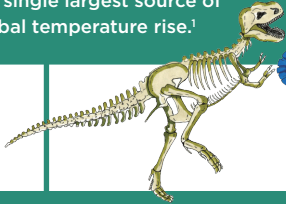


# HOW WE GOT HERE

The only way to reverse global warming and environmental destruction is to first have an honest reckoning with how we got into this mess. This “map” represents many of the key drivers. Note the many hockey-stick-shaped graphs going steeply up and right.

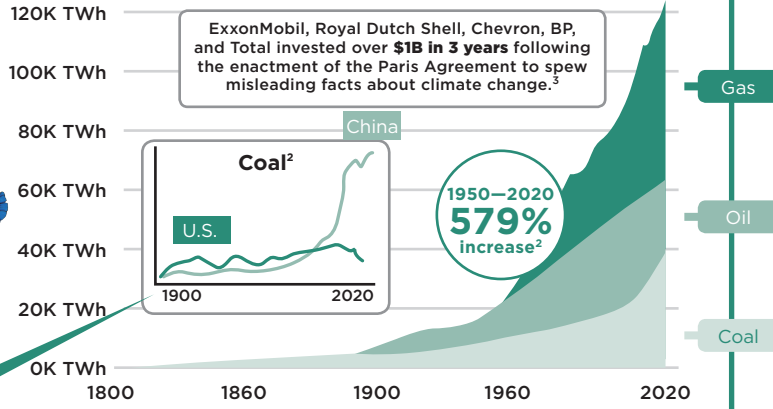
## FOSSIL FUEL fuels climate change

The burning of fossil fuel is the single largest source of global temperature rise!



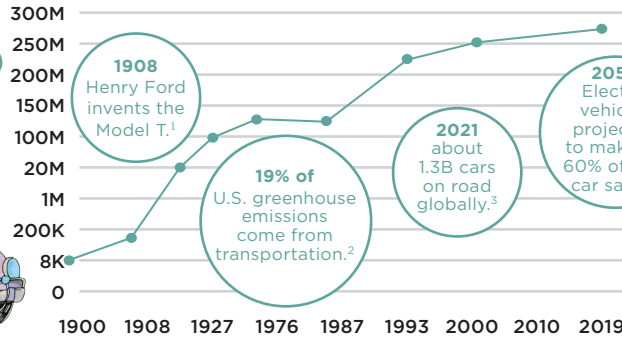
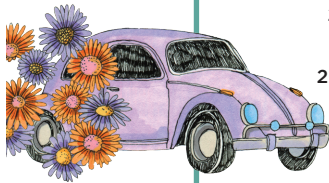
Burning coal is responsible for 44% of CO<sub>2</sub> emissions worldwide.<sup>4</sup>

### GLOBAL FOSSIL FUEL CONSUMPTION<sup>2</sup>



## CARS driving up the heat

### VEHICLES ON THE ROAD IN THE U.S.<sup>6,7</sup>



### WHO DRIVES THE MOST?<sup>4</sup>

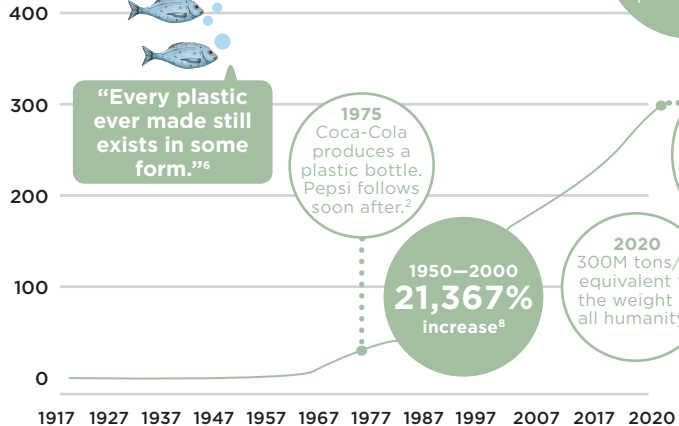
	Average miles per person per year
<b>U.S.</b>	<b>13,474</b>
Canada	9,562
Australia	8,555
France	7,424
Germany	7,209
U.K.	6,987
Japan	4,831
China	697
Russia	613

## PLASTIC is forever

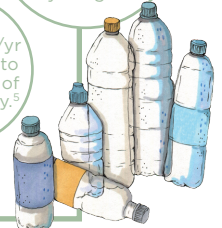
Plastic was found in 98% of soil samples taken in 11 U.S. National Parks.<sup>1</sup>



### MILLIONS OF TONS OF PLASTIC PRODUCED PER YEAR<sup>7</sup>



It's the size of Texas!  
THE GREAT PACIFIC GARBAGE PATCH



# FAST FASHION

throwaway culture defined

**10%** of global greenhouse emissions come from fashion.<sup>1</sup>

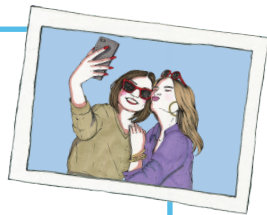
Every time we wash a synthetic garment **ABOUT 1,900 INDIVIDUAL MICROFIBERS** are released into the water to make their way into our oceans.<sup>2</sup>

Plastic in clothes is one of the leading contributors to ocean plastic.

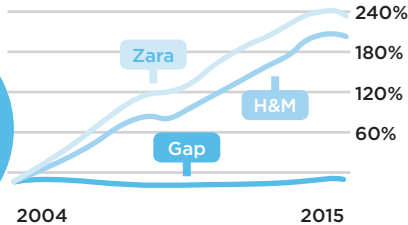
Textile production uses about 93B cm<sup>3</sup> of water per year, equivalent to 37M Olympic-sized swimming pools.<sup>6</sup>

The U.S. sends **3.8B POUNDS of APPAREL PER YEAR** to landfills.<sup>3</sup>

**70 POUNDS PER AMERICAN**<sup>4</sup>



## CHANGE IN ANNUAL REVENUE<sup>5</sup>



**70M** barrels of oil per year are used to make polyester.<sup>7</sup>



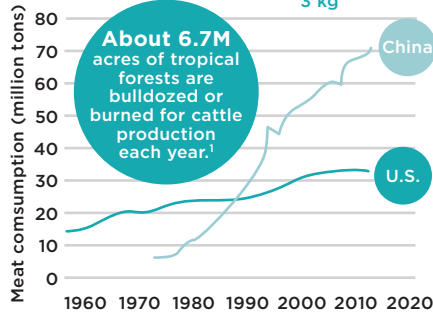
# MEAT

bad news on a bun

**BEEF** takes 28 times MORE LAND to produce than pork or chicken.<sup>3</sup>

## MEAT CONSUMPTION OVER TIME<sup>5</sup>

CO<sub>2</sub> EMISSIONS PER KG OF FOOD<sup>2</sup>



**About 6.7M** acres of tropical forests are bulldozed or burned for cattle production each year.<sup>1</sup>

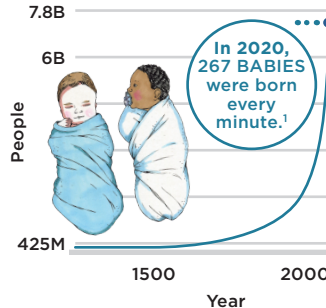
The world's top five meat and dairy producers combined emit more greenhouse gases than Exxon-Mobil, Shell, or BP.<sup>4</sup>

# POPULATION GROWTH

BOOM making the planet go bust

Resources are **FINITE**, so people cannot be **INFINITE**.

## WORLD POPULATION OVER TIME<sup>2</sup>



In 2020, **267 BABIES** were born every minute.<sup>1</sup>

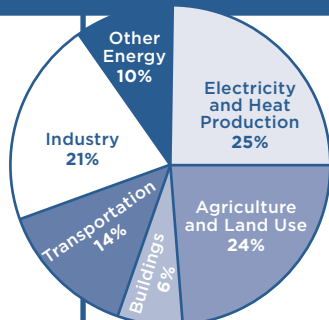


# CO<sub>2</sub> EMISSIONS

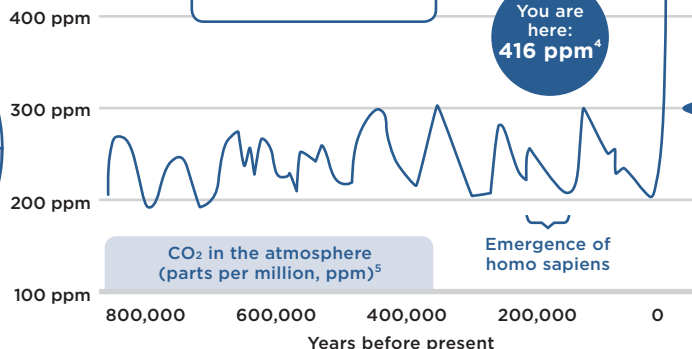
trapping heat, on repeat

In 1856, climate scientist Eunice Foote discovered the unique heat-trapping properties of CO<sub>2</sub>.<sup>1</sup>

Global emissions must drop 7.6%/yr for next decade to meet 1.5°C warming target.<sup>2</sup>



Global greenhouse gas emissions by energy-consuming sectors<sup>3</sup>



You are here: **416 ppm**<sup>4</sup>

Pace of increase is increasing.

CO<sub>2</sub> in the atmosphere (parts per million, ppm)<sup>5</sup>

Emergence of homo sapiens