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Pyramid scheme lets audience vote for climate solutions

A worldwide audience will decide the planet's fate in game-show format during the Copenhagen climate summit by suggesting and voting on climate solutions and how they will be funded

As the giant wheels of political negotiation and messy compromise grind painfully into motion at the [Copenhagen climate talks](#), it's easy to become despondent.

Scientific conspiracy theories rage, oil-producing nations frantically filibuster and ideologues argue from entrenched positions. Yet the world is brimming with clever, creative and constructive ideas to address [climate change](#), from ramped-up [feed-in tariffs](#) to more exotic solutions such as siphoning off methane emissions from cows.

We could find out soon which of these ideas is the best thanks to a dangerously democratic experiment in participatory decision-making at the climax of the Copenhagen summit on 18 December. The [Planet Pledge Pyramid](#) is a brilliantly conceived game-show format that will allow the world to decide its own fate. On the night a live - and no doubt lively - crowd of 400 in Copenhagen and an online audience of potentially thousands will suggest and vote on amazing ideas to save the planet. However, the best bit is that a pool of funding will be created in the process and everyone then decides on where it will be spent.

Based on the wild and wonderful work of London-based art and technology collective [The People Speak](#), the Planet Pledge Pyramid hopes to capitalise on the [wisdom of crowds](#). Ideas already submitted and being voted on include "[vegetal cities](#)", [funded family planning like that suggested by the Optimum Population Trust](#), or a perhaps more practical adaptive investment in sunscreen and waders.

Previous sessions of the game-show format have been hearteningly positive. Once the flippant suggestions have been collectively weeded out, the crowds have previously opted for [buying a small patch of woodland](#), [funding a generator for a medical clinic in Zambia](#) and [returfing a Cardiff street](#).

I think climate change suffers from the worst possible "[bystander effect](#)", where in an emergency the more people are present, the less likely individuals are to act. Our warming world is such a huge, scary challenge that we all assume that someone must be doing something about it, right?

Unfortunately that "someone" is each and every one of us and we must overcome our bystander instincts and take action. The Planet Pledge Pyramid could be a great place to

start. So let's not leave Copenhagen solely to the politicians - I'll hopefully see you virtually on the 18th.

- Ed Gillespie is the co-founder of [Futerra Sustainability Communications](#)

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