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Advising Greentech companies
to help maximize growth

Humankind - this is Earth - we have a problem Part 1



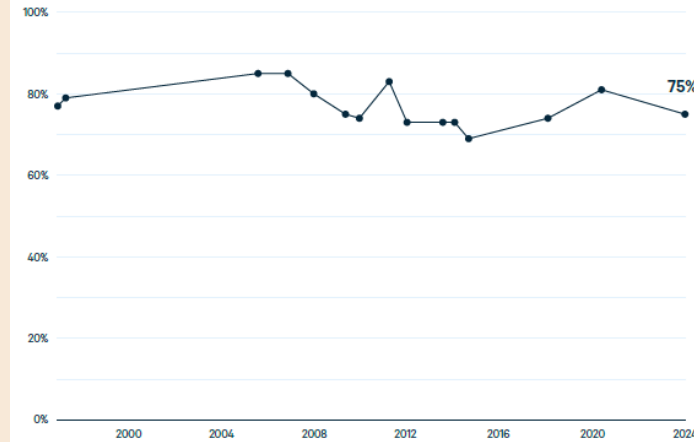
We need better PR



Despite the constant news of severe weather and related warming trends there seems to be a lingering (and growing) doubt that the earth is in fact warming.

Opinions are moving in the wrong direction

Figure 1. Percent of Americans who believe the earth's temperature "has probably been increasing" over the past 100 years



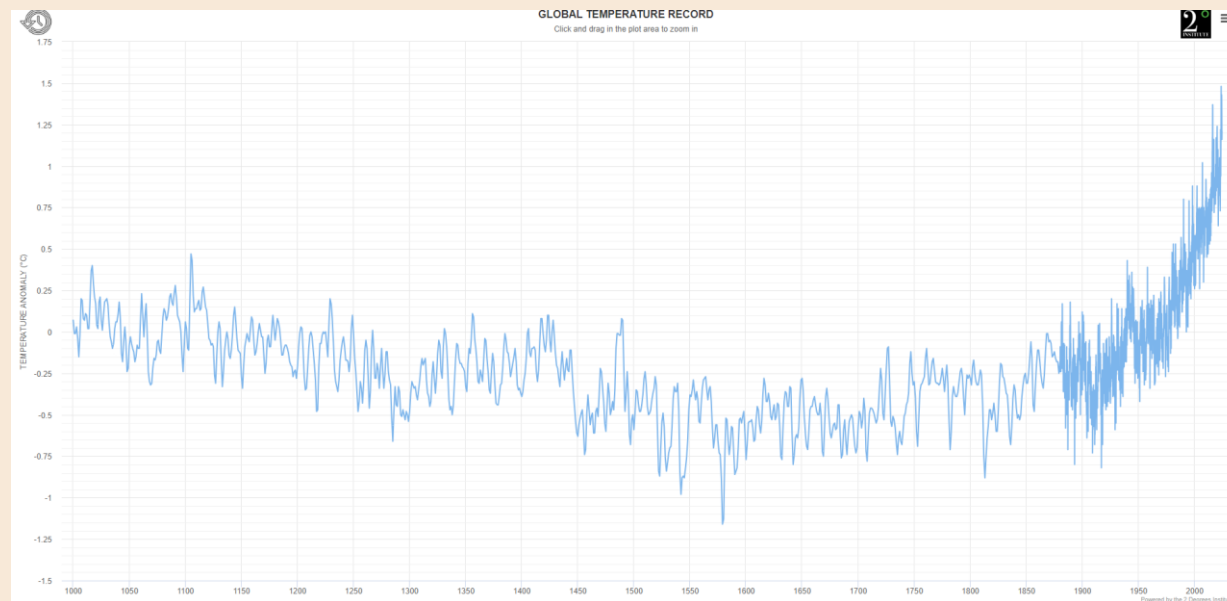
- The percentage of people who believe that the earth has probably been warming over the past 100 years has experienced a statistically significant decline from 2020 levels.
- It has declined from 83% in 2020 to 75% today.

Is the data inconclusive? Or is what we have here - a failure to communicate.

Let's see...



The data tells a compelling story



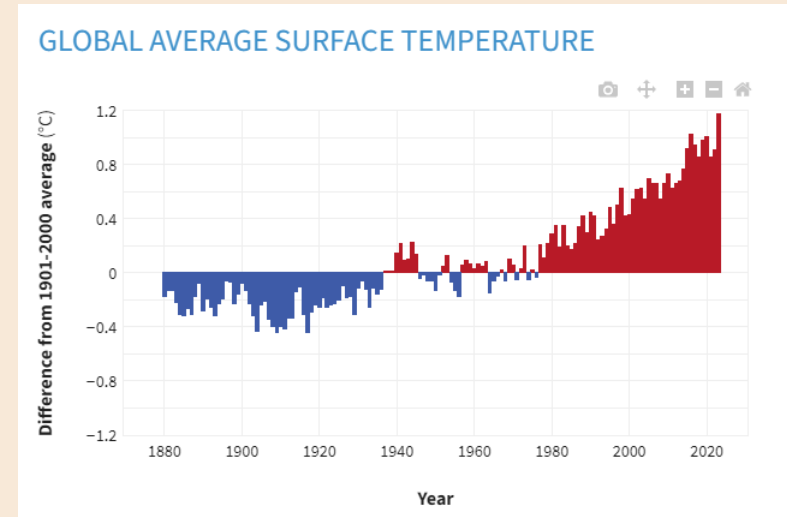
- The data shows quite clearly (as least to me) that the warming trend does not date back a 1,000 years.
- In fact, for almost 1,000 years - notwithstanding some warming spikes - temperatures generally either cooled or remained relatively flat.
- In 1922 or thereabouts, the earth has been in a definitive warming trend – and at a dramatically accelerating pace.

But that's just a single data point you say?

This chart published by the 2° Institute shows global temperatures from the year 1000 as they compare to temperatures in June 2024.



Here's additional data to consider



Blue bars indicate cooler-than-average years

Red bars show warmer-than-average years

- Hmm... fairly consistent with the previous data.
- In this case the warming trend started in 1937, but includes several decades of intermittent cooler temps.
- That is until 1977.

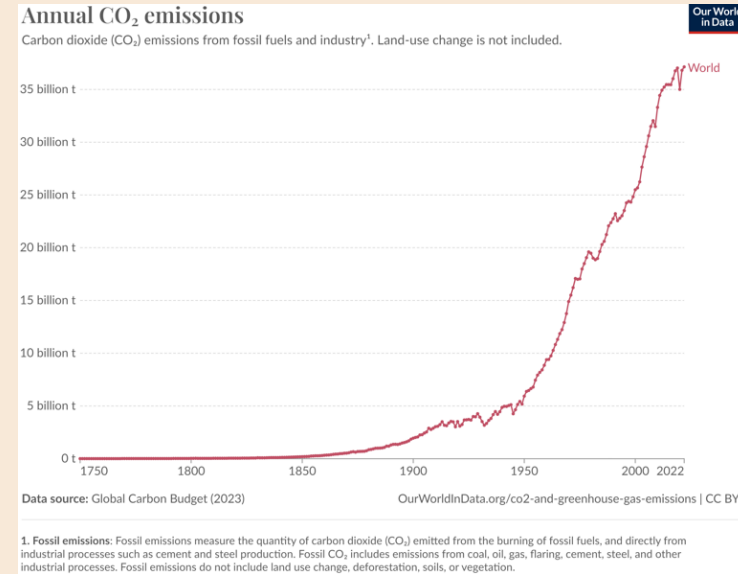
I wonder what the cause might be. Let's take a stab in the dark...

This graph published by the National Oceanic and Atmospheric Administration (NOAA) – on Climate.gov shows yearly surface temperatures from 1880 to 2023 compared to the 20th century average (1901-2000).

It is based on data from the National Centers for Environmental Information.



The industrial age happened

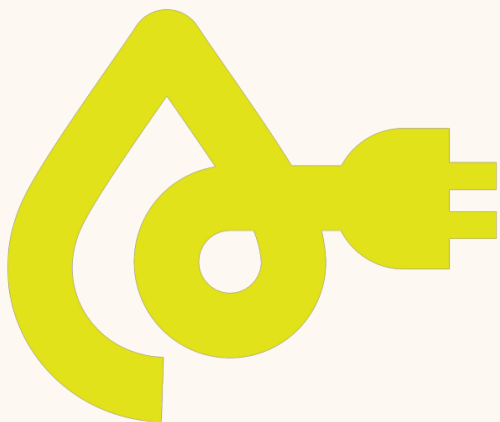


- Those that don't consider human-caused climate change an issue often say – the world has warmed and cooled many times throughout history. It's just cyclical and not emissions-based.
- Hmm... must just be coincidental that carbon emissions started spiking around 1930 and the warming trends ramped in that same time frame.

When you encounter someone who doubts climate change and its ties to emissions kindly ask how they explain the data.

This graph is published by Our World in Data. The organization is not focused on climate change but researching what they consider the world's largest problems.

The data source is the Global Carbon Budget (2023)



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Unbiased and Unfiltered

- An honest assessment of the climate change effort.
- I cover what's working – but more important - the issues/roadblocks that the industry would prefer to ignore.
- A must-read for anyone with a desire to understand what's really going on with renewable energy and climate change.



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