

**TO:** [brad.plumer@nytimes.com](mailto:brad.plumer@nytimes.com)

**SUBJECT:** For B. Plumer: Exclusive on How to Live Carbon Neutral

Mr. Plumer:

April 22, 2022 is Earth Day. I'm sure you're wondering, what do you give Mother Earth on her big day? Markus Gilles, Jonas Brandau, and Andreas Pursian-Ehrlich know the *perfect* gift. Among the many things humans possess, there are two things most everyone has: a smartphone and a carbon footprint...okay so, what's the gift?

I think the story of environmental tech app, [Klima](#)'s, latest [major update](#) set to release in April would be ideal for the *Climate and Environment* section of *The New York Times*. The update will include what co-founder Jonas Brandau calls, "the trinity for effective climate action: offsetting, reducing, and multiplying." Klima's goal with this update is to make it easy and rewarding to get involved in reducing your carbon footprint- just in time for Earth Day!

Given your specialty in policy and technology efforts to cut carbon dioxide emissions, I could see the story of Klima's update fitting in nicely with your work. It would provide readers with innovative ways for regular people like you and I to reduce their carbon footprint.

We are offering this story exclusively to *The New York Times*, so I need to know by March 25 if you are interested.

Please let me know how I can help, my cell is (805) 796-3527.

Talk soon,  
Sidney

**Sidney Stull**

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