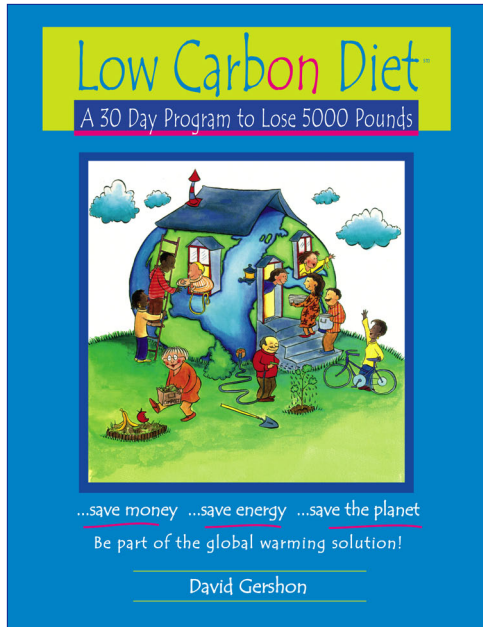


# COOL COMMUNITY CORPS

EMPOWERING AMERICA'S YOUTH TO TACKLE CLIMATE CHANGE  
WHERE THEY LIVE – NOW!



The Cool Community Corps is an opportunity for students to have a real and measurable impact on global warming while gaining valuable leadership and community organizing skills. Employing a proven community behavior-change program, it provides students the tools and support to become a powerful force for change.

## A Defining Moment

No challenge that humanity has faced could have prepared us to meet the climate crisis. Arresting global warming before it is too late has emerged as nothing less than the central organizing project for our civilization.

As the scientific data pours in, it is becoming clear that we have less time than we thought to bring about a reduction in our carbon emissions. According to Dr.

Rajendra Pachauri, head of the U.N. International Panel on Climate Change, "What we do in the next few years will determine our future. This is the defining moment."

## An Immediate Solution

In the face of this crisis, people around the world are rallying like never before to find real solutions. But the large-scale solutions many are pinning their hope upon—renewable energy and new technologies—will take decades to scale up. Much more time than scientists tell us we have.

There is, however, one solution that has the potential to bring about significant large-scale carbon reductions in the short term: household energy conservation. Over half of America's carbon footprint is created by our individual lifestyle choices and up to 90 percent of a community's emissions. And America as 20 percent of the planet's footprint is the lynchpin for a global solution. If enough of us take the simple actions required to reduce our own emissions, it will buy needed time for the longer-term solutions to scale up. It will also help demonstrate to the world that America is doing its part and serve as an inspiration to other countries to go further in their efforts.

## A Proven Strategy for Change

The tools are already in place to help America's communities empower citizens to reduce their carbon footprint. Empowerment Institute has developed, through 25 years of research, a proven behavior change and community empowerment methodology. It has helped over 20,000 people reduce their environmental footprint by 25% and trained dozens of communities to implement this methodology.

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This approach has now been applied to the issue of climate change with the participation of tens of thousands of people in over 300 America communities. It is built around the award winning Low Carbon Diet: A 30 Day Program to Lose 5,000 Pounds and the Cool Community campaign to bring it to scale over a three-year timeframe. The program provides households simple tools to measure and reduce their carbon footprint with the support of a small group called an EcoTeam. Participating households on average reduce their carbon footprint by 25%.

### **How Cool Community Corps Works**

The Cool Community Corps provides students the tools and strategies to implement a Cool Community campaign. They use these tools to empower local government, community groups, businesses, and individual citizens to start EcoTeams who go through the Low Carbon Diet program. They can do this either as a student-driven initiative or as part of an already existing campaign, if one exists.

The Corps training provides students the opportunity to build and hone valuable transformative change leadership, empowerment and community organizing skills – what we call social change 2.0 – which they can use for the rest of their lives.

Their participation can either be part of a service-learning program associated with a university or high school where students receive credit or as voluntary effort. Students gear their efforts toward achieving the following concrete carbon reduction goals:

- **Silver Level:** Start 5 EcoTeams per participating student or 2-person team. (8 households per team x 5 teams = 40 households x 5,000 pounds = 200,000 pounds per year)
- **Gold Level:** Start 10 EcoTeams per participating student or 2-person team. (8 households per team x 10 teams = 80 households x 5,000 pounds = 400,000 pounds per year)
- **Platinum Level:** Start 25 or more EcoTeams per participating student or 2-person team. (8 households per team x 25 teams = 200 households x 5,000 pounds = 1,000,000 pounds per year)

### **School Benefits**

Participating in the Cool Community Corps is a powerful way for colleges, universities and high schools to engage students in community service. It also enables these schools to be on the cutting edge of positive concrete action to abate climate change.

#### **For More Information**

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