

YES WE CAN TOGETHER WE CAN PROTECT OUR CLIMATE

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This is what is happening to our world.

- Our weather is becoming supercharged because of global warming.
- We are on track for it to be hotter than humans have ever known it, with more extreme floods, storms, cyclones and bushfires.
- Melting of the polar ice caps will cause sea level rise and flood cities and food growing areas all around the world.



Which is causing big problems

- Hotter and drier farmlands will mean billions of people won't be able to grow enough food or have enough water to stay healthy.
- Lack of food and water will cause wars, and millions of refugees
- Extreme heat will cause more illness and increased rates of disease and death
- Wildlife and natural areas will be badly affected. Say good bye to the Great Barrier Reef. Species will die out, and there will be massive pressure to clear natural areas for food production



Supercharged weather

More powerful and more frequent cyclones, floods, bushfires and heat waves are causing loss of lives and homes, massive injuries, ongoing health issues and huge economic losses.

We are on track for more extreme weather more often.

This will be very destructive for Australia and the rest of the world and disastrous for our economy.





But we have a choice.

Prevention is better than cure.

We can all work together urgently
and we can stop this weather in its tracks.

Three strategies to achieve urgent effective action for a safe climate

1. Political leaders committed to urgent action and to building support for urgent action
2. Businesses and community organisations committed to and working for urgent action.
3. Having a majority of the population committed to action and to then elect members of parliaments and governments who are committed to action.
(See strategy 1 😊)



Building community support

- This talk focuses on the strategies needed to build community support and from that electoral support to elect politicians committed to action.
- The target of our campaigning and messages are people who accept that climate change is real, and a concern but for whom acting on climate change currently isn't a big influence on how they live or vote.





What I'm aiming to help make happen

To gain community, business and political support in Australia by federal election 2016 for a safe climate, zero carbon economy by 2030 at the latest.

Prevention is better than cure. What do we need to do?

- 100% renewable domestic energy
- Stopping coal, gas and oil exports
- Protecting and expanding forests and other vegetation to enhance biodiversity and store carbon
- Moving people and goods by zero carbon transport, in walkable, bike friendly and PT connected communities.



What do we need to do?

- Zero carbon food:
largely organic,
preference for local
- Energy efficient
buildings
- Removing carbon
from the atmosphere
- Legislated action
plans to achieve all of
the above by 2030
- Work globally



The current reality in our society

- Change is not going to come easily.
- Our political and economic systems are not set up so that these actions will occur 'naturally' and easily. They are set up to make it easy and 'economic' for the polluting ways of the past to continue.
- Many people and businesses want to continue the high carbon ways of the past because they are making money out of them and because they are well off and comfortable with the way things are



The current reality - psychologically

- It's extremely hard for most people to accept that things need to change. They don't want to think about the problems ahead and don't feel threatened by climate change, even if they accept that its real
- People have to feel a sense of efficacy: that we can make a difference.



The current reality – personal action

Even if people are receptive to taking action there are a lot of barriers in their way

- Structural (e.g. lack of public transport)
- Economic (e.g. high cost of solar hot water)
- Cultural (e.g. perception of high status from large homes)
- Psychological (e.g. habits, uncertainty, tokenism)

Which is why we need political action

- We need to build support for political and structural change to overcome these barriers
- We won't achieve a safe climate purely by people taking personal action in their own homes



Building support for change

- Fear is an effective motivator as long as it is accompanied by hope.
- People need to know that it is important that Australia does act, and that our action will be effective. We are a big player.



Effective messages

- Connecting the dots of extreme weather events is important
- It is best to presume the science in our messaging, so it isn't a (contested) focus of the communication
- Keeping our economy strong and the health impacts of climate change are powerful motivators for people
- We need to build on people's support for renewable energy, and build understanding of the need for act urgently and comprehensively

Keeping the Australian economy strong

- The economy is a vehicle to deliver the social and environmental outcomes we want.
- A modern safe climate economy can be strong and provide jobs, financial, social and environmental wellbeing. Renewable energy, energy efficiency and shifting to zero carbon systems will mean jobs growth and strong economic growth.



Five big problems with the old economy

The future
doesn't count



The world is
considered
infinite



GDP is the
only thing that
matters



It's ok to
exploit
other
people



Other
species
don't
matter



These problems are coming home to roost

- The old economy in a world which is 2, 4 or more degrees hotter will not be strong.
- Massive 'natural' disasters, sea level rise, failing food production and water supply, and increased food costs will impose huge economic costs.
- The old 'quarry Australia' economy will be bad economically as well as disastrous for the climate. It's time to move on from coal, gas and oil. They have served us well in the past but have served their purpose.

Keeping your family healthy

- Acting to restore a safe climate will be good for your and your family's health.
- In contrast, a world which is 2,4 or more degrees hotter will be bad for your and your family's health.
- Some impacts are extreme heat, increased spread of tropical diseases, impacts of floods, droughts, bushfires, insufficient food and clean water, particularly in the developing world.



Overall strategies for change

- The most effective way for most people to embrace change is to be influenced by people they like and respect. That means you!



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Strategies for change (cont.)

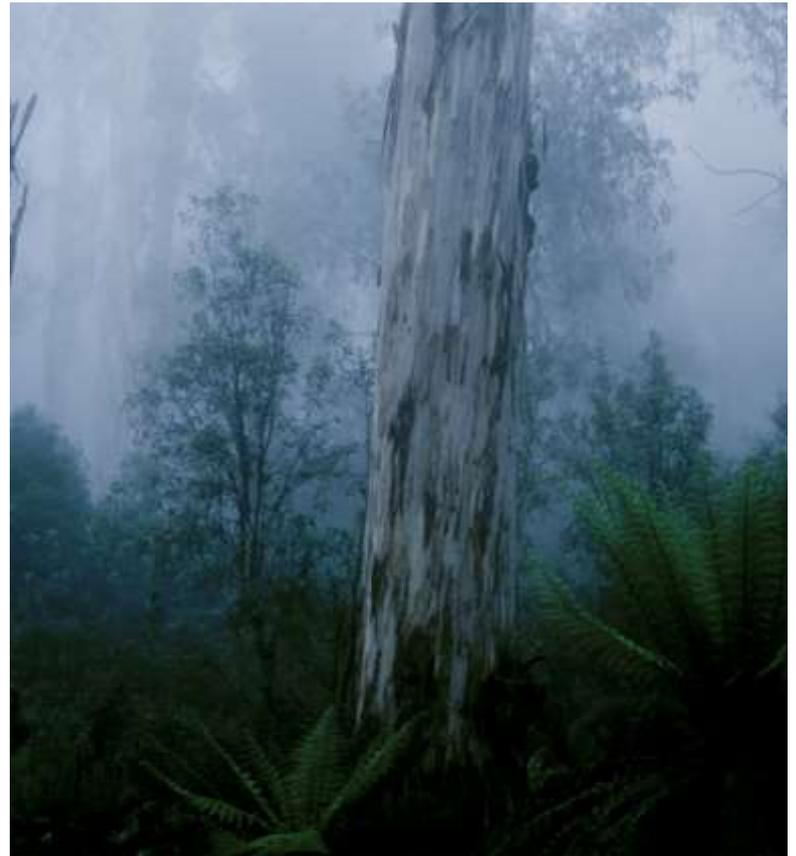
- People are strongly influenced by society's leaders: business, sporting, media, church. First responders – firefighters, ambo's, doctors are very powerful.
- Gaining the support of these people and institutions is very powerful.
- We need the business community, economists, and social leaders to be outspoken that building our renewable energy and energy efficiency industries will be good for the Australian economy and society.
- Changing behaviour usually precedes changing attitudes, so there is significant potential to get political support from people who have invested in renewable energy

The four part narrative

1. We're in deep shit. What's happening now is awful and economic, social and environmental catastrophe is ahead if we continue on the current polluting path.
2. But we can get out of it! We're clever. **Prevention is better than cure.** And urgent action is needed now, because the longer we leave the shift the harder it will be and the more damage will be done.
3. The clean green solution to global warming is straightforward, modern, and it works. The shift has begun. Those who are trying to stop this are on the wrong side of history
4. There are three types of action for you to take: personal, community and political

The shift has begun!

- We now have close to 20% renewable energy in Australia
- Some coal and gas export developments aren't going ahead
- We have protected amazing natural areas in the past. We can protect more and help nature look after us
- Big shift to public transport, walking, cycling, electric vehicles is happening
- Growth in organic food production
- Massive improvements in energy efficiency of
- Ongoing investment in removing carbon from atmosphere



Three types of things you can do

Personal action.

Solar panels, green power, walking, cycling and public transport, electric and fuel efficient cars, consuming less, boats and trains (zero carbon...) not planes...



Community action

Get involved, talk to your friends and neighbours, join local groups, work with your community



Political action

Commit to vote for parties and candidates who support prevention being better than cure, and suggest to others that they should vote this way too.



The spirit of Mawson



Maybe I'm wrong and the pessimists / 'realists' are right.

But we don't know that it's not possible

And the only way we are going to achieve success against the odds is to believe its possible, and to give it our best shot.

And what is there to lose?

