



# Planet Possible Methodology Document

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## Purpose

Planet Possible is a platform where individuals can leverage information provided by Planet Possible and other partners to take action against climate change. As an information provider, we want to ensure transparency in how we source and develop our content. This document provides information on the framework used to source our content, our content development process, and definitions of important terminology.

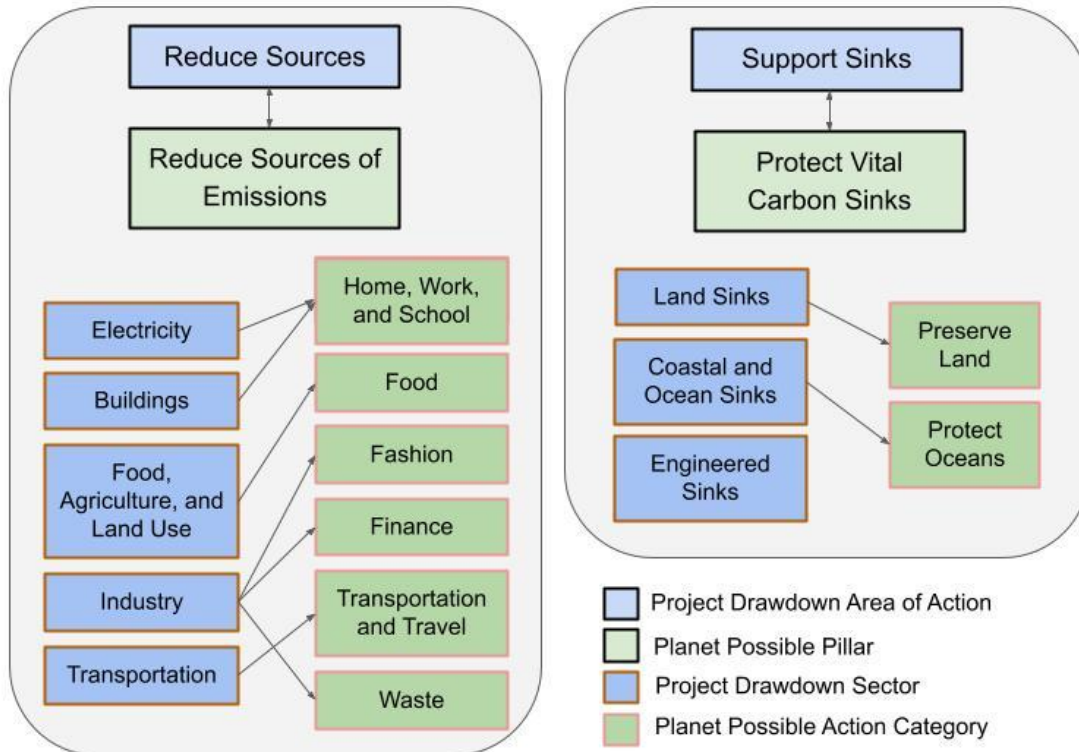
## Framework

Planet Possible has chosen a framework that aligns with that of [Project Drawdown](#). Project Drawdown takes a scientific and data-driven approach to the climate crisis, leveraging a large body of research and the knowledge of a wide range of experts. Motivated by the three components of climate action that Project Drawdown urges us to take (Reduce Sources, Support Sinks, and Improve Society), Planet Possible sources actions that fall under two key pillars: Reduce Sources of Emissions and Protect Vital Carbon Sinks. Planet Possible chose to begin with these two pillars in order to focus users on actions that are accessible to individuals and have readily measurable emissions reductions. Although Planet Possible does not address Project Drawdown's third pillar focusing on improving society through health and education, we acknowledge its significance in mitigating climate change.

**Reduce Sources of Emissions:** As calculated by Project Drawdown, the following sectors have the greatest emissions reduction potential: 1. Electricity, 2. Food, Agriculture, and Land Use, 3. Industry, 4. Transportation, and 5. Buildings. Identifying actions within these sectors that are applicable to individuals and households led to the creation of the following Planet Possible

categories: 1. Home, Work, and School 2. Food, 3. Fashion, 4. Finance, 5. Transportation and Travel, 6. Waste.

Protect Vital Carbon Sinks: Project Drawdown cites Land Sinks, Coastal and Ocean Sinks, and Engineered Sinks as important sinks to protect in order to fight climate change. With individuals and households in mind, we prioritize actions that Preserve Land or Protect Oceans under this pillar.



Relationships between Areas of Action and Sectors detailed in the Project Drawdown framework, and Pillars and Action Categories within the Planet Possible framework.

## Content Development Process

*The following section outlines our content sourcing and content review process.*

- Source actions across our key categories.
  1. Step 1: Source actions that align directly with the Drawdown framework and have quantifiable impact. Source action from a website that has been referred to in at least 3+ articles and tied to scientific research. Here are our most referred sources.
- Planet Possible Review.

1. Step 2.1: Planet Possible Content Team drafts and reviews content as applicable to individuals.
  2. Step 2.2: Planet Possible Content Team completes three detailed reviews to ensure accuracy of content.
- Planet Possible Advisory Board Review.
    1. Step 3.1: Planet Possible Advisory Team, a team of four individuals with various backgrounds in climate science or technology, reviews content and provides modifications and final approval.

## Definitions & acronyms

### Action Categories:

- Preserve Land: Actions centered around preserving or restoring forests, agricultural land, and degraded land, all of which are vital carbon sinks.
- Protect Oceans: This category provides actions to preserve oceans, a vital carbon sink.
- Food: This category provides actions centered around eating a lower-carbon diet, eliminating food-waste, and composting.
- Travel & Transportation: Travel & Transportation provides actions centered around reducing emissions tied to travel and daily transportation habits.
- Fashion: Actions centered around reducing emissions tied to fast-fashion and waste from the fashion industry.
- Home, Work, and School: This category provides actions focused on reducing emissions from the buildings in which we live, work, and go to school.
- Waste: Provides actions that reduce individual waste, focusing on paper, textiles and plastic.

### Types of Action:

- Educate: Actions that are classified as *Educate* are intended to provide information to learn about a topic. Once you learn something through an *Educate* action, we encourage sharing with a peer or friend.
- Act: Actions that are classified as *Act* are centered around providing information about an action you can take (online or offline) with a quantifiable impact to support one or more of our key pillars and action categories.
- Advocate: Actions that are classified as *Advocate* bring individuals together, amplifying our voices for systemic change across institutions, corporations, and governments.
- Top 10: Planet Possible *Top 10* is a shortlist of 10 actions that we highly recommend for a given month. These actions change every month, and are typically more time-sensitive. For example, these may involve supporting/opposing legislation that is being voted on shortly, or participating in a larger community event.

# Have Questions?

- [Email us at planetpossiblecommunity@gmail.com](mailto:planetpossiblecommunity@gmail.com)
- Contact us at [www.planetpossiblecommunity.com](http://www.planetpossiblecommunity.com)