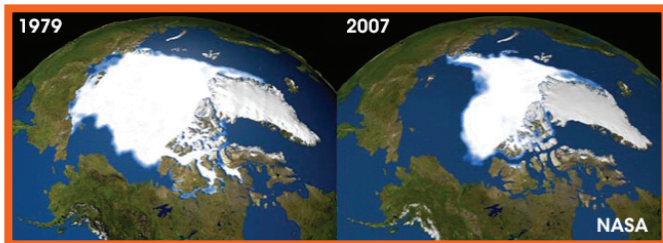


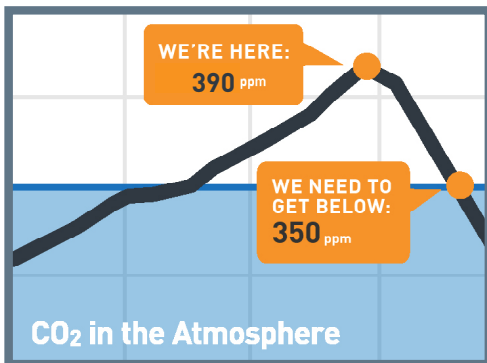
Impacts are speeding up

The Arctic is sending us the clearest message that climate change is happening now, and much faster than scientists once thought. In the summer of 2007, the extent of Arctic sea ice decreased by nearly 40%. It is melting so fast that scientists now believe the Arctic could have no ice in the summertime as early as 2013, which is 80 years ahead of what had been predicted just a few years ago.



350ppm: The safe level of CO₂ for our atmosphere

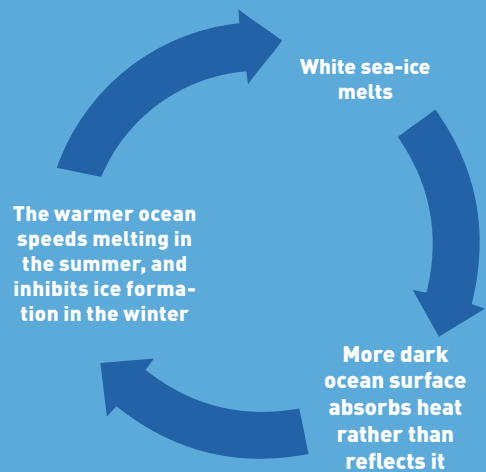
350 parts per million is the third and final number to remember, and it represents the safety zone for planet Earth. Above 350ppm we risk reaching dangerous 'tipping points' (see right). We don't know how long



we can stay above 350ppm—this number is far outside the range we've seen in our recorded history—but we do know that the smart thing would be to get back to the safety zone as soon as possible.

What's a "Climate Tipping Point"?

A tipping point is a situation when the earth's climate begins to change very fast, and in ways we can't predict or reverse - possibly for many, many generations. Tipping points happen when certain climate impacts reinforce each other, called 'feedback loops'. For example, as Arctic sea ice melts, the darker ocean absorbs more sunlight (just like dark pavement), becomes warmer, and speeds melting. An example of a tipping point, is the potential melting of the Greenland or Antarctic ice sheet. These are dangerous events that we must avoid by getting below 350ppm as soon as possible.



Feedback loop example: the Albedo effect in the Arctic

"If humanity wishes to preserve a planet similar to that on which civilization developed and to which life on Earth is adapted, paleoclimate evidence and ongoing climate change suggest that CO₂ will need to be reduced from its current 389 ppm to at most 350 ppm."

—Dr. James Hansen, NASA,
January 2008



350.org is an international grassroots campaign that aims to mobilize a global climate movement united by a common call to action. 350 parts per million (PPM) of CO₂ is the number that leading scientists say is the safe upper limit for carbon dioxide in our atmosphere. To get there, we need a different kind of PPM—a "people powered movement" that is made up of people like you in every corner of the planet. Visit www.350.org or contact organizers@350.org to get involved.