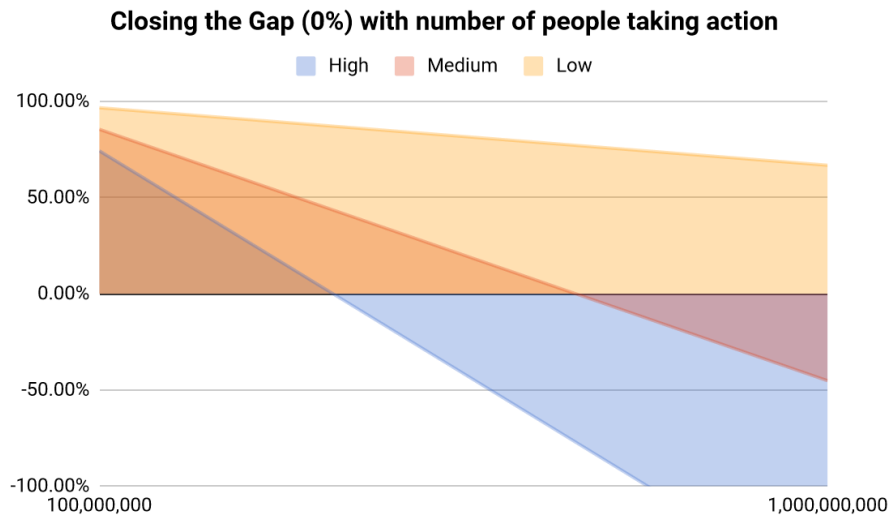


2030 or Bust Numbers Game

2030 or Bust aims to close the greenhouse gas emissions gap reported by the [UN Gap Report](#) to stay within 2 degrees Celsius of warming in 10 years. This equates to 19 gigatons (Gton). Can individual and collective action that is not reported in national greenhouse gas inventories lead to this amount of reduction in greenhouse gas emissions? The answer is yes.

We looked at reductions from choices people make around transportation, eating no or less meat and dairy, going solar, plant trees in tropical regions and buying experiences and less stuff. We defined high, medium and low action profiles of people choosing a range of all the high reduction actions and people doing some. The result is shown in the graph below that shows how many people it takes to close the gap for different action profiles. The range of emission reductions for 100 million people with a low action profile is 0.3 Gton to 1 billion people with a high action profile is 26 Gton. This would include actions like switching to an electric vehicle using it 15,000 miles per year and charging it with renewables, going vegan, getting solar on your roof, planting 10 trees per year in a tropical forest and cutting spending on stuff by half. People can take many more actions in these areas, and also in other areas.



We chose to see if we can on board 500 million people as a goal. This can be achieved with a growth rate of participants of 135% per year. This would leave some need for collective action which is not represented in these numbers. Once they are, we will be able to meet our goal and the requirements for number of people and action profile will go down correspondingly.