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Advising Greentech companies  
to help maximize growth

## Changing the Climate Message Part 1



Recommendations 1 through 5

# Stop making it about fossil fuels!



## Why it's a bad idea

1. We've been using fossil fuels for thousands (yes thousands) of years. Ironically, China is believed to have first used coal 4,000 years ago.
2. They fueled the industrial age and have been the foundation of the global economy for over 100 years
3. In 2023 fossil fuels accounted for over 80% of the global energy mix.
4. Oil and gas production accounts for almost 4% of the global economy and 8% of US GDP.



**I can hear it now: Of course it's about fossil fuels. They are responsible for most carbon emissions.**

**To that I say: How's that strategy working out for you?**

**Remember: We're talking about messaging not necessarily the end goal.**

**In other words:** Fossil fuels are a massive pocketbook issue not just for big corporations but for everyone.

**Firmly entrenched:** As we've seen, the effort to immediately shut the spigot off prompted a well-funded and fierce resistance.

**The bottom line:** It's simply impossible to quickly wean the world off of fossil fuels. It must be systematic to achieve quick and financially viable results.

# Focus on the end goal



**Although the world will eventually migrate to clean energy alternatives, that isn't the goal.**

**The goal is to reduce the level of harmful emissions in the atmosphere.**

**In their fervor to eliminate “evil” fossil fuels, many climate advocates have lost sight of that.**

What if the world could reduce carbon and other GHG emissions to acceptable levels without ending the use of fossil fuels?

Wouldn't that be acceptable?

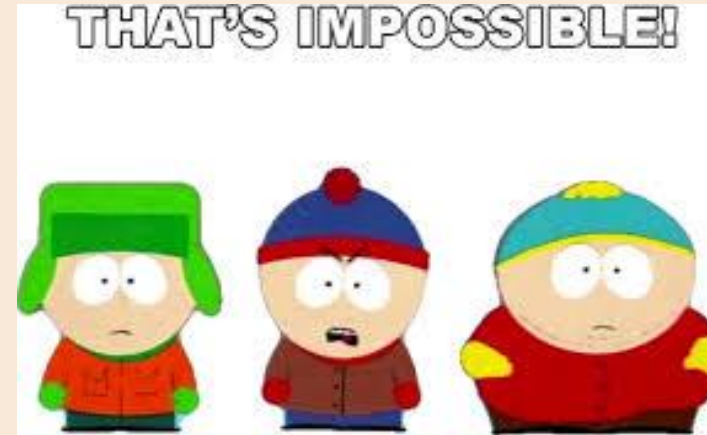
- To some in the climate community the answer would be no, and therein lies the problem.
- The focus should be solely on reducing emissions.
- Accomplishing that requires reducing fossil fuel use, but that should not be the centerpiece of the messaging or the strategy.
- For example: carbon capture and sequestration – although denigrated by many climate advocates – could be a viable option to achieve the actual goal. If the technology can advance sufficiently, it's certainly a more pragmatic solution.

# Stop harping on the impossible



**The ship has sailed on the 1.5 degree C objective.**

**By some measures we're already there.**



- Focus on the doable not the impossible.
- Repeating something over and over doesn't make it so.
- And communicating that if we only triple our already failed efforts, we can still do it – only makes you look foolish to the unconvinced.
- It's the equivalent to pandering to the extremes of a political party.
- The end result: it diminishes overall credibility.



**The recent survey results make it clear that the majority of people aren't buying into the "crisis" narrative.**

**Positioning climate in that fashion is contrary to how humans view the world.**

# Crisis?

## What crisis?



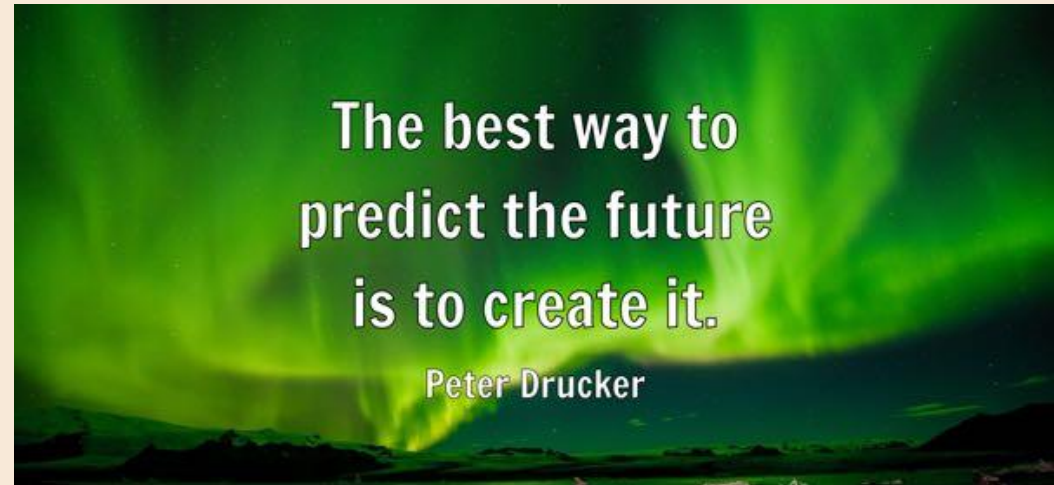
- Stop portraying climate as a crisis.
- It may well be a crisis, but it can't be definitively proven.
- History has demonstrated that the human race is unwilling to deal with future problems.
- On a macro level, we are crisis management beings, but the crisis must be evident or imminent. Climate doesn't fit the mindset.



**Climate science is still nascent. As such, its conclusions will not always be accurate.**

**The models need to be refined to increase the accuracy of its predictions but that will take time and more data.**

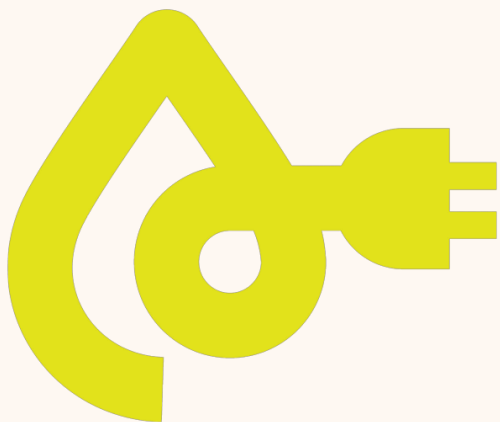
# Stop making predictions



- The reality is that most – if not all - the predictions coming from climate science are currently unprovable.
- Many will ultimately be wrong.
- This diminishes overall credibility and provides ammunition to the opposition.

**We'll pick up on the science message tomorrow with recommendations 6 through 10.**





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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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