

**350** is the red line for human beings, the most important number on the planet.

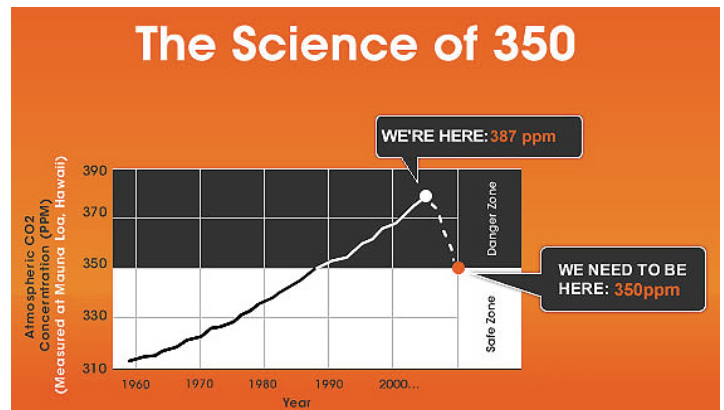
The most recent science tells us that unless we can reduce the amount of carbon dioxide in the atmosphere to 350 parts per million, we will cause huge and irreversible damage to the earth.

But solutions exist. All around the world, a movement is building to take on the climate crisis, to get humanity out of the danger zone and below 350. This movement is massive, it is diverse, and it is visionary. We are activists, scholars, and scientists. We are leaders in our businesses, our churches, our governments, and our schools. We are clean energy advocates, forward-thinking politicians, and fearless revolutionaries. And we are united around the world, driven to make our planet livable for all who come after us.

**We are everywhere, and together we are unstoppable.**

### // The Bad News.

The science is clear: global warming is happening faster than ever and humans are responsible. Global warming is caused by releasing what are called greenhouse gases into the atmosphere. The most common greenhouse gas is carbon dioxide. The planet is in its danger zone because we've poured too much carbon into the atmosphere, and we're starting to see signs of real trouble: melting ice caps, rapidly spreading drought. Many of the activities we do every day like turn the lights on, cook food, or heat or cool our homes rely on energy sources like coal and oil that emit carbon dioxide and other heat-trapping gases. This is a major problem because global warming destabilizes the delicate balance that makes life on this planet possible. Just a few degrees in temperature can completely change the world as we know it, and threaten the lives of millions of people around the world. We need to scramble back as quickly as we can to safety.



350 is the number that leading scientists say is the safe upper limit for carbon dioxide--measured in "Parts Per Million" in our atmosphere. 350 PPM--it is the number humanity needs to get back to as soon as possible to avoid runaway climate change. We need an international agreement to reduce carbon emissions fast.

The United Nations is working on a treaty, which is supposed to be completed in December of 2009 at a conference in Copenhagen, Denmark. But the current plans for the treaty are much too weak to get us back to safety. This treaty needs to put a high enough price on carbon that we stop using so much. It also needs to make sure that poor countries are ensured a fair chance to develop.

### // The Good News

Don't give up hope! You can help stop global warming by taking action and spreading the number 350. Getting back to 350 means transforming our world. It means building solar arrays instead of coal plants, it means **planting trees** instead of clear-cutting rainforests, it means increasing efficiency and decreasing our waste. Getting to 350 means developing a thousand different solutions--all of which will become much easier if we have a global treaty grounded in the latest science and built around the principles of equity and justice. To get this kind of treaty, we need a movement of people who care enough about our shared global future to get involved and make their voices heard.



## We are all those people.

If we can make the number 350 known across the planet, that mere fact will exert some real pressure on negotiators. We need people to understand that 350 marks either success or failure for these climate negotiations. It's not an easy fight—the other side has the power of the fossil fuel industry. But we think the voice of ordinary people will be heard, if it's loud enough.

## // Our Mission.

Our first job is to make sure everyone knows the target so that our political leaders feel real pressure to act. Reaching 350 ppm will require unprecedented international cooperation. 350.org will bring millions of new voices to the table, united by our common call to action. Together, we will redefine the possible and rally the world behind the solutions that science and justice demand.

## Join us today.

## // Our Vision.

Where do we go from here? Our first step is to wean ourselves from coal and oil, and we have to do it while still allowing the poor parts of the world to develop in a sustainable way. We can do this by creating a global clean energy economy that is strong enough to lift the world's poor out of poverty. It won't be easy, and there are many possible approaches. We need to act swiftly, however—this is the greatest crisis human civilization faces.

## // Who we are.

We are a small, youth-led team from around the world, and we need your help. In the next two years we want to embed the number 350 deeply in public consciousness—make it ubiquitous across societies, languages, and ideologies.

We will rely on partners and individuals around the globe who can help share this number. 350.org is not a new organization, but a dynamic, short-term campaign. We hope that our website, materials and entire campaign will help organizations and individuals collaborate in new ways while staying true to their core values and objectives.

## // How You Can Get Involved.

Solving the climate crisis means first and foremost taking action in our own lives and in our communities. If we can convince our neighbors, friends and families that climate change is the single most important issue facing civilization today, our leaders will listen. So get active! Organize a 350 event in your community on **October 24, the International Day of Climate Action** - a presentation, a bike ride or walk, an art project or a tree planting - whatever resonates with the people you know. Register your event at [350.org/oct24](https://350.org/oct24), bring your community together, call local media and let your leaders know what you're planning. Get as many people as you can to come to the event, and document it. Make sure that the number 350 is displayed visually in a photo or video, and then head back to [350.org/take-action](https://350.org/take-action) to upload the images. You've just joined hundreds of thousands of people all over the planet taking action to ensure a safe climate and a just future.

## // Pass it On.

We need to create the biggest, most powerful movement we can in an incredible short window of time. We will connect actions all around the world and make them add up to more than the sum of their parts - but we don't have all the ideas and all the inspiration. **We need yours.** Visit [350.org](https://350.org) and share the message online, or send a 350 postcard to your friends, family and neighbors. Together we can solve the climate crisis.

