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The Climate Reality Project®

Why?



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‘LOSING EARTH’ is about the decade we almost stopped climate change, followed by **30 years of inaction**.

The 2 arguments were i) denying climate change, and, ii) costs

This recent NYTimes article is the story of a handful of people including clean air activist Rafe **Pommerance** who learned about climate change in the late 1970ies for the first time, and, together with top scientist James **Hansen**, they were able within a decade to get climate change from the unknown into Congressional Hearings in Washington and onto the **Frontpage of National Newspapers**. However, a generally consented global **climate treaty failed** at the summit in 1989 in the Netherlands.

‘WINNING EARTH’ is our response to the NYTimes – ‘what **HAS** changed’ and that is truly remarkable: Wind and solar energy are cheaper now! **Cheap Renewables!**



The ‘holy grail’ to save the world from catastrophic climate change, and, something every politician can **sell** his voters: **Cheap Renewables!**

And as such, the 2 main arguments for climate inaction over the past 30 years are not valid anymore: **Denialism died the day renewables got cheaper**; it is not relevant anymore. Denialism is history. Cheap renewables will be built no matter what. Same with the **cost argument**, renewables are finally **cheaper**. The cost argument – defeated!



MIAMI alert!

MIAMI gone!

Miami will drown within the lifetime of kids under 40 years today. **Sunny day flooding** will happen more often – until the water stays. **MIAMI gone.**

At current pace we will exceed the World Carbon Budget within 10 years. The **Carbon Budget** is the amount of carbon we are still allowed to dispose into the atmosphere in order to stay at or below 2 degrees to prevent catastrophic climate change – going into the **heat age** - from happening: The Paris Agreement



CLIMATE CHANGE

- 1) Getting **hotter**
- 2) Extreme **floods**
- 3) Ice caps **melting**
- 4) Surging **Seas**

SOLUTIONS:

- 100% CHEAP! RENEWABLES**
- i) Buy **EVs**
- ii) Buy **ZEPs**
- iii) **Talk!**



LABEL for ZEPs
zero emission products

MIAMI, NEW YORK, ATLANTIC CITY and other cities will drown, unless we act **WITHIN 10 YEARS** - Go for **100% RENEWABLES!**

Now, what keeps us from acting?

NEXT?

go zero!

WHITE PAPER Zero Emission Think Tank

3 key missing elements were identified on the route to Paris, for a zero emission world:

1) Talk about it! *press*

The first key missing element is media coverage - If everybody knew how cheap renewables/superinsulated homes/affordable EVs were, everybody would buy in.

Everybody can help to spread the word!

WE NEED TO 'BREAK THE SILENCE'

2) Consumer choices



If we had a label for carbon free, zero emission products (ZEPs) – we could choose.

We invented it, the zero-footprint Label!

3) Pop stars

Pop stars and Celebrities to join in and sing about the vision of a zero emission world! We need to create a **culture** for Paris, for 100% renewables, for zero-footprint choices, for

zero emission people – people who care!

CALL TO ACTION

Full article on 'let's face it, www.zepface.it'

- 1) Buy EVs – charged with **100% Solar** power
- 2) Buy **superinsulated homes** – w/o furnace & AC
- 3) Buy **zero-footprint** products, made with **100% Solar** power 
- 4) **talk about it!**

Spread the word in social media, with friends, with politicians:
'Go for 100% renewables. Cities, RE100 companies, people'

To prevent catastrophic climate change to happen in our lifetime.

Themes for **'wild climate songs'**:

Zero emission world, think zero! Go zero! Sunlight in your eyes, with the wind at our back, the 'holy grail' is cheap renewables, from heat to furnace, I want more and more heat, Zero emission people!

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Learn more? Get trained at CRP!
>> **Atlanta** March 14-16, 2019 <<

