

Florida

The EMERGENCY State

Gift Shop

Fact Sheet

ABOUT THE CAMPAIGN:

“Florida, The Emergency State” is a public service campaign launched by [The CLEO Institute](#), powered by [VoLo Foundation](#) in partnership with the [Union of Concerned Scientists](#). The campaign raises public awareness about the climate emergency, including the extreme dangers posed to the state by heat-trapping emissions causing rising sea levels and more frequent and dangerously hot days. The goal is to put the state on a net-zero emissions and clean, renewable energy pathway, which will have economic, environmental, and health benefits for all Floridians, especially marginalized and underserved communities feeling the disproportionate brunt of this crisis.

ABOUT THE CAMPAIGN VIDEO:

The innovative campaign centers on an experiential video that features a unique gift shop with an unexpected twist. As gift shops are an iconic cornerstone representative of Florida's booming tourism economy, The CLEO Institute, VoLo Foundation, and the Union of Concerned Scientists partnered with Miami ad agency Zubi to create The Emergency State gift shop, which focuses on the most critical issue the state has: the climate crisis and how it will affect tourism, the economy, and the coveted Florida lifestyle in the coming years. Watch the brief video that reveals shoppers' shocking reactions as they realize something is drastically wrong and learn the hard way how the impact of extreme heat can affect their daily lives.

Visit cleoinstitute.org/floridainemergency to watch the brief video. The campaign message calls on individuals to anticipate the effects of rising sea levels and chronic flooding in their day-to-day lives. It urges them to help tackle the climate emergency by signing a **petition stating their wish** and stance to put Florida on a clean, renewable energy pathway and a rapid transition to net-zero emissions.

WHY IT MATTERS

- The climate emergency is already here, and Florida is experiencing the effects of hurricanes, extreme heat and chronic flooding due to rising seas. If we fail to act, Florida will no longer be “The Sunshine State” but “The Emergency State.”
- As the planet continues to warm and sea levels rise, the Sunshine State risks experiencing rising extreme weather events affecting all areas of life. These include higher costs of real estate, property insurance, energy, and food, along with an imminent threat to our drinking water source due to seawater intrusion, as well as loss of Florida's biodiversity, such as our manatees.
- The climate crisis in Florida not only affects Floridians, but tourists, and individuals living seasonally and doing business in our state.
- Help us tackle the climate crisis and keep Florida the Sunshine State.
- To watch the video and sign the petition to put Florida in a clean renewable pathway, visit cleoinstitute.org/floridainemergency

KEY FACTS:

- Florida [has historically had an average of 25 dangerous heat days each year](#) with a heat index, or “feels like” temperature above 100°. By mid-century, it is projected to see 105 such days each year-- more than any other state.
- With [Florida sea levels projected to rise 10 to 17 inches by 2040](#) over year 2000 levels, the Sunshine State faces increased risks of coastal inundation and erosion, frequent flooding in vulnerable coastal areas, and the impacts of surge from tropical storms or hurricanes.

SOLUTIONS/WHAT CAN WE DO:

- **Individuals are urged to [sign a petition](#) stating their wish and stance to put Florida on clean, renewable energy pathway and a rapid transition to net-zero* emissions.**
- The Sunshine State can be energy independent and lead the clean energy revolution already on its way. The passing of the Bi-partisan Infrastructure Law and the recent [Inflation Reduction Law](#) can fund the just and sustainable transition we need. 369 Billion dollars are available to confront the climate crisis. The time is now!
- Learn more about how this historic legislation can help [Florida](#) and advance [Environmental Justice](#).

*Net zero means that [the greenhouse gas emissions produced by a country, state, city, company, or even a building are counterbalanced](#) by an equal number of emissions that are reduced.

About The CLEO Institute

Founded in 2010, The CLEO Institute (CLEO) exists for the sole purpose of building climate literacy and spurring climate action. As the only women-led nonprofit, nonpartisan organization based in Florida that is [exclusively dedicated to climate change education, advocacy, and engagement](#), CLEO is viewed as the go-to regional source for credible, vetted climate science. The CLEO Institute is a 501(c)(3) working with communities across Florida to build climate literacy and mobilize climate action for a just, resilient future. Learn more at [cleoinstitute.org](#).

About VoLo Foundation

VoLo Foundation is a private family foundation established in 2014 by David S. Vogel and Thais Lopez Vogel that seeks to educate audiences on how to create a sustainable and secure planet for generations to come. VoLo was founded with the mission to accelerate change and global impact by supporting science-based climate solutions, enhancing education, and improving health. VoLo Foundation believes that developing and sharing knowledge through facts and data accelerates positive global change. Through original research and analysis, and in collaboration with philanthropic and academic partners, VoLo aims to enrich the lives of individuals, strengthen communities, and educate future generations. The foundation tracks its progress using a variety of qualitative and quantitative approaches, while supporting programs that generate measurable, meaningful, and sustainable results. Learn more at [volofoundation.org](#).

About The Union of Concerned Scientists

The Union of Concerned Scientists puts rigorous, independent science to work to solve our planet's most pressing problems. Joining with people across the country, we combine technical analysis and effective advocacy to create innovative, practical solutions for a healthy, safe, and sustainable future. For more information, go to [www.ucsusa.org](#).