

ANNUAL REPORT

2020

SEIZING OPPORTUNITY

2020 was a year full of titanic challenges. Affecting us all was a global pandemic, catastrophic wildfires and natural disasters, increasing social injustice tension, a tumultuous presidential election, and the continued rise of the Keeling Curve—reminding us that rising greenhouse gas emissions continue to threaten our planetary future. Despite these challenges, the GWMP found ways to create opportunities.

Starting strong, in February we achieved our application target for the 2020 Keeling Curve Prize. Tenacious outreach allowed us to expand our network, and it paid off with 300 highly qualified applications from 68 different countries. We've removed the application cap on the 2021 KCP to increase our capacity for analysis.

As the pandemic forced much of the world to go virtual, we harnessed that exploding digital universe to showcase the KCP finalists and winners. Platforms included the Smithsonian's Earth Optimism Summit, PBS's Peril and Promise, NowThis! and our own growing social media platforms. Our message was amplified by powerful voices including CBS's Jeff Berardelli, World Central Kitchen's José Andrés, climate champion Bill McKibben, Time Magazine's Justin Worland, "green girl" Leah Thomas, supermodel Amber Valletta, and winemaker Julia Jackson, who all presented our 2020 KCP winners to tens of thousands of viewers. Even though the celebrity talent was fabulous, my favorite part was the unscripted reactions from the winners.

Acknowledging the many KCP applicants needing support (not just the finalists and the winners), we identified the opportunity to construct a network of climate champions and a useful support system. We've called this 'The Sphere.' Applicants who opt-in and fulfill certain criteria are "The Troposphere". Organizations committed to working alongside the GWMP to foster additional avenues for progress make up "The Stratosphere". The Sphere connects these promising climate projects and programs with the resources to help them in their endeavors.

When the pandemic shut the door on college students' internships, we opened a window and connected these eager young minds with virtual internships in the climate sector. Using our newly created Sphere, GWMP swiftly built a climate internship program called "Climate Constellations." Our Constellations interns turned their COVID summers into valuable experiences by working for our KCP applicants. The summer program was such a success that we continued it in the fall and are looking towards a full 2021 class of internships.

We added expertise to our staff to help tell the world about the inspirational work being done by our KCP laureates and Constellations interns. Our social media presence improved considerably. Taking the opportunity to remind people to act on climate at the ballot, GWMP produced a Vote Climate video that was viewed on TV and social media by almost 2 million viewers.

Seizing these opportunities not only increased our impact on global warming, it grew our circle with new supporters, applicants, partners, staff and board members. I see our growing GWMP family as our greatest opportunity. Thanks for being a part of the solution! Please join us in 2021 to generate new opportunities.



JACKIE FRANCIS, FOUNDER & EXECUTIVE DIRECTOR

2020

KCP BY THE NUMBERS:

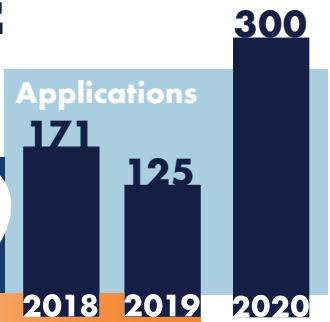
THE KEELING CURVE PRIZE

\$750,000 AWARDED

30 LAUREATES

10 Advisory Council Members

9 JUDGES



5 CATEGORIES

- Capture & Utilization
- Energy
- Finance
- Social & Cultural Pathways
- Transport & Mobility

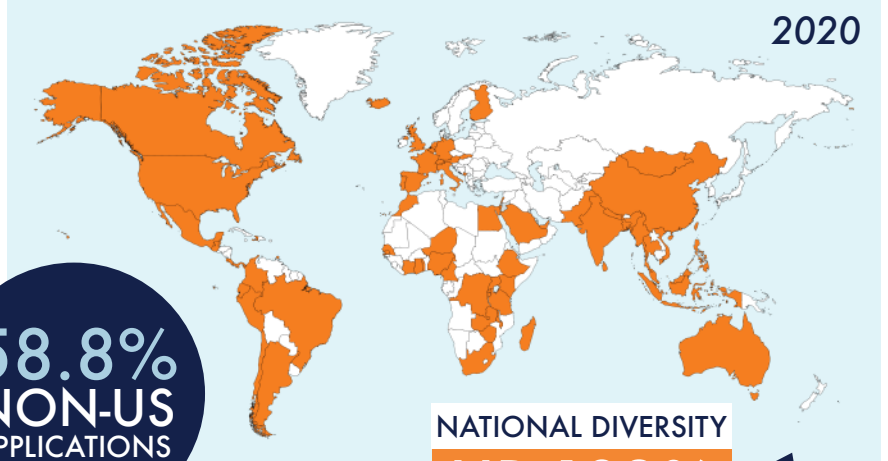
596 TOTAL KCP APPLICANTS

6 EXPERT ANALYSTS

68 COUNTRIES REPRESENTED IN 2020 APPLICANTS

2020 was the best year yet for the Keeling Curve Prize. We reached our quota of 300 applications and expanded our reach, with applications coming in from 68 different countries. Receiving so many high quality applications demonstrates the global need for the support that the Keeling Curve Prize provides.

APPLICANT GEOGRAPHY



58.8% NON-US APPLICATIONS

NATIONAL DIVERSITY UP 183% FROM 2019



JEFF SCHNURR, JAZA ENERGY, 2020 ENERGY LAUREATE

"People need a model to understand what is possible—I think that's what's so great about the Keeling Curve Prize."

2020 KEELING CURVE PRIZE

LAUREATES AND FINALISTS



Carbfix



CARBON CAPTURE & UTILIZATION

Carbfix

captures CO2 and turns it into stone underground in less than two years through proprietary technology.

Borneo Nature Foundation

protects the peat-swamp forests of southern Borneo, some of the largest terrestrial carbon stores on the planet.

FINALISTS

GHGSat
New Leaf Dynamic



TRANSPORTATION

FINALISTS

Auto Truck EA Ltd
EH Group Engineering

Bridges to Prosperity

provides economic mobility to rural communities in developing countries while reducing the need for vehicle infrastructure by building pedestrian footbridges for 'last mile' connections.

EVmatch

aims to revolutionize electric vehicle (EV) charging through a peer-to-peer charging network.

SOCIAL & CULTURAL IMPACTS

Citizens' Climate

is focused on the advancement of bipartisan climate change mitigation policies, such as national dividend and carbon fee policies.

FeedBack

is an evidence-based environmental campaign charity working to regenerate nature by transforming the food system.

FINALISTS

The Climate Museum
DearTomorrow

ENERGY

FINALISTS

Climatenza
SkyCool Systems

Jaza

replaces fossil fuels with clean energy in remote African communities.

Oorja Development Solutions

deploys community solar irrigation pumps for farmers in rural India.

FINANCE

Odyssey Energy Solutions

facilitates financing and development of off-grid distributed energy projects that address rural energy poverty in developing countries.

The Generation Forest

is a cooperative that enables finance and climate action to work together through impact investment for retail investors.

FINALISTS

Aligned Climate Capital
Nori

NEW OPPORTUNITIES TO COMMUNICATE GOING VIRTUAL



AWARDS CEREMONY ON PERIL & PROMISE

We were saddened not to be able to gather with our KCP family and friends this year in Aspen for our annual winners announcement. But when COVID closed the door on the Aspen Ideas Festival, it provided a new platform online. The Keeling Curve Prize broadcasted its Awards Ceremony on multiple shared platforms, including PBS's Peril & Promise, NowThis! and Facebook. Our announcement was bolstered by many powerful voices - Amber Valletta, Jeff Berardelli, Bill McKibben, José Andrés, Leah Thomas, Justin Worland, and Julia Jackson joined Jackie to present the 2020 KCP winners to the world. With a surge of interest, our online event had a global reach of over 400,000 viewers. Visit our website to view the awards show and see the smiling faces of our 2020 Keeling Curve Prize laureates!



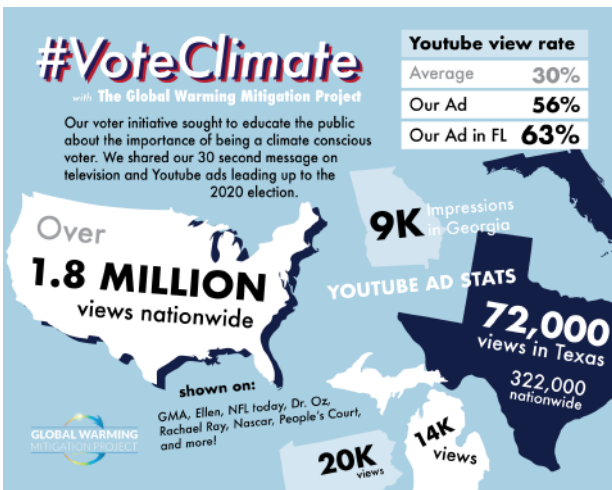
FINALISTS CELEBRATED AT SMITHSONIAN

We're committed to raising the profile of our entire network. In keeping with that goal, we were honored to celebrate our 2020 finalists at the Smithsonian's virtual Earth Optimism Summit last spring.



GETTING OUT THE VOTE

The 2020 US Election was critical in the climate community. The GWMP recognized that this was an opportunity for every voter to act individually on climate, and we seized the moment to reach out and encourage American mothers to vote for a clean, liveable future. Sensing opportunity, we produced 30 second and 1



minute videos that aired on Youtube, social media and broadcast television. Our message was heard and viewed by a collected audience of over 1.8 million voters.

OPENING UP

As part of our desire to build a robust virtual community this year, we started hosting interviews on Instagram Live. In the fall, each week we invited a representative from a different laureate to chat with Jackie about their initiatives and their thoughts on tackling climate change. Hundreds of people tuned in to learn from our experts, contributing to the growth of our online following.

RETHINKING COLLABORATION

THE SPHERE

With hundreds of talented KCP applicants vying for the prize and only so much money to award, we began brainstorming how to accelerate the work of all worthy applicants. What emerged was: The Sphere. The Sphere is a global network of people and projects dedicated to finding climate solutions. We're connecting individuals with sponsors, students with internships, and problems with solutions - creating an atmosphere of change. The Sphere's foundation is the Troposphere, made up of select KCP applicants. Supporting the Troposphere is the Stratosphere—GWMP partner organizations that provide resources to catalyze Troposphere projects. Lending their talent to the Troposphere, the most recent addition, our Constellations interns, working virtually with interested Sphere organizations

When COVID forced college students across the country to abandon their summer internship plans, GWMP stepped up and created the Constellations internship program, linking eager students to Troposphere organizations that were able to utilize virtual interns. With work ranging from engineering to social media and design, our Troposphere members provided tomorrow's climate leaders with valuable experiences while gaining assistance from the fresh young minds.



"The virtual internships give students more access than if they had to be based in one place. In a way, internships have become more sustainable because companies have the opportunity to employ people everywhere. Virtual work is going to be very important to our generation.

- Maria Morales, Constellations Intern

CREATING OPPORTUNITY

The Constellations internship program seeks to inspire and involve diverse youth in the climate space.

The Constellations students come from a variety of backgrounds and sectors with the common goal of pursuing enriching and inspiring climate action. The demand for the program has remained steady, and each semester has seen a greater effort toward opening doors for underrepresented voices (e.g. Black, Latinx, low-income students, students with disabilities, etc.) in order to deepen their leadership in the climate movement. This includes strategic outreach to HBCUs, schools where a large proportion of the student population comes from underrepresented groups, and we are working to create a scholarship fund to support student living expenses while participating in the program.

"With the knowledge, education, and resources I'm receiving now I'll hopefully have the tools to contribute to public health on a global scale. I want to take part in something where the central goal and mission is to fight climate change and make the world a better place."

- Wrishija Roy, Constellations Intern





WHY GWMP?

Record fires and record hurricanes. Increasing drought and massive migrations. Rising ocean acidification and historic flooding.

So many frightening developments. Everywhere. It seems overwhelming. Unstoppable. Creating despair. And yet!

There are thousands, maybe millions, of efforts that demonstrate the undying yearning of our fellow humans around the globe to do something to halt, to slow—to mitigate—global warming. These efforts are not just admirable, some of them have promise. Many, in fact.

Having a group of world class environmental scientists annually identify, acknowledge, and encourage the most promising of those actors and their activities involved is important. It opposes the forces of defeatism and futility. It increases the prospects of the potentially impactful. It encourages others to act and engage.

It offers hope for an otherwise darkening future. It is why I decided to support the Global Warming Mitigation Project, its Keeling Curve Prize and other activities.

And why I encourage you to look at: www.globalwarmingmitigationproject.org, spread the word, and add your financial support to mine.



Sincerely yours,

Michael Klein, President
Global Warming Mitigation Project Board of Directors

THANK YOU.

YOUR GENEROSITY MADE OUR WORK POSSIBLE

We are endlessly appreciative of all of our new and continuing supporters, including the Education Foundation of America, our wonderful 2020 Awards Ceremony Host Committee, our committed Climate Action Allies, our Board of Directors, and the many amazing individuals and foundations that have supported us in 2020.



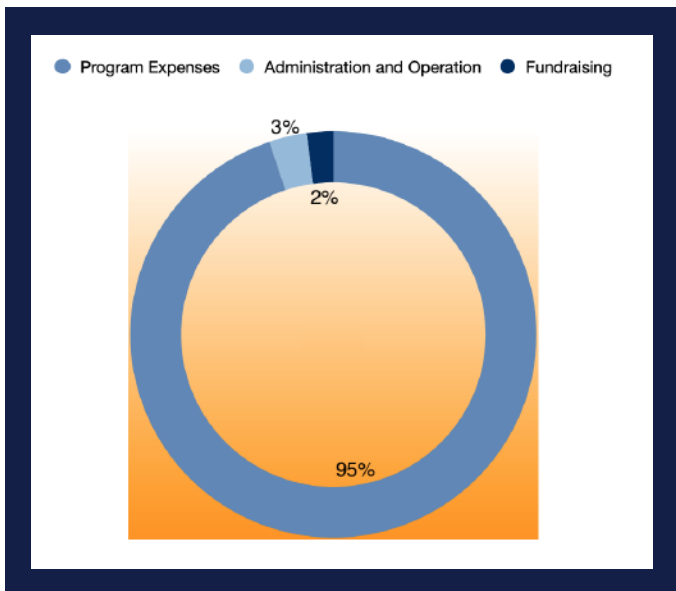
FINANCIAL PERFORMANCE

GWMP'S FINANCIAL MANAGEMENT

In 2020, we used our expanded capacity to launch new programs and increase our impact - growing GWMP sustainably through fiscal responsibility.



Financial Performance - growing sustainably.



2019* expenditures - focused on impact.

*2020 data not yet available

The GWMP is grateful to our financial supporters and we are committed to efficient use of organizational funds and fiscal discipline. The adjacent chart demonstrates how 95% of our total expenditures is put towards programmatic activities and goals.

In 2020, we expanded our programs, our audience served, and our support received. Our financial performance reflects that we are growing—and not growing alone. In 2021, we will seek to continue to expand our resources in order to increase our impact through our KCP laureates and our Sphere network.



“The financial support allowed us to expand our service to underserved communities in Chicago. It's such an honor to be recognized for the important climate mitigation that we do”.

HEATHER HOCHREIN
 CEO, EVmatch
 2020 T&M Laureate

My sincere appreciation to everyone who was a part of making this organization so successful in 2020. The wind is in our sails as we head in to 2021, and we are excited for everything to come!

Jackie Francis
Founder and Director
GWMP/KCP



The Navigation Council is made up of former judges, advisory council members, and other key leaders that help us communicate about the GWMP, reach out to applicants and potential supporters to enhance our mission, and serve as a resource for the Prize in their areas of expertise.

STAFF

Barbara D'Autrechy
Jackie Francis
Alexa Lorillard
Ruth Metzler
Vivian Saxon

NAVIGATION COUNCIL

Zak Accuardi
Minh Coung Le Quan,
Bobbi Dunphy
George Frampton
Lucas Joppa
Danny Kennedy
Bryan Martel
Surabi Menon
Paul Miller (DJ Spooky)
Matthew J. Myers
Sunita Narain
Rafe Pomerance
Eric Ringsby
Hans Joachim Schellnhuber
Gail Schwartz
Cathy Zoi

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Jackie Francis
Mike Klein
Bill McKibben
Andrei Ruckenstein
Jonathan Silver

ANALYSTS

Gerald Esambe
Zhen Han
Mamta Mehra
Karthik Mukkavilli
Aven Satre-Meloy
Hyacinthe Nare

Judges review the pool of finalists curated by the Analyst Team and Advisory Council and select the winners by a voting system.

Analysts are step one in our review process. The completed applications go to them, and they score them with a rigorous metric to determine our twenty finalists.

ADVISORY COUNCIL

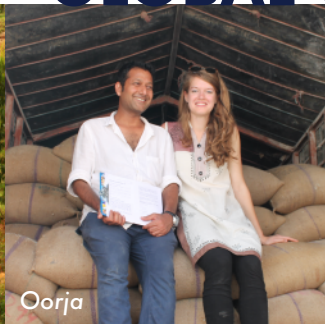
David Bookbinder
Jenny Chase
Chad Frischmann
Susan Joy Hassol
Aled Jones
Daniel Kammen
Ralph Keeling
Ramez Naam
Titiaan Palazzi
Marilyn Waite

JUDGES

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Brenda Ekwurzel
Kara Hurst
Paul Holthus
Robin L. Newmark
Edward Mungai
Richard G. Newell
George Polk
Jonathan Silver

The Advisory Council helps create and uphold the Keeling Curve Prize mission. They clarify categories, approve updates to the application, and finalize evaluation of applicants, as well as offering guidance on direction of the organization.

GLOBAL COMMUNITY



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OUR IMPACT

WE FUND TESTED, SCALABLE CLIMATE SOLUTIONS.

We love a good idea as much as anyone, but we aren't awarding ideas. We're supporting provable, on-the-ground climate solutions that are currently taking greenhouse gases out of the atmosphere. We put the necessary funding in these people's hands quickly and efficiently, so they can make the crucial difference the planet needs. We're harnessing the expertise of global leaders, scientists, and innovators, and 2020 gave us some of our most impressive laureates to date.

ADVANCED TECHNOLOGY

Carbfix is supercharging long-term natural processes by fixing CO2 into stone underground in a fraction of the time. The Iceland-based company needs just three things: basaltic rocks, water, and a source of CO2.

Carbfix's KCP funds are being used to host an interactive educational exhibit to educate the public, especially youth, about the intersection of technology and climate change.



FORWARD-THINKING FINANCE

The Generation Forest created an investor-based business offering shares in sustainably-cultivated precious woods sourced from its reforestation projects.

TGF's forests extract CO2 from the atmosphere and capture it within the trees: **14 tons per hectare, annually.** At the same time, they're expanding the existence of ecologically sustainable forests that are also supporting local economies.

LOCAL ENERGY SOLUTIONS

Jaza Energy launched a solar-powered battery rental program that provides clean energy to last-mile agricultural communities in Tanzania. They aren't just providing power—they're improving health, reducing costs, and creating jobs. Jaza used its KCP prize money to develop a new, more affordable battery product that will expand their market to lower income users. Jaza has been scaling up its "solar hubs" rapidly and has big plans to expand into Nigeria and Uganda in the coming year.

