

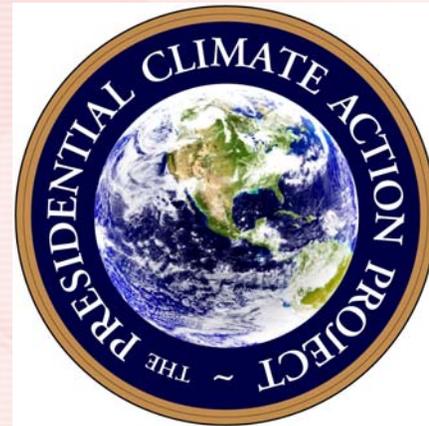
A close-up, slightly blurred photograph of the American flag, showing the stars and stripes. The flag is draped and appears to be moving, with the stripes curving across the frame. The colors are vibrant, with a deep blue field of stars and bright red and white stripes.

*Presidential Climate Action Plan
300 Actions in 100 Days*

William Becker, Executive Director

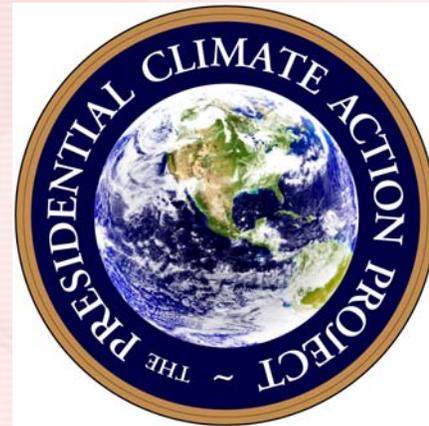
Topics

- Climate science
- Potentials for leadership
- Presidential Climate Action Project
- New Thinking



Topics

- Climate science
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History of climate science

- **1827:** French mathematician Joseph Fourier predicts the greenhouse effect.
- **1860s:** Irish physicist John Tyndall confirms Fourier's prediction.
- **1896:** Swedish geochemist Svante Arrhenius suggests that human activity – principally the burning of fossil fuels -- will result in global warming: "We are evaporating our coal mines into the air."

Missed Opportunities

President's Science Advisory Panel November 1965

By the year 2000 there will be about 25% more CO² in the atmosphere than at present. This will modify the heat balance of the atmosphere to such an extent that marked changes in climate, not controllable through local or even national efforts, could occur.

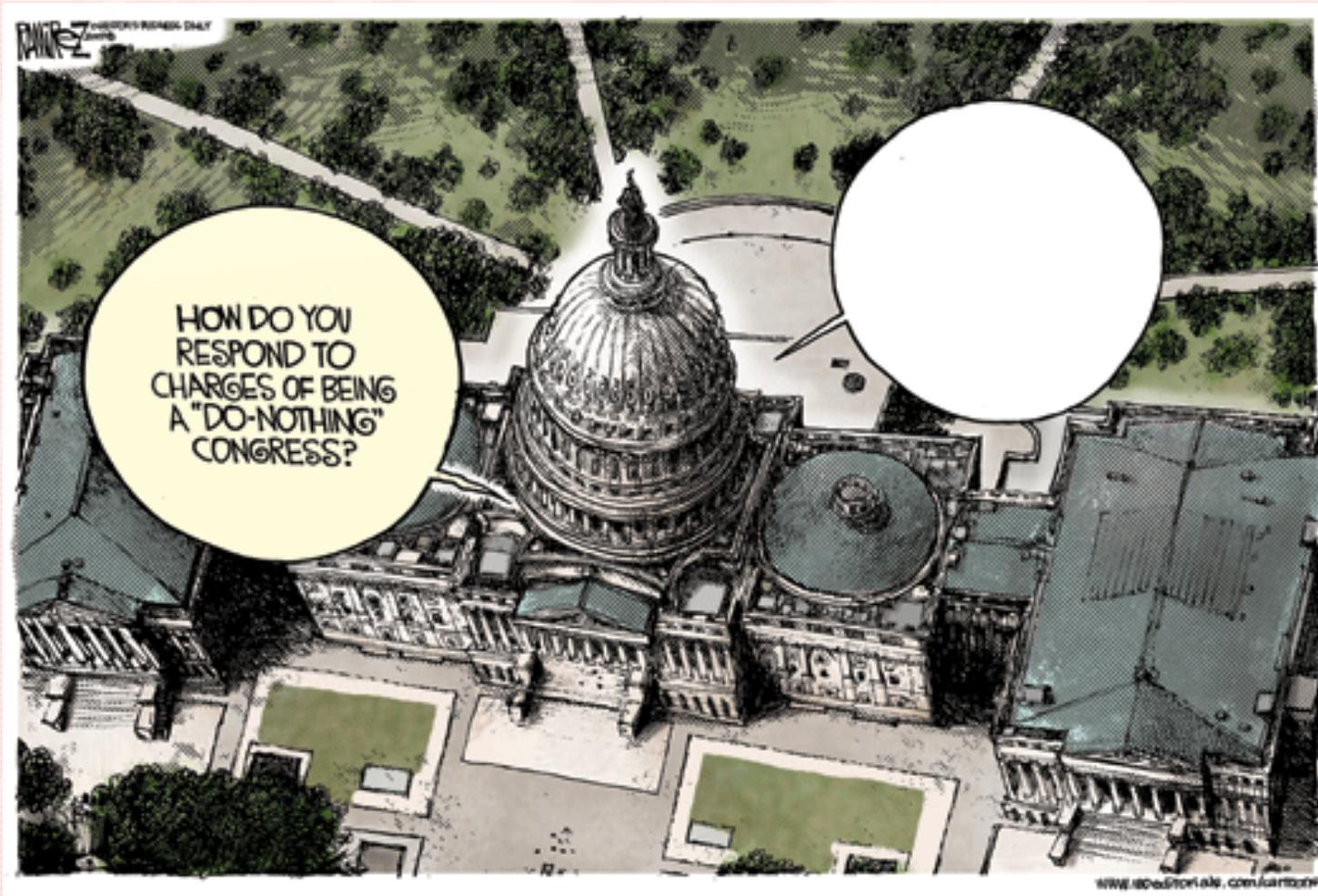


Missed Opportunities

The earth's well-being is an issue important to America... We recognize our responsibility and will meet it -- at home, in our hemisphere, and in the world... - 2001



Missed Opportunities

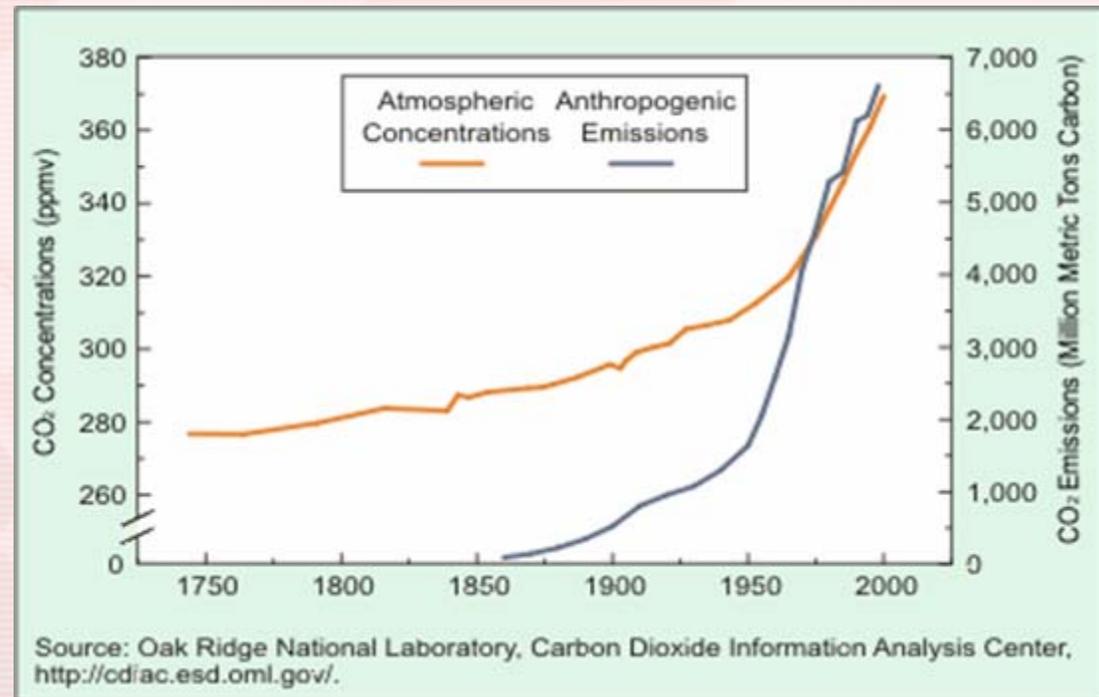


What science is telling us

1. Global warming is real.
2. It is underway now.
3. It is caused mostly by human activities.
4. If allowed to go much farther, it will have disastrous consequences for our economy, health, security & ecosystems.
5. We have the tools to prevent this.
6. We don't have much time.

How much time?

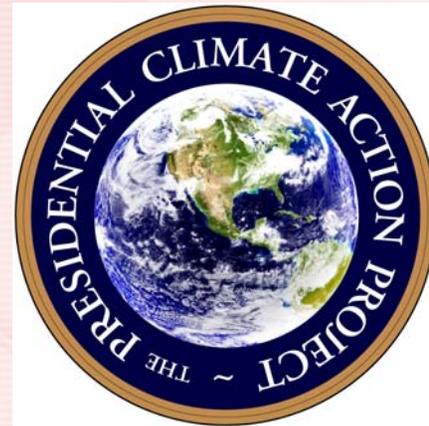
- Developed nations must...
 - Stabilize and begin to reverse emissions by 2015
 - Cut emissions 25%-40% by 2030
- EIA projection for U.S.: 36% increase in CO₂ emissions by 2030*



*All cuts refer to 1990 baseline

Topics

- History of climate science
- **Potentials for leadership**
- Presidential Climate Action Project
- New Rules



Federal Leadership Potential

- **Biggest energy consumer**
 - 1.5% of U.S. total energy use
 - 1.6% of national CO² emissions
 - 500,000 buildings
 - 630,000 vehicles worldwide
 - 5 billion miles annually
 - 350 million gallons gasoline equivalent each year
- **Market-shaping purchasing power**
 - \$18 billion annually for energy goods/services
 - Indirect impacts triple direct impacts
- **World-class laboratories**
 - 700+ R&D facilities
 - 100,000+ scientists & engineers
- **Dedicated & expert professional workforce**



National Renewable Energy Laboratory

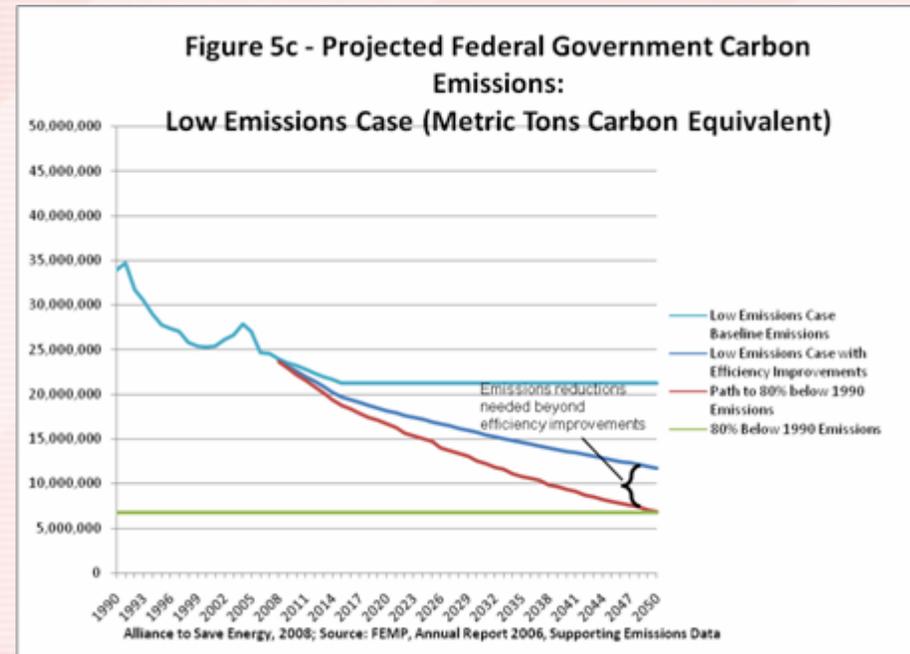
Progress & Potential

- Progress

- Primary energy use down 18% (1985-2006)
- Primary energy use down 18% (1985-2006)
- Building/facility expenditures down 22% (1985-2006)
- Carbon emissions down 18% (2005 vs. 1990)

- 2050 potentials

- CO² cut 80% from 1990
- Equivalent of 16 million vehicles
- 65% of energy from renewables



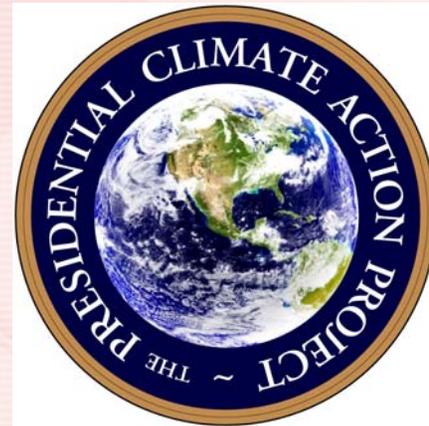
Presidential Authorities

- Appointments
- Presidential Directives
- Executive Orders
- International Agreements
- Treaty negotiations
- Veto pen
- Agency management
- Federal procurement
- Bully Pulpit



Topics

- History of climate science
- Potentials for leadership
- **Presidential Climate Action Project**
- New Rules



PCAP Mission

Provide the 44th President of the United States with a comprehensive plan to take bold action on climate change within 100 days.



PCAP Advisory Committee

- Ray Anderson, Founder & CEO, Interface Inc.
- Dr. D. James Baker, former NOAA Administrator
- Scott Bernstein, Center for Neighborhood Technologies
- April Bucksbaum, Baum Foundation
- Dianne Dillon-Ridgley, Chair, Plains Justice
- Brian Castelli, VP, Alliance to Save Energy
- Boyd Gibbons, past president, Johnson Foundation
- Gary Hart, U.S. Sen. (ret)
- Sheila Slocum Hollis, Partner Duane Morris LLP
- Van Jones, President & Founder, Ella Baker Center for Human Rights
- John Petersen, Arlington Institute
- Hunter Lovins, Natural Capitalism Solutions
- Michael Northrop, Rockefeller Bros. Fund
- Dr. David Orr, Oberlin College
- Theodore Roosevelt IV, Pew Center
- Larry Schweiger, President, National Wildlife Federation
- Jeremy Symons, National Wildlife Federation
- Dr. Gus Speth, Dean, School of Forestry & Environmental Studies, Yale University
- Adm. Richard Truly (USN ret), former NASA Administrator & NREL Director
- Heidi VanGenderen, Chief Climate Advisor, Colorado Governors Office

Objectives

- Set stage for federal action that is...
 - Science-based
 - Transformative
 - Timely
 - Courageous
- Build public mandate for boldness
- Redefine what's politically possible
- Help President create effective domestic program that allows U.S. to engage other nations with credibility

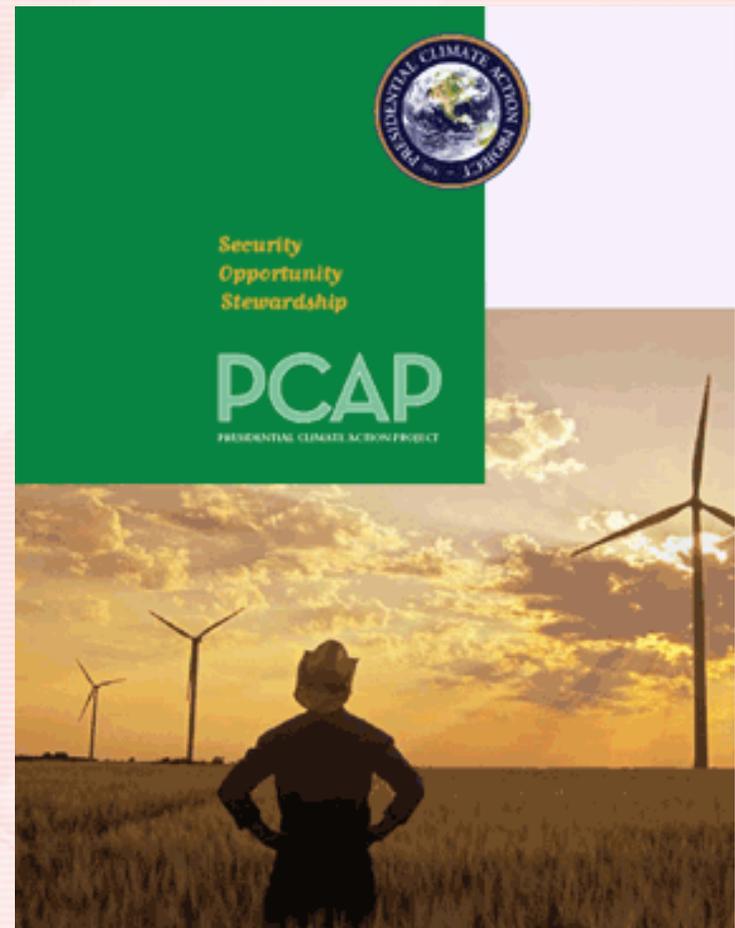


Big Ideas

- Develop & implement roadmap to 21st Century economy
 - Security
 - Opportunity
 - Stewardship
- Launch economy-wide clean energy surge
- Prevent carbon lock-in
- Establish principle of atmospheric commons

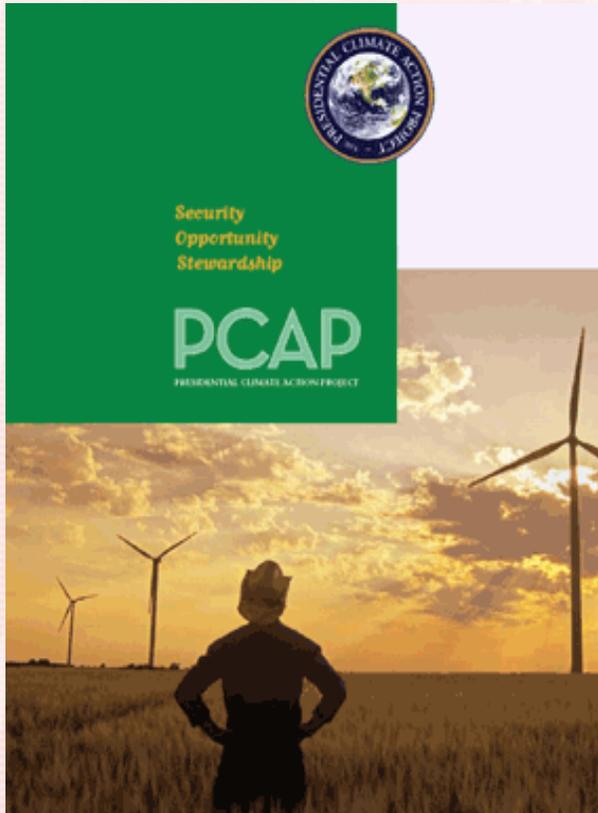
300 actions in 100 days

1. Economic Policy
2. Climate Policy
3. Energy Policy
4. National Security
5. Agriculture
6. Buildings
7. Mobility
8. Federal emissions
9. Natural resources
10. Ocean Ecology
11. Mitigation/adaptation
12. Public health/safety
13. International policy
14. Climate Leadership



Issued Dec. 4, 2007

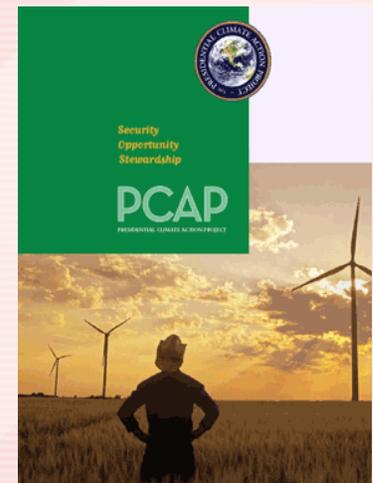
Aggressive goals



- Cut U.S. oil consumption in half by 2025
- Offset all U.S. oil imports by 2040
- Achieve zero-net-carbon buildings by 2030
- Reduce energy consumption 25% by 2020
- Obtain 25% of electricity from renewables by 2025
- Reduce vehicle miles traveled 20% by 2020, 50% by 2050
- De-carbonize federal subsidies
- De-carbonize international aid and trade programs
- Create Organization of Petroleum Importing Countries (OPIC)

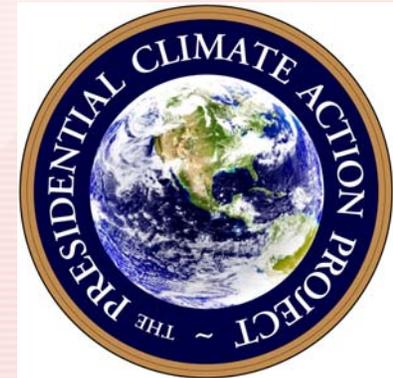
Doing the Homework

- Analysis of presidential authority
 - Executive Orders/Directives/International Agreements
 - Legal basis for each major PCAP proposal
- Who's Who in Climate Action
 - Top climate scientists, policy experts
 - Climate-critical appointed jobs
- Climate policy data base
 - 1,000+ policies
 - Web-based, international, searchable
- Detailed policy roadmaps
 - Low-carbon government
 - Low-carbon national mobility
 - Zero-energy/Zero-carbon buildings



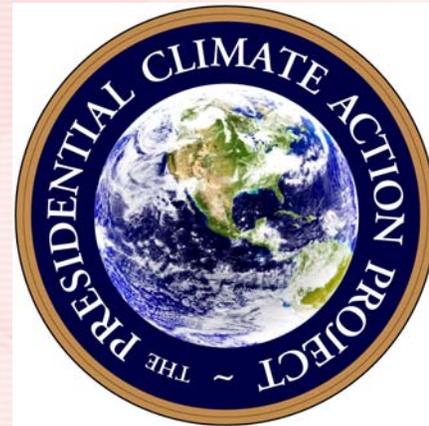
Sample Executive Actions

- Fill climate-critical appointments with highly qualified experts
- Direct EPA to regulate CO² under Clean Air Act
- Require carbon impact assessments under NEPA
- Inventory & identify reforms to federal carbon subsidies
- Recalibrate national energy/climate goals
- Rescind EO 13422 (censorship of science)
- Restore earth-science mission at NASA
- Respect, engage & empower career civil servants
- Incorporate stewardship in federal management & performance goals
- Restore GHG reduction targets & extend FEMP goals beyond 2015



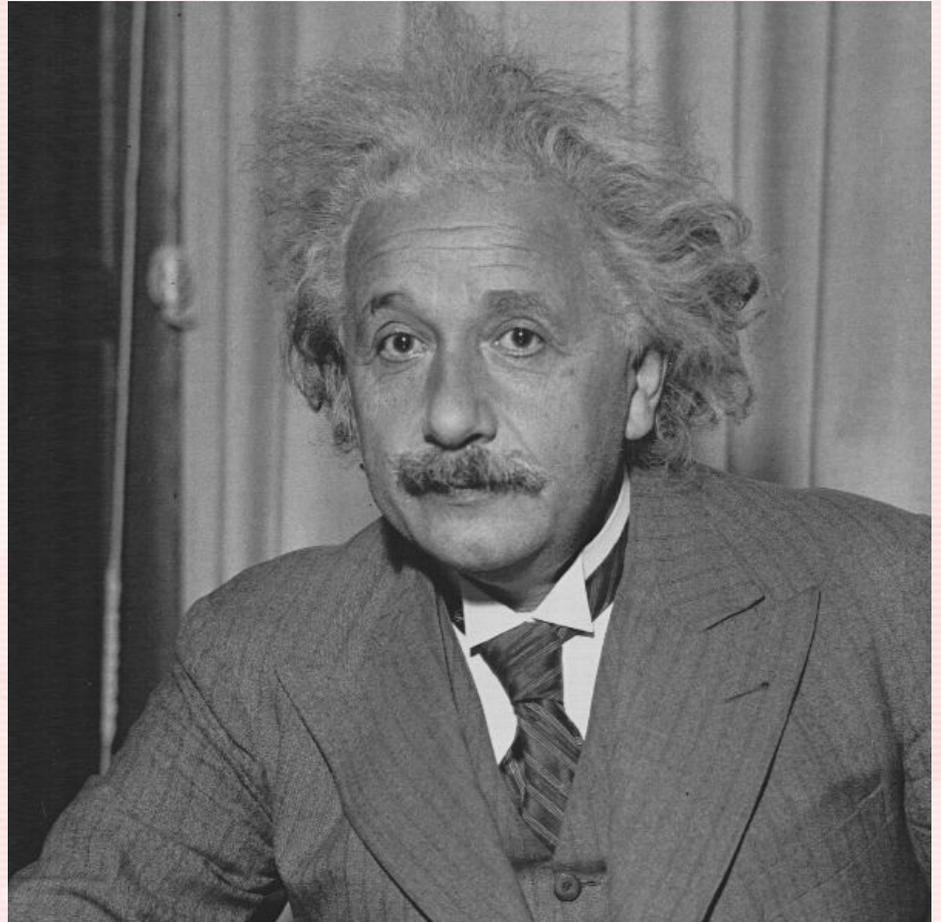
Topics

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- **New Rules**



New Rules

*You can't solve
a problem by
thinking the
way you did
when you
created it.*

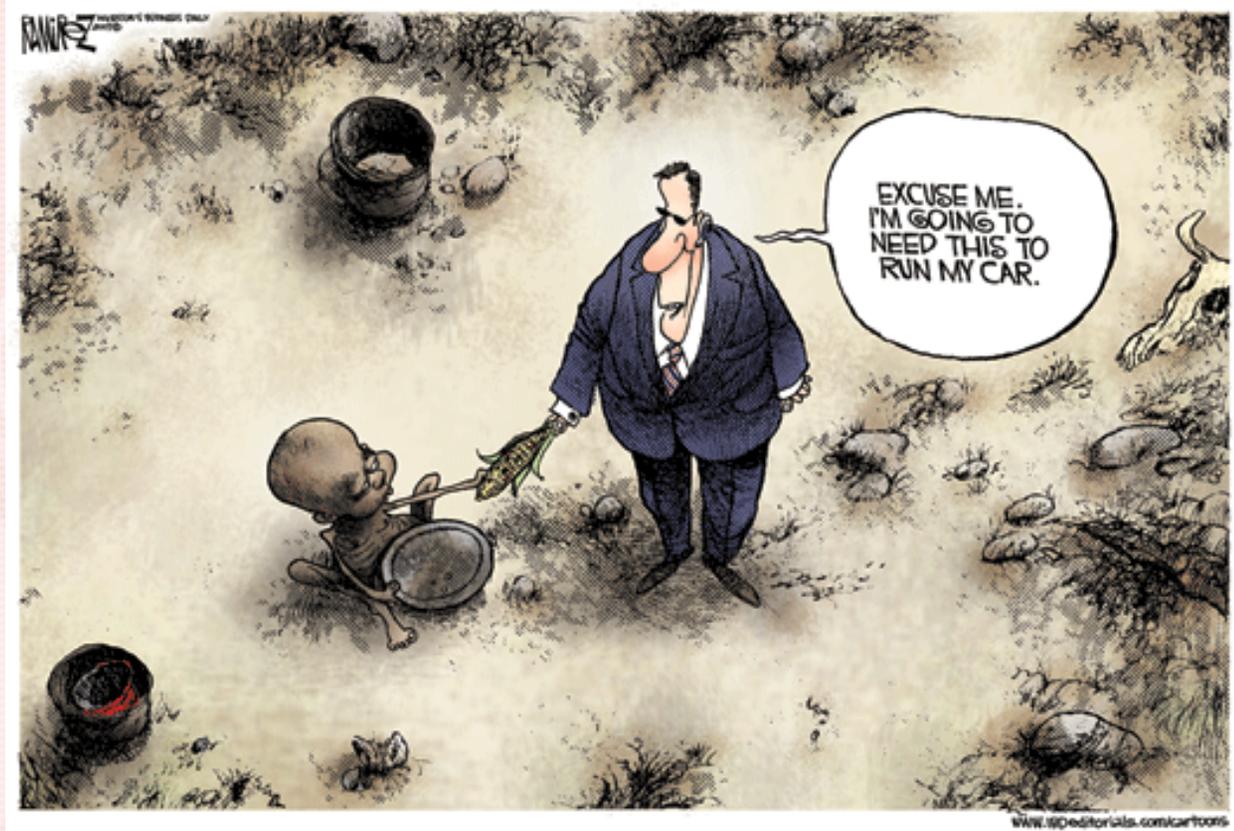


New Rule No. 1



New Rule No. 2

Bad things can happen when lobbies make national policy.



New Rule No. 3

Politics is the art of compromise.
Unfortunately, the atmosphere has
stopped negotiating.



New Rule No. 4

If we're
addicted
to oil, we
should
stop
subsidizing
the drug



Corollary

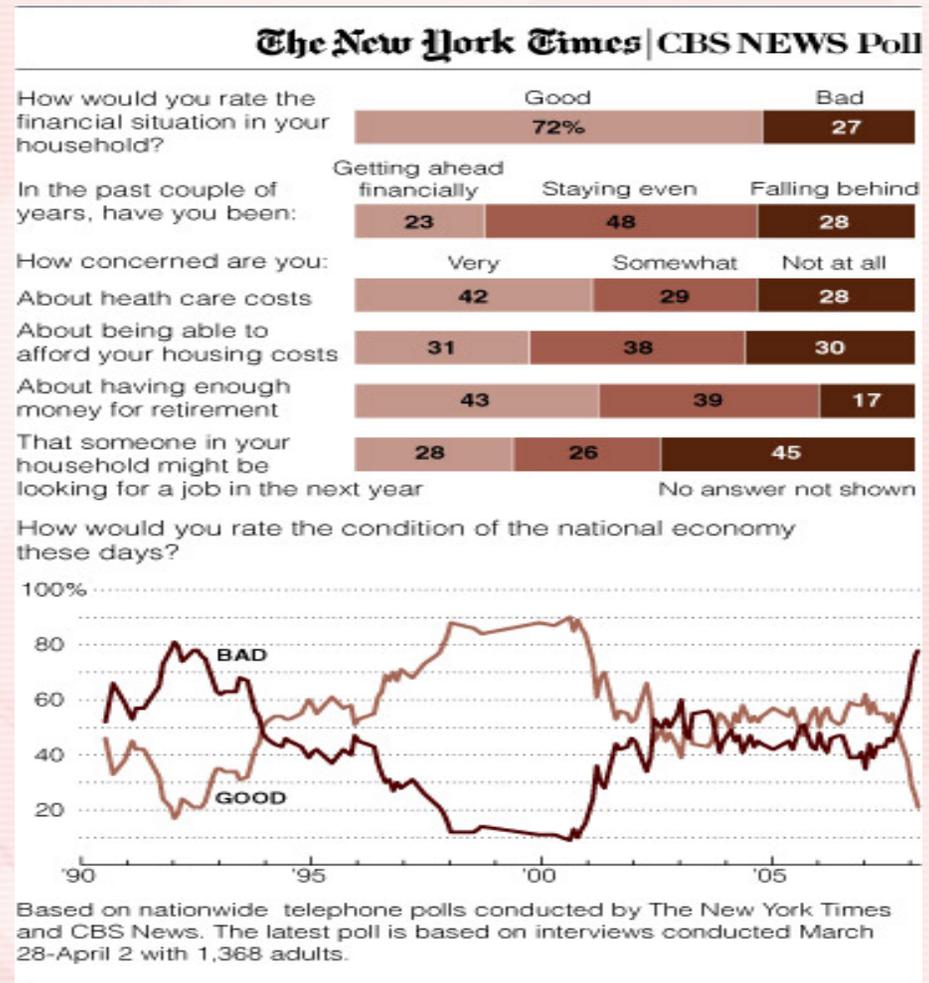
We won't end our oil addiction by switching suppliers.



New Rule No. 5

Climate change is not an environmental issue. It involves...

- Economic stability
- Energy security
- Public health & safety
- Health care costs
- Housing costs
- Cost of government
- National security



Economic perspective

We won't fight climate change to save the environment. We'll fight climate change to save prosperity.



Randy Udall, Founder
Association for the Study of Peak Oil

National security perspective

Climate change is a threat multiplier.
Renewable energy systems are a threat reducer.



21st Century
Weapons Systems

Climate Change & National Security

- Ray Anderson, Chairman, Interface, Inc.; Chair, Presidential Climate Action Project
- Dr. Rosina Bierbaum, Dean, Environment and Natural Resources, University of Michigan
- David M. Catarious, Jr., CNA Corp.
- Robert Corell, Global Change Program Director, John Heinz III Center for Science, Economics and Environment
- Dr. Paul Epstein, Harvard University Center for Health and the Global Environment
- Amy Fraenkel, Director, Regional Office for North America, United Nations Environment Programme
- Sherri Goodman, General Counsel, CNA Corp., former Deputy Under-Secretary of Defense (Environmental Security)
- Jason Grumet, Senior Energy Policy Advisor to Obama Campaign
- Gary Hart, U.S. Senator (*Ret.*), Wirth Chair, University of Colorado Denver
- Susan Joy Hassol, Senior Editor, CCSP assessment of domestic climate impacts
- Douglas Holtz-Eakin, senior policy advisor to McCain Campaign
- Gen. Paul J. Kern, USA (*Ret.*), Former Commanding General, U.S. Army Materiel Command
- Tony Lake, former National Security Advisor, representing the Obama campaign
- Michael A. Levi, Director, Program on Energy, Security and Climate Change, Council on Foreign Relations
- Dr. Mike MacCracken, Chief Scientist for Climate Change Programs, Climate Institute; former director of the U.S. Global Climate Change Research Program
- Vice Adm. Dennis McGinn, USN (*Ret.*), Former Deputy Chief of Naval Operations for Warfare Requirements and Programs; Former Commander, U.S. Third Fleet
- Michael Northrop, Rockefeller Brothers Fund, PCAP Advisory Board
- Peter Ogden, Senior Policy Analyst for National Security and International Policy, Center for American Progress
- Dr. David Orr, Oberlin College, PCAP Advisory Board
- John Raidt, environmental advisor to McCain campaign
- Dr. Joseph Romm, Senior Fellow, Center for American Progress
- Achim Steiner, Executive Director, United Nations Environment Programme
- Todd Stern, former Assistant to the President
- Vice Adm. Richard Truly, former Administrator of NASA, former Director of NREL, participant in CNA study

New Rule No. 6

The abundance
of a resource
is not a
mandate to
consume it.



New Rule No. 6, cont.

The stone age did not end because we ran out of stones. It ended because we found a better way.

- Sheik Ahmed Zaki Yamani, former Saudi Oil Minister



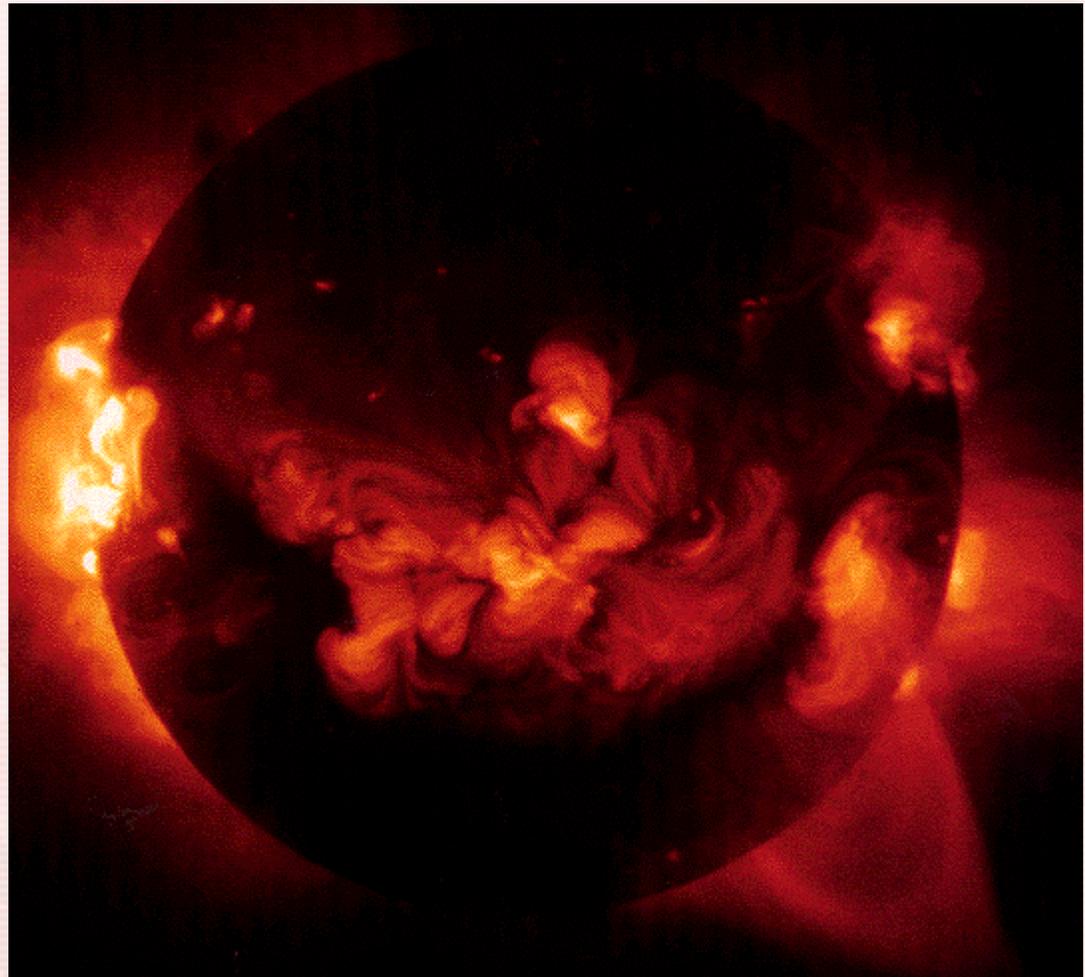
New Rule No. 6, cont.

If cheap and plentiful are our energy criteria, solar wins.

Price: \$0

Supply: 5 billion yrs

Delivery: 8 minutes



Sun at X-ray wavelengths from Japan's Yohkoh Satellite

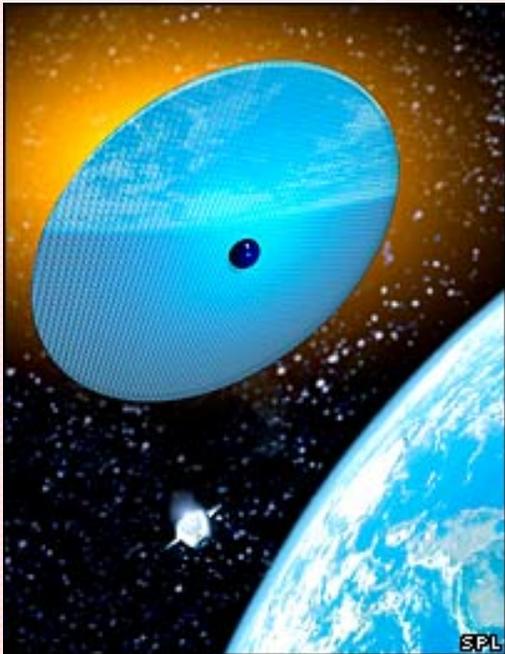
New Rule No. 7

There's a difference between problem solving and problem switching.



New Rule No. 8

Smart technologies can only go so far
to accommodate stupid behavior.



*55,000 orbiting space-based mirrors,
each 100 square meters, could reflect
sunlight to offset half our growth in
CO². - National Academy of Sciences*

!

New Rule No. 9

Baby steps won't do the job.

Incrementalism is innovation's worst enemy. We don't want continuous improvement, we want radical change.

– Sam Walton



New Rule No. 10

If we insist on ruining the planet,
we have to stop calling ourselves
the most intelligent species



The 2008 Election

*Americans can
always be counted
on to do the right
thing...after they
have exhausted all
other possibilities.*

— Sir Winston Churchill



(We now have exhausted all other possibilities.)

Candidates' Climate Positions



"I don't believe that climate change is just an issue that's convenient to bring up during a campaign. I believe it's one of the greatest moral challenges of our time."

"Not only is it real, but it's here, and its effects give rise to a frightening new phenomenon: the man-made natural disaster."



"We have many advantages in the fight against global warming, but time is not one of them."

"We Americans like to say that there is no problem we can't solve, however complicated...and now it is time for us to show those qualities once again."

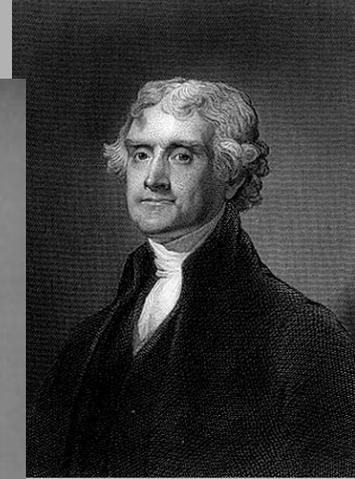
Wanted: A Uniter

(Dividers Need Not Apply)

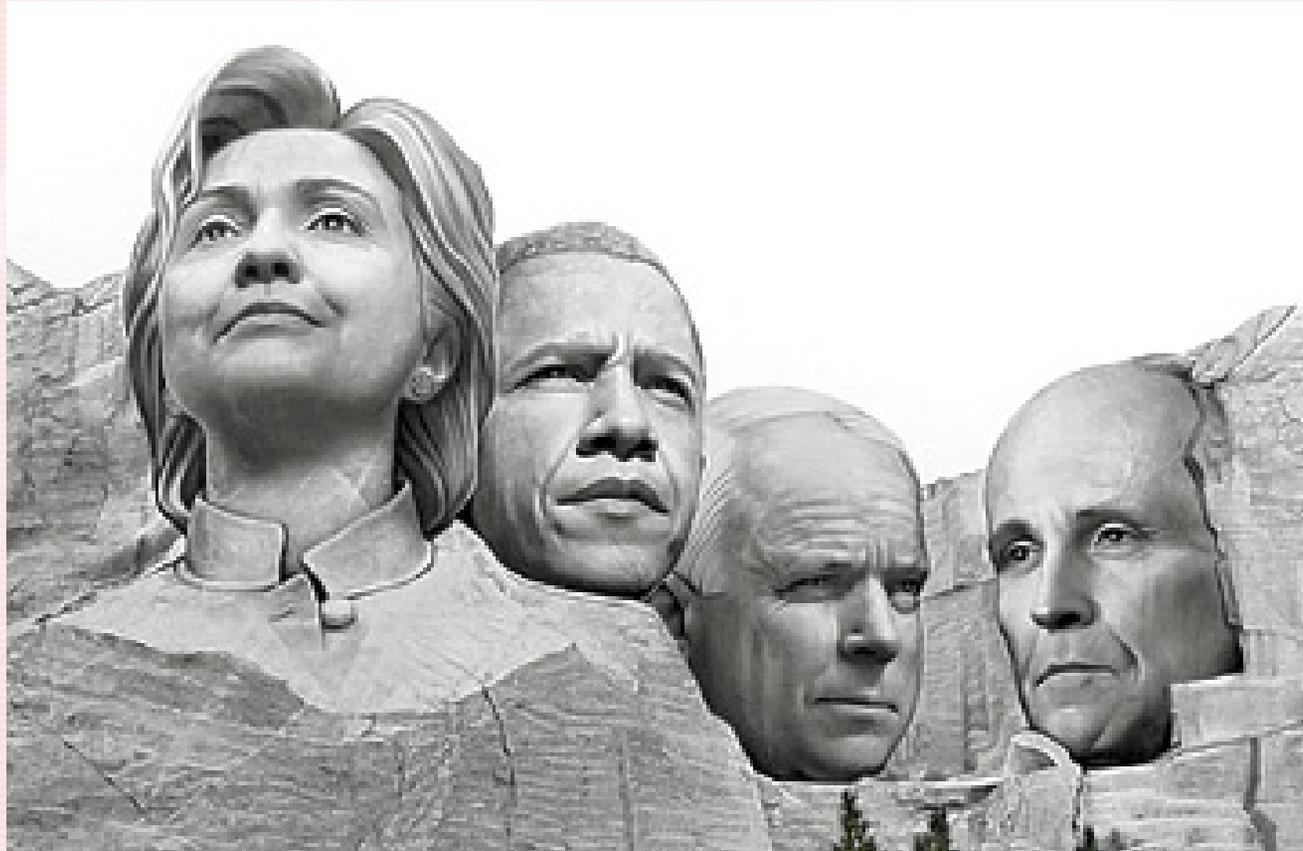
We need a little less Pluribus and a little more Unum. – Ken Burns



We've been blessed with Giants



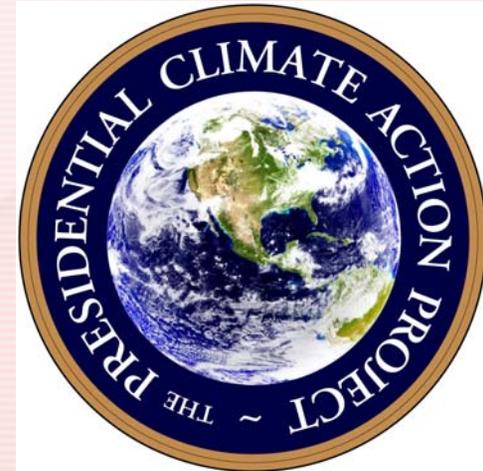
Who will rise to the challenge?



WHAT SHOULD THE NEXT PRESIDENT DO ABOUT GLOBAL WARMING?



WE HAVE SOME IDEAS. HOW ABOUT YOU?
[CLICK HERE](#)



bill.becker@cudenver.edu

www.climateactionproject.com

Candidates' Climate Positions

Obama

- Reduce emissions 80% below 1990 by 2050 with a cap and trade system with 100% auction of allowances
- Create national RPS: 25% renewables by 2025
- Invest \$150B over 10 years in bringing clean energy to market.
- Establish a national low carbon fuel standard
- Improve energy efficiency 50% by 2030
- Restore US leadership on climate

McCain

- Reduce carbon 60% below 1990 by 2050 using a cap and trade system.
- Develop an adaptation plan based on national and regional climate impact models.
- Engage with the UN to develop an international agreement on climate.
- Accelerate development of technologies across the valley of death.