



**MEETING DATE:** May 8, 2023

**SUBJECT:** Moonshot Climate Action Plan Presentation

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## **BACKGROUND**

From Moonshot Climate Action Plan: “Empowerment Institute’s Cool City Challenge initiative is a climate moonshot strategy. Its mission is to accelerate the decarbonization of the world’s cities which emit 70% of the planet’s CO<sub>2</sub>, through empowering its citizens – 70% of a city’s carbon footprint.

The Moonshot Climate Action Plan (MCAP) is built upon the foundation of the Cool Block of 5 to 8 households and Cool Neighborhood of approximately eight (8) adjacent Cool Blocks. This creates the foundation for creating a carbon-neutral neighborhood. The goal of the MCAP is to scale up carbon-neutral neighborhoods citywide.

A Cool Neighborhood simulator integrates the Cool Block and Cool Neighborhood actions to increase engagement and impact. This is done through its simulation, modeling, and guidance functions. The synergistic feedback loops from these three functions increase overall actionability and scalability. By combining the MCAP strategy with these empowerment tools, a city can accelerate the speed and magnitude of change needed to become carbon neutral by 2030.”

## **STATUS UPDATE**

David Gershon, the CEO of the Empowerment Institute, will be introducing the Moonshot Climate Action Plan and Cool City Challenge.