

The Campaign For UC San Diego

At the University of California San Diego, challenging convention is our most cherished tradition. The Campaign for UC San Diego is a university-wide comprehensive fundraising effort to transform the student experience, our campus, and ultimately the way humanity approaches problems and develops solutions.

Deep Decarbonization Initiative

Moving to a low-carbon future

Ultimate urgency

For decades, natural scientists, social scientists, engineers, and environmentalists have hoped that informing individuals about the harmful consequences of climate change would be sufficient incentive to inspire different choices.

But that strategy hasn't worked. Nor has it been enough to outline aggressive plans and visions for how the world's energy systems could be transformed to eliminate the emissions that cause warming. Visions and pathways abound, yet emissions keep rising.

If education about the consequences of climate change and outlining pathways for emissions control don't work, what will? At the UC San Diego Deep Decarbonization Initiative (D2I), a cross-campus initiative, climate scientists, social scientists, and engineers come together to evaluate the technical, economic, and political viability of proposed options for climate change mitigation.

In addition to generating new knowledge, their findings articulate policy recommendations that help decision makers take concrete steps that help transition our societies to a low-carbon future.

Pragmatic solutions

D2I is about how societies can achieve deep reductions "in the real world" — where political, economic and social constraints are put at the center of the analysis, rather than ignored. We seek the support of philanthropists who recognize the value of highly interdisciplinary research that pays careful attention to real-world constraints.

At this point, there's no question the world will continue to experience the consequences of climate change for generations. But sound decisions may yet provide a vital bridge to a lower-carbon tomorrow.



1st in the nation
4th in the world

Earth and environmental research rankings, Scripps Institution of Oceanography (*Nature*)

Home to the
Keeling Curve

Foundational to the current science of climate change, developed by Scripps faculty member Charles David Keeling

8th in the nation

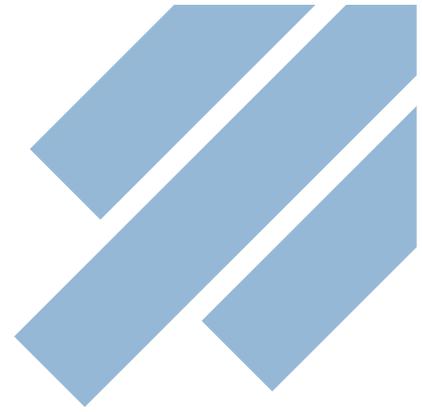
Jacobs School of Engineering, among public engineering schools (*U.S. News & World Report* ranking of graduate schools)

11 leading research
centers

At the School of Global Policy and Strategy, engaging global stakeholders

Continue the
nontradition.

Deep Decarbonization Initiative



Our way forward

Extensive, original research projects are clustered around distinct but complementary decarbonization activities. New data on consumer, business, and government choices help D2I faculty affiliates and their collaborators build new models for predicting and verifying the rate of change and the effectiveness of different policy options, industry investments, and consumer advocacy campaigns.

Primary themes:

- » **Radical decarbonization of the global energy system**
Detangling conflicting interests to clarify paths for progress
- » **Delivering energy for all**
Improving equity in the course of energy transformation
- » **When the curve bends, how will we know?**
Verifying the scale and source of carbon emissions

Opportunities for support

- » **Research** project clusters consider pragmatic strategies for the large-scale transformation needed to preclude climate change's most disruptive possibilities.

A foundational gift to specific D2I research projects will provide meaningful resources for principal investigators and participating graduate students while underwriting related public events.
- » To cultivate D2I's vision and programming year over year, we seek leadership support to establish and sustain an outstanding **Executive Director**.
- » D2I offers an important extension of UC San Diego's **Education** mission. Philanthropic support of specialized, interdisciplinary scholars at the postdoctoral and graduate student levels will bolster research while providing unique mentorship.
- » D2I hosts monthly **Events** featuring the original research of both D2I affiliates and colleagues in other institutions that work on the cutting-edge of deep decarbonization. Named sponsorship of public outreach events conveys your commitment to D2I's mission, and to the wider goal of decarbonization.

Help us continue the nontradition.

With your help, our faculty, researchers, and students will unlock vital climate change solutions through unique multidisciplinary and partnerships, synthesizing practice and theory. Together with your philanthropic support of the **Campaign for UC San Diego**, we will work to educate and empower the world's current and future innovators in a campus community unlike anywhere else in the world.

[Learn more at campaign.ucsd.edu](https://campaign.ucsd.edu)

For more information, please contact:

Ahmed Abdulla
Post-doctoral Fellow
ayabdulla@ucsd.edu
deepdecarbon.ucsd.edu