

# NEXTCIMATE.ORG

## STATEMENT OF PURPOSE

### MISSION STATEMENT

Our goal is to inspire people and communities to take action on climate change. Our unique approach to this goal is to connect climate-conscious consumers with cost-saving methods for improving their energy efficiency.

### MOTIVATION

Across all nations, cultures, and creeds, we hope that the world we pass to our children and grandchildren is better than the world we inherited from the generations that came before us. Unfortunately, the Earth's climate is changing at an unprecedented pace. As climate change accelerates, many of the things we take for granted – ample food, safe water, and stable shelter – are increasingly more vulnerable. Bold action is needed in order to protect the well-being of our children and grandchildren.

Fortunately, there are tremendous opportunities to do better. Most of the climate-warming pollution is from energy use, and numerous technologies are available to reduce your energy use at home and at work. Many of these can save you money as well. However, there is no one-size-fits-all solution. The most cost-effective methods really depend on the situation. Our organization strives to connect climate-conscious consumers with cost-effective solutions in order to (i) and reduce the impacts of climate change and (ii) achieve economic sustainability by reducing costs over the long term.

### COMMITMENT TO INTEGRITY

Climate change is a contentious issue. Our commitment to integrity is critically important. We work to ensure that the information we distribute is credible – meeting the criteria of the international science community – and specific, that is relevant to users in a tangible and even visceral way. Furthermore, we only include energy efficiency solutions that are provably effective over the entire life-cycle of the product or service.