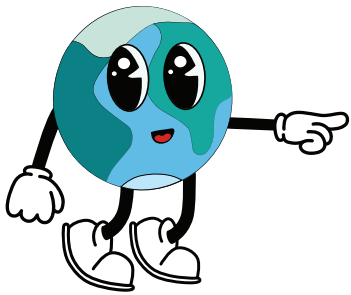


# THE FOUR ESSENTIAL CLIMATE PRINCIPLES

We get it, climate change can be a confusing topic, even for adults! It's certainly not something most adults today were formally taught. That's why we partnered with The Nature Conservancy and their Chief Scientist to clarify core climate concepts for everyone, including how to explain them to kids.



**Our world is changing, but, together, we can make the changes we need for a brighter future.**



## 1

### EARTH IS OUR HOME.

**The Science:** Our Earth has an invisible blanket of heat-trapping gases that naturally traps just the right amount of heat to create the perfect temperature for us to live—it's not too hot or too cold. These gases include carbon dioxide, methane, and water vapor. Other planets have different blankets—Mercury's blanket is too thin, so it gets too hot in the sun and too cold in the shade; Venus' is far too thick so it stays way too hot all the time; Earth is just right for life.

**Why? This helps children and youth understand the base:** Our atmosphere has created the just right climate for life and that humans are a part of and depend upon our environment to thrive.

## 2

### EARTH IS GETTING HOTTER BECAUSE OF US.

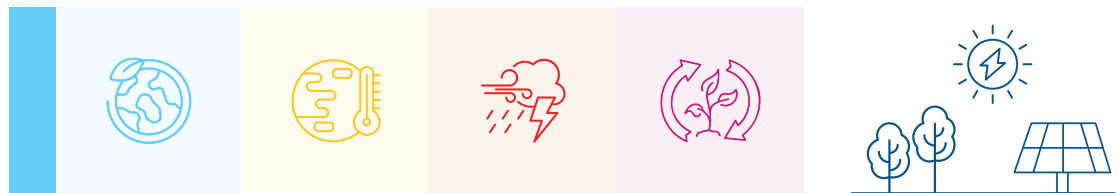
**The Science:** Humans are making our planet's natural blanket thicker by adding more heat-trapping gases to the atmosphere. This extra carbon pollution comes from electricity (how we make power), transportation (how we get around), manufacturing (how we make things), food (how we grow things to eat), buildings (how we live), and land-use (how we change the land and take care of nature). As all the carbon pollution is building up in the atmosphere, it's making the planet warmer.

**Why? This helps children and youth understand:**

**THE CHANGE:** Our carbon pollution emissions are making the Earth's blanket thicker, trapping more heat and making our planet hotter.

**THE CAUSES:** Our carbon pollution comes from electricity, transportation, manufacturing, buildings, agriculture, and land use.





# 3

## OUR CLIMATE IS CHANGING NOW, AND THAT HARMS US.

**The Science:** As the planet warms, our weather and climate changes. Wet is wetter, dry is dryer, and hot is hotter. Storms, floods, and wildfires are more dangerous. This is affecting what we do, the way we work, and how we live. It's impacting us all, but it is hurting some people more than others: people who have less are being harmed more.

**Why? This helps children and youth understand the consequences:** Our changing climate impacts people, animals, and nature all across the world and in many ways.

# 4

## BUT TOGETHER WE CAN BUILD A BRIGHTER FUTURE.

**The Science:** We can make a difference.

**MITIGATE:** We can get rid of carbon pollution in how we make power, get around, make things, live, and grow food to eat. This includes shifting to clean energy, sustainable food systems, and nature-positive actions.

**ADAPT:** We can prepare for the ways climate change might impact us and make decisions to help keep our homes and communities safe.

**COMMUNICATE:** We can use our voice! We can tell people why this matters, what we are doing, and what they can do to help.

**LEARN:** We can learn more about climate change, including new jobs and other things we can do to make a difference, and we can create new ideas to help our communities and the world.

**COLLABORATE:** We can care for each other and our planet. We can make a difference—in our homes, our schools, and our communities—when we work together. We can create a pathway to a brighter future.

**Why? This helps children and youth understand solutions:** Our future is in our hands. We have solutions to reduce our impact on the climate and adapt to a changing climate. We can learn more about what we can do and talk about it to help others understand what they can do. This work requires both individual and collective change to have impact at scale.