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Introducing the 2 Degrees Institute.

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Who is the 2° Institute?

<<First Name>>, last year your Clean Air Society board voted to include stopping Climate Change as one of the main objectives for our organization.

Unlike local air pollution sources, greenhouse gas emissions emitted locally do not directly cause localized global warming, so the board decided to try and maximize our efforts at keeping the planet warming by 2 degrees above pre-industrial levels by creating North American-wide campaigns that seek larger and more diverse funding sources using an organization identity that better suited these objectives. The Clean Air Society thus registered the DBA (Doing business as) name [2° Institute](#) to fulfill this need.

Why 2° Celsius?

The historic Paris Climate Conference of December 2015 resulted in a collective resolve among 197 countries to limit the planet's average global temperature increase to no more than 2°C above pre-industrial levels to avoid a critical threshold above which the planet could experience irreversible

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footprint in order to keep the temperature increase below 2°C. Our focus will be on encouraging each individual to look at their own contribution to climate change and then provide guidance on how to lower their own carbon footprint so that they are no longer part of the problem.

The 2° Institute Mission Statement.

The 2° Institute official mission is to develop and support strategies that empower people to make the behavioural and lifestyle changes needed to keep our planet from warming by 2 degrees Celsius. Congratulations! You are now part of an organization that is working to make substantial contributions to the fight to stop global warming, but we need your help. <<First Name>>, we need [donations](#), we need [volunteers](#) and we need enthusiasm!

Yes, Improving local air quality is still a priority.

The Sunshine Coast Clean Air Society continues to forge ahead on projects aimed at improving the Sunshine Coast's air quality. Check-out some of our projects below:



Electric School Bus Feasibility Study.

Children are especially vulnerable to harmful particles in the air,



The Electric Car

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diesel emissions and wood smoke. The SCCAS is in negotiations with UBC to conduct an electric school bus feasibility study for the Sunshine Coast to learn the benefits of switching our diesel powered school buses to electric. We could use your help <<First Name>>!



Possible Legal Fight with BC Government over open burns.

The provincial Open Burn Smoke Control Regulation (OBSCR). Mandates that open burns cannot occur within 500 meters of schools and medical facilities while they are in session. We have reported many violations of this buffer zone over the years, however the conservation office believes that non-industrial burns are exempt from this regulation and as a result these

The world's climate scientists are telling us that the planet doesn't have the luxury to wait for governments to "maybe" or "someday" mandate the lifestyle changes scientists believe need to happen. The time is now for people to wake up from their daily routines and take personal action by making the necessary changes in their lifestyle and purchases that experts are saying must occur. A transition away from a fossil fuel driven economy is one of those steps and thankfully individuals now have a choice to drastically reduce their own carbon footprint through a single decision of making the next car they buy an electric one. This is the first campaign under the [2° Institute](#). You may have seen some of our electric car information ads we have published on Facebook already. <<First Name>>, we are always looking for [help](#) and [donations](#) to get the word out. Visit [ElectricPledge.org](#).

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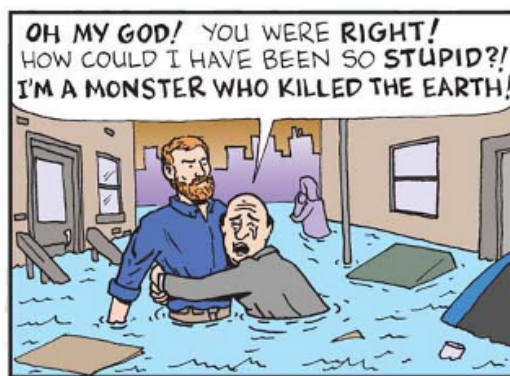
Beijing like air quality for our children. At our request, West Coast Environmental Law has looked into the issue and has informed us that the conservation office may be wrongly interpreting the law and a legal case is justified against the BC Government's interpretation. We are looking to form a coalition with other NGO partners to pursue this further. &It;&It;First Name>>, we could use your [help](#) in this campaign!



Real-time air quality monitoring at Pender Harbour Elementary.

Children are especially vulnerable to harmful particles in the air, especially particles that are PM 2.5 microns and less. The SCCAS is hoping to launch a pilot program this fall that reports air quality levels both

WHAT WE
IMAGINE CLIMATE
CHANGE DENIERS
WILL SAY DURING THE
GLOBAL WARMAGEDDON:

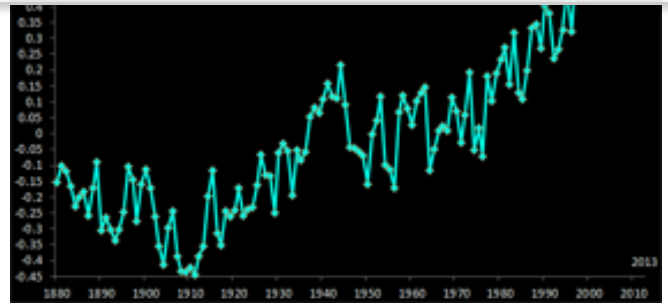


The Disinformation Task Force.

We are in need of enthusiastic volunteers to be part of our Disinformation Task Force: volunteers charged to politely respond with factual references to social media and other article comment threads that inaccurately dismiss the benefits of electric cars and climate change in general. &It;&It;First Name>>, If you want to be directly involved in having an impact on climate change, (besides from what you can do personally to reduce your own carbon footprint), this is a powerful use of your time!

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The pilot program will involve having an air quality monitor in every classroom at the school and one measuring the air outside. These monitors will take samples of the air every 5 minutes and publish the data in real-time to a public web page so that parents, teachers and others can know in real-time how safe their children's air is. We already have the monitors (thanks to a previous grant), all we need now is the permission of the School district and some funds to hire a programmer to setup the script to publish the results. This will be the first such project in Canada. <<First Name>>, we could use your [help](#)!



Climate Data for all.

Under the guidance of some of the world's top climate scientists, we are building [climate graph widgets](#) for the world! These interactive graphs feature atmospheric greenhouse gas levels that combine measurements from as far back as 800,000 years up to the present day. These graphs are free for website owners, researchers, news organizations and schools to embed on their own website and make available to their own users. We believe that the more people we can get climate data in front of, the more educated the public will be. It'll stem climate denial and catalyze action to stop climate change. Checkout www.co2levels.org and stay tuned for other greenhouse gas graphs, historical global temperature graphs and sea levels coming soon.

We are looking for a new Executive Director.

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an Executive Director which involves part time work to help manage our campaigns, both online and offline, help us with fund raising and more. Please contact us! This is a paid position. We also need [volunteers](#)! If you want to make a bigger difference than you thought possible for fighting climate change and improving air quality, here's your chance! Whether it's 5 minutes a week or 20 hours a week, we have tasks suited for whatever time you have to spare! Send an email to: volunteer@2degreesinstitute.org.

<<First Name>>, do you use twitter? You can help us right now!

To help spread awareness to the 2 Degrees Institute's campaigns, we ask you to find and share articles about electric cars and climate change in general with your account and include the following hash tags in your post:

- For electric cars articles: #ev #climatechange @2degreesinst or @carpledge
- For climate change articles: #climatechange @2degreesinst

This will accomplish 2 things; allow these important articles to get more exposure and secondly, it will advertise the 2DI organization.



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