

# You want massive, innovative solutions to our world's most pressing climate and environmental problems. We deliver.

With less than a decade to prevent global climate change from reaching irreversible levels, the time to push for large-scale climate and environmental solutions is now.



**STAND**.earth

[www.stand.earth](http://www.stand.earth)



# Our Vision

We imagine a climate-safe, fossil-free future, in which governments, corporations, and infrastructure serve the needs of people. All people.

In this future, the factors that create environmental and climate crises have been dismantled. The air is clear, the water is clean, and the soil is healthy beneath our feet.

Forests, sacred and immense, stand quiet vigil over vibrant ecosystems, stewarded by those who have stewarded them since time immemorial. Oceans, free of pollution, teem with life.

Global temperatures hold steady at healthy levels — and people everywhere thrive. Such a future is possible.

But neither protests nor polite requests alone will get us there.

**Stand.earth is a growing team of strategists, researchers, communicators, policy and issue experts — plus a powerful global network of donors, activists, and community members from every walk of life — united in our demand for transformational change. Now.**



We believe in bridging gaps and creating solutions that advance equity and benefit all people. We seek tangible, genuine, and transformative solutions to the climate crisis, and results that are respectful of everyone involved.

Right now, from the frontlines of civil society resistance to the halls of the United Nations, we are supporting those working for a climate-safe future around the world.

# More than two decades of large-scale change.

A selected history of policy and conservation outcomes.



WHAT WE DO

# Reforming Systems. Catalyzing Change.

On the ground and online, we build collective power through campaigns that turn small actions into massive, lasting results in three key impact areas. Working on these three areas simultaneously creates a cycle of large-scale systems change, in which improvements in one area contribute to improvements elsewhere — magnifying the impact of every action we take.



IMPACT AREA  
**Moving Beyond  
Fossil Fuels**



IMPACT AREA  
**Protecting  
Forests**



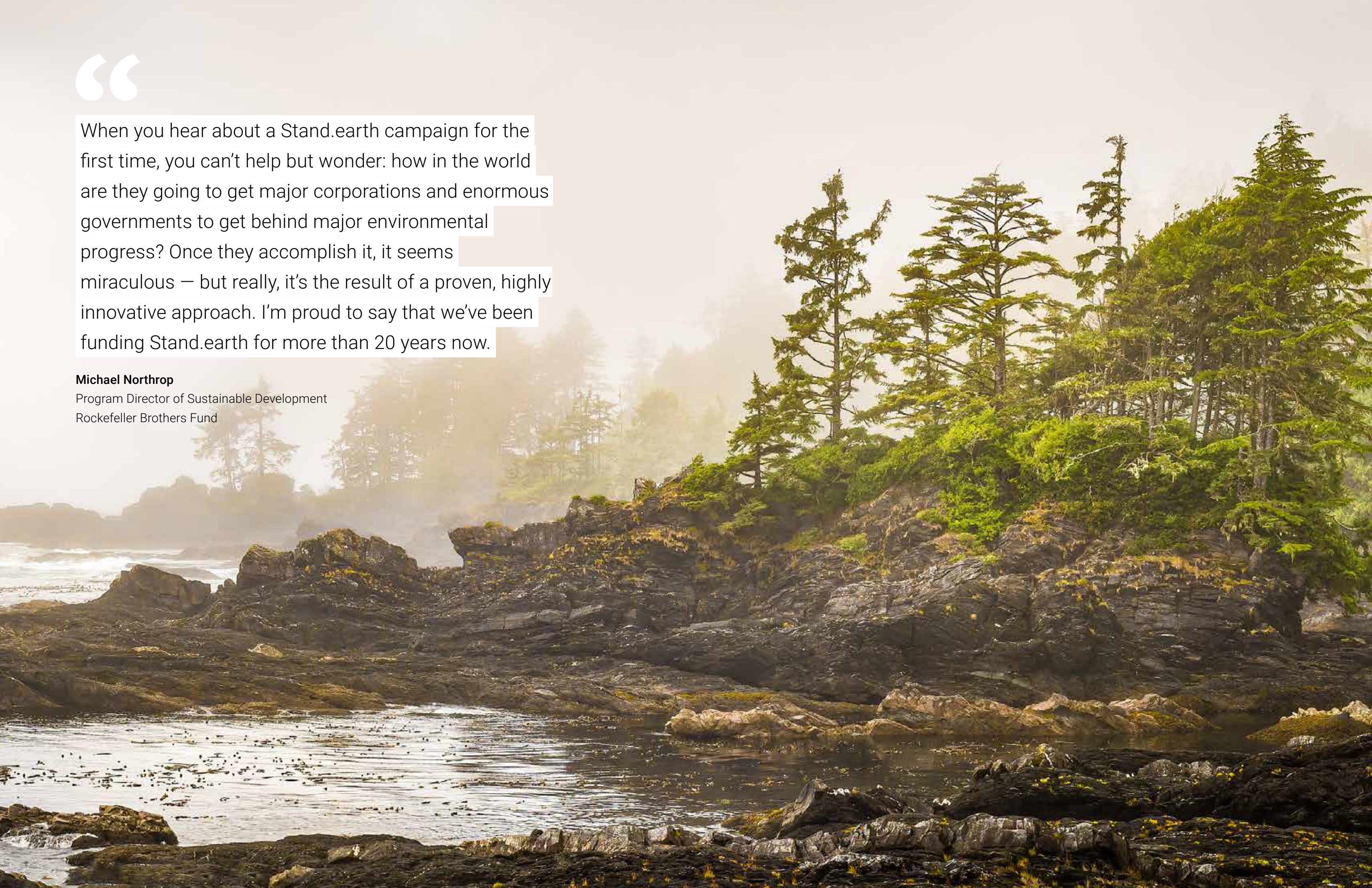
IMPACT AREA  
**Reinventing Cities  
and Transportation**

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When you hear about a Stand.earth campaign for the first time, you can't help but wonder: how in the world are they going to get major corporations and enormous governments to get behind major environmental progress? Once they accomplish it, it seems miraculous — but really, it's the result of a proven, highly innovative approach. I'm proud to say that we've been funding Stand.earth for more than 20 years now.

**Michael Northrop**

Program Director of Sustainable Development  
Rockefeller Brothers Fund



# Moving Beyond Fossil Fuels

Preventing the expansion of oil and natural gas production in North America, catalyzing a coal phase-out and rapid scaling of renewable energy usage in the fashion and IT sectors, and moving financial capital from fossil fuel extraction projects to climate solutions.

PROGRAM

## Advancing Energy Solutions

Pressuring major brands and national governments to visibly scale up investments in clean energy technologies while rapidly phasing out coal-fired power plants.

### 2023-2025 Goals

- Move dozens of global fashion and IT brands to implement policies that scale renewable energy investment or phase out coal in manufacturing hotspots around the world.
- Sway powerful institutions – and major pension funds throughout North America – to reinvest in climate-safe solutions, such as clean, renewable energy infrastructure.



PROGRAM

## Climate Finance

Pushing the financial sector to divest from fossil fuel companies and projects — particularly those that violate Indigenous rights — and disrupt the banks' negative influence

### 2023-2025 Goals

- Halve pension funds' financed emissions by 2030 and end financing of fossil fuel expansion.
- Persuade Royal Bank of Canada and Citi stop funding fossil fuel projects, and halve financed emissions by 2030.

PROGRAM

## Ending New Fossil Fuel Production

Reducing the consumption of fossil fuels and limiting the production of new oil, gas, and coal to accelerate the shift towards renewable energy.

### 2023-2025 Goals

- Stop or delay major fossil fuel infrastructure projects throughout North America and the Amazon.
- Motivate hundreds of local governments to change the conditions that allow the creation of new fossil fuel infrastructure projects in their jurisdictions.

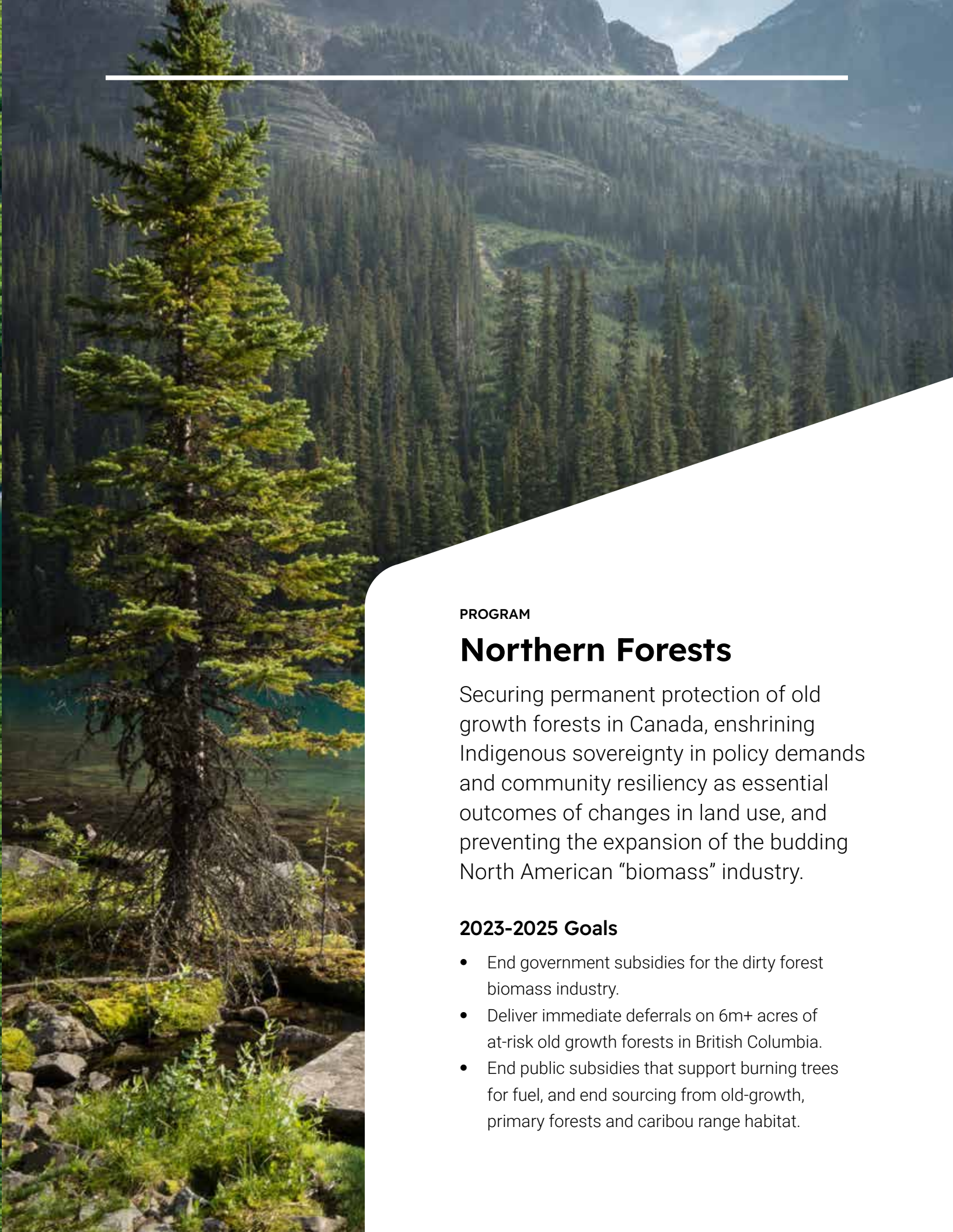
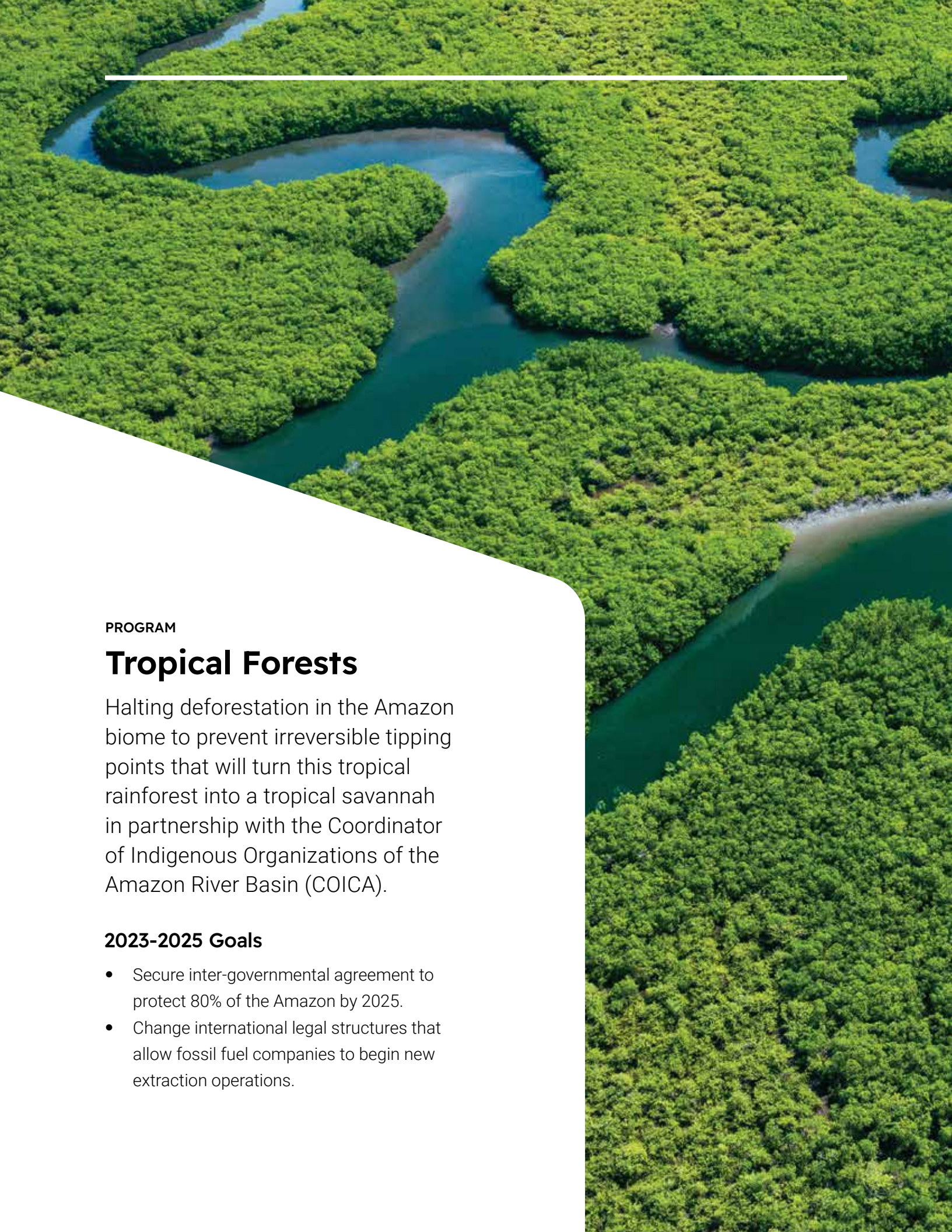


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IMPACT AREA

# Protecting Forests

Working in close partnership with local communities to design pathways to keep forests standing, using geospatial analysis and investigative research to uncover problems in global supply chains; negotiating with governments and corporations to help form responsible policies that protect Northern Forests and Tropical Forests around the world.



**PROGRAM**

## **Tropical Forests**

Halting deforestation in the Amazon biome to prevent irreversible tipping points that will turn this tropical rainforest into a tropical savannah in partnership with the Coordinator of Indigenous Organizations of the Amazon River Basin (COICA).

### **2023-2025 Goals**

- Secure inter-governmental agreement to protect 80% of the Amazon by 2025.
- Change international legal structures that allow fossil fuel companies to begin new extraction operations.

**PROGRAM**

## **Northern Forests**

Securing permanent protection of old growth forests in Canada, enshrining Indigenous sovereignty in policy demands and community resiliency as essential outcomes of changes in land use, and preventing the expansion of the budding North American “biomass” industry.

### **2023-2025 Goals**

- End government subsidies for the dirty forest biomass industry.
- Deliver immediate deferrals on 6m+ acres of at-risk old growth forests in British Columbia.
- End public subsidies that support burning trees for fuel, and end sourcing from old-growth, primary forests and caribou range habitat.

# Reinventing Cities and Transportation

Working with elected and local organizers throughout North America and beyond to change the legal structures that enable new fossil fuel production, while pressuring shipping and courier companies to make firm commitments to reduced emissions.

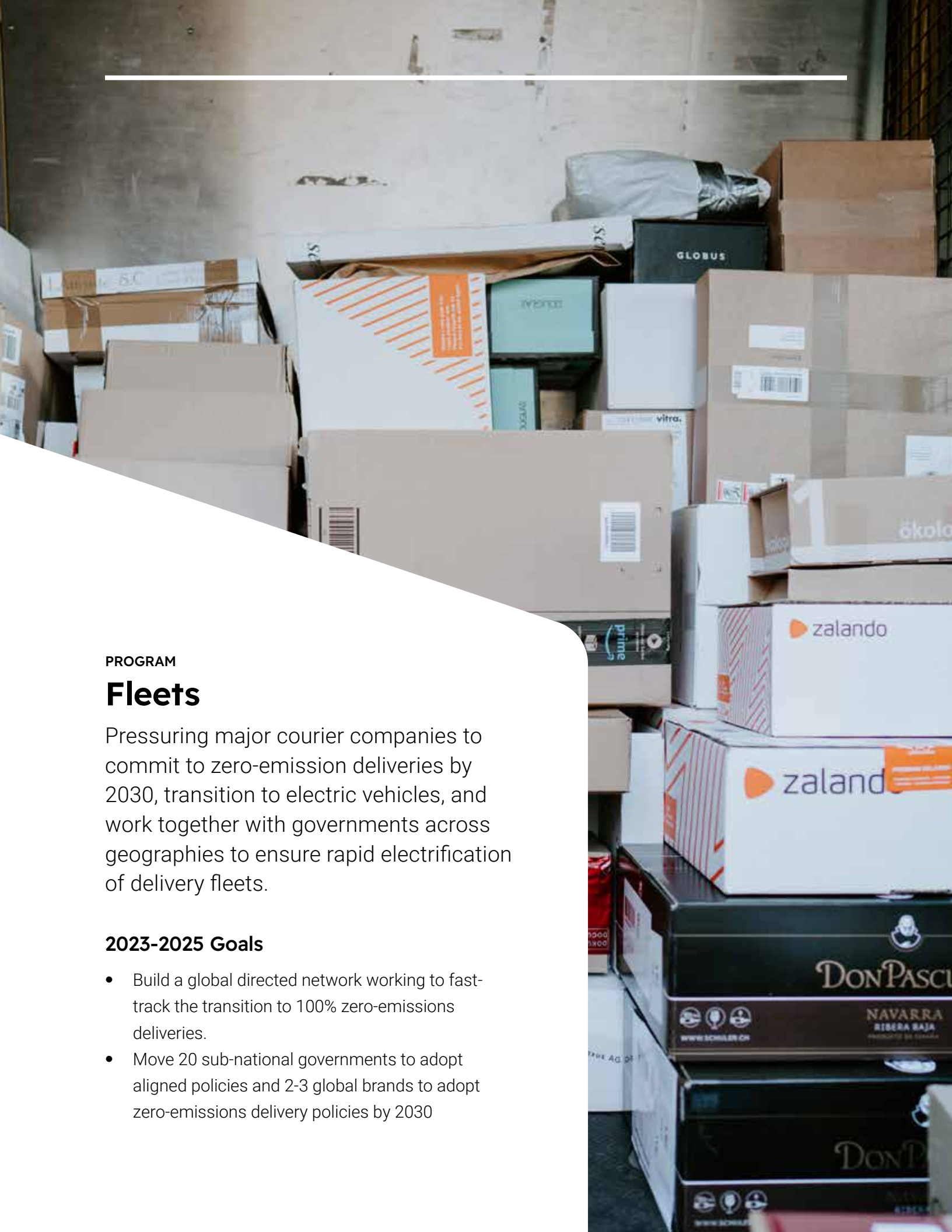
PROGRAM

## SAFE Cities

Growing the international movement of cities and counties that are using their power to phase out fossil fuels (methane gas, gas stations, and more), fast-track clean energy solutions, and support a just transition to a clean energy economy in their communities.

### 2023-2025 Goals

- Establish 100s of SAFE Cities policies in key chokepoint regions, highly impacted communities, and demand centers.
- Build a network of elected officials and big brands that support fleet electrification as well as bans on internal combustion vehicles and gas in buildings.
- Lead the call for a global Fossil Fuel Non-Proliferation Treaty.



PROGRAM

## Fleets

Pressuring major courier companies to commit to zero-emission deliveries by 2030, transition to electric vehicles, and work together with governments across geographies to ensure rapid electrification of delivery fleets.

### 2023-2025 Goals

- Build a global directed network working to fast-track the transition to 100% zero-emissions deliveries.
- Move 20 sub-national governments to adopt aligned policies and 2-3 global brands to adopt zero-emissions delivery policies by 2030

PROGRAM

## Shipping

Ending the shipping industry's reliance on toxic heavy fuel oil, driving the transition to zero-emissions, and preventing coastal pollution.

### 2023-2025 Goals

- Persuade major brands to pressure a cargo carrier to commit to ending port pollution by 2025.
- Secure commitments from cargo carriers to complete decarbonization of their container fleet no later than 2040.
- Move North American ports to make significant investments in zero-emission vehicle infrastructure.

# Building Power. Applying Pressure. Making Progress.

## HOW WE DO IT

### Investigate

Cutting-edge investigative research uncovers the actors behind environmental threats, creating breakthroughs in climate advocacy campaigns around the world.

### Expose

Innovative traditional and social media campaigns reveal the connections between corporations, governments, and threats to our climate and communities.

### Organize

A growing network of 1,000,000+ advocates receive tool kits, communications capacity, training, funding, and other resources that amplify the voices on the frontlines and build power to motivate corporate reform and government action.

### Collaborate

Negotiations with key decision makers raise corporate and government climate ambitions, set industry-leading standards, and develop workable, long-term, large-scale solutions to climate and environmental crises.

### Resolve

Lawmakers and corporate decision makers who've become stuck in the "realistic" open their minds to bigger opportunities, develop effective implementation strategies, and set firm commitments.

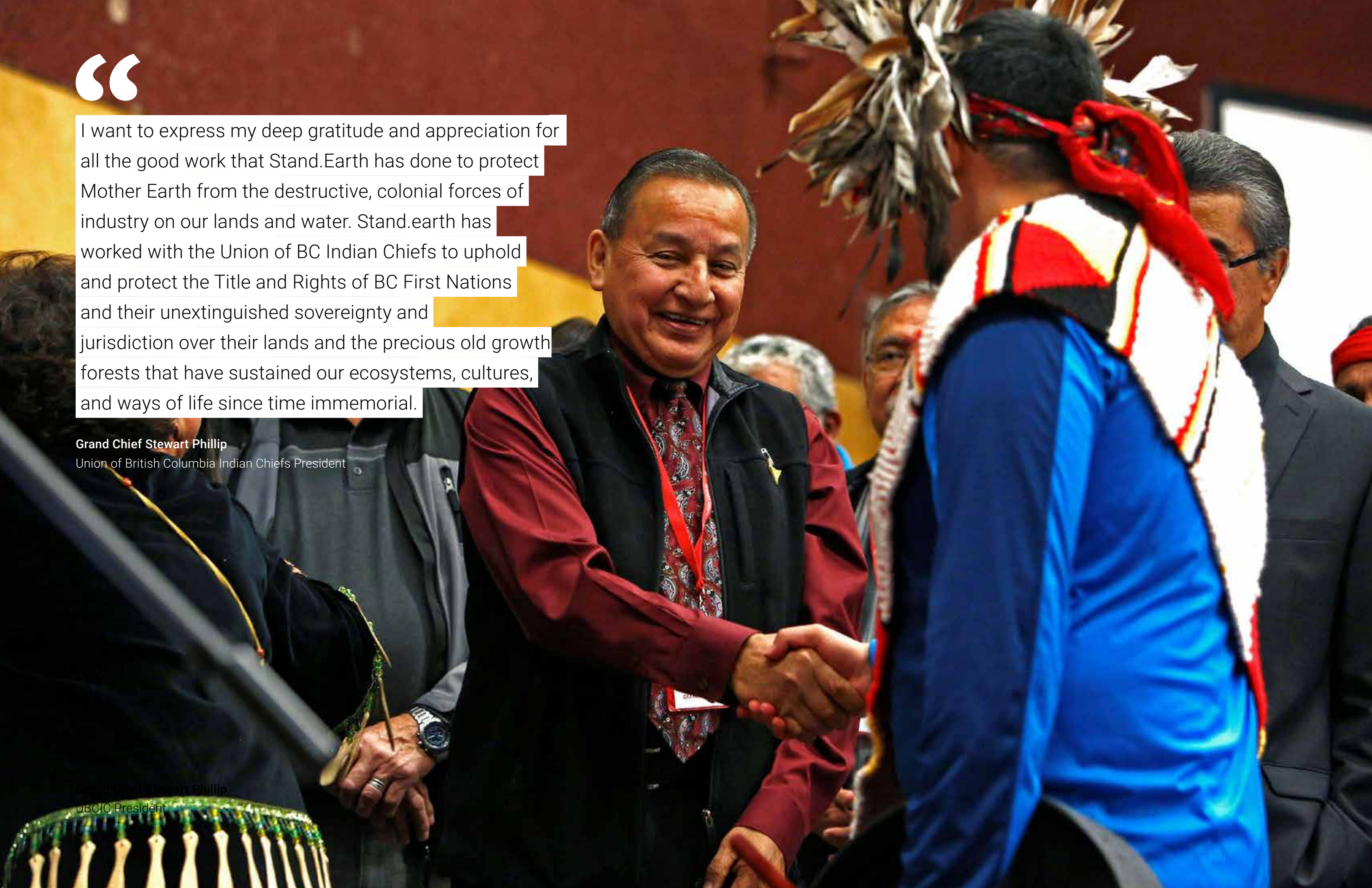
Our campaigns investigate, expose, organize, collaborate, and resolve — applying a just right strategy to each issue we address. Our approach makes us one of the most efficient, effective problem-solving entities working on climate and environmental issues today.

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I want to express my deep gratitude and appreciation for all the good work that Stand.Earth has done to protect Mother Earth from the destructive, colonial forces of industry on our lands and water. Stand.earth has worked with the Union of BC Indian Chiefs to uphold and protect the Title and Rights of BC First Nations and their unextinguished sovereignty and jurisdiction over their lands and the precious old growth forests that have sustained our ecosystems, cultures, and ways of life since time immemorial.

**Grand Chief Stewart Phillip**  
Union of British Columbia Indian Chiefs President

**Grand Chief Stewart Phillip**  
UBCIC President



# How we are moving the global fashion industry

Prior to 2017, major fashion brands benefited from greenwashed claims that they were successfully reducing carbon emissions in their offices and retail stores – while ignoring that 99% of industry emissions and pollution come from the global supply chain.

In just a few short years, we've catalyzed a massive shift in the way the industry thinks about its climate responsibilities – starting with Levi's, which responded to our "Too Dirty to Wear" campaign by committing to a 40% emissions reduction by 2025 for its global supply

chain. Following Levi's lead, major brands including Adidas, Puma, H&M, Nike, and the Gap have begun advocating to governments in the countries where they rely on coal-powered production to invest in renewables.

Our work has been a major influence on the standards adopted by the G7 Fashion Pact, the UN Fashion Industry Charter for Climate Action, and the Sustainable Apparel Coalition, which now requires members to have a minimum target of 45% emissions reduction by 2030.



**#Too Dirty**  
~~#EQUIPPED~~ TO BE TRUE

WHAT WE DO

# Your donation brings the power of Stand.earth to scale

We lead corporations and governments to embrace meaningful, enduring change by making the most of every dollar, putting mission above recognition, and providing spaces in which conflict leads to creative problem solving.



## Give a Little, Get a Lot

At Stand.earth, we waste nothing. Every dollar we receive goes to work on our key impact areas, supporting mutually beneficial efforts that multiply the overall impact of our work. We find the gaps in existing advocacy efforts — and discover the levers that will maximize



## Mission, not Recognition

Putting mission above recognition, we work in close partnership with our allies standing up to government policies and corporate agendas that threaten land, health, and life. When we discover the most effective strategy available, we take action — whether or not the cameras



## Compassionate Action

Tensions around environmental and climate issues run high. To achieve the large-scale, long-term change our world requires, it is vital to get corporate and governmental decision-makers to lower their defenses, and speak frankly about meaningful action.



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**When you become a Stand.earth donor, you become a partner in the mission to move governments and corporations to treat people and the planet with respect. To implement solutions to the climate crisis at a scale our world requires. Because our lives depend on it.**



Your donation brings the power of Stand.earth to scale. It catalyzes innovations in advocacy, broadens the scope of investigative research, and sharpens and strengthens on-the-ground activism. It delivers the certainty and security that empower us to look beyond the horizon and plan highly effective, multi-year campaigns. It also enables the agility we need to weather unpredictable storms — so that we can consistently stand up to the biggest threats facing people and the planet.

By supporting Stand.earth, you will empower the most effective climate-action team on the planet during the most important decade in Earth's history.

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## Get in touch

To learn more about Stand.earth and how you can partner with us, please contact:

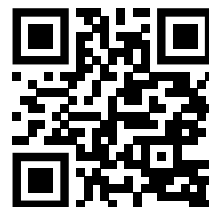
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To learn more about all the different ways to give visit  
[www.stand.earth/donate](http://www.stand.earth/donate)



For more than twenty years, our efforts have led to tangible change at scale around the world. With your partnership, we'll keep raising the bar on climate action for decades to come.

Join us today — and we'll work together to ensure a climate-safe future for all.



[stand.earth/donate](https://stand.earth/donate)