

Carbon CREW Project

Strategies for Speed and Success

1. Each C.R.E.W. member creates their own Carbon Reduction for Earth's Wellbeing plan. We strive for bold goals and simplify the IPCC goals of 50% carbon reduction by 2030, by using the Earth Overshoot Day calculator as our metric for progress. We work within a 5 year projected time frame.
2. We invite **early adopters**, engaging **only those who are ready to act on this crisis**.
 - a. In addition to being visionaries and enthusiasts, early adopters have these attributes: influencers, inspired by the new, embrace change, respected by the majority, like to be first in trying something new and are willing to try our new ideas in careful ways, according to Everette Rogers and Geoffrey Moore.
 - b. Targeting those that have a propensity for being networkers makes the replication of CREWs more rapid.
3. We focus on **reaching just 3.5% of a target population** for explosive growth by building in self-replication. On completion of CREW planning, each CREW member is expected to begin her/his own CREW with the help of another guide/buddy.
 - a. See [TEDx Boulder talk](#) (12.5 min) on 3.5% by Erica Chenoweth.
 - b. To be effective, this strategy requires active communication of participants' efforts, which is woven into **weekly preparation requests**. (About 2 hours of reading, creating a PCAP, and optional bonus material.)
 - c. Katharine Hayhoe Ph.D., lead author of the fourth National Climate Assessment, the work of 13 agencies from the US government and 350 scientists, says that the most important thing we can do to address climate change is to talk about it. [TED Talk](#).
4. We rely on the 100 (non-policy) solutions from Project Drawdown understanding that with maximum effort we can reverse global warming without government intervention and with economic, health and security benefits.
 - a. While policy protocols can be a huge magnifier for carbon reduction, in 50 years, policy has not addressed our planet's needs. While continuing political pressure, we, the people, acting to address GHG emissions with exponential growth, can make all the difference in the world.
 - b. Paul Hawken - [Drawdown](#) (book).
 - c. Paul Hawken talk - [Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming](#) (video at Town Hall Seattle).
5. We simplify planning efforts by keying off the Drawdown inspired [2040 Handbook](#), studying 1-2 chapters per week.
6. We incorporate an accountability plan-and-report system which improves follow through from below 40% to upwards of 95%.

- a. Each person is part of two CREWs: the CREW they were in and the CREW that they invite. There is reporting in each session.
 - b. When each CREW team has ended their planning phase, they continue to check in as a group every two months.
 - c. In addition, support Buddies are chosen for post CREW sessions for bi-weekly check-ins.
 - d. 95% success is reached when we set target dates and know we will be reporting our progress on that date. This is exactly what the Carbon CREW Project does.
 - e. Accountability is improved by asking that all CREWs be hosted by two Guides.
7. Carbon CREW Project replicates a circular pattern; We move from Invitation, to Guiding and Inspiring, to Activating, to Supporting and Connecting and to Duplicating. This is how we move to exponential growth. Each CREW participant becomes a CREW Guide with the support of their CREW and their Buddy.
 8. Our hosts are Guides, building a sense of individual commitment and collective ability. Since it is more effective to lead than preach, Guides model by posting their weekly plans for their CREW to see.
 9. For speed we compress each planning CREW into 5 sessions over the course of 4 weeks plus one day.
 10. Lastly - We have fun doing it!!!
 - a. We embrace Paul Hawken's philosophy of this situation as our opportunity for creativity, collaboration and community.
 - b. Our prefrontal cortex is stimulated by positivity and when it is active, creative solution making is at its best.