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Advising Greentech companies  
to help maximize growth

## What Caused Climate Change to Become Political?

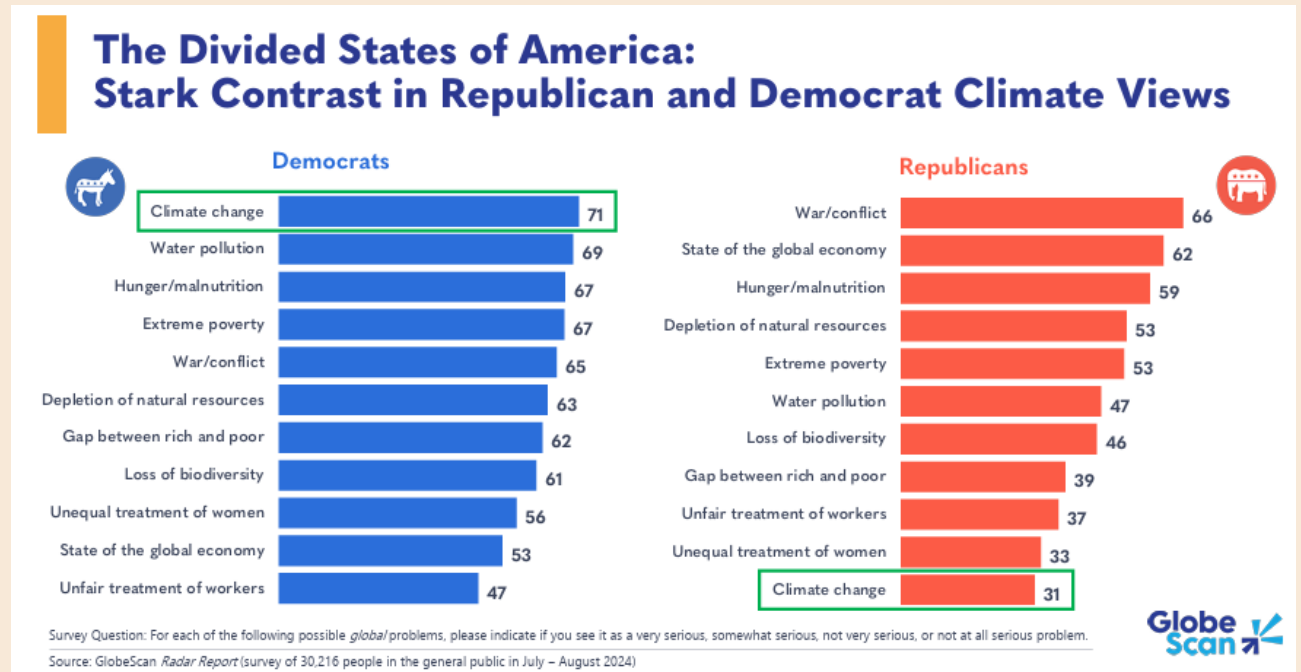




**This data is from a GlobalScan public opinion poll conducted last summer.**

**The findings are not unlike previous surveys, but the question is: what caused climate change to become political?**

# Opposite ends of the spectrum



- The survey results speak for themselves. The view of climate change by followers of the respective political parties could not be more different.
- Seven out of 10 Democrats consider climate change a “very serious” issues while only three in 10 Republicans share that view.

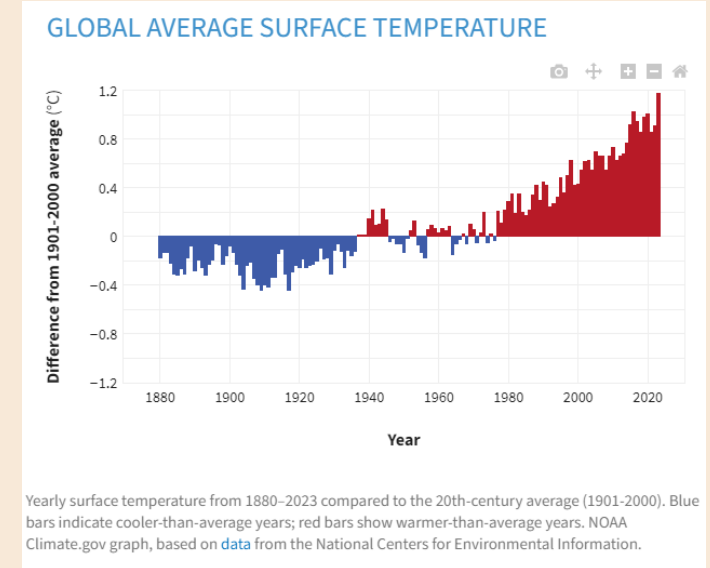
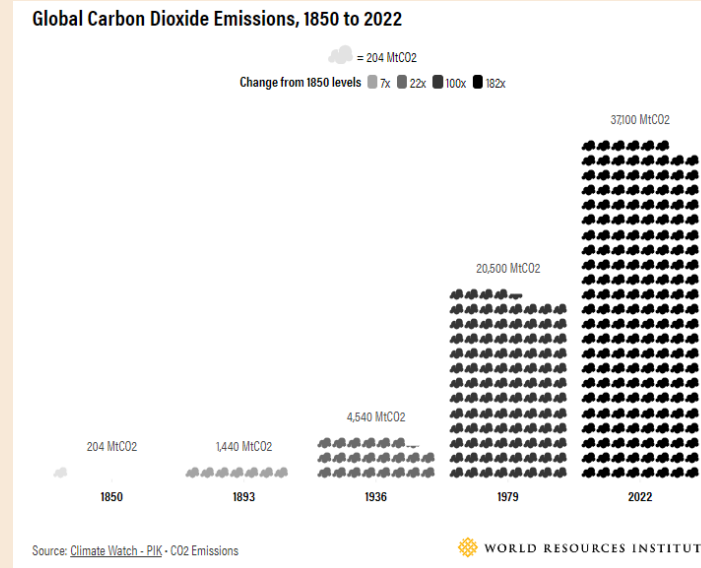


**Politically, I'm an independent. I have an equal distaste for both political parties.**

**I view them both more as a major cause of our problems rather than the solution to them.**

**What drives me is data, not opinion, and the data seems compelling.**

# Yet the data seems compelling



- The increase in carbon dioxide emissions coincide with the advent of the industrial age. They began to dramatically escalate in the 1970s.
- Global temperatures began to dramatically rise in almost the exact same timeframe.

**Coincidence? Not likely.**

- So why have opinions on something that appears to be an obvious problem divided on political lines?

**See Next Slide**



**The reasons for the divide are more complex than can be contained in a single slide.**

**However, the root cause is in a poorly thought-out plan and extremely poor messaging.**

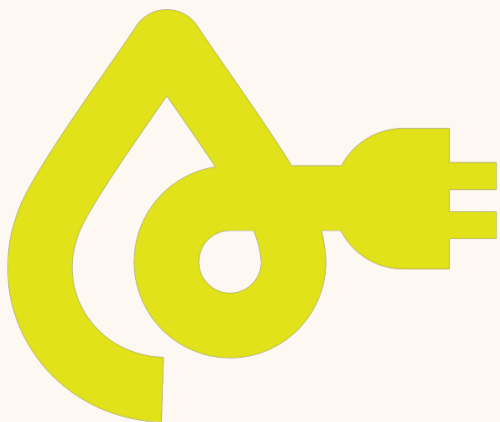
# Messaging and Strategy



**Here is a sampling of errors that I believe were made:**

- It is/was a mistake to attempt to dictate significant social changes like the transition to EVs and the elimination of gas stoves.
- Putting all the climate change eggs in the solar and wind basket was a major blunder.
- The absolute “purity” of conviction that dismissed options like nuclear and carbon capture alienated many.
- Positioning climate as a “crisis” is/was a grievous error. It was never going to play.
- Not focusing on the connection between climate change to people’s daily lives was a key oversight.
- In a nutshell, the strategy exasperated philosophical differences between the parties instead of seeking common ground.

**The question now isn’t whether it’s too late, but whether the climate community recognizes its mistakes and is willing to take corrective action?**



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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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