

## Sample CBEI Narrative for Climate Action Plans (Public Facing)

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### Global GHG Emissions from [City]'s Consumption

In addition to the emissions in [City's] traditional GHG inventory on page [#], residents in [City] have the power to influence a greater pool of emissions. GHG emissions occur all over the globe to supply the goods, foods, and services that local residents consume. Through our purchasing and consumption habits, we can reduce these emissions occurring elsewhere. Climate change happens on a global scale, so emissions reduced in another country or region is equally important as emissions reduced locally.

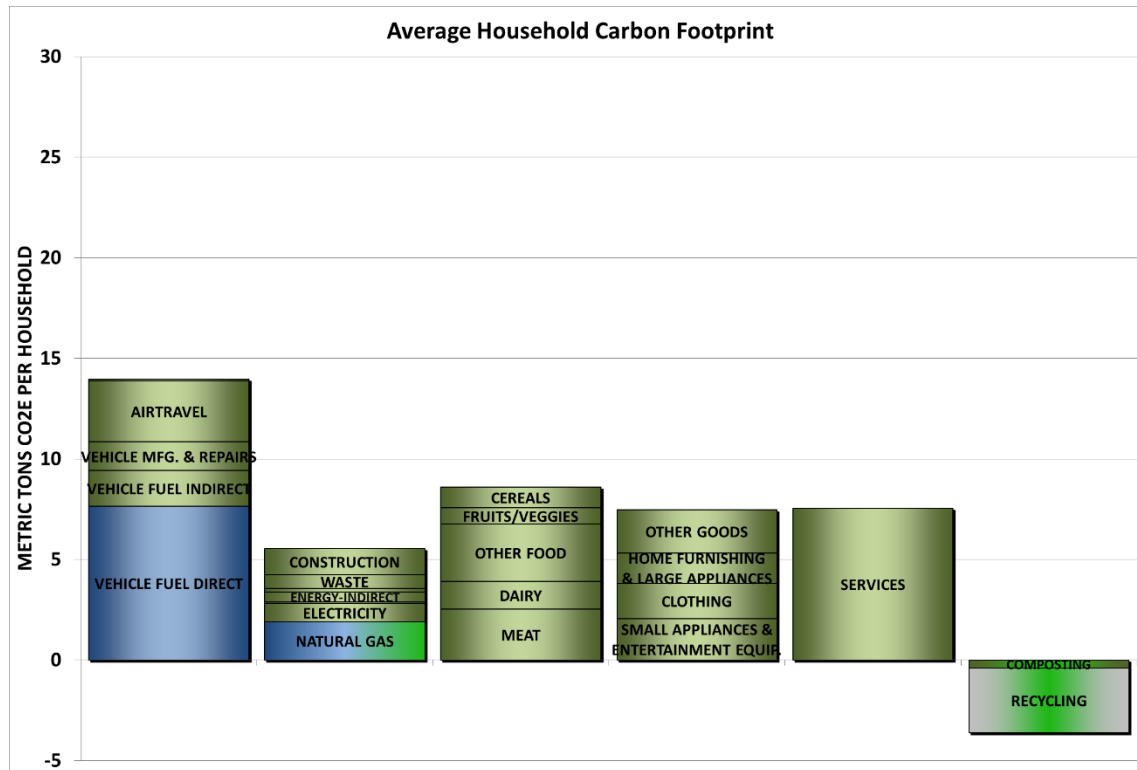
There are two lenses that cities can use to look at emissions:

- A *production-based* inventory attributes all emissions to the location where the emissions occur.
- A *consumption-based* inventory includes the emissions resulting from all consumption activities of a local community of residents. It attributes all emissions to the end consumer, including all emissions released along the supply chain.

Consider for example emissions from producing a computer. A production-based inventory attributes these emissions to the community in which the computer factory is located. A consumption-based inventory attributes them to the communities in which the person who buys the computer resides. Both can affect these emissions: The factory can become more efficient or buy clean energy; the user can choose to replace their computer less frequently or buy refurbished models that are less energy intensive.

Both inventory methodologies are valid and most effectively inform GHG reduction policies when considered together; the consumer has the opportunity to consume more sustainably and the producer has the opportunity to produce more efficiently and cleanly. In regions such as the Bay Area where consumption outweighs production, local communities benefit from knowing the upstream emissions impact of their consumption to better understand how they can help reduce those emissions. For example, knowing the high amount of paper usage and their embodied emissions may lead to using recycled paper or going paperless.

Figure [X] shows the consumption-based emissions estimated by the Cool Climate Network at U.C. Berkeley for a typical household in [City]. The household footprints include all direct and indirect greenhouse gas emissions resulting from the life cycle of energy, transportation, water, waste, food, goods and services consumed by households in a calendar year, in this case 2013.



[Download the spreadsheet one create your own graph specific to your jurisdiction at [www.coolclimatenetwork.org/inventory](http://www.coolclimatenetwork.org/inventory)]

*Note: Blue bars are direct emissions; green bars are indirect.*

In addition to reducing more emissions globally, actions that reduce consumption-based emissions offer direct benefits to [City's] local economy, community resilience, and public health. For example, [City's] consumption-based lens supports strategies for localizing and cleaning production, supporting a diverse mix of local jobs and economic activity in [City]. In the area of public health, consumption-based messaging can reinforce the old adage of eating more vegetables and unprocessed foods. Relying more on each other within a community to meet our needs locally creates social resiliency.

Recognizing the big opportunity for our community to influence emissions through our consumption, this Climate Action Plan contains several consumption-based strategies [marked with *insert marker*]. [or: Consider the following strategies in your own household. *And list them in this separate section*]