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Advising Greentech companies
to help maximize growth

Top 5 ways people experience climate change



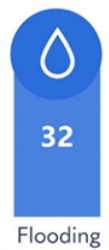
Tied for #4: Flooding



Based on research from GlobeScan.

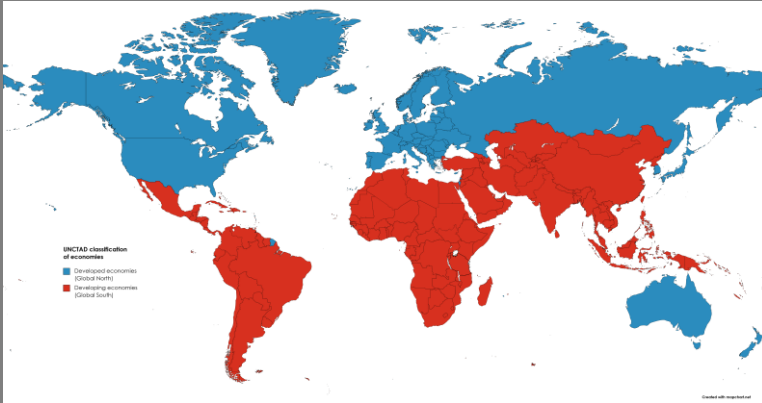
**The survey question: How have you been affected by climate change?
(choose all that apply)**

Survey included 30,216 people in the July-August timeframe.

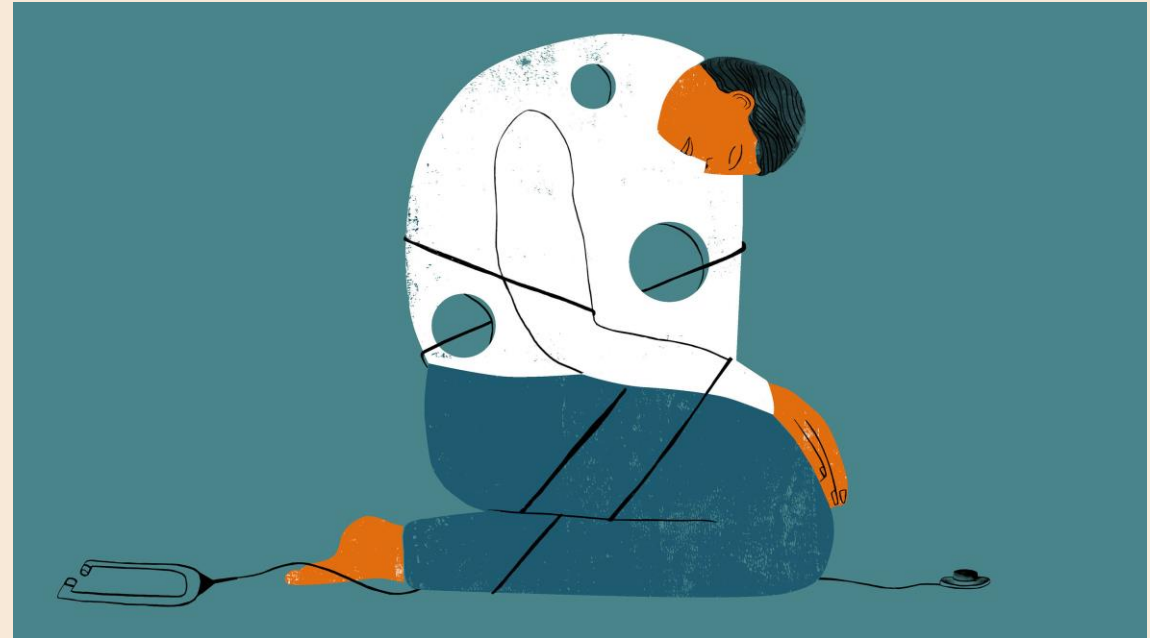
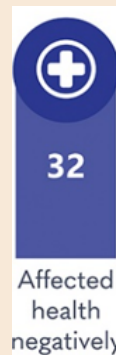


32% of those surveyed have experienced the ill effects of flooding.

Tied for #4: Health



The people most impacted by climate change live in less developed countries in the Global South.

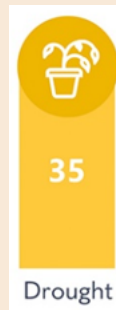


32% also cited that climate change has negatively affected their health.

#3: Drought



The top three most cited impacts from climate change are closely connected.

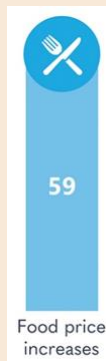


Drought was third, but by only a few percentage points.

#2: Food Price Increases

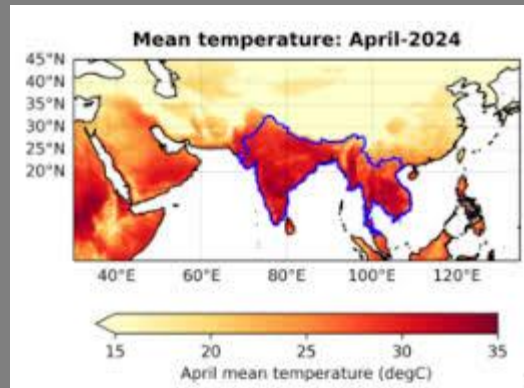


One of two major themes highlighted by the survey was the need to transform the food system to enhance resiliency and food security.

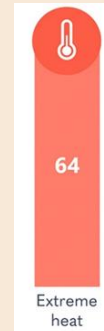


By a wide margin, at 59%, increased food prices was the second most experienced impact from climate change.

#1: Extreme Heat



The second major theme becoming increasingly important is adapting to the impacts of extreme heat.



Heat Impacts: Vulnerable Populations

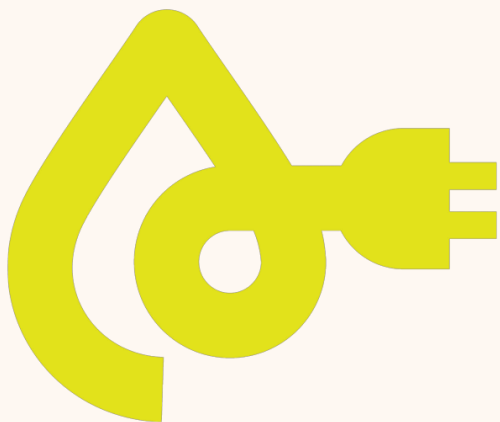
PREGNANT **NEWBORNS** **CHILDREN** **ELDERLY** **CHRONIC ILLNESS**

Everyone is at risk from the dangers of extreme heat, but these groups are more vulnerable than most. Age and certain conditions make the body less able to regulate temperature.

- ⚠ NEVER leave anyone alone in a closed car
- 💧 Drink plenty of water, even if not thirsty
- ❄ Use air conditioners and stay in the shade
- 👕 Wear loose-fitting, light-colored clothing

weather.gov NOAA

No surprise here - 64% of those surveyed cited extreme heat as the top way that they experience climate change.



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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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