



Solving climate change from the ground up.



ADOPT-A-METER™

The Carbon Underground's \$5 plan
to help reverse climate change.

BACKGROUND

Climate change is considered the biggest threat facing humanity and the planet. The scope of the threat is so big that most people feel powerless to do anything to make a difference.

The Carbon Underground's **Adopt-A-Meter** program is designed to help solve both of those problems.

It's based on new learning about the *cause* of climate change. This new learning is not only helping scientists better understand the cause, but has also lead scientists to better understand how we can stop it.

More than that, how **we can actually reverse it.**

Fossil fuels are only half the story.

Scientists have long warned us of the threat from fossil fuels. But we're now learning that fossil fuels alone do not cause climate change.



According to the United Nations, the Rodale Institute, the USDA and scientists and universities around the world *industrial agriculture* may have a bigger role in climate change than the burning of fossil fuels.

While both contribute more than a third of overall carbon emissions, *industrial agriculture* can actually **prevent the planet** from drawing that carbon back down and keeping the climate healthy.

The problem is in the soil. (But it may also be the solution.)

Better understanding of this might just provide the path to reducing the threat.

Industrial agriculture techniques, such as chemical use, deep-tilling and mono-cropping have destroyed more than 50% of the earth's topsoil. The UN predicts we will lose the rest within about seventy years.

Since soil is one of nature's core tools that regulate and store carbon, losing it has effectively **trapped carbon emissions in our atmosphere** and resulted in change to our climate.



Here's the good news: Restoring our soil can quickly begin to draw that carbon back, and begin the process of reversing climate change.

PROJECT OVERVIEW

The Carbon Underground is already working with some of the world's biggest companies and governments to shift to practices that restore degraded soil. We're also partnering with farmers and ranchers around the world to transition to *regenerative* agricultural practices that restore soil and then maintain its health.

But given that we need to **draw billions of tons of emitted carbon back** down from the atmosphere, and do it **before cataclysmic climate change occurs**, we also need to excite and **empower the people** of the planet to participate in the solution.

The Adopt-A-Meter program is designed to do exactly that in a simple, affordable, time-tested manner.

Here's how it works:

For \$5 (or local currency equivalent) anyone can adopt a square meter of degraded soil— *soil that is currently emitting carbon and increasing the risk from climate change*—and The Carbon Underground and our partners will restore it.



As the soil becomes healthier *it begins drawing carbon back down* from the atmosphere. Lots of carbon. In fact, scientists tell us that a single acre can draw down *tons of carbon*. Imagine what millions of acres can do. With over 12 billion acres around the world presently used for agriculture, the opportunity to draw down massive amounts of carbon and start reversing climate change is right under our feet.

And anyone can help—for as little as \$5.

To make it even easier they can donate online, from their phone, at retail when they check out, even when they buy a ticket to a concert or major league sporting event.

The money will fund projects that draw down carbon by restoring soil on farms and ranches. It will also enable third-party experts to measure and verify results, which will be continually reported on a dynamic website.

AUDIENCE:

The core audience for this program is the public— the billions of people presently underutilized in the fight against a changing climate.



It's estimated that over two billion people want to do something to fight climate change but feel powerless to affect something this big. The Adopt-A-Meter program was designed to satisfy this desire, simply and affordably.

STRATEGY:

Our goal is to replicate other branded successes in fundraising like Susan B. Komen (\$2.5 billion and counting), RED (hundreds of millions raised for AIDS), and the recent Ice Bucket Challenge for ALS that raised over \$100 million and resulted in finding a gene previously unknown to impact the disease.



By using The Carbon Underground's global communications and branding experience, along with our broad relationships in both the business and media industries, we intend to create a global brand with highly tailored localized ways to raise money and affect change by funding third-party projects.

PILOT PROJECTS:

We have identified over \$2 billion worth of land restoration projects that have already pre-tested soil-carbon levels, enabling us to achieve reportable drawdown results more quickly. And, by working with farming groups from Kansas to Kenya we have access to thousands of individual farms and ranches wanting to restore their soil but lacking the funding to do so.

Initial pilots will be based on the capital raised, but our goal is to have global representation and choose pilots that use different approaches to drawing down carbon, enabling us to continually learn how to better leverage our funds.



The Carbon Underground is currently creating a Project Vetting Advisory Board, which will include experts in soil, carbon, climate change and other key areas necessary to achieve success.

And, by working with farming groups from Kansas to Kenya we have access to thousands of individual farms and ranches wanting to restore their soil but lacking the funding to do so.

PARTNERS:

The Carbon Underground has already developed partnerships in the following areas that are critical to achieving success:

- **GOVERNMENTS:** The United Nations, the French government's *4 Per 1000 Program*, local governments such as California, Maryland and Finland are all partners for deployment
- **CELEBRITY AMBASSADORS:** We have a growing list of celebrities waiting to promote the effort to their followers
- **PROFESSIONAL SPORTS:** The Green Sports Alliance (the teams of the NBA, NFL, MLB and the NHL) has named Adopt-A-Meter their #1 recommended effort for 2018
- **CORPORATIONS:** We have a growing list of manufacturers and retailers on board
- **NGOS:** Organizations working on soil/climate/healthcare should provide access to over 20 million people pre-disposed to help

- SCIENCE AND LAND RESTORATION: Applied Ecological Services (the world's largest land restoration company and partner to the USDA)
- IMPACT INVESTORS: Farmland LP, Gratitude Railroad, and other agricultural-related impact investment funds

TIMETABLE AND FUNDING

The Carbon Underground has raised the initial money to fund development and is in the process of funding the rollout. We are currently raising addition funds to build out our technology and create marketing materials to help our partners push the program out to their customers.

We expect to launch pilots in mid-2018. A detailed launch plan and budget are available upon request.



FOR MORE INFORMATION:

Please contact:

Larry Kopald lkopald@thecarbonunderground.org

Randi Fiat rfiat@thecarbonunderground.org



8800 Venice Blvd. Los Angeles, CA 90034
424-603-4998

www.thecarbonunderground.org