

“Email Your Community” 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: Three simple ideas that make climate progress easier and more affordable

Hi everyone,

I wanted to share three simple, hopeful ideas that can help us make faster, more affordable progress on climate action - ideas that don’t require big sacrifices or complicated programs, just clear information and smart standards.

1. Climate Footprint Labels Clear climate footprint labels on everyday products help people and companies make informed choices. Research shows they can help avoid more than **3 gigatonnes of emissions each year** by guiding better decisions across supply chains and households. It’s a small change that creates a lot of clarity.

2. Opening All Climate-Science-Aligned Abatement Pathways To make footprint labels meaningful, producers need access to all safe, science-aligned pathways to reduce and remove emissions. Recognizing both “do our best” emission-reduction pathways and “remove the rest” permanent carbon removal pathways helps ensure fairness, reduce long-term costs, and support innovation. This is a no-cost action that simply opens the door to the full set of climate tools.

3. Enabling Certified Geo Zero Products Once footprints are measured and pathways are recognized, we can introduce clear standards for Geo Zero products — items where the climate footprint has been measured, reduced, and the remaining emissions permanently removed. For most products, this adds only a [small incremental cost](#) while giving people confidence that nothing is being left behind.

Together, these steps create a simple, coherent approach: **measure emissions → reduce what we can → permanently remove the rest**. It’s the same kind of practical transition we’ve made before - like phasing out CFCs to heal the ozone layer or adding catalytic converters to cars to clear the smog. Small upgrades, big benefits, and before long it just becomes normal.

If these ideas resonate with you, feel free to share them, talk about them, or reach out to your representatives or local businesses. Every conversation helps build momentum.

Thanks for reading and for everything you do.

[Your Name]