

CLIMATE OF HOPE

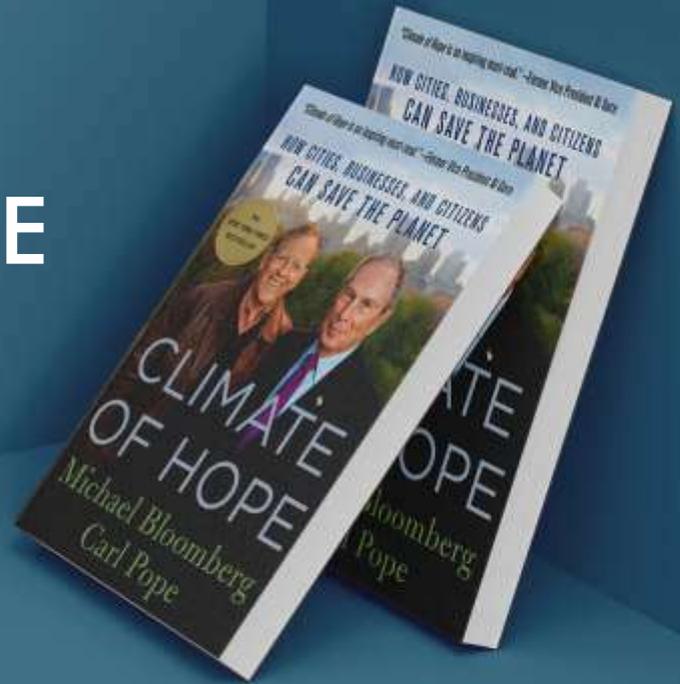
HOW CITIES, BUSINESSES, AND CITIZENS CAN SAVE THE PLANET

Author: **Michael Bloomberg and Carl Pope**

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In the years ahead, cities, businesses, and communities—not Washington or other national governments—can lead and win the battle against global warming. This is the premise and central stream of thought behind Michael Bloomberg, and Carl Pope's book- 'CLIMATE OF HOPE: How Cities, Businesses, and Citizens Can Save the Planet'. The book shares an in-depth analysis of how municipalities, businesses and private citizens are proving to be a bold force in solving the greatest challenge of our time — the climate crisis.

However, they are both optimistic. They believe that we are now in a better position to stop climate change than ever before. Together, they create a new type of conversation about climate change—one that moves the issue from partisanship to empowerment; from top-down to bottom-up; and from fear to hope.

“Cooler heads can produce a cooler world,” write Bloomberg and Pope, who lower the temperature of the debate by showing that the changing climate is a series of discrete, manageable problems, each with a solution that can make our society healthier and stronger. National governments, they argue, are not the best places to create these solutions. Rather, it is the mayors, CEOs, entrepreneurs, activists, concerned citizens, and other local actors who truly have the power to win the battle against climate change in ways that will also generate economic growth and improve public health—and many, in fact, are already making substantial progress.

Readers will discover how mayors in cities around USA, in red and blue states, are leading this work, and the crucial roles that business leaders and citizens are playing. The authors present a clear sense of what they can do, in their own hometowns, to contribute to the progress, which would be of interest to business leaders, C-suite executives, board members, directors, senior leaders and those looking for practical

answers to the climate crisis.

Writing in alternating chapters from their own experiences, sharing illustrative moments from their distinguished careers in public service and activism, Michael Bloomberg and Carl Pope provide a practical road map for tackling the most complicated challenge the world has ever faced.

Rather than using the apocalyptic alarmism that often characterizes discussion of this issue, CLIMATE OF HOPE inspires action by offering practical solutions and showing how they can produce immediate and concrete benefits.



Michael Bloomberg

Carl Pope

ABOUT THE AUTHORS:

Michael Bloomberg is the founder of Bloomberg LP, a global media and financial information company. He served as Mayor of New York City from 2002-2013. In 2014, the U.N. Secretary-General appointed him Special Envoy for Cities and Climate Change. He is one of the world's most prominent philanthropists, and the environment is one of the five main focus areas of his foundation, Bloomberg Philanthropies.

Carl Pope currently serves as the principal advisor at Inside Straight Strategies, looking for the underlying economics that link sustainability and economic development. Former executive director and chairman of the Sierra Club, he has served on the Boards of the California League of Conservation Voters, Public Voice, and National Clean Air Coalition among many others. He is the author of three books. He writes regularly for Bloomberg View and Huffington Post. ■

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