered so many organizations and teams to implement meaningful, relevant, and impactful climate solutions.”

— MARY JANE MELENDEZ, CHIEF SUSTAINABILITY & GLOBAL IMPACT OFFICER, GENERAL MILLS (FORMER)

OUR IMPACT

■ Project Drawdown is helping businesses, investors, philanthropists, policymakers and other change-makers strategically deploy science-based climate solutions and strategies around the world.

The impacts of our work can be seen everywhere. Even AI, for all of its mistakes, knows who to go to for climate solutions. **A query for climate solutions brings up the same two world-leading organizations: the Intergovernmental Panel on Climate Change and Project Drawdown.**

Our work has shaped policy, led to the creation of numerous companies, driven countless investments, helped tens of thousands take climate action at work, and inspired millions to advance climate solutions in their unique sphere of influence.

But that’s not all:

- Thought leaders across sectors and geographies consider us the world’s authoritative guide to science-based climate solutions.
- Our groundbreaking strategies for climate action include focusing on “emergency brake” solutions, implemented in critical geographic “hot spots”, and with multiple “benefit clusters”.
- We draw attention to critical issues that have been largely ignored, including the need to focus on food system emissions, black carbon, refrigerants, deforestation, and more.
- Working directly with corporate leaders, investors, philanthropists, policymakers, and others, we help shift billions of dollars toward more effective climate solutions.
- We are playing a role in rapidly accelerating global climate investment, especially in venture capital, by showing the world what is possible and most effective in addressing climate change.
- We are creating a broader vision for climate action, identifying powerful synergies between stopping climate change, halting biodiversity loss, and improving human well-being.
- From the TED stage, international climate meetings, and Climate Weeks to top-tier media outlets and boardrooms across the world, we amplify the importance of science-based climate action.
- Our storytelling work is igniting change by highlighting everyday people across America – and the world – who are stepping up to advance climate solutions in their communities.

And we are just getting started.

Given the urgency of the moment, we are standing up, taller than ever, to expand our reach and impact. **We are relentlessly focused on rapidly scaling the most effective climate solutions across the globe.**

The future is still ours to shape. Together, we can rise to meet this moment and deliver actionable hope today and for generations to come.



Project Drawdown offers a rare combination of scientific rigor and communication clarity. Its data and visualizations are a go-to reference when I need to represent climate solutions clearly and persuasively – providing analysis I trust and visuals that resonate.”

– AMY LUERS, GLOBAL DIRECTOR, SUSTAINABILITY, SCIENCE & INNOVATION, MICROSOFT

Using LEDs reduces the electricity that building lighting consumes and is rated a highly-recommended climate solution in the Drawdown Explorer.

ADVANCING SCIENCE-BASED CLIMATE ACTION

■ There has never been a more important time to stand up and advance meaningful, science-backed climate solutions.

Our rigorous, cutting-edge research identifies the best possible climate solutions and designs the most effective strategies to bring them to scale. We then share our findings with the world through effective science communication, marketing campaigns, and media partnerships.



DRAWDOWN EXPLORER

Launched in 2025, our groundbreaking Drawdown Explorer platform is poised to take climate action to new heights by revolutionizing the ability of climate leaders to identify and scale the most effective climate solutions at the national and regional level, everywhere in the world. It represents nothing less than a quantum

leap in advancing climate solutions, ensuring that every dollar, every resource, and every moment moves us closer to stopping the climate crisis.

Project Drawdown has always been the world’s leading resource for science-based climate solutions. With Drawdown Explorer, we are moving beyond describing effective solutions to elucidating path-breaking new strategies for accelerating climate action.

Drawdown Explorer is what the climate movement has been missing: an all-encompassing platform using the best available data to provide decision-makers with actionable, localized intelligence on the most effective climate solutions.

Built upon trillions of data points and thousands of hours of analysis by top scientists, Drawdown Explorer is the definitive guide to effective climate action, highlighting emergency brake solutions that can rapidly reduce emissions, geographic hot spots to maximize impact, and benefit clusters that simultaneously provide additional benefits to people — such as improved health, economic vitality, security, and more — and to nature.

When completed in 2026, this innovative, open-access online platform will provide detailed, up-to-date intelligence on nearly 150 climate solutions that together can stop climate change. The scientific analysis spans diverse



sectors, including electricity; transportation; buildings; industry; materials and waste; energy processing; land use, food, and agriculture; oceans; and carbon removal.

For each highly recommended solution, Drawdown Explorer provides detailed information about adoption, cost, scalability, additional benefits, and geographic priorities for deployment. Moreover, it offers specific recommendations on how various actors – including policymakers, investors, business leaders, and more – can best unlock and accelerate solutions given their unique resources and capabilities.

As Drawdown Explorer expands and evolves in the months and years ahead, it will unlock countless opportunities to more strategically and aggressively drive climate action around the world.

DRAWDOWN FOOD

Despite the importance of food systems in the global climate challenge, effective solutions in this space receive only 3% of climate funding – while greenwashing, disinformation, and false solutions dominate the conversation. Our Drawdown Food initiative is working to

change this by creating and sharing science-based plans to address climate change in the food, agriculture, and land-use sector.

By drawing attention to science-based food sector solutions, dispelling greenwashing myths, and working with key stakeholders worldwide, Drawdown Food's work empowers policymakers, community leaders, businesses, investors, philanthropists, and others to deploy the most impactful climate actions across the global food system.

DRAWDOWN NEXUS

As daunting as climate change is, it's far from the only existential challenge humanity faces today. In the years ahead, our new Drawdown Nexus program will guide businesses, governments, and communities seeking to prioritize climate solutions that also curb biodiversity loss and improve human well-being.

Drawdown Nexus is the first project of its kind to synthesize “bottom-up” experience and “top-down” information to advance concrete, evidence-based solutions and strategies based on extensive scientific research, global datasets, and partnerships with local communities.

“Project Drawdown has been fundamental in drawing the connection between food and climate, which in turn has driven funders, food businesses, and policymakers to see food waste reduction as a key climate strategy. This simply was not happening before Project Drawdown highlighted that connection, and has been core to our success in gaining traction around food waste reduction.”

– DANA GUNDERS, EXECUTIVE DIRECTOR, REFED



“Organizations such as Project Drawdown are absolutely vital for targeting the actions that will literally help both people and nature to survive.”

– DR. DAWN WRIGHT,
CHIEF SCIENTIST, ESRI



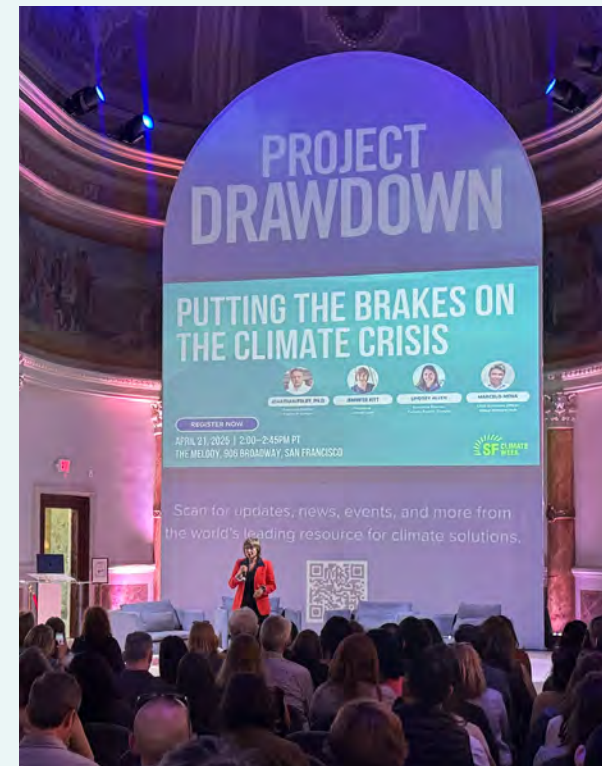
ENGAGING KEY STAKEHOLDERS AND EMPOWERING BOLD CLIMATE LEADERSHIP

■ As important as solid science is, unlocking climate solutions’ full potential requires sharing science-backed solutions in actionable and compelling ways.

That’s why we use our science to inform and inspire key stakeholders and emerging climate leaders – including community change-makers, policymakers, philanthropists, investors, business leaders, and others – to take bold action and bring the most effective solutions to the world.

DRAWDOWN BUSINESS COALITION

Over the past few years, the Drawdown Business Coalition educated and inspired business leaders to go beyond “net zero” plans to bold climate leadership – by bringing more science, resources, and people into effective, evidence-based climate actions. We also leveraged the incredible influence of businesses to accelerate the investments, policies, and innovations needed for transformative climate action. By holding themselves to a higher standard, up-and-coming business leaders help move the world toward a more expansive vision for corporate climate leadership.



DRAWDOWN CAPITAL COALITION

The Drawdown Capital Coalition worked with impact investors, philanthropists, and their advisors to guide private capital into more strategic, science-based climate solutions. And with the support of our partners, we identified other actions – such as advocating for new policies, pursuing critical research, or advancing public communication – that can scale climate solutions. This work has helped guide billions of dollars toward more effective climate solutions.

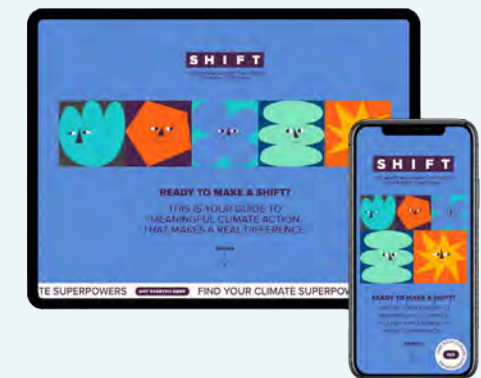
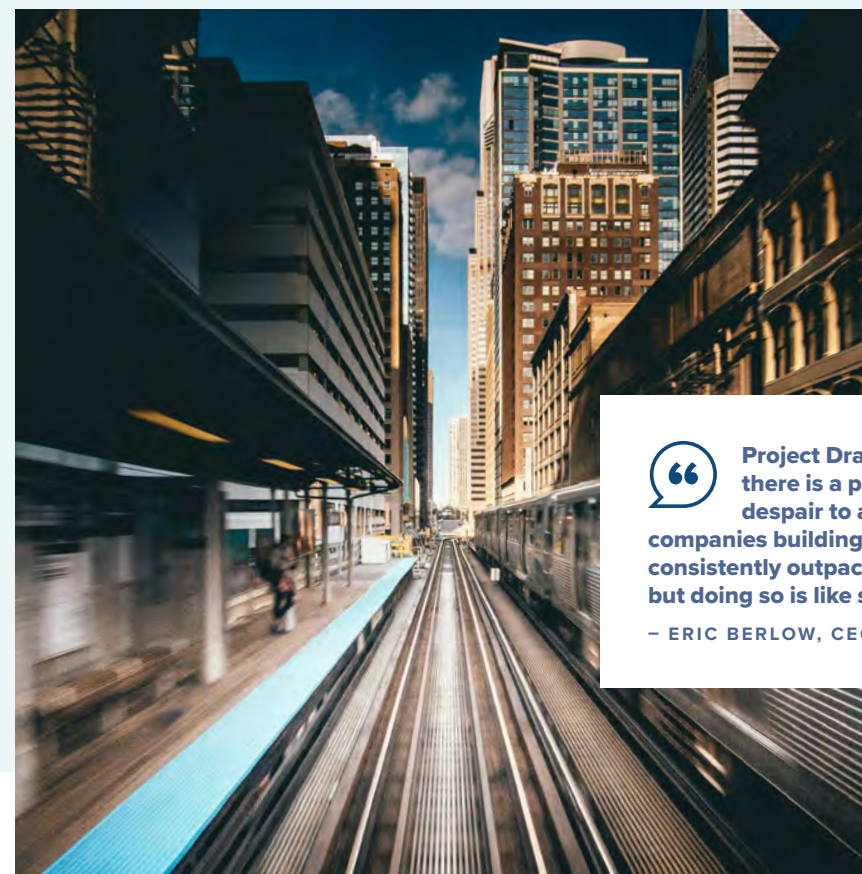
JOB FUNCTION ACTION GUIDES

Through Project Drawdown’s Job Function Action Guides, we are empowering employees to take climate action while at work and help their companies implement climate solutions. We also host interactive training programs that help climate-passionate employees engage their employers in scaling climate action.

SHIFT: SUPER HIGH IMPACT INITIATIVE FOR FIXING TOMORROW

Recognizing the critical importance of individual climate actions, we are collaborating with sustainability scientist Kimberly Nicholas, Ph.D., to launch a game-changing new tool called SHIFT (Super High-Impact Initiative for Fixing Tomorrow). This online resource is built for climate-conscious individuals seeking guidance for taking the most effective, science-based personal climate action possible – at home, at work, and in their communities.

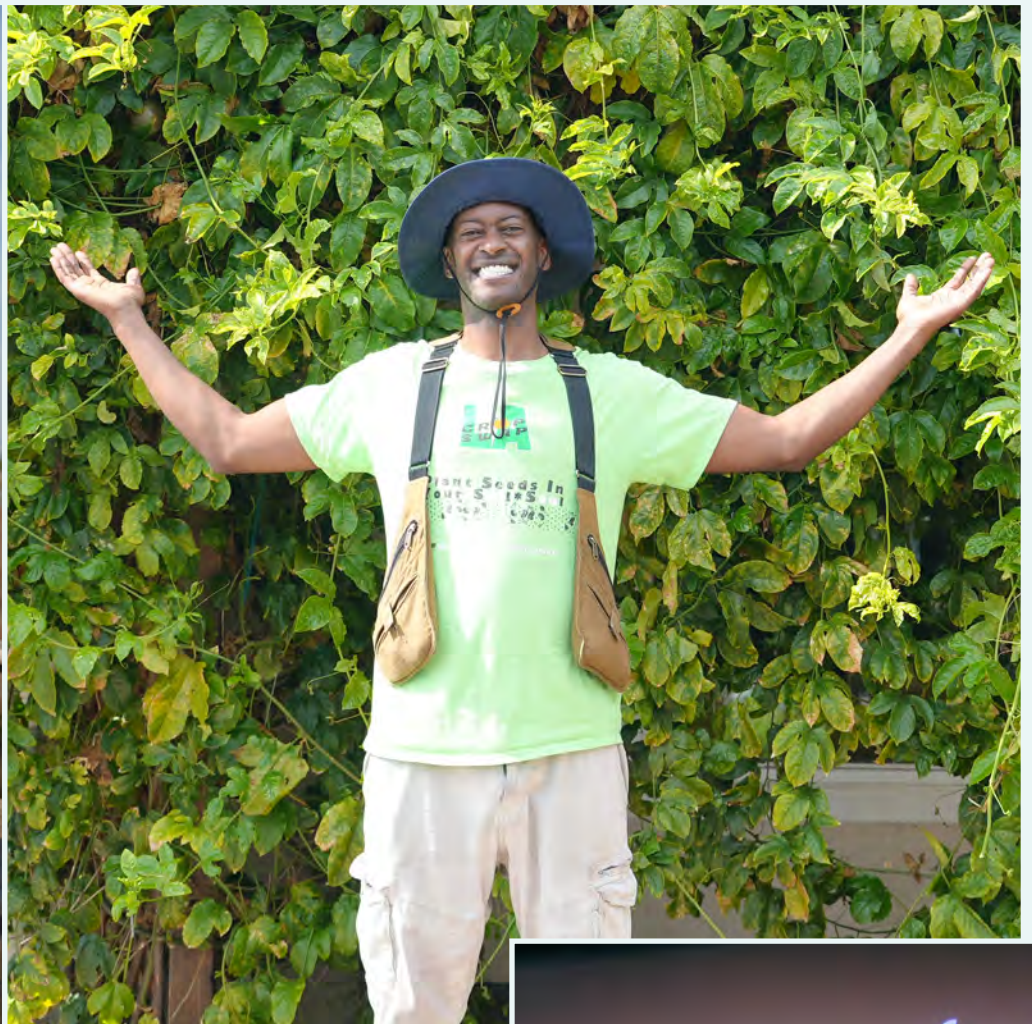
CLIMATE SOLUTIONS



Project Drawdown has been instrumental in shifting climate action from convincing everyone there is a problem to investing in solutions. This shift to solution thinking – from dread and despair to a vision for a better future – was associated with an 11-fold increase in funding to companies building climate solutions over the past eight years – and a year-over-year growth rate that consistently outpaced the broader market. You can pretend the momentum in these solutions isn’t real, but doing so is like saying in the early 2000’s that you don’t believe in the internet.”

– ERIC BERLOW, CEO, VIBRANT DATA LABS

PHOTO (LEFT): UNSPLASH.COM/SAWYER BENGTSOIN;
(TOP): LEX RYAN; (OPPOSITE, TOP LEFT): TED/GILBERT TADDAY



DRAWDOWN'S NEIGHBORHOOD

Our multimedia storytelling initiative, Drawdown's Neighborhood, works with diverse climate heroes of-ten left out of the climate conversation, broadcast- ing to the world inspiring stories of how they are advancing climate solu- tions through local climate action.

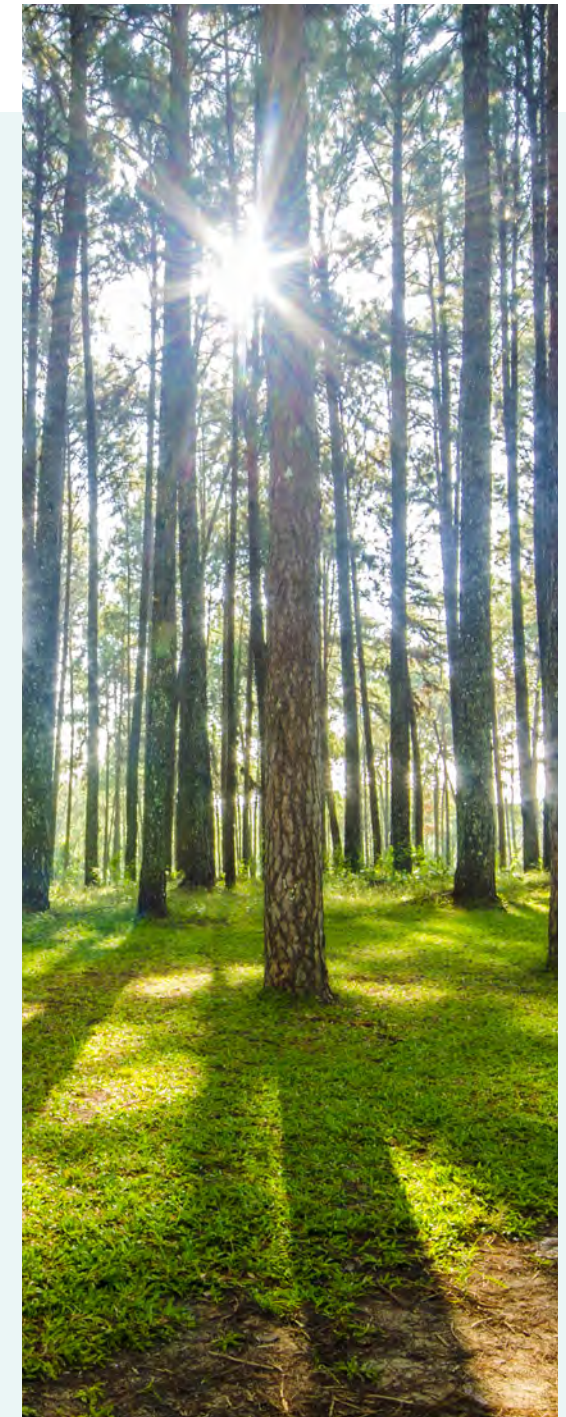
GLOBAL SOLUTIONS DIARY

Our Global Solutions Diary collects user-gener- ated videos from around the world showcasing climate solutions in action. And we will soon be launching an exciting new "science-plus-storytell- ing" campaign – further highlighting stories of science-based climate solutions in action across the globe.



TELLING HUMAN STORIES OF SOLUTIONS IN ACTION

■ We use the power of storytelling to help move the narrative on climate change and inspire the vision of a more hopeful future. Along the way, we showcase climate heroes putting solutions into action – across America and the world.



“Project Drawdown’s approach to storytelling not only expands the climate conversation, but demonstrates the diverse representation of individuals leading on climate, reinforcing the vital message that all of us can and should play a role in solutions.”

– JOTHSNA HARRIS, FOUNDER, CHANGE NARRATIVE LLC

WHAT PEOPLE ARE SAYING

“In a time of crisis and deliberately-sown confusion, Project Drawdown has always stood out as a beacon of rigorous reporting on the most important and impactful climate solutions, which we need now more than ever. In our work at TED Countdown, we use Project Drawdown’s insights to help guide our thinking on what ideas are worth amplifying and what efforts we might most usefully accelerate.”

– DAVID BIELLO, LEAD CURATOR, TED COUNTDOWN

“As a climate and clean energy strategist, I deeply value Project Drawdown for its clarity, credibility, and hopeful pragmatism. At this moment, when the window for decisive action is narrowing, Project Drawdown is an essential resource. We need clear-eyed analysis that’s easy to use, visually attractive, and credible – especially as we see landmark public sources of information on climate and sustainability dismantled.”

– AIMEE WITTEMAN, CHIEF IMPACT OFFICER, URBAN LAND INSTITUTE

“Project Drawdown’s ‘Climate Solutions 101’ videos are the best resources out there to get a grip on the state of play in climate. If you spend 1-2 hours watching these videos, you will be more knowledgeable than 99% of the population about what’s going on in climate right now – and know what matters most in addressing climate change.”

– ALEJANDRO FOUNG, TRUSTEE AT ROCKEFELLER FAMILY FUND, AND FOUNDER & MANAGING DIRECTOR, REDWOODS COLLECTIVE

“We could never have founded Carbon Collective without the free, public research from Project Drawdown. So grateful to all of our friends there for helping us non-scientists chart the course to a climate-stable future.”

– ZACH STEIN, CO-FOUNDER AND CHIEF INVESTMENT OFFICER, CARBON COLLECTIVE

“Project Drawdown has been incredibly instrumental in guiding Toniic members’ climate investment decisions, by cutting through the noise and focusing on effective climate interventions with tangible potential to abate carbon emissions in the near term. Project Drawdown provides the definitive blueprint for climate action, sharpening our focus and empowering Toniic members to invest in the solutions that will have the greatest impact, today.”

– DARIO PARZIALE, MANAGING DIRECTOR, PROGRAMS, TONIIC

“People want to know what they can do that will make a difference for climate. Project Drawdown finds, evaluates, and shares the climate solutions that work. They fill a unique niche – inspiring, practical, and laser-focused on cutting climate pollution fast and fairly.”

– DR. KIMBERLY NICHOLAS, PROFESSOR OF SUSTAINABILITY SCIENCE, LUND UNIVERSITY CENTRE FOR SUSTAINABILITY STUDIES

“To solve the climate crisis, we need to focus on the most effective and practical solutions. Project Drawdown is the ‘go to’ place for that information – comprehensive, authoritative, and informed by the latest science. It is an invaluable resource for individuals, businesses, and donors who want to make a real difference in helping to address climate change and its impact on people and the environment.”

– WALT REID, CLIMATE, FORESTS, BIODIVERSITY, AND SUSTAINABLE DEVELOPMENT ADVISOR

“It is mission-critical for corporate sustainability leaders to have access to credible, actionable climate science to guide them toward meaningful levels of ambition and fact-based strategy. Project Drawdown is the gold standard for climate truth-telling, and their team has been an invaluable resource for scores of Corporate Eco Forum member companies over the years.”

– AMY O’MEARA, EXECUTIVE DIRECTOR, CORPORATE ECO FORUM

“Project Drawdown is an incredible resource for understanding the latest climate science and solutions – bringing complex data and high-impact solutions together in compelling ways that motivate and inspire people to act.”

– JENNIFER KITT, PRESIDENT, CLIMATE LEAD

“We have used the research and data from Project Drawdown’s public website to inform our grantmaking strategy – looking at the set of science-backed solutions in one place helped us identify which areas resonated with our family foundation’s mission, while at the same time we could clearly see where our work fit with many workstreams needed to move the needle on climate emissions. Project Drawdown’s ongoing communications also keeps us up to date on the highest priorities for the moment. They are a critical thought partner for assessing our greatest impact with our family philanthropy.”

– JORDANA BARRACK, MIGHTY ARROW FAMILY FOUNDATION

“Project Drawdown’s clear, accessible resources are a unique and powerful tool that we see being used by people all around the world. Project Drawdown’s data is a consistent reference point for facts, hope, and action.”

– LINDSAY LEVIN, HEAD, TED COUNTDOWN

GLOBAL REACH

■ We began our journey into climate solutions with the New York Times best-seller, Drawdown, in 2018. But the book was only the beginning. Today, we are reaching millions through our online courses, articles, media interviews, and presentations. We're also building new digital platforms for sharing powerful insights and actionable intelligence for advancing climate solutions. And we are just getting started.



10M+

Online views of the Drawdown Explorer teaser video to date

1.3M+

Users from 230 countries and territories accessed climate solutions information on our website in 2024

1.2M+

Views of Dr. Jonathan Foley's two TED talks since they were released

12.5K

Downloads of Project Drawdown's publications in the last year

66%

Year-over-year increase in social media link clicks

5.4K+

Articles mentioning Project Drawdown in 2024, with more than 400,000 engagements on those articles



Project Drawdown is the single greatest resource out there to learn about climate solutions, and I continually use their guides in my climate communication work because of how data driven yet accessible they are."

— ALAINA WOOD, FOUNDER, THE GARBAGE QUEEN

SELECTED ARTICLES

- ▶ Food as You Know It Is About to Change, The New York Times
- ▶ What if Everyone Did Something to Slow Climate Change?, The New York Times
- ▶ Another Way to Keep Food Out of the Trash, The New York Times
- ▶ How to Talk to Kids About Climate Change, CBS News
- ▶ Trump Likely to Target Climate Measures That Are Making the Most Difference, AP
- ▶ Farms Fuel Global Warming. Billions in Tax Dollars Likely Aren't Helping, NPR
- ▶ South Korea Recycles 98% of its Food Waste. What Can It Teach the World?, The Washington Post
- ▶ Farming Prioritizes Cows and Cars-Not People, WIRED
- ▶ The World Is Ignoring the Other Deadly Kind of Carbon, WIRED
- ▶ The Best Strategy Over the Next Two Decades Is to Cut Methane, The Economist
- ▶ Food is a huge source of methane emissions. Fixing that is no easy feat., Grist

AP

CBS NEWS

The Economist

Grist

The New York Times

npr

The Washington Post

WIRED

BUILDING A BETTER FUTURE, TOGETHER

■ We envision a world in which people everywhere stand up, listen to science, work together, and stop climate change – building a far better world than anyone has ever seen before.

We are already working to make this vision a reality. The new Drawdown Explorer, our new Drawdown Food and Drawdown Nexus programs, and many other initiatives are driving our efforts to create a more sustainable future.

We aim to do more – to create more science-based climate solutions, more blueprints for implementing them at scale, more connections to key stakeholders, more inspired storytelling – to turn the tide against climate change.

But to do so we need your support, more urgently than ever. Government funding for climate science is collapsing. Many businesses are pulling back their efforts. And countless funders are taking a “wait and see” position.

The need is pressing. The time is now. And your donation – no matter the size – will make a world of difference. Please visit our [“Ways to Give”](#) page to explore the many ways you can support our efforts.

Thank you for your support.



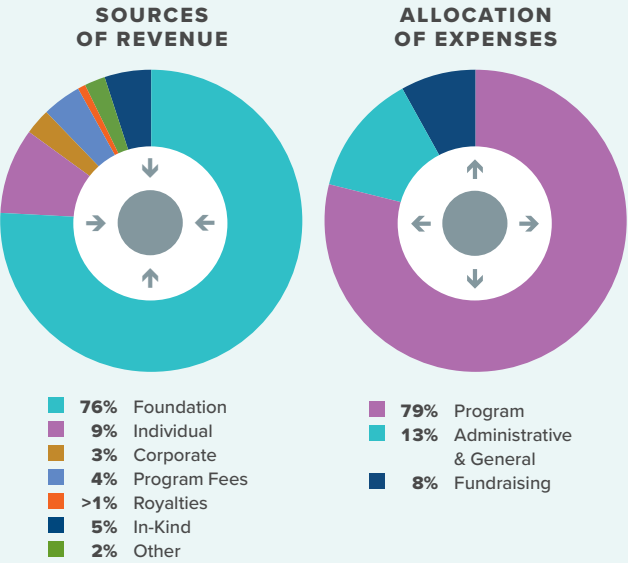
Project Drawdown is a go-to resource for climate action. It’s rigorous, science-based, and practical—a trustworthy guide to climate solutions. The organization provides a roadmap for what works, what scales, and where it can happen.”

– TOM STEYER, CO-EXECUTIVE CHAIR OF GALVANIZE CLIMATE SOLUTIONS

FINANCIAL OVERVIEW

	2023 (AUDITED)	2024 (AUDITED)
Revenue & Support		
Foundation	\$3,217,760	\$6,693,918
Individual	\$1,137,179	\$763,695
Corporate	\$367,167	\$251,723
Program Fees	\$392,000	\$332,467
Royalties	\$58,243	\$16,354
In-Kind	\$648,993	\$491,178
Other	\$103,123	\$211,005
Total Revenue*	\$5,924,466	\$8,760,340
Expenses		
Program	\$3,885,050	\$3,939,838
Administrative & General	\$842,258	\$656,747
Fundraising	\$353,775	\$373,915
Total Expenses	\$5,081,083	\$4,970,500

*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 2024 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®

“I believe humanity can still solve the climate crisis, while lifting up the most disadvantaged among us, but only if we act intelligently and urgently. Project Drawdown has given us the intelligence we need, mapping the world’s best solutions. The urgency is up to us.”

— JOHN LANIER, EXECUTIVE DIRECTOR, RAY C. ANDERSON FOUNDATION

Project Drawdown
[Drawdown.org](https://drawdown.org)



@ProjectDrawdown