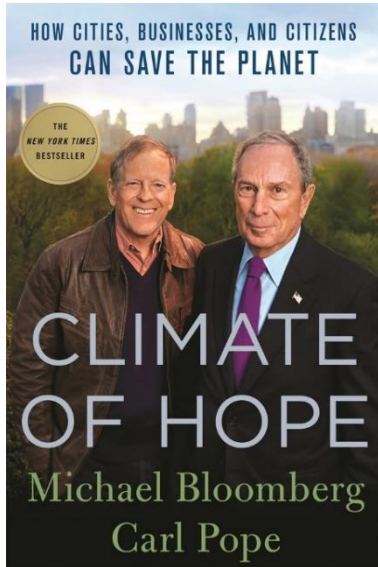


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CLIMATE OF HOPE

How Cities, Businesses, and Citizens
Can Save the Planet

Michael Bloomberg
Carl Pope

A 2017 New York Times bestseller – now in paperback!

Praise for CLIMATE OF HOPE

“An inspiring must read.”

—*Former Vice President Al Gore, Chairman of The Climate Reality Project*

“As *Climate of Hope* shows, Michael Bloomberg has a unique understanding of the importance of this collaborative approach. Michael’s leadership and optimism remind us that by working together, we can develop breakthrough innovations to reduce the cost and increase the reliability of clean energy technology.”

—*Bill Gates, co-chair of the Bill & Melinda Gates Foundation*

“If Trump is looking for a blueprint, he could not do better than to read a smart new book, **CLIMATE OF HOPE**.”

—*Thomas Friedman, The New York Times*

As we approach the first anniversary of the Trump Administration’s decision to pull the U.S. out of the Paris climate agreement, and the earth’s temperature continues to rise, it’s easy for people to become despondent about climate change. But Michael Bloomberg and Carl Pope are optimistic. They believe that we are now in a better position to stop climate change than ever before. In the years ahead, cities, businesses, and communities—not Washington or other national governments—can lead and win the battle against global warming. In **CLIMATE OF HOPE: How Cities, Businesses, and Citizens Can Save the Planet (St. Martin’s Griffin; On-sale: April 3, 2018)**, now in paperback, Bloomberg, U.N. Special Envoy for Climate Action, co-founder of America’s Pledge, renowned entrepreneur, philanthropist, and former mayor of New York City, and Pope, the former executive director of the Sierra Club, approach climate change from different perspectives yet arrive at similar conclusions. 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 the U.S., in red and blue states, are leading this work, and the crucial roles that business leaders and citizens are playing. And as Earth Day arrives on April 22, readers will have a clear sense of what they can do, in their own hometowns, to contribute to the progress.

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.

For more information, please visit: climateofhope.com

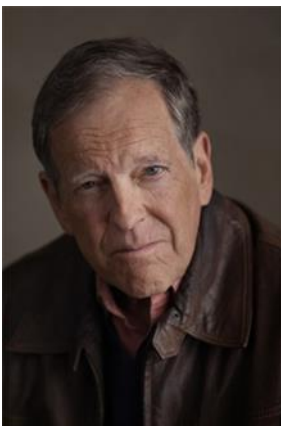
ABOUT THE AUTHORS:



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. He currently serves as U.N. Special Envoy for Climate Action and last year co-founded America’s Pledge with California Governor Jerry Brown. The coalition brings together private and public sector leaders to ensure the United States remains a global leader in reducing emissions and delivers the country’s ambitious climate goals of the Paris Agreement. 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.

[Bloomberg Philanthropies](http://BloombergPhilanthropies.com) | [@MikeBloomberg](https://twitter.com/MikeBloomberg)

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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](http://BloombergView.com) and [Huffington Post](http://HuffingtonPost.com).

[@CarlPope](https://twitter.com/CarlPope)

SELECTION OF KEY POINTS & TOPICS

- **CLIMATE OF HOPE** dispels the widely held myth that the fate of the Paris climate agreement rests with the White House and Congress. Despite the Trump administration's decision in June 2017 to withdraw from the agreement, Bloomberg and Pope explain how cities, businesses, and communities around the world can take the lead. Thanks to their already impressive strides, we are now in a better position to stop climate change than ever before—no matter what happens in Washington over the next four years. An initial report released by America's Pledge in November finds that cities, states and businesses representing more than half of the U.S. economy—what would be the third-largest economy in the world if it were a country—have declared their support for the Paris agreement.
- **CLIMATE OF HOPE** challenges readers to change the tone and tenor around the climate discussion—away from partisanship and toward problem solving. Away from fear and toward hope. For those who care about our climate—or improving public health, strengthening economic growth, and raising living standards—action starts with changing the conversation.
- Bloomberg and Pope focus on the immediate impact of action. People need good reasons to support change. Scaring people about potential catastrophic consequences in the distant future with reams of scientific data won't get them to act. Nor will it sway skeptics. The authors stress that climate action can make us healthier, save us money, make it easier to get around, connect those in poverty with job opportunities, and strengthen the economy. Right now.
- **CLIMATE OF HOPE** highlights the successful steps many cities, businesses, and citizens have already taken to combat the changing climate, offering inspiration and action points for readers:
 - Paris, Mexico City, and Madrid have committed to ridding their cities of diesel engines by 2025. In the U.S., Georgetown, TX, is one of the first cities in the country to be entirely powered by renewables. Its Republican mayor says green power makes smart business sense, since it protects the city from long-term market volatility, and has brought millions of dollars in new investment to Georgetown. Birmingham, AL, has rolled out a new bike-share program, introduced electric vehicle charging stations, more than doubled the number of vehicles running on alternative fuel, and is transitioning their fleet of gas-powered buses to 100 percent electric. And on Election Day 2016, citizens of Los Angeles voted to increase their sales tax to fund a major overhaul of the city's sustainable public transit system.
 - Solar companies like SolarCity are creating jobs in states around the nation, proving that climate action can be profitable. And from local stores to New York's Empire State Building, investments in energy efficiency are paying off.
 - Concerned citizens are organizing to replace coal power with cleaner energy; painting their roofs white to bring down their utility bill; and urging local and state officials to adopt bold and comprehensive climate change agendas.
- Bloomberg and Pope's combined work on the Sierra Club's Beyond Coal campaign provides an ideal model for how to tackle major environmental challenges. They have been able to phase out or close out one-third of the nation's coal-fired power production by combining Pope's decades of experience in environmental advocacy with Bloomberg's unique problem-solving capabilities as a change-maker spanning business, government, and philanthropy. Since Trump took office, 20 coal plants have announced plans to retire. The transition to clean energy is full steam ahead. Beyond Coal shows how creating a strategy and setting measurable goals can bring a new level of success to some of the biggest problems facing the planet.

Praise for CLIMATE OF HOPE

“If Trump is looking for a blueprint, he could not do better than to read a smart new book, **CLIMATE OF HOPE**.”

—Thomas Friedman, *The New York Times*

“A book that glows with the optimism of levelheaded reason. Keenly attuned to political realities, **CLIMATE OF HOPE** bypasses the fraught debates over long-term climate change, focusing instead on the immediate consequences of pollution.”

—*New York Magazine*

“Bloomberg and Pope’s timing is impeccable, as environmentalists are in desperate need of this book’s optimism ... Bloomberg understands both local government and big business, and thus, he can make a far more convincing case for the economic case for the economic benefits of green policies than an environmentalist can.”

—*New Republic*

“Following the U.S. withdrawal from the Paris Climate Accord, a number of city and state governments have stepped up to fight climate change on their own terms. In their new book, former New York City Mayor Michael Bloomberg and environmentalist Carl Pope argue that cities, corporations, and individual American may be best equipped to inspire change, by taking small steps like adding bicycle lanes and switching to clean energy technologies.”

—*The Washington Post*

“Billionaire Michael Bloomberg has written a blueprint for how to defy Trump and uphold the Paris Agreement ... Even before Bloomberg did all that, he and former Sierra Club executive director Carl Pope had already laid out a blueprint for fighting climate change. In their 2017 book, *Climate of Hope*, they argue it’s most effective to take action on the local level.”

—*Business Insider*

“Michael Bloomberg says he’s ‘optimistic’ about climate change ... **CLIMATE OF HOPE** [is] a solution-oriented book about what individuals and governments can and should be doing about climate change.”

—*The Christian Science Monitor*

“**CLIMATE OF HOPE** explores reasons to cheer in what increasingly threatens to become a dark age for climate research and science.”

—*Esquire*

★ “Upbeat, pragmatic, eloquent, and supremely well-informed, Bloomberg and Pope present striking statistics, cogently describe diverse examples of energy reforms and innovations across the U.S. and around the world, and make clear on both personal and social levels why a low-carbon future is possible, necessary, and of great benefit to everyone.”—*Booklist, Starred Review*

—*Starred Review*

“A hopeful book of strategies for delivering the planet from our worst environmental depredations. ... a thoughtful, eminently reasonable set of proposals.”—*Kirkus*

“[Bloomberg and Pope’s] divergent insights offer a three-dimensional examination of the crisis as well as accessible solutions, innovative suggestions, and a plethora of benefits. Most importantly. Their positive, forward-looking attitude is inspiring and attainable. Bloomberg and Pope’s collaborative work epitomizes the unity needed to solve climate change, and they set an example to follow.”

—*Shelf Awareness*

“In their new book, **CLIMATE OF HOPE**, Michael Bloomberg and Carl Pope provide readers with a wonderful, 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. This book gives readers the opportunity to benefit from the wisdom of two highly successful individuals who have taken distinct paths to ensuring that their own communities and organizations have a tangible impact in securing our sustainable future. **CLIMATE OF HOPE** is an inspiring must-read for anyone who wants to know how their local actions can have positive and significant impacts on the world.”

—**Former Vice President Al Gore**, chairman of The Climate Reality Report

“Meeting our world’s growing energy demands will require contributions from science, business and government. As *Climate of Hope* shows, Michael Bloomberg has a unique understanding of the importance of this collaborative approach. Michael’s leadership and optimism remind us that by working together, we can develop breakthrough innovations to reduce the cost and increase the reliability of clean energy technology.”

—**Bill Gates**, co-chair of the Bill & Melinda Gates Foundation

“Climate change threatens to reshape the future of our world's population centers. Bloomberg and Pope have been leaders on fortifying our cities against this threat, and their book proves that victory is possible—and imperative.” —**Leonardo DiCaprio**

“Thanks in no small part to Michael Bloomberg, mayors around the world are proving day after day that cities can tackle climate change. There are three things we need to do: act, act and act again. This is the first book that explains how.”

—**Anne Hidalgo**, mayor of Paris

“Michael Bloomberg and Carl Pope show that cities demonstrate how a bottom-up approach to climate action is not only possible, but also necessary—and how all of us have a role to play.”

—**Carol Browner**, former EPA Administrator & White House Climate Advisor

“*Climate of Hope* couldn’t be more timely—or more necessary. Its optimistic and can-do spirit is exactly what made a global agreement possible. Now, Bloomberg and Pope provide a roadmap for making it a success.”

—**Christiana Figueres**, Former Executive Secretary of the UNFCCC

**CLIMATE OF HOPE: How Cities, Businesses, and Citizens Can Save the Planet
by Michael Bloomberg and Carl Pope**

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