

Global Warming: Undo It!

Mainstream scientists in the United States and around the world agree: global warming is real, and it is happening now. One solution is the Climate Stewardship Act (S. 139), groundbreaking legislation from Senate leaders John McCain (R-AZ) and Joseph Lieberman (D-CT) establishing realistic national caps to reduce greenhouse gas pollution in the United States.

GLOBAL WARMING

Undo It! (www.undoit.org) is Environmental Defense's campaign to build grassroots support for the McCain-Lieberman Climate Stewardship Act. Senators McCain and Lieberman have pledged to secure a Senate vote on their bill by the spring of 2004, following the surprising 43 votes in favor of it in October 2003. As the *New York Times* reported immediately after the vote: "Mr. McCain and Mr. Lieberman are now within striking distance of a majority. This reflects not only lobbying from environmental groups but a growing realization . . . that the long-term costs of climate change could be far greater than the costs of bringing it under control."

Environmental Defense will use a variety of tools through the Undo It! campaign to build support for the Climate Stewardship Act.

CAMPAIGN WEBSITE (WWW.UNDOIT.ORG)

Undo It! is anchored by the interactive campaign website at www.undoit.org, which gives citizens the information, news, and activism tools they need to convince American political leaders to support the McCain-Lieberman bill.

MILLION SIGNATURE EMISSIONS PETITION

Environmental Defense is seeking one million signatures for its emissions petition, an online and print citizens' petition calling on Congress and President Bush to support the Climate Stewardship Act. The petition is the primary tool for mobilizing citizen action and demonstrating to elected officials the depth of public support for the McCain-Lieberman bill. More than 250,000 people have already signed the petition.

GRASSROOTS OUTREACH

Environmental Defense is building alliances and coalitions with other nonprofit groups to support the Undo It! campaign. From local and national environmental groups to sports and outdoor recreation organizations like ski and scuba-diving groups and from labor unions to faith-based and women's organizations, we are working to demonstrate a wide base of U.S. support for solutions to global warming.

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CUT THE EMISSIONS. SIGN THE PETITION! VISIT WWW.UNDOIT.ORG.

SCIENTIFIC RESEARCH AND ISSUE ADVOCACY

Environmental Defense is employing a team of scientists, economists, attorneys, and other global-warming issues experts to provide the campaign with much needed technical and scientific support. We also are mobilizing issue-advocacy resources in Washington to build support for the Climate Stewardship Act in Congress.

MULTIMEDIA MARKETING

Environmental Defense will develop advertising and media to support this campaign both nationally and in key states. The media will include new TV ads on CNN; print ads in the New York Times, Roll Call, and various state presses; online and e-mail marketing on high-profile political, news, and environmental websites; and more. We also will create online movies and cartoons to attract a wider audience.

CAUSE-RELATED MARKETING

We already have begun to engage socially responsible businesses as partners in the Undo It! campaign. Clif Bar, Stonyfield Farm, Organic Valley, Odwalla, White Wave/Silk and Trinity Springs have pledged to directly promote and support the campaign.

Environmental Defense, a leading national nonprofit organization, has more than 400,000 members. Since 1967, Environmental Defense has linked science, economics, law, and innovative private-sector partnerships to create breakthrough solutions to the most serious environmental problems.

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ENVIRONMENTAL DEFENSE

finding the ways that work

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