

Impact & Vision

2019

Fossil fuels, and the carbon emissions generated from burning them, are the primary cause of the climate crisis we are facing today. Economists and climate policy experts agree that the most effective and cost-efficient way to achieve necessary emissions reductions is to account for the cost of fossil fuels accurately — in a way that reflects their true cost to society. While the extraction and consumption of fossil fuels impacts our health and communities, properly accounting for this cost can create meaningful careers and a livable planet, while restoring decades of injustice.

For many issues, leadership at the state level has proven a testing ground for bold and ambitious federal policies. Simply put, states act as the incubators for federal policy. This has never been more important than now. When federal policy is at a standstill, states must lead.

Climate XChange (CXC) was pivotal in developing one of the first state-level carbon pricing legislation campaigns in the country. By providing the economic and political analysis needed to jumpstart its campaign, CXC helped make Massachusetts a leader on climate policy. We have carried the momentum of our success across the nation and currently advise campaigns in over 20 states through the State Carbon Pricing Network (SCPN), our platform for carbon pricing initiatives to connect and collaborate.

Change does not occur in a vacuum, and we quickly recognized how crucial engaging the private sector was to advancing effective climate solutions. In 2016, in order to amplify the collective voice of the business community and equip business leaders with resources and actions to protect themselves from climate impacts, CXC merged with the Climate Action Business Association.

Research and Policy

Climate XChange's dynamic and innovative three-pronged strategy sets us apart from others in the space.

Advocacy

Advocacy is how we turn our research and media into meaningful action. CXC works to effect change at the state-level — change that can be replicated and expanded nationally. The politicization of climate change has made real progress to mitigate the harmful carbon emissions difficult. The issue has only become more urgent with the UN's IPCC finding in 2018

that we have now 11 years left to make a meaningful change. CXC has proven that we can navigate those delicate political spaces and provide fresh, factual, and effective policies — whether we're representatives at the UNFCCC or providing expert testimony at the statehouses across the country — CXC continues to be a driving force behind carbon market initiatives.

CXC's research team is focused on state-of-the-art economic impact analysis and policy design. With a strong focus on household-level impacts, industry analysis of carbon pollution pricing, and best practices for policy design, CXC searches for solutions that will have the largest impact on mitigating carbon emissions, while ensuring that it fuels a just

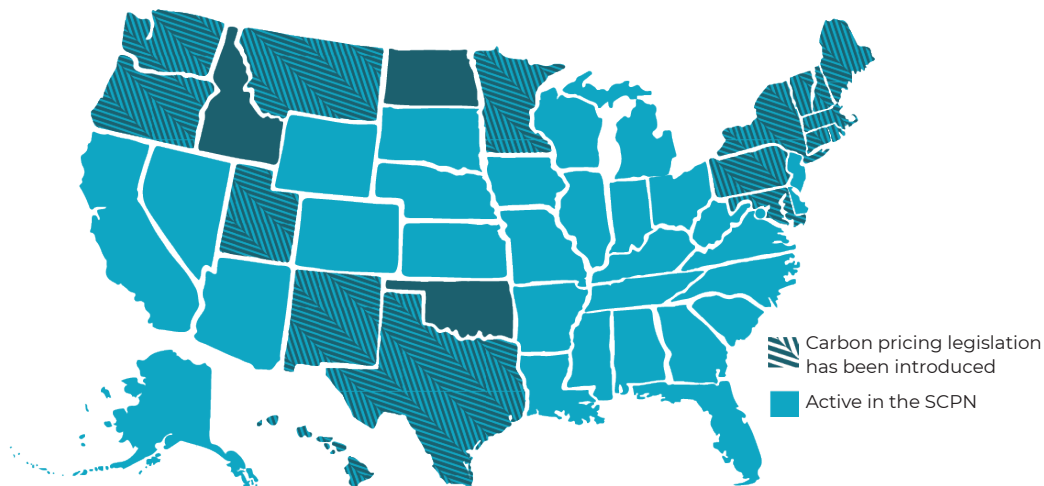
transition for communities who have been at the forefront of climate change and carbon pollution impacts. Rising above the highly politicized conversation around climate solutions, CXC focuses on real data, facts, and expected impacts to bring accurate and sound research to decision makers and key stakeholders.



Media

Bringing CXC's research and advocacy to the public in an engaging, accessible, and evocative way is critical to the success of CXC's mission. Everything from the psychological understanding of how we receive data and information, what best inspires and moves people to action, and how to best work with other stakeholders

to amplify our message has informed the way we design our media. Creative and engaging content on carbon pricing and the climate crisis is a way for us to grow our audience and reach constituencies that influence decision makers as well as mobilize and give agency to people who want to get involved.



47

states actively involved
in the State Carbon
Pricing Network

2million +

brand impressions
in 2018

55

meetings with 40
MA Senators and
their staff in 2019

6

comprehensive research
reports published in
2018 and 2019

108%

growth of newsletter
subscription in 2019

213

meetings with 160 MA
Representatives and
their staff in 2019

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