## Purpose

In this quick activity, you’ll create an advertisement calling for action from the lever of power you think has the great potential to combat climate change. In doing so, you’ll reflect on the relative importance of emissions-reducing solutions and the different levers of power through which we can support these solutions.

## Process

1. Think about what you’ve learned about the power of individuals, businesses, and government to implement climate-change solutions.
2. Choose the one lever of power that you think has the greatest potential to combat climate change.
3. In the space below or on a separate sheet create an advertisement calling for action from the group you determined to be most influential. Your advertisement should include the following details—you can use the sentence starters to help get you going:
   * Your reasoning for why this lever of power is the most important.

*The \_\_\_\_\_\_\_\_\_\_ lever of power has the greatest potential to make an impact on climate change because…*

*Support \_\_\_\_\_\_\_\_\_\_when it comes to climate action! This group is doing the most to combat climate change because…*

* + A call to action for this group: What can they be doing more of to support climate solutions?

*As a \_\_\_\_\_\_\_\_\_\_\_\_ (lever of power), you have the ability to make a significant impact in solving climate change through…*

*The following steps are what YOU can be doing as a \_\_\_\_\_\_\_\_\_ (lever of power) to make climate-change solutions a reality…*

* + Color, visuals, and anything else needed to help your advertisement attract attention!

|  |
| --- |
|  |