

RENT TO THE WORLD

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Action Plan for YPA9, Phoenix Arizona, August 2014

The problem

- We are moving into a hotter, more unequal, crowded, violent, and less biodiverse world.
- Scientists say we are in the midst of the 6th extinction.
- We are risking “severe, pervasive and irreversible impacts”.
- Our ocean systems are being disrupted. More acidic oceans, which is causing trouble for creatures at the bottom of the marine food chain.

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The problem

- Hottest year in America's recorded history in 2012. Drought so deep that the corn harvest largely failed.
- Summer sea ice in the Arctic has mostly disappeared. Causing sea level rise.
- **We need to re-envision our role as Earth citizens and reimagine our role as members of the global community.**

www.rollingstone.com/politics/news/a-call-to-arms-an-invitation-to-demand-action-on-climate-change-20140521#ixzz3BcQ9WaNV)

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Who we are

- Rent to the World (RENT) is part of an emerging movement to inspire a new vision of what it means to be human at home on Earth.
- We imagine the Earth as a giant sharehouse, home to 7 billion people (and counting).
- We're wrecking/trashing our home. At this rate we would not get our deposit back.
- We all need to pay our 'rent' for our room on Earth.

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Who we are

- Our vision is where everyone pays their rent for their room on Earth by contributing to projects for social and environmental sustainability.
- Globally we need to shift into action on global problems such as climate change and inequality.
- RENT is a **social movement** and **funding platform** to support civil sector initiatives and action projects for sustainability globally.

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What we do

- Our First campaign is called 'Cut the Cr*p'.
- Campaign will launch on 21 September as part of the People's Climate March.



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First Campaign: Cut The Cr*p!'

- Overview of the T-shirts the Rent to the World group will wear on 21 September 2014.
- We will be tweeting to **#CO2CuttheCrap**



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How we measure impact

- The impact of the Campaign will be measured through social media metrics and coverage.
- Number of likes and shares the campaign receives.
- Number of people who tweet and upload images.
- Expressions of interest for an ongoing CTC campaign (Paris 2015?).

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What we need

We need volunteers to assist our campaign:

- Social media coordinator
- Design (social media content)
- Website development (Splash That)
- Marketing
- CTC Ambassadors (spread the word in your home country!)

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Our budget (USD)

T-shirts (50)	\$500
Design and website registration (domain name, website registration, other miscellaneous)	\$500
Social media / CTC Ambassadors	Volunteers
TOTAL BUDGET	\$1,000

Join Us

Join us at the People's Climate March on 21 September 2014

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