

POPULATION + EMISSIONS



Slowing population growth could provide 16-29% of the emissions reductions necessary by 2050 to avoid dangerous climate change.*

*The National Academy of Sciences of the United States, “Global Demographic Trends and Future Carbon Emissions”

HOW DO WE SLOW POPULATION GROWTH AND REDUCE EMISSIONS? SUPPORT FAMILY PLANNING & GIRLS' EDUCATION

Educating girls and providing unrestricted family planning information and services allows people to choose how many children to have and when.

This results in smaller family sizes, dramatically decreases a family's carbon footprint, and helps fulfill the promise that every child is a wanted child.

The world's population grows by 9,000 people every hour — more than 220,000 people every day. Resource consumption and emissions in developing countries, where population growth is fastest, is expected to dramatically rise in the coming decades.

The “carbon legacy” of just one child can produce 20 times more greenhouse gas than a person will save by driving a high-mileage car, recycling, using energy-efficient appliances and light bulbs, etc.**

“Clearly, the potential savings from reduced reproduction are huge compared to the savings that can be achieved by changes in lifestyle.”**

**Paul A. Murtaugh & Michael G. Schlax, “Reproduction and the Carbon Legacies of Individuals”

Mitigation strategies, such as alternative energy, energy efficiency, and carbon capture and storage are crucial to the planet's climate future, but programs that address unmet needs for family planning and reproductive health services are important for immediate individual mitigation and a successful long-term global solution.





HOW DO WE COMBINE SHORT-TERM MITIGATION WITH LONG-TERM STRATEGIES FOR EMISSIONS REDUCTION?

We will never slow or reverse environmental impact without addressing population growth.

Short-term solutions such as alternative energy and energy efficiency are only meaningful if we're not simultaneously needing more energy.

Slowing population growth does not solve the entire problem, but combined with other strategies it can offer long-term success.

“Population projections are arguably the backbone of [greenhouse gas] emissions scenarios.”***

***The Intergovernmental Panel on Climate Change

HOW DOES POPULATION MEDIA CENTER ADDRESS OVERPOPULATION?

Entertainment. Role models. Behavior change.

Population Media Center (PMC) is a nonprofit leader in entertainment-education. Experts at using pop culture for social good – they produce serial dramas for radio, TV, and social media that role model behaviors through relatable characters.

PMC's long-running serial dramas can engage audiences, introduce ideas, and empower people to make better-informed decisions – creating tremendous social change. The goal of every PMC serial drama and supporting media is to offer the audience information and encourage self-assessment and discussion within their social circles to encourage the audience to make their own decisions. Plus, of course, every show offers edge-of-your-seat entertainment.

Within the context of the show, health, human rights, and environmental issues present themselves. The most commonly included themes are family planning, gender equality, girls' education, reproductive health, and gender-based or domestic violence.

EVERY MINUTE, **150 MORE PEOPLE** ARE ADDED TO THE EARTH.

50% OF THE WORLD'S PREGNANCIES ARE UNINTENDED AND 25% ARE UNWANTED.
WE CAN MAKE EVERY CHILD A WANTED CHILD.