

Climate Change

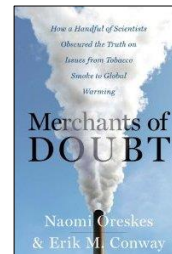
- Steve Raney
- Local 350.org project: outreach to “morally strong” communities / congregations.



350 Silicon Valley

May 2013 Suds Jain

- “Climate Denialism and Why We Need a Carbon Tax”
 - Tobacco Industry tactics
- Climate science details
- → join Citizens Climate Lobby (national carbon fee & dividend)
 - Anything you do for climate is great. Need 100X more
- → read Merchants of Doubt.



Outline: tactics & political science

- 4 slide context w/ “end game” to protect world climate
- 6 slide pitch: → Humanist climate effort
 - Collaborates with other morally strong communities/congregations
 - Collaborate with 350, CCL, GoFossilFree, etc

 **350 Silicon Valley**

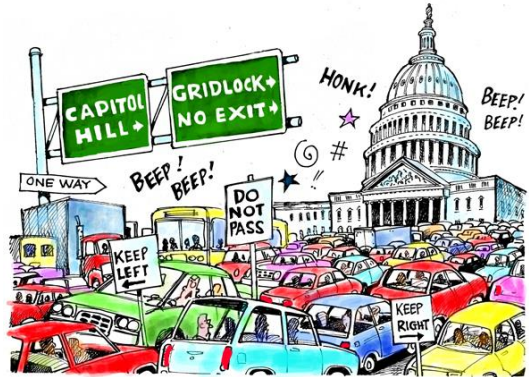
CA policy GHG reduction machine



- Gears: AB32 (2006 Global Warming Solns Act), **Cap & Trade** (super gear), vehicle GHG standard, low carbon fuel standard, Gov exec orders, renewables, solar roofs, efficiency, regional transport, recycle, reduce waste, water, agriculture, forests. Comprehensive!
 - “AB32 Scoping Plan” controls the machine. Updated every 5 years
- Knob: low to high GHG cuts
 - Exxon: wants slow, current: faster than rest-of-world, moral: extremely fast
- Historic government accomplishment! Amazing cross-departmental collaboration. Amazing legislation
- Very fragile. Major battle looms
 - 75% of CA voters oppose a \$0.25 gas tax increase (similar to a \$25/ton carbon price)
 - Voters only support climate protection without personal impact.

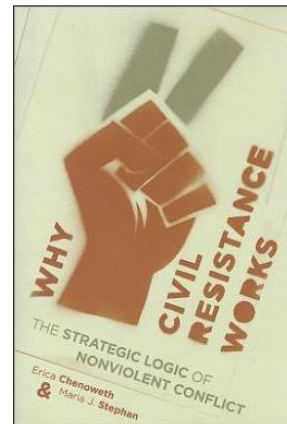
Contrast to: US and UN

- Gridlocked US congress (foreseeable future)
 - Obamacare is incremental (versus universal Medicare)
 - Climate like New Deal, WWII, Civil Rights
 - No game-changer laws passed in recent decades
- No progress at UN climate “COP19.” US blamed.



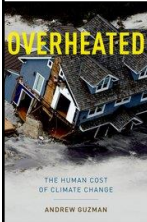
What strategy?

- Protect CA policy, spread to US. Given US, rest of world will follow.
- Given gridlock, what US tactics? Is there empirical evidence?
 - Book with international dataset of citizen movements
- If 3.5% population participate, 80% achieve systemic change
 - Important to discredit the opposition
 - Stigmatize Koch/Exxon
 - Apply sustained economic pressure
 - 3.5% is 11M Americans
- Expect strong countermeasures.



“Moral Construct” for Discussion

- Facilitate discussion
 - Pick something like “African kids in 2025”
 - Each member can save lives of 10 kids
- Africa precarious, subsistence peoples
 - Threats: Calories, clean water, population, sanitation, health care, armed factions
 - Climate: threat multiplier
- Discussion topic:
 - \$9/gas, 90% vegan diet, 2 showers per week, 0 plane trips
 - Is this OK if you can save 10 kids?
- “Time travel to 2025” → implications.



Pitch: Spread CA's Amazing Climate Protection Nationally

- Request: Ongoing Community discussion
 - Every member spends at least a few hours/year
- 4 collaborative actions in 2 years. Start small.



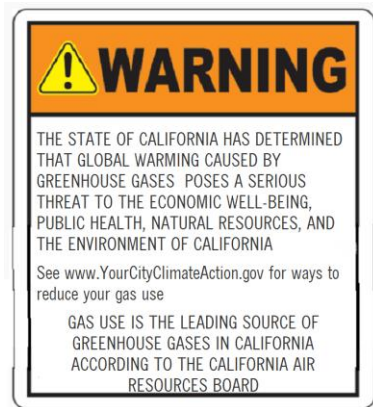
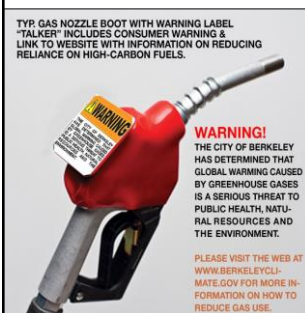
Result: Nov 2015

- 11M Americans demand climate policies. Laws are passed.
- Like 60's Civil Rights Movement?
 - Inspiring or scary?
- Moral obligation / Golden Rule trumps invisible hand (short-term selfishness).



Spring 2014 First Action – 300 people

- 6 entities, 50 members (& friends) @ 3 hours each
 - Humanists, Quakers, Unitarians, Episcopal, Lutheran, Synagogue, Congregational, Pen. Muslim Association, East PA church, Catholic ..
 - 300 morally strong forms a potent, newsworthy group
- Find city council ally, write letters, make public comment
- Dump the Pump
- Divestment memo to CalPERS.



Action 2: Nov 2014

- 36 entities, 2,000 people (Action #1 squared)
- Step 3: Spring 2015 – Bigger still
- Step 4: Nov 2015 – win!



“5 Questions”

1. World’s biggest problem?
2. Should community undertake bold activism?
 - How many will participate?
3. Is there an effective action with high chance of “success?”
 - Mischievous, clever, savvy, lawful, strategic, fun?
4. Will things go back to normal the next day?
 - Who is willing to go to jail?
5. Is social justice well-considered?

Thanks for your consideration

- The pitch: Humanist climate effort
 - Collaborate with other morally strong communities/congregations
 - Collaborate with 350, CCL, GoFossilFree, etc.

