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Advising Greentech companies
to help maximize growth

Climate Action: We Have a Problem



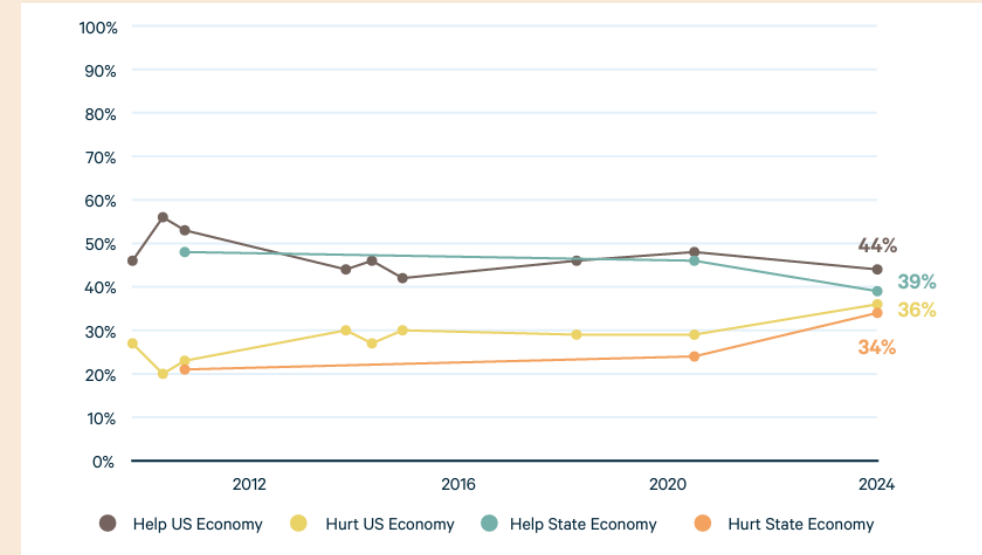


Resources for the Future recently published its *Climate Insights 2024: American Climate Policy Opinions* survey.

The data/charts presented here are from that report.

“Pocketbook” issues are always front and center with the public

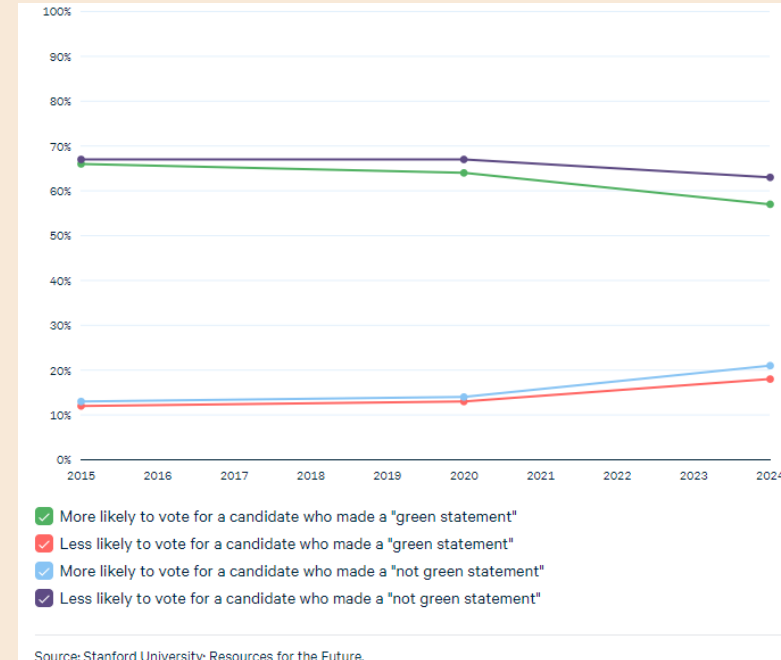
Percentage of Americans who believe that the US government taking action on global warming will help or hurt the US economy or the respondent’s state economy



- This isn't a problem exclusive to climate change.
- Fixing problems cost money, and the reality is that despite fueling the growth of the cleantech industry, it may well have a near-term negative impact on the macro economy.
- This is why long-term problems rarely get addressed: politicians avoid them like the plague as they yield no political benefit.

Sentiment uniformly deteriorating

Impact on voting from hearing a candidate make a “green” or “not green” statement



Everyone one of these voting metrics moved in the wrong direction.

The good news is that the movement isn't drastic and can be corrected with better messaging and more importantly – a better strategy.

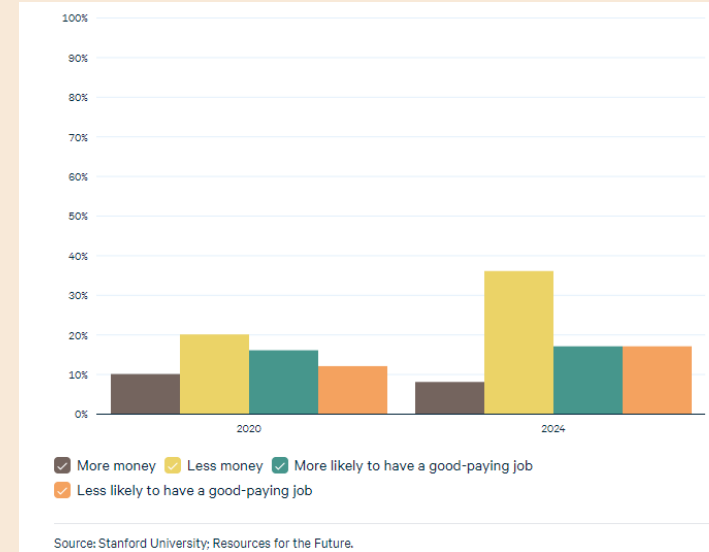
Change from 2020 Report:

- **More likely to vote for a candidate who made a “green statement”:** Dropped from 64 to 57%
- **Less likely to vote for a candidate who made a “green statement”:** Increased from 13 to 18%
- **More likely to vote for a candidate who made a “not green statement”:** Increased from 14 to 21%
- **Less likely to vote for a candidate who made a “not green statement”:** Decreased from 67 to 63%



Even attitudes about jobs aren't positive

Percentage of Americans who believe that the US government taking action on global warming will affect the amount of money they have or their chances of having a good-paying job

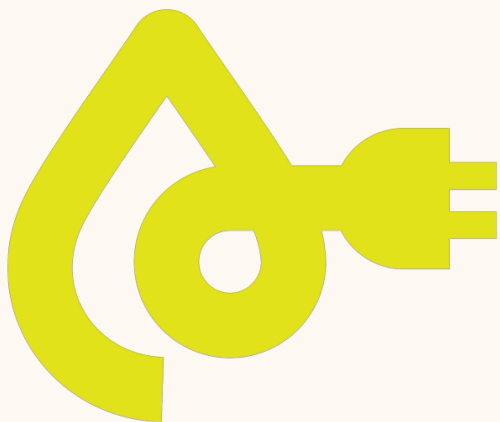


It's ironic that this week the government published its clean energy jobs report which indicated that 142,000 jobs were created in 2023.

And unionization rates at 12.4%, surpassed the average rate of 11% for the energy sector.

Change from 2020 Report:

- **More money:** Dropped from 10 to 8%
- **Less money:** Increased from 20 to 36% (This likely has to do with escalating utility bills.)
- **More likely to have a good-paying job:** Increased from 16 to 17% (Finally a positive outcome, but marginally so when it should be much higher given the opportunities in cleantech.)
- **Less likely to have a good-pay job:** Increased from 12 to 17%



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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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