



## CASE STUDY

# The Climate Compact: How Georgia Is Turning Bold Goals into Collective Action

*The Drawdown Georgia Business Compact is using shared infrastructure to align diverse organizations around a net-zero future.*

## OVERVIEW

Project Drawdown's mission is to help the world reach "drawdown"—the point when greenhouse gas levels stop climbing and begin to decline—through solutions that are science-backed, safe, and equitable. Drawdown Georgia—directly inspired by Project Drawdown, the world's leading resource for global climate solutions—is a statewide coalition working to cut greenhouse gas emissions in half by 2030 and reach net zero by 2050.

A key driver in this mission is the **Drawdown Georgia Business Compact** (Compact)—a statewide business consortium led by the Ray C. Anderson Center for Sustainable Business (Center) at the Georgia Tech Scheller College of Business. The Compact brings together corporations, startups, nonprofits, and academic institutions across Georgia to drive collaborative climate action in seven high-impact areas: electricity, other energy, buildings, materials, food & agriculture, land sinks, and transportation.

With members ranging from innovative startups to global corporations such as The Coca-Cola Company, Cox, Delta Air Lines, Google, and Norfolk Southern, the Compact had momentum from the moment it launched in 2021. However, it faced challenges in scaling collaboration, communicating across numerous stakeholders, tracking progress, and activating the full potential of its network.

**To turn bold ambition into coordinated action, they turned to Metaimpact.**

## THE CHALLENGE

# When Climate Action is Happening, but No One Can See the Whole Picture

Despite mobilizing a diverse coalition, the Compact faced the classic collective-impact dilemma: siloed communication, buried data, and no effective shared system of record.

While the Center provided strong backbone leadership, they quickly recognized that staff would be stretched thin trying to track emissions, connect potential collaborators, and match members to relevant opportunities.

Without a unified, comprehensive platform:



Members wouldn't know who was doing what.



Members would miss out on opportunities to collaborate.



Service providers and solutions would be hard to discover as membership grew.



Reporting practices were uneven, especially for smaller or newer organizations.



Data on collective emissions progress was fragmented or missing altogether.

Progress was real. But it wasn't as visible, connected, or compounding as it could be.



## THE SOLUTION

# The Shared Knowledge Hub that Fuels Alignment, Visibility, and Action

To meet its ambitious goals, the Compact needed a system that could connect its ecosystem in one place—and then bring that place to life.

Metaimpact became the Compact's shared digital infrastructure: a knowledge hub to align the mission, assemble the full picture, and activate the network.



### ALIGN

#### *A Shared Mission and Framework*

The Compact is a statewide business consortium focused on achieving a just, prosperous, and sustainable transition to net-zero carbon emissions in Georgia by 2050. Members align around solution areas with an explicit commitment to advancing climate action alongside “beyond carbon” issues including equity, health, environmental quality, and economic opportunity.

Metaimpact reinforces the shared mission by helping to anchor every project, initiative, and collaboration to the Compact's purpose and strategy.



### ASSEMBLE

#### *Bringing the Full Picture Into One Place*

Metaimpact consolidates the ecosystem into a single, searchable space:

**Projects:** Compact-led and member-led initiatives are tracked and categorized by impact area.

**People & Partners:** A live network map highlights climate capabilities, priorities, and focus areas of every Compact member and relationship.

**Data:** EPA emissions benchmarks and member-submitted metrics show where progress is happening and where gaps remain.

**Case Studies:** Real-world success stories showcase how businesses and organizations are advancing climate solutions across Georgia.

**Shared Resources:** The network stores and shares grant applications, events, RFPs, and collaboration documents.



## ACTIVATE

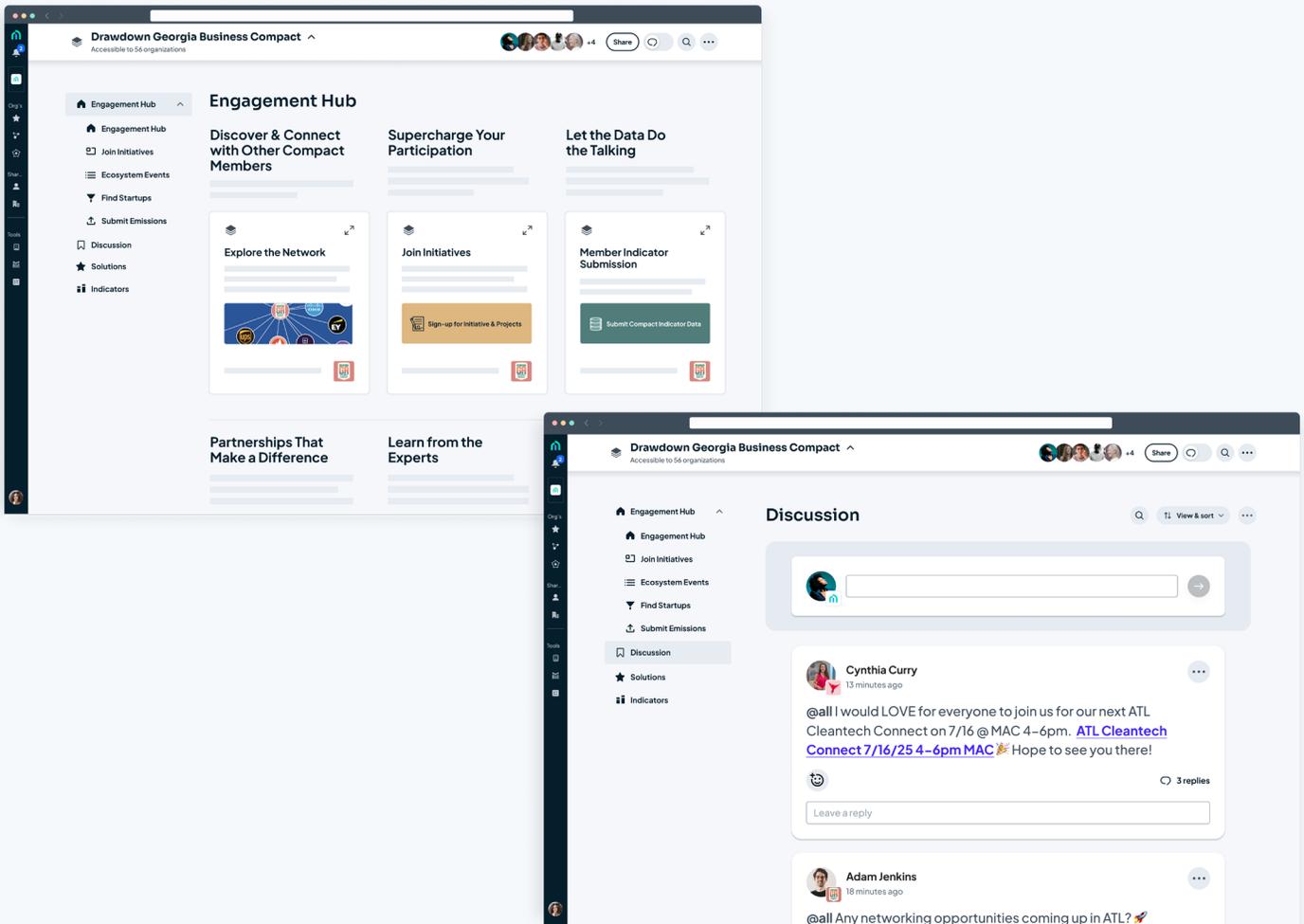
### Real-Time Collaboration and Knowledge Sharing

Metaimpact isn't just a database—it's the Compact's digital town square:

Live semiannual meetings are presented directly from the digital platform.

Discussion feeds and an ecosystem calendar keep members engaged between meetings and events.

Peer-to-peer learning is built in, as members can share best practices, recommend service providers, and build partnerships based on what's already working.



## THE OUTCOME

# From Less Cohesive Efforts to an Active, Aligned Climate Network

Metaimpact has become the Compact's system of record—and a central force in turning vision into velocity:



Every project, partner, and update is now visible to all members in one central location—reducing duplication and accelerating collaboration.



Compact-wide learning is accelerating, as members discover case studies, successful approaches, and proven providers.



High-impact partnerships are forming, with companies like Cherry Street Energy working across the network to expand solar access.

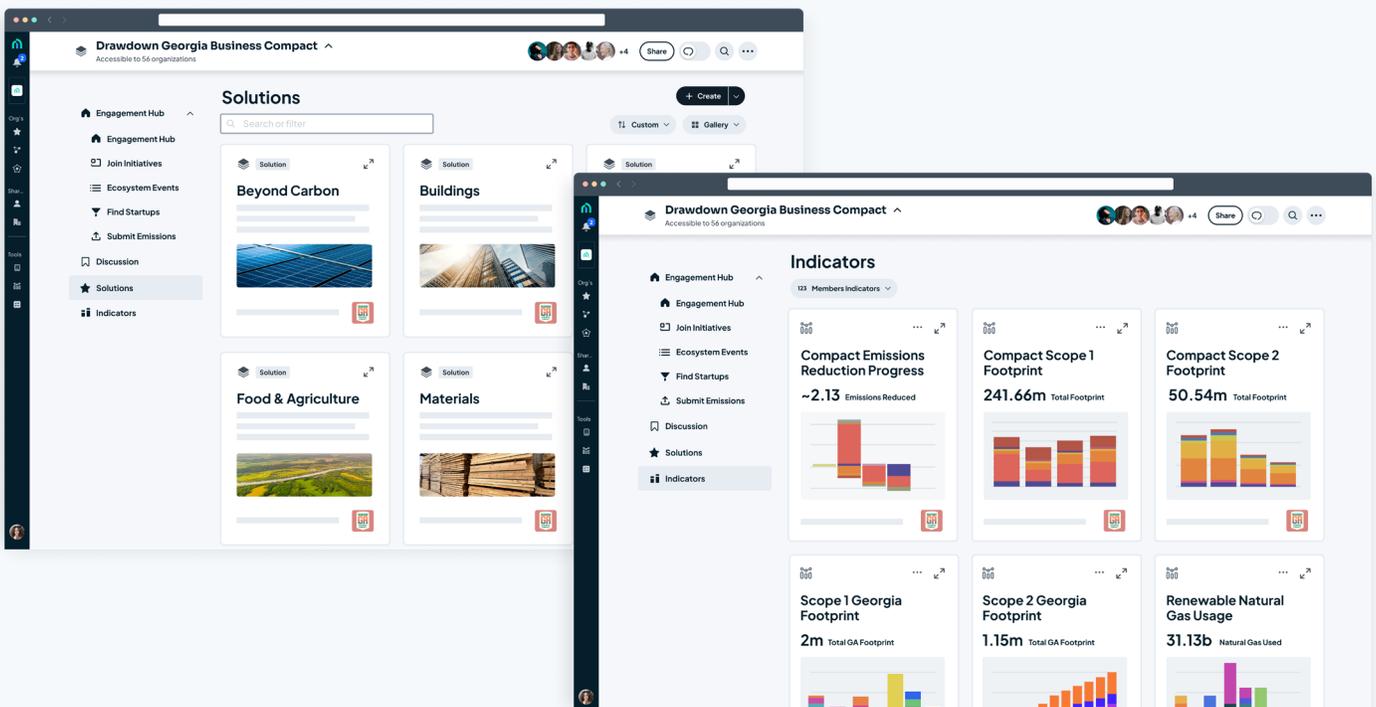


Data is flowing, with emissions benchmarks and self-reported metrics helping the Compact measure real progress toward net zero.



Institutional knowledge is preserved, so even when member representatives change, the momentum continues.

What was once scattered is now connected. What was once hard to see is now in full view. As a result, Compact leadership and members are moving forward together.





EXTENDING THE IMPACT

# Bringing Higher Education into the Drawdown Georgia Ecosystem

In 2021, the Georgia Climate Project (GCP) launched **Drawdown Georgia–Higher Education** (DDGA-HE) to accelerate greenhouse gas (GHG) reduction across the state’s colleges and universities. An enthusiastic subset of GCP academic partners—including Agnes Scott College, Columbus State University, Emory University, Georgia Institute of Technology, and University of Georgia—came together to initiate a framework for sharing best practices from institutions with more mature sustainability programs.

However, coordination proved difficult. Sharing institutional data, tracking progress, and identifying alignment opportunities across schools continued to be a challenge.

In 2023, after observing how Compact members were collaborating inside Metaimpact, GCP formalized a partnership with Metaimpact to provide shared infrastructure for DDGA-HE as well.

### Now, through Metaimpact:

- Academic partners share case studies, collaborate on projects, and expose capabilities across institutions.
- The leadership team tracks individual and collective progress—while respecting data privacy.
- Cross-campus learning accelerates, as experienced schools support those at an earlier stage in their climate journey.
- Sustainability internship programs connect students with Compact members.
- Future efforts, including GHG accounting boot camps and paid internships, can build on a connected foundation.



Now that both the Compact and the GCP operate on Metaimpact, Georgia’s business and higher ed communities are aligned in one collaborative ecosystem—sharing resources, amplifying momentum, and moving faster together.



# The Bottom Line

The Drawdown Georgia Business Compact is proving what's possible when ambitious climate goals are supported with the right infrastructure. With Metaimpact, a diverse coalition of businesses, nonprofits, and universities now has a shared space to align, collaborate, and move faster—together. The result isn't just better coordination—it's real momentum toward a net-zero Georgia. This is what collective impact looks like when everyone has a seat at the (digital) table.

“Metaimpact provides the digital infrastructure we need to align dozens of organizations, large and small, and focus their individual climate actions toward a bigger collective impact.”

**David Eady**

Director of Industry Engagement, Ray C. Anderson  
Center for Sustainable Business

