

## GIVING GREEN – EVIDENCE TO FIGHT CLIMATE CHANGE

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The future of our planet appears stark. Temperatures are rapidly rising, threatening all parts of our lives. In response, public and private actors are investing billions of dollars in reducing greenhouse gas (GHG) emissions. Unfortunately, the evidence on whether these projects are effective is limited, unclear, or inaccessible. Millions of people around the world want to fight climate change, but they do not know where to start.

**Who should they donate to? Where should they volunteer? What can they realistically do to fight climate change?**

We want to answer those questions.

[Giving Green](#)'s mission is to direct dollars and volunteers towards evidence-backed projects that combat the climate crisis. We are producing an actionable and dynamically updated set of recommendations for how to support projects that are demonstrably reducing atmospheric GHG. Our product will be a public good that is uniquely scientific, transparent, and independent.

### THE PROBLEM: NO ACTIONABLE AND EVIDENCE-BACKED GUIDANCE FOR USING MONEY AND TIME TO FIGHT CLIMATE CHANGE

Many of the projects that claim to reduce GHG in the atmosphere are deeply flawed or ineffective.<sup>1</sup> We need a **research-backed** guide for which projects to support.

There is plenty of information on what policies or interventions *could* stem global warming, but nobody currently provides data-backed guidance on the most effective steps to take. We need an **actionable** guide that anyone can understand.

Billions of dollars and hours are flowing from individuals, companies, governments, and non-profits to fight climate change without information on what is effective.<sup>2</sup> We need to **act quickly** to avoid wasting these resources on ineffective projects.

### THE ORGANIZATION: EVIDENCE AND CLIMATE WOKKS

Giving Green launched a beta version of its [website](#) in December 2019 and has received media coverage at [Vox](#) and the [New York Times](#). Giving Green is currently looking for financial support to ramp up its operations, with a focus on releasing a full suite of evidence-informed donation and investment recommendations by December 2020.

Our approach is partially inspired by [Givewell](#), a non-profit research institute that uses data and evidence to inform donor investments that seek to improve the lives of people living in poverty. GiveWell has directed over \$500 million to its evidence-backed recommended charities in global development in the last decade and influenced nearly \$200

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<sup>1</sup> Many vaunted pro-climate projects have proven to be ineffective when subjected to scrutiny. For example, to meet emission reduction targets under the Kyoto agreement, the Swiss government [committed to purchasing](#) 2 million tons of certified emissions credits between 2015 and 2020 (estimated at \$24 million USD<sup>1</sup>) by financing an NGO distributing water-purifying chlorine dispensers in Africa. Did the \$24 million reduce 2 million tons in carbon emissions? **Almost certainly not**, as the assumption households would boil water in absence of the filters was untrue.

<sup>2</sup> Signatories of the Paris Accords [have committed](#) \$100 billion per year in climate financing, major foundations have committed at least \$14 billion over the next four years, and companies have made major pledges to go "climate neutral." For instance, Microsoft has committed to [removing all its historical emissions](#), Delta has [committed 1 billion dollars](#) to offset its emissions, and BP announced it [would go net zero](#) (including emissions from oil it extracts) by 2050.

million of donations in 2019 alone. Our team has worked with GiveWell and seeks to harness learnings from their approach in our own work.

Giving Green is currently incubated within IDinsight (an organization that uses data and evidence to combat poverty worldwide), with the vision of spinning it off into its own organization once it has achieved financial sustainability. As economists and data scientists with decades of experience working at the intersection of evidence-based policy, donor communities, and the environment, the IDinsight team has the skills, expertise, and experience to fill the data and evidence void.

For more information on our team and incubation within IDinsight, please see Appendix A.

## THE GIVING GREEN VISION: EVIDENCE-BASED RECOMMENDATIONS TO CONVERT MONEY AND TIME INTO DECREASED ATMOSPHERIC GHG

There are a number of ways in which money and labor can be directed towards the fight against climate change. Giving Green has three separate workstreams:

- **Offsets** – purchasing high quality offsets in the carbon market should reduce atmospheric GHG with a high degree of certainty. We help individuals and businesses find the most high-quality, evidence-backed offsets.
- **Policy Change** – A major lever to reducing GHGs is through influencing national and international policies, but these efforts are impossible to measure with certainty. We help donors and volunteers find the most evidence-backed bets available.
- **Investments** – The private sector will undoubtedly be an important driver of changing the systems necessary to fight climate change. We help investors find meaningful ways to contribute, analyzing both investment and divestment options.

We address each in detail below. For more information on Giving Green’s audience and our immediate next steps, please see Appendix B.

### WORKSTREAM 1: OFFSETS

Carbon offsets offer buyers an opportunity to fund projects that contribute to GHG reductions, which individuals and businesses use to offset emissions from their own activities. Offsets fund projects such as preventing deforestation or providing renewable energy. Funders who purchase offsets expect guaranteed emissions reductions.

Although there are many carbon offset certification bodies<sup>3</sup>, there remains considerable uncertainty over whether they are actually accomplishing their goals. For instance, an EU-commissioned [assessment](#) of the UN’s Clean Development Mechanism (CDM), which is used to certify offsets under the Kyoto protocol, concluded that “CDM still has fundamental flaws in terms of overall environmental integrity.” It noted that **85% of the projects** analyzed have a “low likelihood that emission reductions are additional and are not over-estimated.”

Giving Green is analyzing offsets available in the voluntary market, choosing and recommending those that have a high certainty of actually causing reduced emissions. To accomplish this, we are developing a framework that is much more stringent than that used by the offset certifiers, requiring concrete evidence of “additionality.” An offset is “additional” if its purchase directly leads to reduced emissions that would not have otherwise happened.

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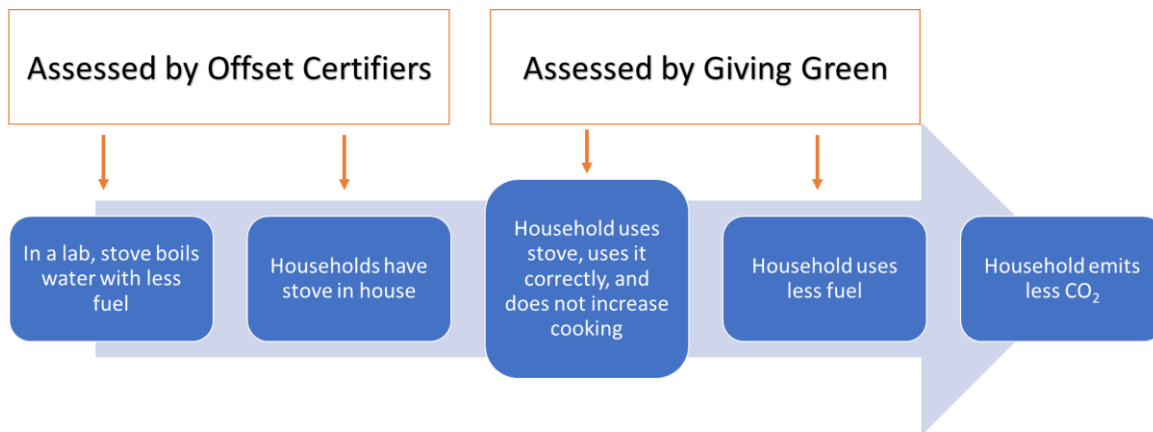
<sup>3</sup> Examples include UN’s [Clean Development Mechanism](#), [Verra](#), [Gold Standard](#), and the [American Carbon Registry](#).

Giving Green’s additional layers of scrutiny and process for reviewing offsets are detailed in Appendix C. For more information on Giving Green’s early takeaways from reviewing the carbon offsets market, see Appendix D.

**EXAMPLE: GIVING GREEN’S [ANALYSIS](#) OF IMPROVED COOKSTOVES**

While improved cookstoves can theoretically reduce fuel usage and therefore carbon emissions, these outcomes rely on the assumption that households (a) use their stoves for a significant amount of cooking, (b) use the stoves correctly, and (c) continue using the stoves over time. Offset certifiers allow offsets to be generated based on the lab-certified fuel-efficiency of the stove plus validation that the stove is found in buyers’ houses. But since the link from stove ownership to reduced GHG emissions requires human behaviour, Giving Green requires that this behaviour is validated through impact evaluation research.

Unfortunately, the impact evaluation research on improved cookstoves shows mixed results. In some circumstances improved cookstoves do decrease household fuel usage, but in other instances they do not, generally due to households not using the stoves consistently. Whether or not a cookstove project is successful depends on the specific stove as well as local cooking customs. Therefore, we only recommend stove offset projects similar to those validated by impact evaluation evidence. We did find one stove, created by [BURN](#) stoves, in which the number of carbon credits certified closely matches the results of an [independent impact evaluation](#) that directly measures the amount of fuel use. We therefore recommend their offsets.



Our research has found several projects that appear to sell “good” offsets. Giving Green currently recommends three preliminary options (we will continue to update our recommendations as we learn more about these and other companies):<sup>4</sup>

- [Climeworks](#) removes carbon dioxide directly from the atmosphere and injects it deep underground, where it reacts with basalt rocks and turns into stone, forever sequestered. In this calcite form, no weather conditions or natural disasters can cause leakage of CO<sub>2</sub>, making this one of the only ways to permanently remove carbon dioxide from the atmosphere. However, at over \$1,000 per ton removed, it is a costly solution. We recommend Climeworks because it is very clear that the money used from offsets is translated directly into permanently removing carbon. It is the most certain, verifiable offset that we have seen.<sup>5</sup>

<sup>4</sup> Note that some of these recommendations are new, and therefore may not yet be up on the Giving Green website by the time of reading this document.

<sup>5</sup> Giving Green is continuing to investigate Climeworks’ operations, including their corporate offerings. As we learn more about the various carbon capture projects that they offer, we will update our recommendations.

- [Tradewater](#) looks for refrigerants with high warming potential in order to purchase and destroy them. Production of these refrigerants is banned under the Montreal Protocol, but there are still significant quantities left in the supply chain. We recommend Tradewater because they are clearly preventing powerful GHGs from being emitted and their activities are completely funded by offsets.<sup>6</sup>
- [BURN](#) produces an improved cookstove in Kenya and has been proven to reduce fuel usage among its owners by a recent randomized controlled trial ([RCT](#)). This RCT showed the uses of BURN stoves significantly decreased the amount of fuel used in their household. We recommend BURN because of the RCT evidence, as well as the fact that all offset income is used to expand their operations, directly leading to more stoves in the hands of customers.

You can see our offset research and recommendations [here](#).

## WORKSTREAM 2: POLICY CHANGE

A clear advantage of offsets is that they can be rigorously assessed for efficacy and, therefore, can provide donors with high certainty that their dollars are reducing GHG levels. However, effectively fighting climate change will also require more complicated system-level changes, and donation options in this space are likely to be risky and not amenable to the kind of certainty required of offsets. For instance, this might involve funding lobbyists or grass-roots organizations.

Giving Green is currently conducting in-depth research into these types of donation options, drawing on expert interviews and simple modelling. While it isn't possible to determine the effects of policy change donations with the level of certainty we aspire to for offsets, we are conducting in-depth analysis on which options will likely have the highest return. We are using frameworks inspired by the [Effective Altruism](#) movement to help identify the most promising sectors and organizations.

Our approach includes the following steps:

- We are researching various approaches to affecting policy, lobbying, political activism (like the “Sunrise Movement”), supporting political candidates, etc.
- Within each sector, we use primary research (complemented by expert opinion) to understand which specific organizations have the most effective approaches and can best leverage additional capital.
- For recommended organizations, we will identify the best way to support them. In many cases this will be through donations, but also there may be impactful volunteer activities.

## WORKSTREAM 3: INVESTMENTS

The private sector is likely to play an important role in the fight against climate change, especially via decarbonizing energy supply. Many organizations and individuals interested in fighting climate change want to prioritize private sector actions, and Giving Green plans to provide researched recommendations for these options. For instance, we plan to research the following investment strategies and vehicles:

- Divesting from fossil fuels
- Investing in broad-based “ESG” funds that are marketed to have greater social impact
- Green Bonds

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<sup>6</sup> Giving Green is continuing to investigate Tradewater’s work, including their long-term business model. As we learn more, we will update our recommendations.

- Investing in funds with an explicit goal of funding climate mitigation action

Giving Green has yet to undertake this workstream, but we hope to begin in the near future.

## THE SECRET SAUCE: RIGOROUS RESEARCH, LASER FOCUS, AND TRANSPARENCY

Giving Green has a unique approach, providing well-researched donation recommendations focused solely on climate change mitigation:

- **We are obsessed with causality and high-quality data.** Our recommendations concentrate on the most evidence-backed solutions available. Our team of researchers from IDinsight have built careers out of generating evidence and identifying causality.
- **We are laser-focused on climate change mitigation,** as opposed to climate change adaptation or other conservation objectives. While other organizations factor multiple goals into their decision-making, we only look at GHG and other warming factors. Our founding team is steeped in climate policy research, through our experience at IDinsight, the World Bank, and the National Oceanic and Atmospheric Association (NOAA).
- **We are providing a public good with complete transparency.** All of our research and deliberations will be available for free on our website. We are independent – our funding strategy depends on donations and does not rely on being a financial intermediary or selling products. We therefore have the freedom to expose truths and criticize failed strategies without affecting our bottom line. Our team has experience conducting and disseminating transparent research with IDinsight and GiveWell.

In Appendix E, you can find a list of organizations with similar missions to ours, along with how their approach differs from Giving Green's.

## THE ASK: SUPPORT GIVING GREEN, LEVERAGE YOUR CLIMATE INVESTMENTS

**We are seeking financial support** to build up the organization, refine the product of evidence-based, actionable recommendations, and create the outreach function that will enable Giving Green to channel millions of dollars of donations and hours of time towards evidence-backed projects fighting climate change. Our initial fundraising goal is meant to allow our organization to concentrate on developing our product as opposed to doing continued fundraising.

**These funds are needed urgently.** Every day that goes by without Giving Green means more personal and institutional donations are flowing towards non-impactful projects.

**Your donations will be highly leveraged.** By providing Giving Green with support, you will be supporting an organization that will shift large amounts of money and time from ineffective projects towards evidence-backed solutions for fighting climate change.

In addition to donors, Giving Green is actively looking for other forms of collaboration and support. Please get in touch at [givinggreen@idinsight.org](mailto:givinggreen@idinsight.org).

## APPENDIX A: FOUNDING TEAM

Our founding team has a combination of technical skills, networks within the social and public sectors, and experience with building, managing, and aggressively scaling non-profits. The team is well-placed to make Giving Green the premier source of evidence-backed climate donations.



**Dr. Daniel Stein** specializes in bringing evidence to decision-making, both through assessment of current knowledge and the generation of new evidence. Dan has over 10 years of experience leading evaluation work in agriculture, rural development, social protection, energy, and forestry. He has also worked closely with GiveWell to help them improve their cost-effectiveness model, which is used to select recommended charities. Prior to joining IDinsight, Dan worked at the research department of the World Bank, where he helped launch an initiative conducting evaluations of World Bank projects in energy and environment. Dan has led large teams, controlled significant budgets, and published in leading academic journals. He holds BAs in Physics and Political Economy from UC Berkeley, and a PhD in Economics from the LSE.



**Dr. Neil Buddy Shah** has a decade plus track record of taking cutting-edge ideas from academia and industry and applying them to the needs of the social sector and governments. In addition to co-founding and scaling [IDinsight](#) as the CEO, Buddy is now the Managing Director at GiveWell. Buddy helped conceptualize and launch many of IDinsight's novel contributions to the sector, including "[decision-focused evaluations](#)," "[embedded learning partnerships](#)," [machine learning applications](#), and IDinsight's large-scale, tech-enabled rural data collection infrastructure, "[Data on Demand](#)."

Before co-founding IDinsight, Buddy worked at the World Bank and at MIT's Abdul Latif Jameel Poverty Action Lab (J-PAL). He holds an AB in economics from Harvard, an MD from the Albert Einstein College of Medicine, and an MPA in International Development from the Harvard Kennedy School. Buddy is a term member of the Council on Foreign Relations and serves as visiting faculty in the Harvard Kennedy School's Executive Education program.



**Nicholas Parker** is Chief of Staff at IDinsight, working on growing the organization and business management. Before that, Nick was a client-facing team member based in southern Africa and working on projects across the continent.

Prior to joining IDinsight, Nick worked for the National Oceanic and Atmospheric Administration (NOAA) on measuring the ecological effects of climate change. He worked at a NOAA Research Institute and was a field scientist aboard an oceanographic research vessel. Nick holds a bachelor's degree in Public Policy from the University of Chicago.

## APPENDIX B: GIVING GREEN'S AUDIENCE AND NEXT STEPS

### AUDIENCE

A wide variety of potential donors and volunteers could benefit from Giving Green's recommendations:

- **Retail donors** looking to direct small donations to existing non-profits
- **Individuals or businesses** who would like to offset the carbon impact of their activities
- **Private Investors** who want to support businesses that help fight climate change
- **Foundations** looking to support new or ongoing initiatives to fight climate change
- **Global Climate Funds** such as the Climate Investment Fund (CIF), and Green Climate Fund (GCF), who need to use evidence to direct their investments
- **Governments** participating in global climate agreements (such as the Paris and Kyoto accords) who may have the option to achieve their emission reduction targets by investing in GHG-reducing projects in other countries.<sup>7</sup>

Giving Green is considering donation options worldwide, from fighting deforestation in the Amazonian rainforests to capturing methane from U.S.-based landfills.

### NEXT STEPS

Assuming funding is secured, Giving Green will emerge from beta and launch its product in November 2020 to take advantage of the December giving season. Our specific goals will depend upon the amount of seed funding that we acquire, but some milestones for 2020 are:

- **1.0 Product Launched:** Our focus in 2020 will be developing a wider and better researched set of recommendations, building on our current beta product. This includes a far deeper dive into the offset market, which will result in a suite of research outputs as well as more recommendations. We are also developing a framework for systems change donation options, and will produce a set of recommendations in this space.
- **Long-term Funding Raised:** We want to raise long-term funding (e.g. 4+ years of runway) for Giving Green to continue developing our recommendations and enable hiring of top-notch staff. The exact amount will be determined after learning more about the team requirements for each workstream.
- **\$2 million influenced:** Giving Green wants to influence where money flows within climate change work. For 2020, we want to direct \$2 million towards our recommended organizations. We expect this to ramp up significantly in subsequent years. We will accomplish this through a multi-faceted communications push to drive traffic to our site. This includes placement in academic press and popular press, as well as more traditional advertising and marketing.

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<sup>7</sup> International offsets are a key component of the Kyoto agreement. Their role is less clear in the Paris accord, as the details are still being worked out. A discussion of possible scenarios under the Paris accord can be found in [this report](#) by Schneider et al.

## APPENDIX C: GIVING GREEN'S SCRUTINY & PROCESS FOR REVIEWING CARBON OFFSETS

Giving Green's additional layers of scrutiny for carbon offsets:

- **Requirement of “marginal additionality”:** Offset certifiers require what we call “total additionality,” which means that the project would not have taken place if it didn't receive financing from offsets.<sup>8</sup> Giving Green requires projects to meet a higher standard, which we term “marginal additionality.” Marginal additionality requires that each extra offset sold contributes to marginal decreases in emissions.

For example, consider a project developer who builds a landfill gas capture system. As long as this system was not required by regulation, one can assume that the developer would not have built the system if they didn't have the ability to sell offsets. Based on this criteria, current certification bodies will award the project developer credits for all emissions avoided. But this also means that the developer can sell offsets indefinitely, even after all the costs for developing the system have already been recouped. At this point, additional offsets simply contribute to developer profits.

Marginal additionality, on the other hand, requires that all offset purchases directly reduce GHG emissions. In the example of the landfill gas capture system, offsets would only be eligible up to the point where the project developer had recouped total costs.<sup>9</sup>

- **Strong academic evidence for behaviour change:** Some offsets (such as [methane capture](#)) have very clear causal chains from action to reduced GHG. But others (such as [forestry conservation](#)) require human behaviour changes. Our experience doing hundreds of economic policy experiments has continually shown that human behaviour is unpredictable, and cannot be assumed. For projects relying on changes in human behavior, Giving Green requires impact evaluation evidence to show that these behaviour changes are happening as assumed. These are drawn from the scientific and public policy literature.

Giving Green also goes through a systematic review process, assessing whether offset projects meet its high standards. This process includes:

1. **Sector-level review:** Giving Green has undertaken detailed analysis of the sector-level requirements of offset certifiers to assess whether the core process and assumptions are sound. This includes both desk research and expert interviews. For example, we [do not recommend](#) any offsets generated from water purification, as these rely on the false assumption that households would boil water in absence of other purification methods. But we do recommend offsets based on direct-air carbon removal and refrigerant destruction, as these projects have a very well-supported causal chain between offset purchase and emissions reduced.
2. **Desk review of project documents:** We review offset certification documents, which must walk the reader through all assumptions and calculations to arrive at the amount of emissions avoided. We assess whether we think the assumptions are sound, drawing on academic literature (especially in the case of human behaviour assumptions.)

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<sup>8</sup> In order to be considered additional, projects must also demonstrate avoided emissions due to their activities.

<sup>9</sup> The exact threshold for where offsets stop being additional is difficult to capture, and developers probably need to be allowed some profit to ensure take-up. Giving Green will estimate a reasonable threshold for each project.



3. **Interviews with project management:** We interview project management staff to understand project operations, financials, and how money from offset sales affects their operations. A key variable is the proportion of operating budget that is funded with offsets, as offsets are more likely to be additional when they play a big role in projects' budgets.
4. **Visits to project sites:** We will make visits to project sites to further assess the claims of the project developers.

These criteria are used to identify a small subset of offset opportunities that are additional with certainty.

At the moment, prices of offsets are not well-correlated with quality. By showing clear differences in offset quality, Giving Green intends to influence the carbon market. We hope to see a world in which there is price separation between low- and high-quality offsets, and where corporations hoping to make credible "carbon-neutral" claims need to purchase high-quality offsets to do so.

## APPENDIX D: EARLY TAKEAWAYS FROM REVIEWING CARBON OFFSETS

Our initial takeaways from reviewing carbon offsets are:

- Most of the offsets on the market provide low certainty of additionality, especially when using the stronger concept of “marginal additionality.” The vast majority of offsets transacted (75% in 2018) are based on Forestry/Land Use or Renewable Energy projects. Giving Green’s analysis reveals serious concerns about both project types. Forestry conservation projects rely on assumptions about deforestation that are hard to verify and also need to assume unverifiable long-term effects to meaningfully sequester carbon.

Renewable energy projects are generally run by private-sector developers and tend to be profitable even without offsets. Based on these issues, Giving Green does not recommend offsets in these categories.

Even among generally more reliable offset categories, such as cookstoves or waste gas capture, only a subset of projects tend to provide high-quality offsets.

- Second, even among the high-quality offsets recommended by Giving Green, the actual amount of emission reduction caused by a given purchase is fiendishly difficult to verify. For instance, as mentioned in the previous example, we recommend offsets generated by BURN stoves. But even in this case, it’s difficult to know the exact correlation between an offset purchase and emissions reduction. When you buy an offset for a BURN stove, the money generated from this purchase becomes one of several income sources for BURN. In expectation, more revenue will help them distribute more stoves, but the marginal amount of emissions removed is not calculable. Therefore, individuals and companies should be careful about claims of “carbon neutrality.”

Giving Green hopes to do even more work in verifying emissions reductions as part of our research.

## APPENDIX E: THE CURRENT STATE OF EVIDENCE AND RECOMMENDATIONS

There is a large amount of research being conducted on how to fight climate change, with excellent work being done by research organizations such as the UN Commission on Climate Change, national research organizations, and many universities worldwide. Large climate studies tend to provide policy solutions for reducing emissions in broad strokes. There are many organizations working to organize knowledge to fight climate change. But with a couple of notable exceptions, **they do not offer an independent, transparent, actionable guide for donors looking to maximize their impact.**

	Offset Certifiers	Offset Brokers	Academic Institutions	Think Tanks	Donor Consultants	Charity Recommenders	Giving Green
Rigorous Evidence Standards			X	X	X		X
Independent			X	X	X	X	X
Transparent	X		X	X			X
Actionable		X				X	X

Specific organizations that provide some guidance include:

- Effective Altruist aligned organizations** have conducted independent research on the most cost-effective donation options to fight climate change. For instance, Founder’s Pledge has released [a report](#) recommending two top charities in the fight against climate change (both conducting climate policy advocacy). Additionally, [research](#) by Let’s Fund recommends focusing on clean energy research, and suggests donating to a specific think tank they believe is influential. These bodies of research (and similar previous reports) are valuable contributions and offer well-reasoned donation opportunities. They distinguish themselves by using transparent, systematic methods to generate recommendations.

However, they also have their limitations. All the aforementioned donation recommendations relate to long-term and high-risk strategies relating to advocacy and research. While these are certain to be important, they do not allow donors to claim measurable short-term results. Next, the total estimated absorption capability of the recommended charities is low, at around 5 million USD over the next year. This suggests there is still room for more recommendations. Finally, both reports are one-off pieces of research from organizations dedicated to many causes as opposed to climate specialists. (For instance, the Founder’s pledge report was last updated in May 2019.) We believe that there is value in having dedicated climate change specialists work on living recommendations, so that this research can constantly be improved and updated.

- Carbon Offset Certifier and Brokers:** Private programs such as the [Verified Carbon Standard](#) and [Gold Standard](#) provide certifications of offsets, but a discerning donor will require higher standards of rigor. As an example, both of these popular programs certify water purification programs, based on the assumption that they provide an alternative to using fuel to boil water. But this assumption is rarely true and has come under scrutiny

from many corners, including [Giving Green's analysis of purification offsets](#). Giving Green requires a much higher level of evidence than current certification options.

Some offset brokers offer a curated selection of offsets, and claim to provide an additional layer of oversight. For example, [Terrapass](#) says “we enlist a separate accredited and independent accounting firm to verify that we are realizing the exact number of emissions reductions for our customers,” and [Cool Effect](#) says they “confirm the science and financials” of the offsets they provide. These sites provide valuable contributions to the carbon offset market, but are not as ambitious as we propose with Giving Green. These sites do not publish detailed research on projects, so it is difficult to understand their selection mechanisms. It seems that they recommend projects with a lower level of certainty than Giving Green would, as many of their recommendations rely on human behavior assumptions without impact evaluation evidence. Also, most of these sites make money through selling offsets, giving them conflicting incentives for quality recommendations.

- [Drawdown.org](#) is an effort to analyze, rank, and communicate various technology and policy options to fight global warming. It lists 100 solutions, and provides cost-effectiveness analysis for each. However, it does not provide more than general guidance on how to actually implement the solutions. For instance, one of its top recommended actions is “refrigerant management”, but it does not offer direction on how to fund programs providing refrigerant management.
- [ClimateWorks Foundation](#) is an advisory and re-granting organization that assists foundations in making pro-climate grants. We believe Giving Green’s mission is closely aligned with ClimateWorks, but Giving Green has a different business model. ClimateWorks is a service provider for its client, who are generally medium to large foundations. Giving Green will service the public, including small foundations and individuals who cannot currently access ClimateWorks’ services.
- **Academic and Policy Research:** One relevant strand of the academic literature on global warming is that which conducts rigorous impact evaluations of policy interventions to reduce greenhouse gases. For instance, research institutes such as EPIC at the University of Chicago and J-PAL at MIT have conducted numerous impact evaluations, many with promising results. However, the studied interventions are rarely in a form where they could be simply scaled up with more funding.
- **Rating of Pro-climate investments:** A number of firms provide ESG (Environmental, Social, and Government) ratings for investments, but these do not allow a clear measure of whether and how certain investments will fight climate change. There are some market actors, such as the [Climate Impact Score](#), who help provide guidance on estimated emission avoidance from private sector investments, but much of their methodology and analysis are proprietary.

While there are many players making valuable contributions to evidence-based policy for climate change, we believe that there is a need for a new organization to provide wide-ranging, transparent, and actionable advice to donors.