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Advising Greentech companies
to help maximize growth

Humankind - this is Earth -
we have a problem
Part 2



The message is not resonating

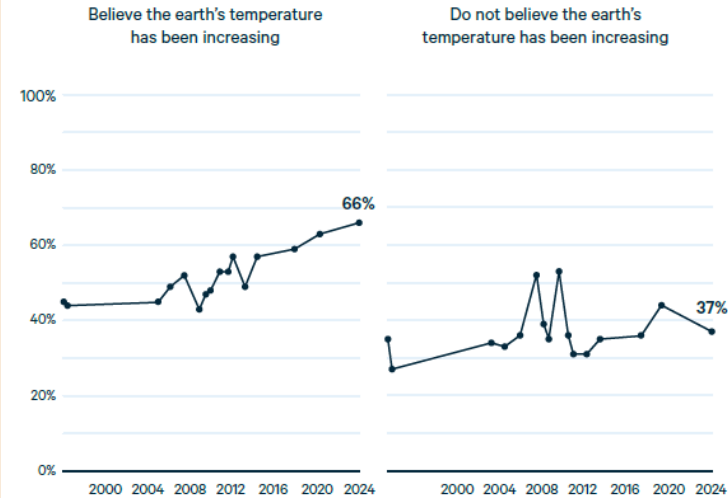


Normally, getting 66% of the population to agree on anything would be a home run.

But not when it's 66% of those who already believe that the world is warming. In that case, the number should be in the 80s at a minimum.

Positive movement in both directions

Figure 2. Of the Americans who believe the earth's temperature has or has not been increasing, the percentage who are extremely or very sure



- Although the percentage of people who are now extremely or very sure that the earth is warming has increased substantially from 2000 levels, it still only represents two-thirds of all "believers."
- The good news is that the strength of the belief among those who believe that the earth is not warming has waned somewhat since 2020. And it's well off the peak of 53% recorded in 2011.

Seriously!

The needle hasn't moved in 27 years?



Figure 3. Percent of Americans who believe the earth's temperature "will probably increase" over the next 100 years



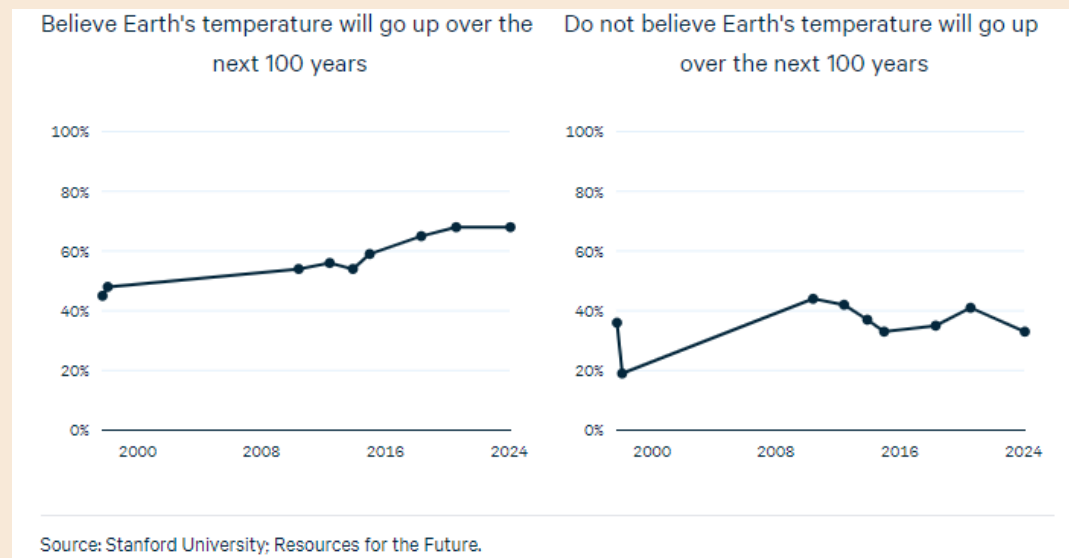
I'm not sure who would consider this result a win. During the most rapid rise in global temperatures, attitudes toward warming are flatlined.

It was 74% in 1997. It peaked at 76% in 2013 and 2020, and it now stands at 75%.

- **Glass Half Full Take:** For almost three decades the climate movement has been able to sustain the level of belief that the earth is warming at three-quarters of the American population.
- **Glass Half Empty Take:** In 27 years the climate movement has gained a measly 1 percentage point in convincing people that the earth is warming.



The climate movement needs an attitude adjustment



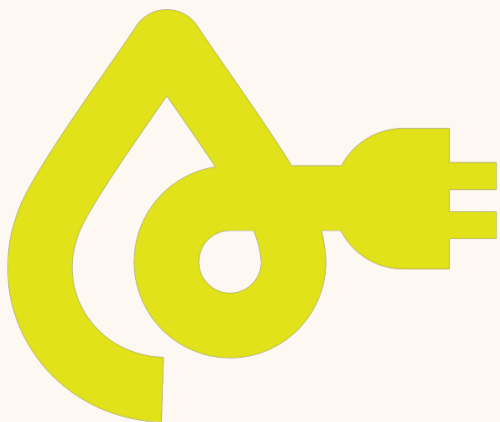
Despite what seems like an onslaught of evidence, attitudes toward climate change have not proportionally shifted.

And therein lies the problem.

If people truly viewed climate as a crisis, these numbers would be significantly different.

**The data is compelling.
The messaging is not.**

- Since 1997 those that are extremely or very sure that temperatures will go up over the next 100 years has increased from 45% to 68%. That's the good news.
- The bad news is that there has been no change since 2020.
- For those that hold the opposite view, 1998 was the low mark at 19% although the sharp decline from the previous year makes me question the data's accuracy. 1998 looks more like an anomaly.
- The good news is that the percentage of those that are convinced that the earth is not warming has dropped from a high of 44% in 2010 to 33% today.



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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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