



CLIMATE RESTORATION MESSAGING

PRESENTED BY THE FOUNDATION FOR CLIMATE RESTORATION

Thank you so much for your partnership and ongoing support of Climate Restoration. We have created this document as an overview of what climate restoration is, why it is both urgent and feasible, and how technology can bring us closer to its implementation. Please feel free to copy and paste the text below into any messaging you may be working on, whether for presentations, newsletters, decks, social posts, etc.

Together we can restore the climate for future generations.

- WHAT IS THE FOUNDATION FOR CLIMATE RESTORATION..... 2
- WHAT IS CLIMATE RESTORATION? 2
- CLIMATE RESTORATION IS BOTH POSSIBLE AND ESSENTIAL 3
- THE SOLUTIONS 3
 - CARBON SEQUESTRATION FOR A COMMERCIAL MARKET 3
 - FISHERY RESTORATION..... 3
- RED LINES..... 3
- SOCIAL POSTS..... 4
 - TWITTER 4
 - FACEBOOK 4
 - LINKEDIN 4
 - INSTAGRAM 4

WHAT IS THE FOUNDATION FOR CLIMATE RESTORATION

The Foundation for Climate Restoration (F4CR) is building a movement to reduce the CO₂ in our atmosphere to pre-industrial levels. These efforts—known as Climate Restoration—are necessary to ensure a habitable planet for future generations. F4CR is the first foundation dedicated solely to restoring the climate by 2050.

F4CR works with entrepreneurs, investors, companies, scientists, faith leaders, governments, NGOs, and citizens globally to advance the use of natural and technological solutions for carbon removal. The Foundation serves as a neutral, trusted intermediary building the ecosystem needed to achieve pre-industrial levels of CO₂ and will work in partnership with all stakeholders committed to restoring the climate.

Together, we can change the trajectory of climate change.

WHAT IS CLIMATE RESTORATION?

Climate restoration is the safe and permanent removal of the trillion tons of excess CO₂ that has accumulated in our atmosphere since the Industrial Revolution.

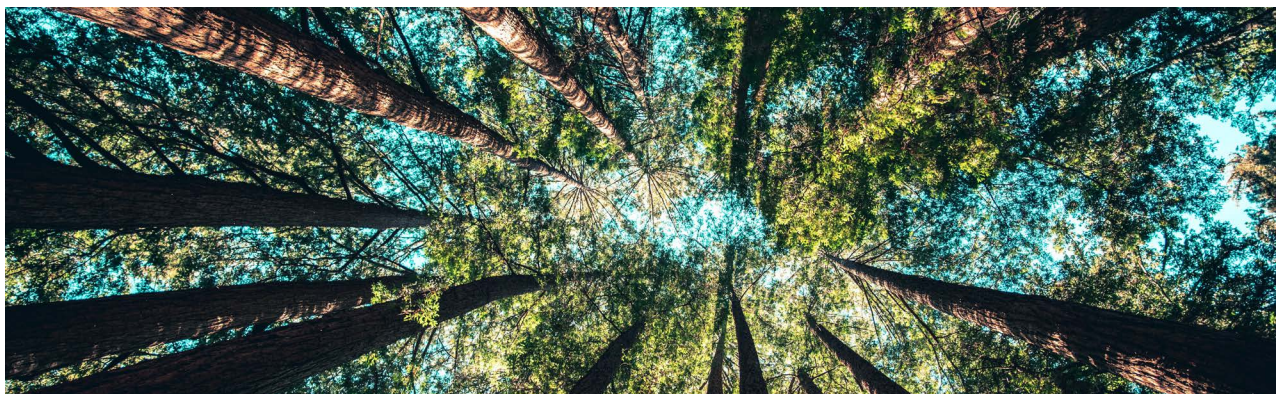
We must do two things at the same time to reverse the catastrophic damage of climate change:

- **Reduce the amount of CO₂ we put into the atmosphere each year to zero, known as “net zero” emissions; and**
- **Remove the excess CO₂ that has accumulated in the atmosphere since the beginning of the Industrial Revolution, known as “net negative”. This is what we call Climate Restoration.**

Since the Industrial Revolution, we have been pumping CO₂ into the atmosphere at alarming rates. CO₂ lingers in the air for thousands of years, so all that we have emitted is still warming our planet. As a result, the proverbial bathtub is overflowing. We need to “turn off the tap” by ending carbon emissions, but we also need to address the “flood” of excess atmospheric CO₂ that is responsible for global warming.

Annual emissions only make up 5% of the problem. Legacy carbon dioxide, which has been building up since the Industrial Revolution and lasts thousands of years in the atmosphere, comprises 95% of the problem. Excess atmospheric carbon dioxide will continue warming our planet unless it is removed.

It’s imperative that we undertake climate restoration in concert with mitigation and adaptation. While it is important to reduce emissions and adjust to life in a changing climate, we also need to safely and permanently draw down the legacy CO₂ and restore the climate for future generations.



CLIMATE RESTORATION IS BOTH POSSIBLE AND ESSENTIAL

There are already nature-based and technological solutions available to restore the climate. Once at scale, these solutions have the ability to remove the trillion tons of excess CO₂ from the atmosphere by 2050.

In order to make widespread use of these technologies, we need broad civic activism, political will, and investment. We need massive investment in additional carbon removal technologies and natural solutions as quickly as possible.

THE SOLUTIONS

Carbon Sequestration for a Commercial Market

[Blue Planet](#) has developed a commercially viable way to remove excess CO₂ from the atmosphere by turning it into limestone aggregate for concrete. This method can scale to remove a trillion tons of CO₂ from the atmosphere within 30 to 40 years and avoid the environmental degradation caused by quarrying limestone.

[Carbon Engineering \(CE\)](#) (CE) has brought us Direct Air Capture (DAC) technology, which captures carbon dioxide directly out of the atmosphere. DAC technology has been in use since 2015. CE is currently developing a commercial-scale DAC facility that, once constructed, will be the world's largest and will be used to permanently bury CO₂ underground.

Fishery Restoration

Fishery restoration combines poverty reduction and community empowerment with carbon sequestration: promoting photosynthesis in the oceans builds up fisheries while sequestering carbon in the deep ocean. There are several methods that can be used, including planting underwater kelp farms (marine permaculture arrays), which grow quickly, provide nutrients to restore ocean ecosystems, and can be harvested for use in a variety of commercial products.

RED LINES

The Foundation for Climate Restoration believes that there are no enemies on this path. All of us need to work together to ensure the survival of humanity.

F4CR embraces all efforts to make our planet healthier. And, walk alongside anyone committed to the health of our climate, whether that is youth who tirelessly strike in the streets or companies who are working to make their practices more sustainable.

We have a collective moral imperative to ensure a habitable planet for future generations, and we can only get there through solidarity.

Additionally, we encourage solutions and technologies to be rigorously researched and tested, while focusing on those solutions that are safe, permanent, financeable, and scalable. We rely on these “guard rails” when promoting any new technologies and prioritize, above all, the health of our planet.

SOCIAL POSTS

Twitter:

Take the pledge to support [your organization/company name] and @F4CR2050 in our endeavor to #restoretheclimate by 2050: <http://f4cr.org/#take-the-pledge>

IMAGE 1

[your organization/company name] commits to #ClimateRestoration, the safe and permanent removal of the trillion tons of excess CO₂ from our atmosphere. Join the movement to #restoretheclimate www.f4cr.org

IMAGE 3

Facebook:

The movement to restore the climate is a much-needed third pillar to climate action. Take the pledge and join the movement to ensure a habitable planet for future generations.

IMAGE 1

Returning atmospheric CO₂ to safe levels of less than 300 parts per million (ppm) is possible and achievable, both technically and financially. But, to do so we need all citizens to join the movement—to call on your local government to pass a climate restoration resolution. Learn more about the action you can take to #RestoretheClimate, via @FoundationforClimateRestoration. <https://f4cr.org/take-action/>

IMAGE 3

LinkedIn:

[your company/organization name] supports #ClimateRestoration—the global movement to safely and permanently remove the trillion tons of excess CO₂ from our atmosphere. Learn more and pledge to take action of your own, at the link. <http://f4cr.org/#take-the-pledge>

IMAGE 1

Climate restoration is the crucial third pillar of climate action, along with mitigation and adaptation. Get involved in the climate restoration movement to ensure a habitable planet for future generations—learn more from @foundation-for-climate-restoration. <https://f4cr.org/>

IMAGE 3

Instagram:

[your company/organization name] supports #ClimateRestoration—the global movement to return the Earth's climate systems to the safe and healthy state in which humanity and our natural world evolved. Learn more and pledge to take action at the link in bio. <http://f4cr.org/#take-the-pledge>

IMAGE 1

Time is ticking—we have until 2050 to restore the climate and ensure a habitable planet for future generations. Do your part by learning more about Climate Restoration and by calling on your local government to pass a climate restoration resolution. A small action that can bring massive change to the planet. Check out the details at the link in our profile, via @F4CR2050. #restoretheclimate #climaterestoration

IMAGE 3