

The 11 Project

Overview

INTRODUCTION

It is all of a piece. That is the bad news and also the good.

We are facing not one threat—climate change—but a series of threats that are interconnected, existential and, amazingly, all at critical tipping points. When water becomes undrinkable, the soil poisoned, air barely breathable and the “sixth great extinction” transforms Earth into a bio-depleted, semi-dead planet, then it doesn’t really matter whether the climate is stable.

According to a recent IPCC report, unless there is a dramatic reduction in carbon pollution by 2030, runaway climate change is virtually unavoidable. The same general time frame holds for all the threats, from deforestation and loss of biodiversity to soil degradation and plastic pollution. The clock is ticking with about 11 years to go. Some believe that even that frighteningly tight deadline is optimistic.

What happens now and over the next decade will determine whether the future is defined by peril or by promise.

On the plus side, with so much in crisis, there is enormous opportunity to make a difference. Progress in one area tends come with collateral goods that benefit other areas. It may seem counterintuitive, but the best way, perhaps the only way, to solve any of these problems is to tackle them all at once.

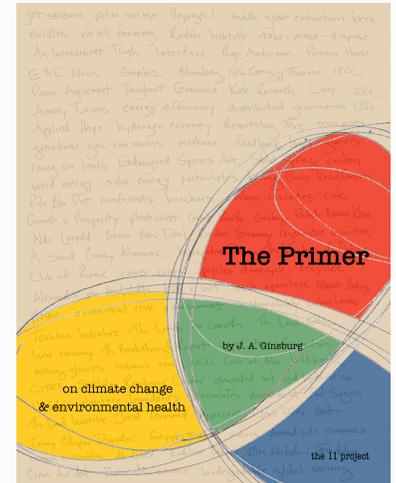
- [Report: we have just 12 years to limit devastating global warming.](#)
Vox (article)
- [Global Warming of 1.5 °C, IPCC Special Report](#) (website)

MISSION / CONTEXT

The 11 Project focuses on the information component, producing publications that serve as resources and tip sheets and provide inspiration. It is designed to cross disciplines: to highlight how technologies and methodologies can be mixed, adapted and applied across sectors.

Its signature publication is a “textzine”—a combination magazine and website that functions as supplementary text focused on the transition to a low/no carbon economy and return to environmental health. Although the website will be continually updated, the magazine is planned as an annual. The first issue will be called **11**, while the second will be titled **10**, then **9**, then **8** and so on until 2030. Given all that is possible, there is every reason to think that by then we will be able to begin counting up.

The encouraging news is that we are not starting from scratch. There has already been significant progress. For example, gains in energy efficiency over the last several decades have kept at least 100 ppm of CO₂ out of the atmosphere. Since much of the electricity that wasn't needed would have been generated by coal powered plants—plants that didn't need to be built—this also means that efficiency helped reduce the amount of NO_x, SO_x, mercury and other pollutants that otherwise would have spewed into the air and water.



The Primer, the first publication of The 11 Project, is a link-rich reference covering the history and science of climate change and other environmental issues; with background on technologies, methodologies and economic models for a healthier, more prosperous low/no carbon future.

* This is a 60-page pdf book and the download can take a few minutes depending on your internet connection. It is best viewed on a tablet.

As bad as things are, they could easily have been worse. Efficiency bought time, keeping run-away climate change at bay, at least for a while. Likewise, advances in other technologies from clean energy production, to batteries, to advanced materials to digital design are scaling up quickly.

Integrative design, a methodology for optimizing whole systems informs every aspect of The **11 Project**. Although developed for engineering, it shifts perspective, making it easier to identify creative, strategic solutions to the kinds of complex, knotty problems that challenge us at every turn. The approach also provides insight into how systems connect and nest within larger systems; and the implications upstream and down. Are systems in sync or at odds with nature? Are they wasteful or regenerative?

FORM & FUNCTION

The magazine is a beautifully designed, high-quality annual publication filled with an aggressively eclectic mix of feature articles and sidebars covering business, technology, engineering, materials, models, strategies and policies across a broad range of sectors: architecture, product design, urban planning, mobility, agriculture, energy, packaging, finance, manufacturing, logistics and more. The focus is on innovations that are making a significant difference today—and have the potential for even greater scale up.

An annual publication takes on the characteristics a book. It is the format well-suited for combining broad perspective and deep analysis. **The 11 magazine** is designed not for the quick read, but as a resource with a long, useful shelf-life. Visually-rich layouts encourage serendipitous skimming. Many of the most impactful innovations are combinations of technologies and methodologies from different fields. Embedded in the 11 mission is encouraging cross-sector, “silo-jumping,” creative thinking.

The 11 website includes backgrounders, bibliographies, videos, podcasts and links to research archives. It also serves as a portal to trade shows and conferences as well as to other news sources and specialty publications that offer the latest information in various fields.

11 is designed to appeal to people working across a range of fields and disciplines, but college students in business, engineering, environmental and public policy programs are of particular interest. They are the ones who will be in positions to implement change over the coming decades. It is their future that will either be squandered or saved.

The 11 Project is supported by native advertising. A vetted group of partner-sponsors work collaboratively with the editorial team to develop content that tells the stories of their businesses and organizations through the 11 lens. This content is in addition to and separate from the editorial content of the magazine and website. Partner-sponsors also play a key role in distribution.

The “new normal” is terrifying. Ten of millions of people around the world have already seen their lives, livelihoods, communities and countries thrown into chaos from the extreme weather of a fast-warming world. It will not be easy to reverse course. And it will likely get worse before it gets better.

The combination of climate change and environmental degradation has left us all poorer and more vulnerable. Governments that ought to be investing in the future are instead racking up debt to salvage the past, rebuilding damaged roads, bridges and other critical infrastructure—and with no guarantee that the fixes will last.

Yet there is still time to make a difference, and much to suggest that yes, we *can*.

—J. A. Ginsburg

Founding Editor, The 11 Project

[click here for email](#)