

“Email Your Representative” Template

This has all three advocacy ideas blended into one since the third builds on the first two – climate footprints, abatement standards, and Geo Zero products.

Here’s some starter text you’re welcome to use as-is or personalize in your own voice.

Subject: A simple, affordable plan to accelerate climate progress

Hello [Name],

I’m writing to share three practical, affordable ideas that could help our country make faster, clearer progress toward net zero while supporting innovation and lowering long-term costs for households, businesses, and taxpayers.

1. Climate Footprint Labels Clear, consistent climate footprint labels for everyday products would give consumers and companies the information they need to make better decisions. Research shows that climate footprints can help avoid more than **3 gigatonnes of emissions each year** by guiding choices across supply chains and households. This is a low-cost, high-impact step that increases transparency and supports a more competitive, climate-aligned economy.

2. Opening All Climate-Science-Aligned Abatement Pathways Many countries are unintentionally paying more than necessary for climate action because some of the lowest-cost, science-aligned abatement pathways are not yet recognized in policy. By recognizing both “do our best” emission-reduction pathways and “remove the rest” permanent carbon removal pathways, governments can open up competition, reduce costs, and accelerate innovation. This is a no-cost action that simply ensures all science-aligned pathways are eligible.

3. Enabling Certified Geo Zero Products Once footprints are measured and all pathways are recognized, governments can introduce clear standards for **Geo Zero products** — items where the climate footprint has been measured, reduced, and the remaining ‘residual’ emissions permanently removed. For most products, this adds only a [small incremental cost](#) while giving consumers confidence and helping producers compete in a sustainable world. To support this, governments can establish methodologies and verification processes that ensure permanent removals are measured consistently, verified independently, and retired only once on behalf of each product.

Together, these three steps create a simple, coherent pathway: **measure emissions → reduce what we can → permanently remove the rest**. It’s just carbon math — the same kind of practical, standards-based approach we used when phasing out CFCs or adding catalytic converters. Small upgrades, big benefits, and within a few years it simply becomes the new normal.

Thank you for your leadership and for considering these pragmatic, affordable ideas. They offer a clear way to accelerate climate progress while supporting innovation, competitiveness, and long-term economic resilience.

Sincerely,

[Your Name]