



For Immediate Release

Date: 4-20-20

For more information contact:

Michelle Thatcher, +1 407-310-1744

MichelleT@USGreenChamber.com

Global Climate Pledge Initiative Introduces Environmental Action to the General Public

Solana Beach, CA— A number of climate organizations around the world have collaborated to launch the new Global Climate Pledge on Earth Day, April 22, 2020.

The Global Climate Pledge is an ambitious, solution-based international movement. It urges individuals and businesses to commit to behaviors that can mitigate the climate crisis from many different angles.

The Pledge encourages signers to take action on an individual and community level, in addition to taking actions small and large to shift their behavior to be more environmentally friendly. Our final goal is to obtain 2 billion pledges by the end of 2022, moving people from climate awareness to action, protecting the planet one pledge at a time.

“It’s going to take a massive movement to change the tides with climate, just like with the coronavirus” says Michelle Thatcher, CEO of U.S. Green Chamber of Commerce (USGCC).

The COVID-19 pandemic has taught us that solving global crises requires collective action on a massive scale, engaging populations across nations, states, businesses, governments, and individuals. The Global Climate Pledge prides itself on being the first climate movement to take this inclusive approach, breaking boundaries and engaging billions of people around the world.

Unlike many environmental-related efforts, this movement shifts the focus from reiterating the problem to guiding individuals on how to act in order to be part of the solution.

“Climate change sounds really scary to most people and they don’t know where to begin which is why the Global Climate Pledge was created. This pledge highlights simple, positive, and

inspiring actions for everyone to protect the environment,” says Thatcher. “You don’t need to be an expert to start helping the planet, it starts with you.”

The Global Climate Pledge consists of an individual and organizational pledge, both of which can be taken online at the official [website](#). In addition to pledging, organizations can become ambassador partners with USGCC. Any organization is welcome to lead with USGCC in their community, spanning NGOs, governments, and any other group that is inspired to join this rising environmental tide of action.

This movement was borne through a collaboration by the USGCC, Climate Counts, and the Rotary Club of Newport Beach/Global Service Club, but more global partners are needed to achieve the goal of 2 billion people by 2022.

Similar to the COVID19 pandemic response, the Global Climate Pledge aims to utilize the power of unity, collaboration, and determination to flatten the curve of environmental damage and revive our planetary health.

Every person counts, so sign this pledge and help us make the world a greener place.

###

For any inquiries, please contact: Michelle Thatcher, +1 407-310-1744,
MichelleT@USGreenChamber.com

The U.S. Green Chamber of Commerce represents the voice of hundreds of thousands of small, mid sized and large American businesses and global corporations who understand that:

- Business success and sustainability go hand-in-hand
- Shareholder value and social consciousness co-exist side-by-side
- Long-term business profits, global leadership and environmental stewardship are inseparable from each other.

The organization’s goal is to achieve the "Triple Bottom Line": Profitable Financials, Prosperous People, and a Healthy Planet. Helping both established and emerging companies, the USGCC improves operational efficiency, implements environmentally sustainable practices, and taps into unexplored markets and opportunities.

Michelle Thatcher is the CEO and co-founder of the U.S. Green Chamber of Commerce. Under her leadership and direction, USGCC has inspired, educated, and connected thousands of sustainability leaders around the nation helping them to build a more sustainable and competitive

business. With six chapters, USGCC and its members know that businesses offer the best solution to a healthier planet, more fulfilled lives, and a thriving economy.