



The climate crisis is unfair. The people that do the least to cause it are suffering the most—Women and girls.

There is no more urgent global challenge for women or a more significant opportunity to secure a more equitable future than leading for climate justice.

Introducing Project Dandelion. A new women-lead global campaign fighting for climate justice.

We know what you're going to say, "why in the world do we need another campaign?" And we agree - we don't need another campaign. We need A SINGLE unified global campaign.

Today, no unified mass mobilization campaign reaching a global audience exists. Rather, grass roots organizations have to take on the responsibility of solving the issue AND communicating their success and impact. Because funders prioritize programmatic investment over advocacy and engagement.

The climate crisis is a communications crisis.

And a resource challenge.

We are up against some of the most powerful companies with unlimited resources. When companies like Exxon, Chevron, BP and Shell can spend hundreds of millions of dollars every year to reframe the issue of climate and sustainability to their advantage, we have to do more.

We are not reaching enough people, and enough new people with a unified powerful message about the urgency and the responses that are necessary—and possible.

We are inspired by the resilience and regenerative nature of the dandelion—the only flower that blooms on every continent, and that spreads its seeds to make more dandelions. That is our goal too. **Reach and inspire more people. SEED more women leading for climate justice.**

Think of Project Dandelion as the first ever global marketing agency for climate justice. Built to harness our collective power to build public pressure for climate justice.



Our goal is to mobilize a MASS GLOBAL community to ACT on behalf of social impact organizations around the world who are doing the work, identifying and implementing the solutions.

To make the connection that leading for climate justice means leading for gender justice, economic justice, racial justice, indigenous justice, health justice, migrant justice, environmental justice, reproductive justice, education justice.

Our hope is that all social justice organizations become dandelions.

While not a grassroots organization itself, Project Dandelion will be a tool for all social justice organizations and leaders to leverage our marketing campaigns, creativity and global expertise to reach new people and exponentially increase public support and apply public pressure on leaders, governments, investors and corporations to accelerate change.

Because even if all of the current pledges by governments, corporations and investments are fully realized we are not on course for a liveable world. Our leaders must do more, with greater urgency, to meet the demands required.

Our demands:

STOP governments subsidizing fossil fuel companies
PAY UP to those least responsible but most impacted
BUILD better resilience to climate emergencies
LEARN from local and indigenous communities
SCALE a fair clean accessible energy future
FUND women-led climate solutions

When women lead, action follows. **United we can lead the way to a clean energy future for all—to a future that women envision and lead towards.**



*With the climate crisis here it's easy to get lost in despair.
But there is another choice. Hope.*

Hope is action. Hope is fearlessness. Hope is community. Hope means we haven't given up. And that there is a way forward. For those who choose hope. We choose you.

We are a movement built to do the impossible. We are dam breakers and pipeline fighters. Forest warriors and ocean keepers. Bridge builders and giant slayers.

Every time we show what can be done we inspire more to start doing. And by harnessing hope's power to move people. We harness the power of the people to move the system.

Join the women-led movement fighting for climate justice.

