

CASE STUDY

The Drawdown Georgia Climate Compact: Turning Bold Goals Into Collective Action

OVERVIEW

Drawdown Georgia is a statewide coalition working to cut greenhouse gas emissions in half by 2040 and reach net zero by 2050. Led by Georgia Tech's Ray C. Anderson Center, the Business Compact brings together corporations, startups, nonprofits, and academic institutions to drive collaborative climate action across **five key solution areas: electricity, buildings, food & agriculture, land sinks, and transportation.**

As the network grew, so did the challenge: turning early momentum into coordinated, scalable action. To do this, the Compact implemented Metaimpact as its shared digital infrastructure.

THE SOLUTION

Metaimpact became the central hub for ecosystem-wide alignment. Key actions included:



Centralized Visibility

Brought projects, partners, emissions data, and resources into a single shared system—giving the Compact its first comprehensive view of activity across the network.



Ecosystem Coordination

Created a shared environment where corporations, nonprofits, and institutions could see each other's work, surface opportunities, and build partnerships more effectively.



Shared Intelligence

Combined EPA benchmarks with member-submitted data to highlight where progress was happening—and where gaps remained.



Continuous Collaboration

Enabled ongoing coordination beyond meetings through discussion feeds, a shared calendar, and a centralized space for knowledge sharing and peer learning.

THE CHALLENGE

Despite strong participation and clearly defined solutions, Drawdown Georgia faced a common collective-impact challenge: **progress was happening, but no one could see the full picture.**

Communication was siloed, data was fragmented, and there was no shared system of record to connect efforts across the ecosystem. Members struggled to identify collaboration opportunities, track collective emissions progress, or understand how their work fit into the broader network.

The result: meaningful action that wasn't yet visible, connected, or compounding.

THE OUTCOME

The Compact transitioned from scattered efforts to a high-velocity network:



Accelerated Collaboration

Real-time visibility reduced duplication and sparked new partnerships, such as expanded solar access initiatives.



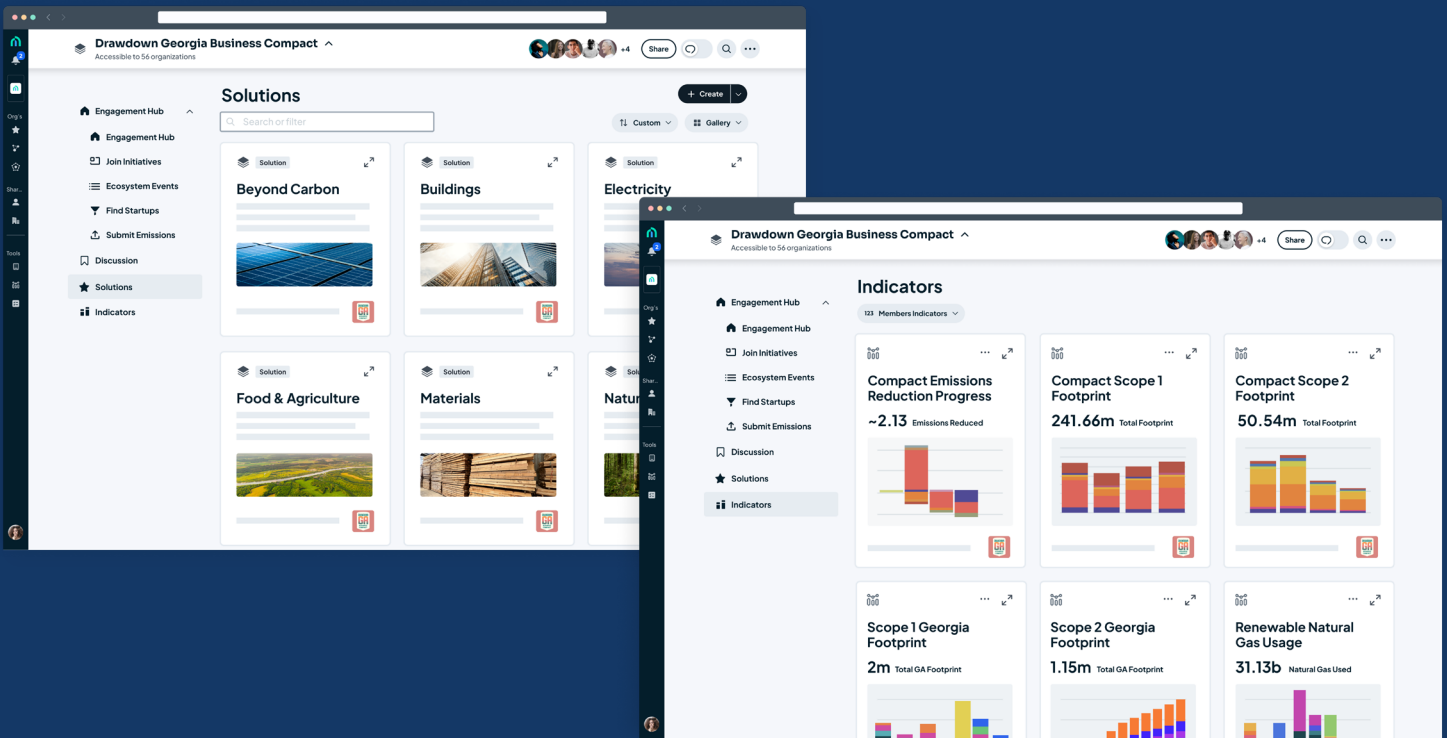
Preserved Knowledge

Institutional memory remains intact even as individual member representatives change.



Data-Driven Progress

Flowing emissions metrics now allow the Compact to measure real-world movement toward net-zero.



THE BOTTOM LINE

Drawdown Georgia is proving that ambitious climate goals require more than just will—they require collaborative infrastructure. With Metaimpact, a diverse coalition now has the “digital table” necessary to move faster, together, toward a sustainable future.

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



David Eady

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