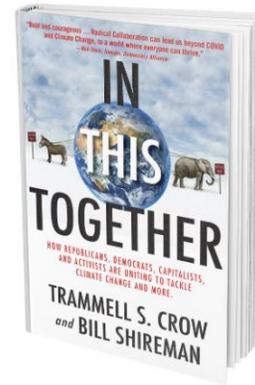


A National Campaign to end Political Dysfunction and Create
Bipartisan Climate Solutions in Post-COVID America



In This Together:

**How Republicans, Democrats, Capitalists, and Activists are
Uniting to Tackle Climate Change and more**

“Read this to be upset, confused, conflicted, excited and maybe even hopeful. Collaborating we can achieve amazing progress. Fighting we all lose.” —Joan Blades, co-founder, MoveOn.org; Living Room Conversations on Energy and Climate

“There’s no reason why economic and environmental interests need to be at war. Both Shireman and Crow have done a tremendous amount to show exactly why and how what’s good for the planet is also good for the economy.” —Eli Lehrer, President, R Street Institute

For decades, the dominant narrative for environmental activism has cast crusading citizen heroes against profit-hungry corporate villains in an all-out war to save the earth. The war narrative has basis in fact, say the authors of *In This Together: How Republicans, Democrats, Capitalists, and Activists are uniting to tackle climate change and more*. But it has triggered a political arms race that has dragged on for a half-century, enriching political strategists while driving the world toward ecological disaster.

In This Together tells the story of how to save the planet from deniers on both the left and the right. Authors Trammell Crow, the Republican environmentalist and political donor who founded EarthX, and Bill Shireman, an environmental policy innovator and founder of Future500.org, show how to break the gridlock, unite the parties, and drive radical collaboration between unlikely allies to find solutions.

“People like me have now spent billions of dollars on campaigns to protect the climate,” says Crow. “In the next four years, at least \$17 billion more has already been pledged, in addition to the official campaign contributions, to make sure climate is a major issue in the 2020 and 2024 presidential elections. But here’s the problem: the dollars we spend, ostensibly to save the planet and promote social justice, will trigger almost as many dollars on the other side, by climate deniers who view environmental campaigns as a threat to freedom and prosperity.”

“What dismays us is that cynical political strategists have now turned environmental protection into a wedge issue, using it strategically to divide people and politicians,” adds Bill Shireman, who has forged breakthrough partnerships between corporate leaders and grassroots activists including Greenpeace, Rainforest Action Network, ExxonMobil, Coca-Cola, Disney and others, to protect oceans, forests, and climate.

Crow and Shireman examine a number of solutions including a revenue-neutral carbon tax, a conservationist rather than a preservationist agenda, and Clean Tax Cuts (CTC) that seek to remove barriers to capital and participation in clean solutions.

They lay out their bold plan, the IN THIS TOGETHER national campaign to transform the business of politics in post-COVID America. They explain how using big data to identify an overlooked voter segment - solution voters - can overturn the current political dysfunction in which entrenched politicians and special interests force outcomes divorced from what a broad consensus of voters would like to see. The campaign has invested in a sophisticated social and political data platform to recruit five million voters in strategic states and districts, to cultivate authentic citizen communities capable of solving problems in their areas. "By using big data to unite rather than divide voters, we can bring together 70% of voters to elect problem-solvers from both parties," said Shireman.

"As we partner with dozens of local, state, and national bridge-building groups, we will begin to help empower people at the local level, elect a Congress and more state legislatures that will enact bipartisan solutions to climate and democracy reform," said Shireman.

In This Together brings together the best ideas of conservatives and progressives to return the environment to its historical legacy as a bipartisan priority, while preserving our prosperity and reclaiming our democracy.

Trammell S. Crow is a self-proclaimed pro-environment Republican, real estate investor, and the founder of EarthX, the nonprofit that sponsors the world's largest and most inclusive environmental conference and exhibition, dedicated to uniting conservatives, progressives, capitalists, and activists across all divides to save the planet.

Bill Shireman has forged breakthrough partnerships between corporate leaders and grassroots activists including Greenpeace, Rainforest Action Network, ExxonMobil, Coca-Cola, Disney and others, to protect oceans, forests, and climate. He teaches leadership and problem-solving at UC Berkeley Haas School of Business, and practices it as the CEO of Future 500.

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