

FREQUENTLY

ASKED

QUESTIONS

THE MOVEMENT

What is so special about the movement?

The supporters of the Campaign comprise some of the largest and most experienced implementers of grassroots land restoration projects, researchers of the impacts of projects on food production and climate change, and technical analysts of the opportunity for scaling-up appropriate practices around the globe.

For the first time, these stakeholders have come together to develop an achievable science-based solution to address climate change.

Many of the practices that underpin the campaign are so accessible and beneficial to poor and marginalized farmers, that they are being slowly organically adopted by millions – but not nearly fast enough to avoid the devastating impacts of climate change.

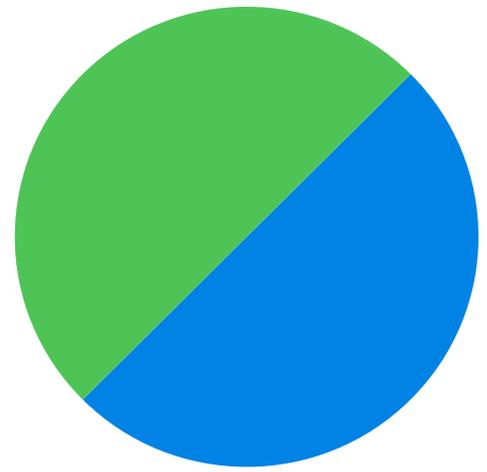
The campaign will massively accelerate and scale-up this organic adoption, to create movements across appropriate regions of the world.

Green Up to Cool Down programs are not just storing carbon and improving the land, but they are engaging and empowering communities in the planning, design, implementation and assessment of land restoration and sustainable farming practices. We prioritize the poorest and most marginalized people, including women and children, to ensure they participate in and benefit from the programs.

We aim to build global and local awareness, engage populations and inspire all stakeholders, including governments at all levels, to support and empower people at the grassroots to scale-up EverGreening practices.

The NGOs are already doing good work, how does Green Up to Cool Down help them?

Many NGOs are doing fantastic work in land restoration and building the resilience of poor farmers to climate change – but these efforts are fragmented, and generally not sufficient in scale to make a significant difference. Also, these existing efforts are being undertaken in isolation of other similar programs, and not benefiting from the lessons of others. Each NGO specializes in different approaches, has different strengths, expertise and capacity, and has existing successful projects. By working together under a common



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framework we can develop the most efficient and effective integrated approaches, uniting efforts, knowledge and resources to have a globally-significant impact. To put in other words: we needed to team up to scale up.

Who started this?

The campaign was developed collaboratively over a period of years by member organizations of the Global EverGreening Alliance. The Alliance facilitates the development and implementation of massive-scale grassroots land restoration programs, and research has shown these approaches to be among the most effective in removing CO₂ from the atmosphere and mitigating climate change. The ambition of the campaign is to scale-up and build on a multitude of existing programs, to create land restoration movements, and to mobilize supporters, influencers and resources around the world to help grow this approach to the scale required to reverse climate change.

Can my organization join the movement?

The campaign is open to all. We invite individuals, groups, associations, institutions, organizations, agencies, corporations and governments to sign up so we can involve you in the conversation, and invite you to participate in various ways. For organizations to become a member of the Global Evergreening Alliance, please [contact us](#) directly.

What is The Global EverGreening Alliance?

Since early 2012, the Alliance (earlier known as the EverGreen Agriculture Partnership) has brought leading research, technical, development and environmental organizations together to harness their collective energies and build on their shared vision to restore degraded land, and improve the sustainability, profitability and reliability of smallholder farming systems. [Read more](#)

COOLING DOWN

How can you cool down the earth with trees and plants?

It sounds almost too simple, but it's really possible.

To find out more, please watch [the film](#)

If we reach the goal of capturing 20 billion tons of CO₂ annually by 2050, what happens?

We will celebrate, because at that point we know that global temperatures should stop rising and the earth will begin cooling down again.

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Is it enough to stop climate change?

The latest reports by the [Intergovernmental Panel on Climate Change](#) make two things crystal clear:

1. We must immediately shift from fossil fuel energy to renewable energy sources across the entire global economy, and
2. We must also recapture very large quantities of carbon that have already been deposited in the atmosphere.

... or else the extreme heat waves, severe droughts, and disastrous flooding events that are already causing havoc in many parts of the world right now, will soon be drastically worse. Green Up to Cool Down focuses all efforts on recapturing carbon through nature-based solutions.

If the earth starts cooling down, won't we freeze?

No. What happens when we take the excess CO₂ out of the air, is that the climate will slowly revert back to the situation before humans started burning fossil fuels.

Where can I find out more about the science?

You can read about it [here](#).

What does it take to reach the goal for 2050?

- We need to undertake sufficient actions to restore degraded landscapes, integrate beneficial trees and increase the sustainability of agriculture in appropriate areas around the world. This will include mobilizing sufficient resources.
- We need politicians to get on board, to support the campaign and, where appropriate, reform policies to increase adoption of EverGreening practices.
- We need to communicate the benefits of adopting appropriate practices to stakeholders around the world, particularly politicians, decision-makers, and rural communities.
- We need governments and industry to deliver on their existing commitments, work towards reducing greenhouse gas emissions and where possible transition to renewable energy.
- We need the global public to get on board, work together and support the campaign to reverse climate change. Together we need to green up to cool down.

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DONATING MONEY

100% OF YOUR DONATIONS WILL BENEFIT PROJECTS TO MAKE THE EARTH GREENER

What happens with the money I donate?

Currently, 95% of all funds raised will be applied directly to grassroots restoration efforts across Africa for “The Grand Savannah Green Up”. The remaining 5% is used to maintain a public cloud-based monitoring platform, showing where and how donations are used and the impact they are having, and to support the Evergreening the Earth (Green Up to Cool Down) Campaign.

What can I do beside donating money?

You can support the Green Up to Cool Down movement in many ways. Here are some suggestions:

- Keep in touch. Sign up for the newsletter or follow us on [Facebook](#) or [Instagram](#)
- Spread the word. Share the [website](#) on social media or share [the film](#)
- Green Up your land. If you are a farmer, please [contact us](#) to find out what you can do.
- Help the movement grow. Invite your friends, family and colleagues. Give a presentation in class.
- Vote. We need politicians and governments to get on board.