

The BIG Ask:

**Can mass delusion lead us on to a path
to stabilise GHG concentrations?**

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The Big Ask:

Rock 'n
Roll

g Campaign



The Big Ask: rock, roll and global warming

courtesy of the Cambridge Junction...

- Artists: Dogs, Rotating Leslie, Cazals
- Fancy making a stand against global warming *and* listening to some rock'n'roll? Of course you do – and you can! How? By buying a ticket to go to the Junction on Wednesday 27th September and watch **Dogs, Rotating Leslie** and **Cazals** playing the Big Ask gig, that's how.
- The Big Ask, in case you were wondering, is a Friends Of the Earth campaign which was launched last year by **Thom Yorke of Radiohead** and which **asks supporters to write to their MP and tell them that, frankly, we're not doing enough to combat global warming** and we need to get our act together by yesterday at the very latest. Friends of the Earth will have a stall at the gig where you can nail your colours to the mast by filling in an MP-petitioning postcard, and any profits from ticket sales will go to the charity.
- How much will those tickets cost? Why, only £5!



Cambridge Responds

- Radiohead singer Thom Yorke launched The Big Ask campaign in May 2005. Since then, over 100,000 people from across the country, and well *over 200* people in Cambridge, have put The Big Ask to their MP by postcard, email or letter.
 - Office of David Howarth, MP

* *Italics mine*

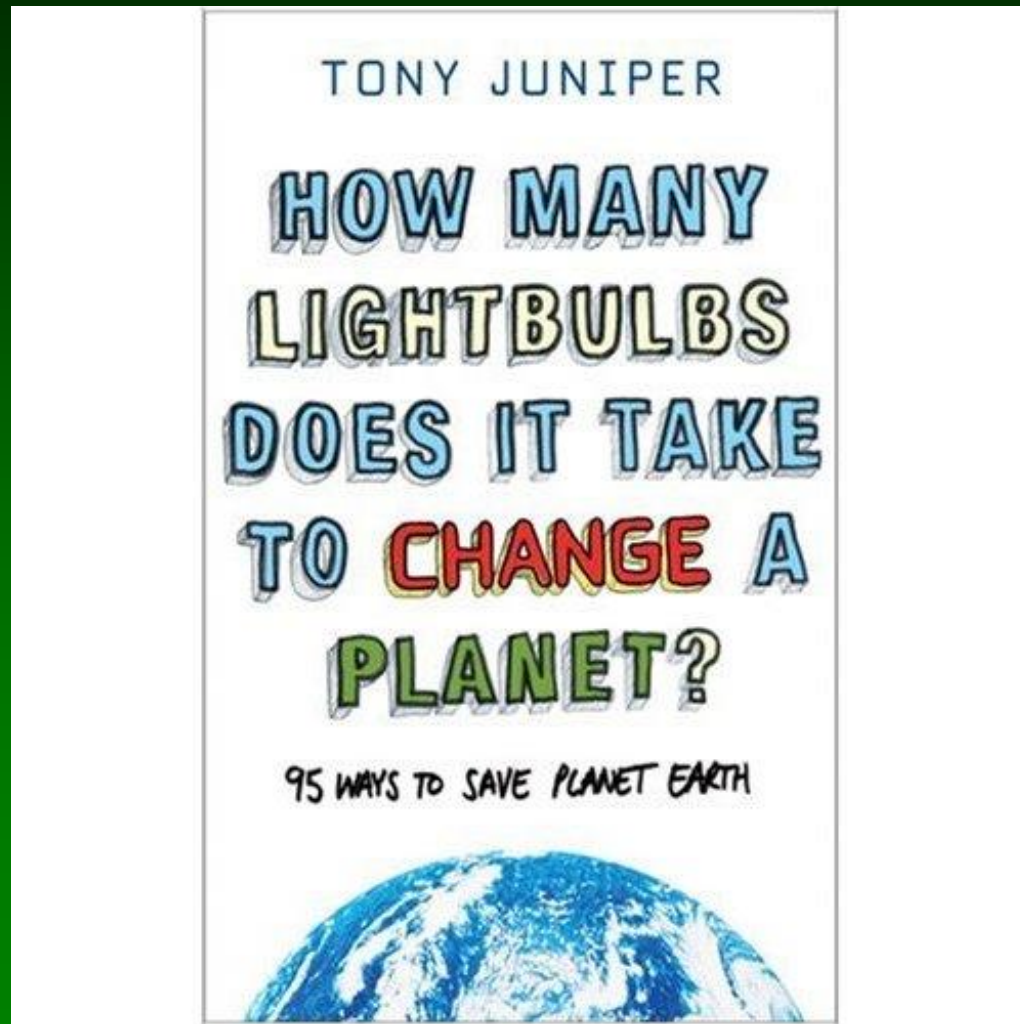
The Big Ask in Action

- Friends of the Earth Director, Tony Juniper, said:
“We are delighted that a Climate Change Bill was announced in the Queen’s Speech - this is something Friends of the Earth has been campaigning for through The Big Ask climate campaign. The Bill is a crucial first step in ensuring the UK plays its part in keeping temperatures below danger levels. The next step is to ensure the Bill delivers the cuts that are needed through the introduction of annual targets for reducing the UK’s carbon dioxide emissions.”



We have to have annual targets even if you have to add 100 statisticians to the government payroll who annually adjust figures. Once the modeling is worked out, it would be good if we could move towards monthly monitoring of the figures. If we can do it for RPI, we should be able to do it for carbon emissions.

Martin Luther Complex



Carbon Rationing?



A View from What's Left of the Left

- “carbon credits are absolutely wrong.”... [Tony Benn, the] former secretary of state for energy drew an analogy with the food rationing policies in place during the second world war. "In the war it was a criminal offence for me to sell my ration book to somebody else, because the purpose of the rationing was to see that everybody had a fair share," he said. "If we need to ration [carbon expenditure] that's one thing, but fair distribution is the key to it. If the world is short of resources we have to ration them, which is different from selling them."
- **Carbon credits are 'wrong' says Benn**
Nell Boase
Thursday May 31, 2007
Guardian Unlimited

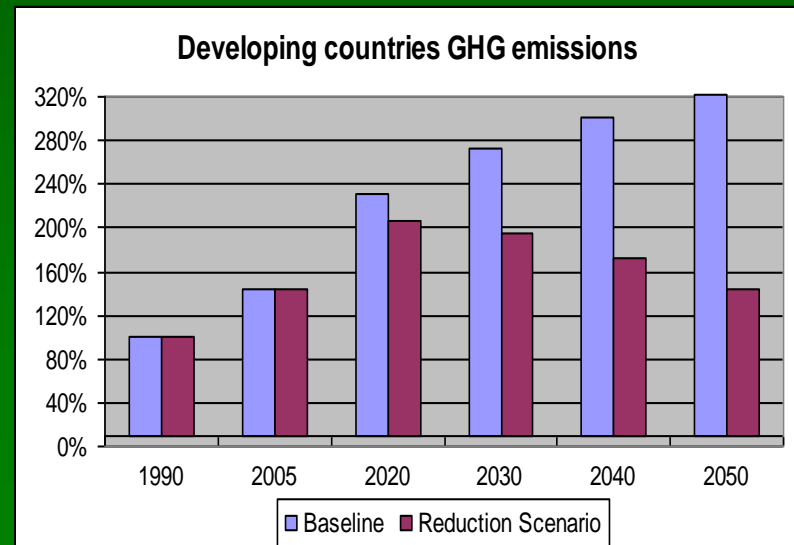
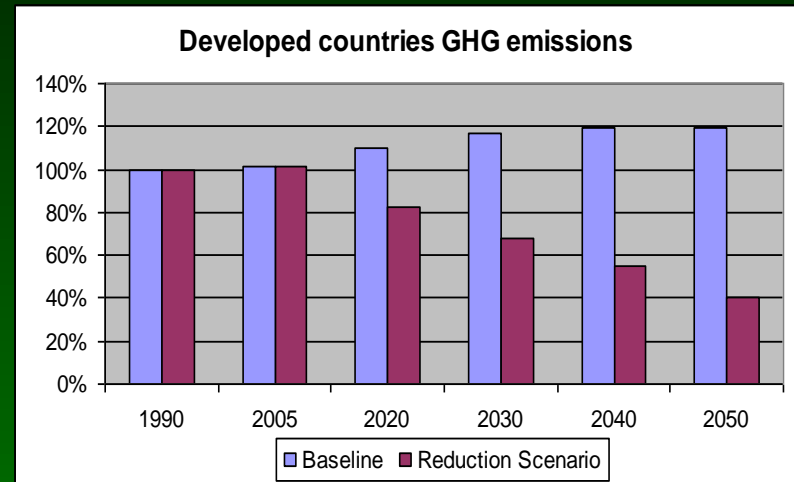
European Delusions

- Fallacy of Brussels – increasing reliance on Europe and post-democratic institutions to take the lead on climate change but Brussels has relatively little money, industry waits for a clear framework and action is slow.
- Willing to suspend disbelief – e.g., The Lisbon Agenda that would see the EU become the most competitive economy in the world by 2010
- Sticking to noble aspirations, e.g., Biofuels – miss one target so set a tougher target
- Rhetoric and reality of liberalized energy markets have not altered deeply held beliefs over the need to intervene
- Don't throw money at the problem and it will solve itself
- The bipartisan consensus /widespread public support

Action needed in developed and developing countries: the EU view

- “the next step must be for developed countries to cut their emissions to 30% below 1990 by 2020” – **S. Dimas**
- 60-80% by 2050
- Emissions trading, linking domestic schemes & global carbon market
- Binding and effective rules for monitoring and enforcing commitments
- Reduce growth of emissions *asap*
- Absolute reductions after 2020 using:
 - New approach to CDM
 - Improved access to finance
 - Sectoral approaches
 - Quantified emission limits
 - No commitments for least developed countries

Source: Lynn Sheppard, EC, “New European Initiatives for the post-2012 regime”



Magnitude of the Challenge

- What are we ASKing the public for?
 - To pressure governments to act and vote for politicians that support tougher action?
 - To accept higher electric bills?
 - To accept sending billions to developing countries?
 - To suspend disbelief?
- What are we ASKing governments for?
 - To assume leadership roles & create frameworks
 - To make tough decisions and invest political capital
 - Funding (R&D, subsidies, etc)

How Should We Address Global Warming?

| Answer | US 03 | US 06 | UK | SWE | SPN | OZ | JPN |
|---|------------------|------------------|-----------|------------|------------|-----------|------------|
| Global warming has been established as a serious problem and immediate action is necessary | 17 | 28 | 41 | 35 | 55 | 50 | 54 |
| There is enough evidence that global warming is taking place and some action should be taken | 36 | 34 | 33 | 45 | 22 | 32 | 34 |
| We don't know enough about global warming and more research is necessary before we take any actions | 24 | 18 | 18 | 13 | 20 | 13 | 8 |
| Concern about global warming is unwarranted | 7 | 6 | 4 | 2 | 2 | 3 | 0 |
| Not sure | 16 | 14 | 4 | 3 | 1 | 2 | 3 |

Source: MIT, Cambridge, Chalmers, CSIRO, Ciemat, AIST/Mizuho

Views of the Need for Action

| Answer | US 03 | US 06 | UK | SWE | SPN | OZ | JPN |
|--|----------|----------|----|-----|-----|----|-----|
| I believe that firms and government researchers will develop new technologies to solve the problem | 21 | 19 | 26 | 37 | 26 | 25 | 22 |
| I believe we will have to change our lifestyles to reduce energy consumption | 32 | 35 | 27 | 22 | 26 | 45 | 66 |
| I believe we will learn to live with and adapt to a warmer climate | 17 | 13 | 13 | 19 | 21 | 8 | 4 |
| I believe global warming is a problem but [my country] won't do anything about it | 24 | 28 | 21 | 14 | 21 | 16 | 6 |
| I believe we will do nothing since global warming is not a problem | 7 | 5 | 3 | 2 | 1 | 2 | NA |
| Not sure | NA | NA | 10 | 6 | 6 | 3 | 2 |

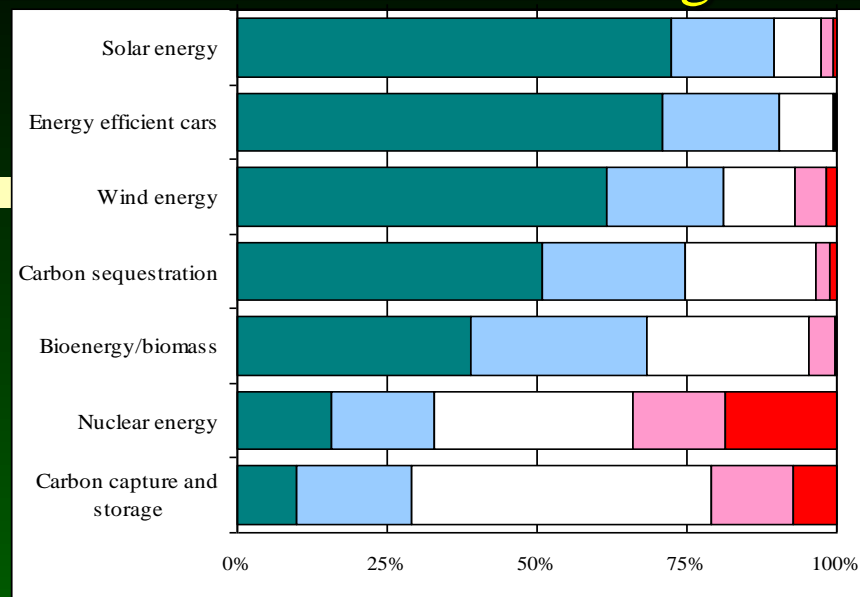
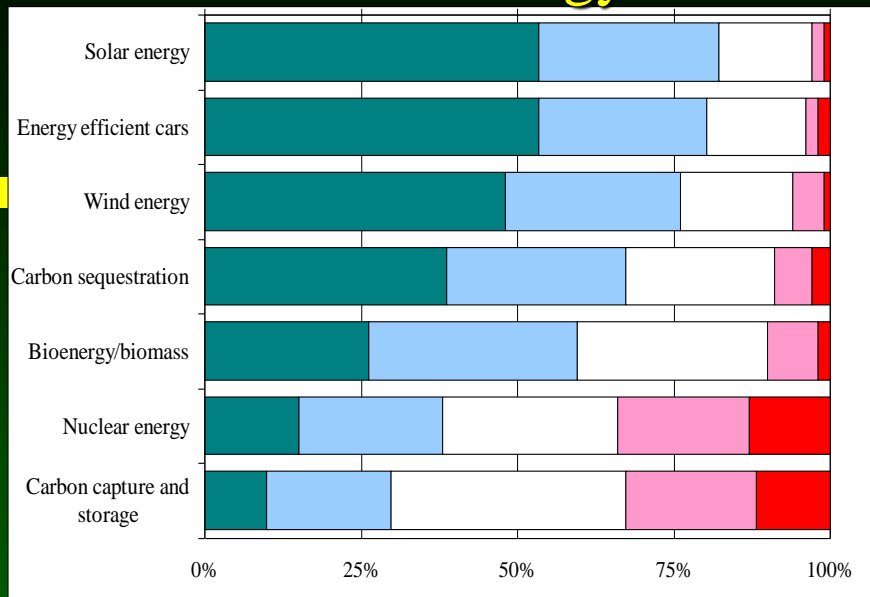
Disconnect between Rhetoric and Action

Views on UK Government's 60% Emissions Reduction Target

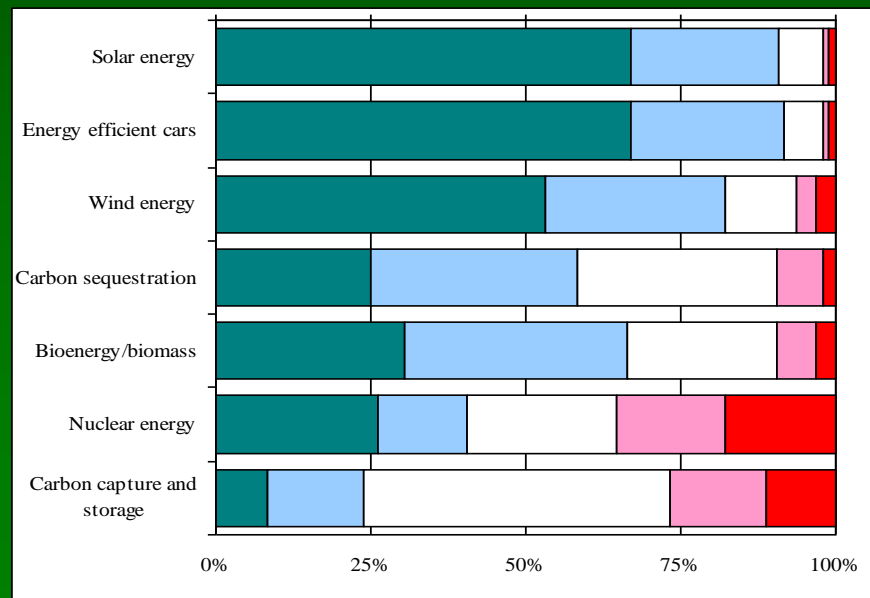
| Level | Percent |
|---------------------------|---------|
| Desirable and reasonable | 40 |
| Desirable but impractical | 43 |
| Not desirable | 4 |
| Not sure | 13 |

Source: Reiner, Written Testimony, House of Commons CCS Inquiry, Nov 2005

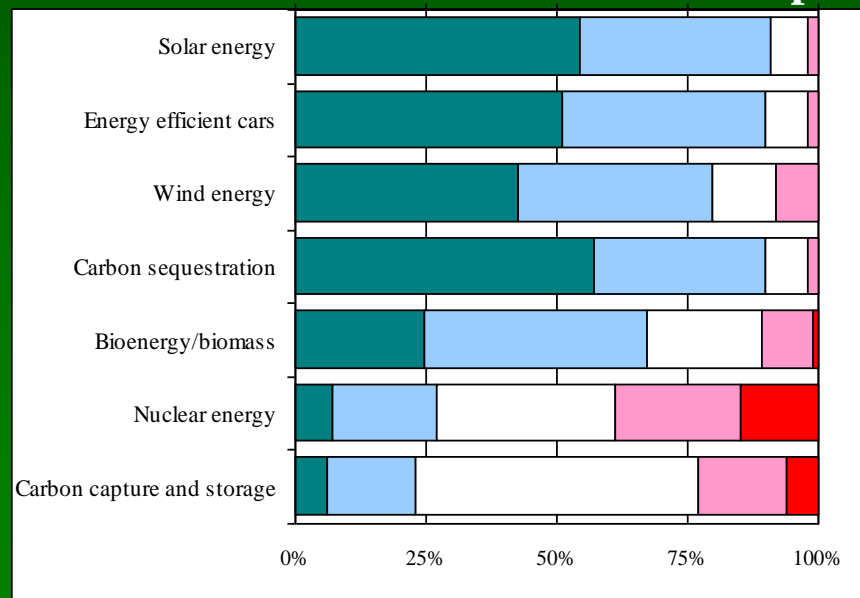
US 03 Preferred Energy Technology to Address Global Warming UK 04



Sweden

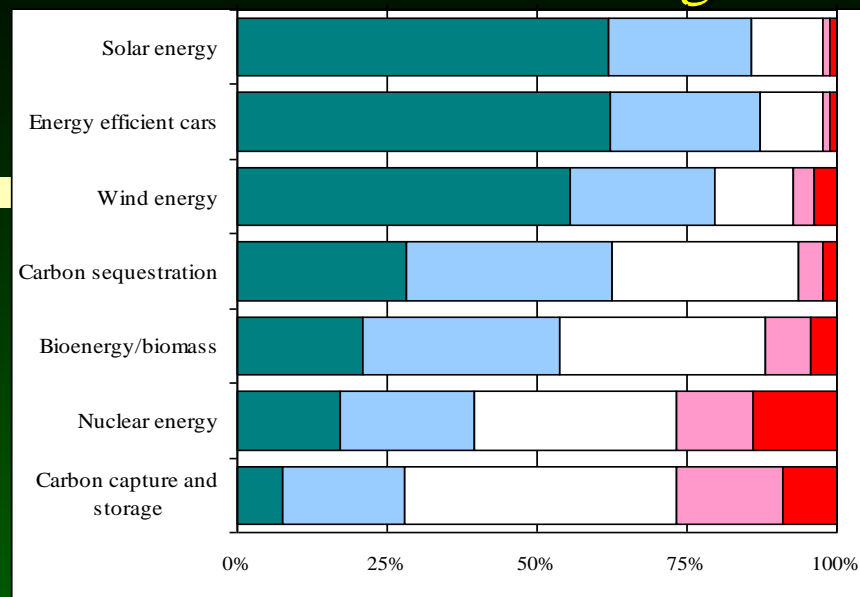
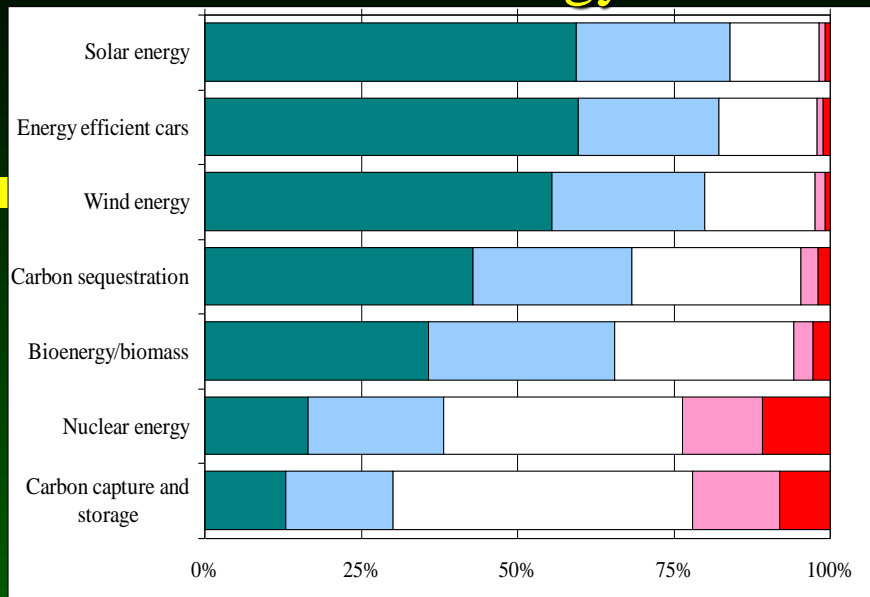


Japan

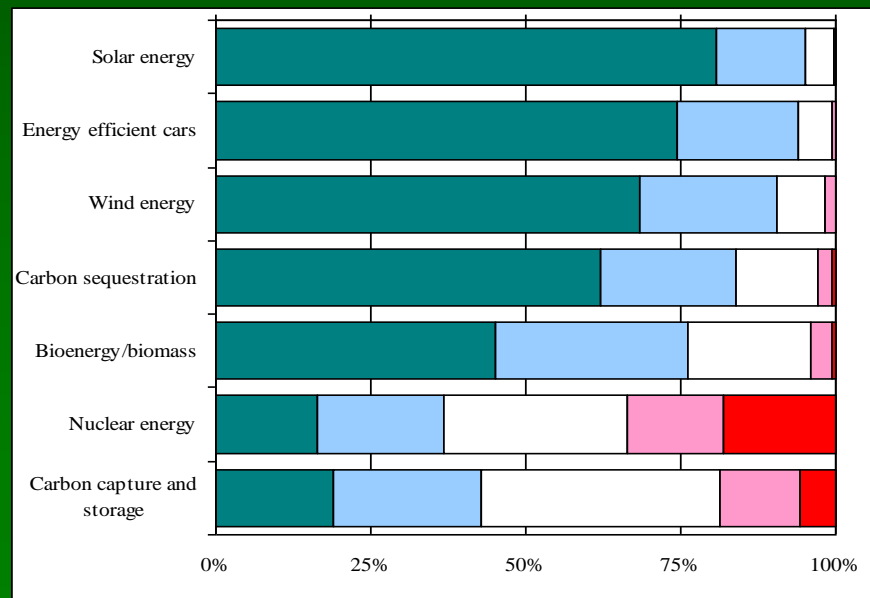


Definitely use Probably use Not sure Probably not use Definitely not use

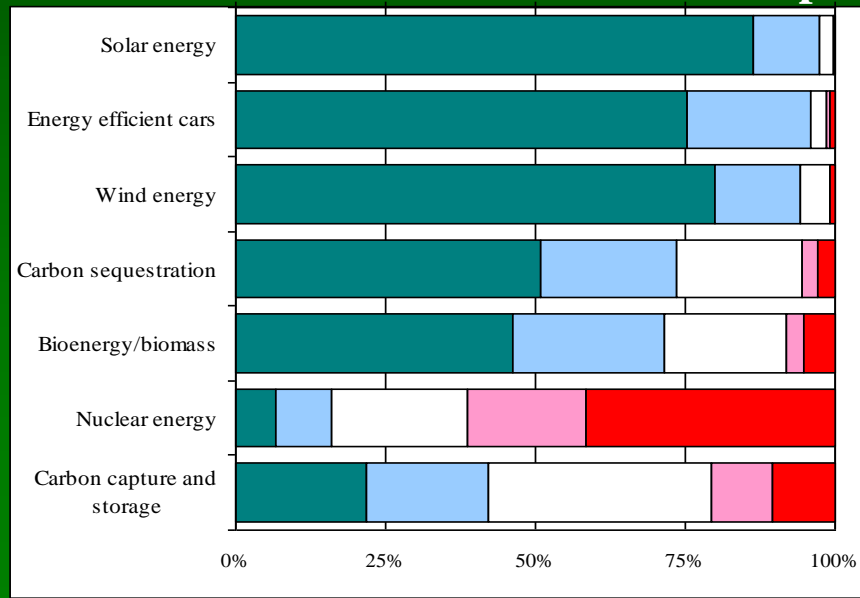
US 06 Preferred Energy Technology to Address Global Warming UK 06



Australia

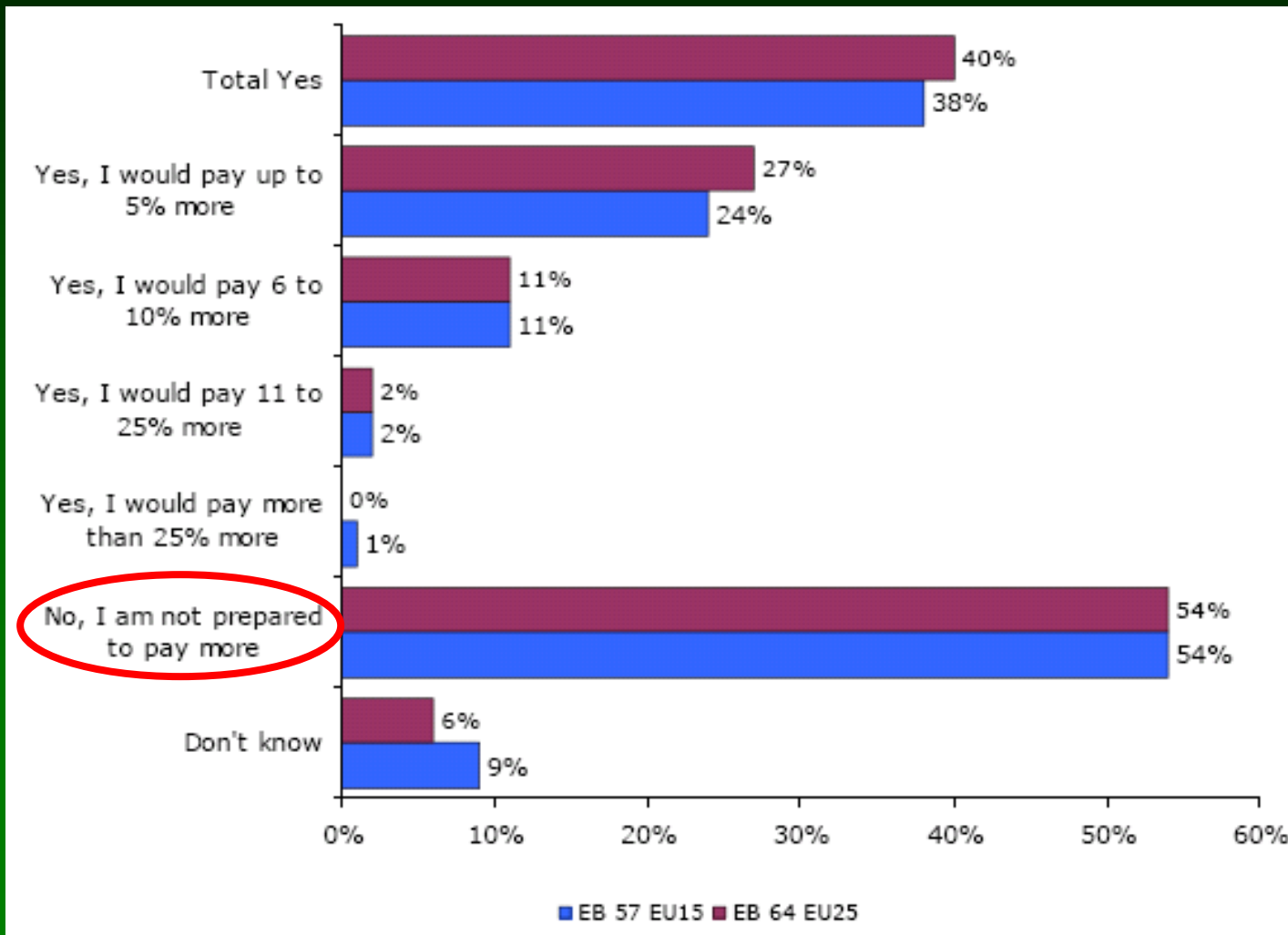


Spain



■ Definitely use
 ■ Probably use
 ■ Not sure
 ■ Probably not use
 ■ Definitely not use

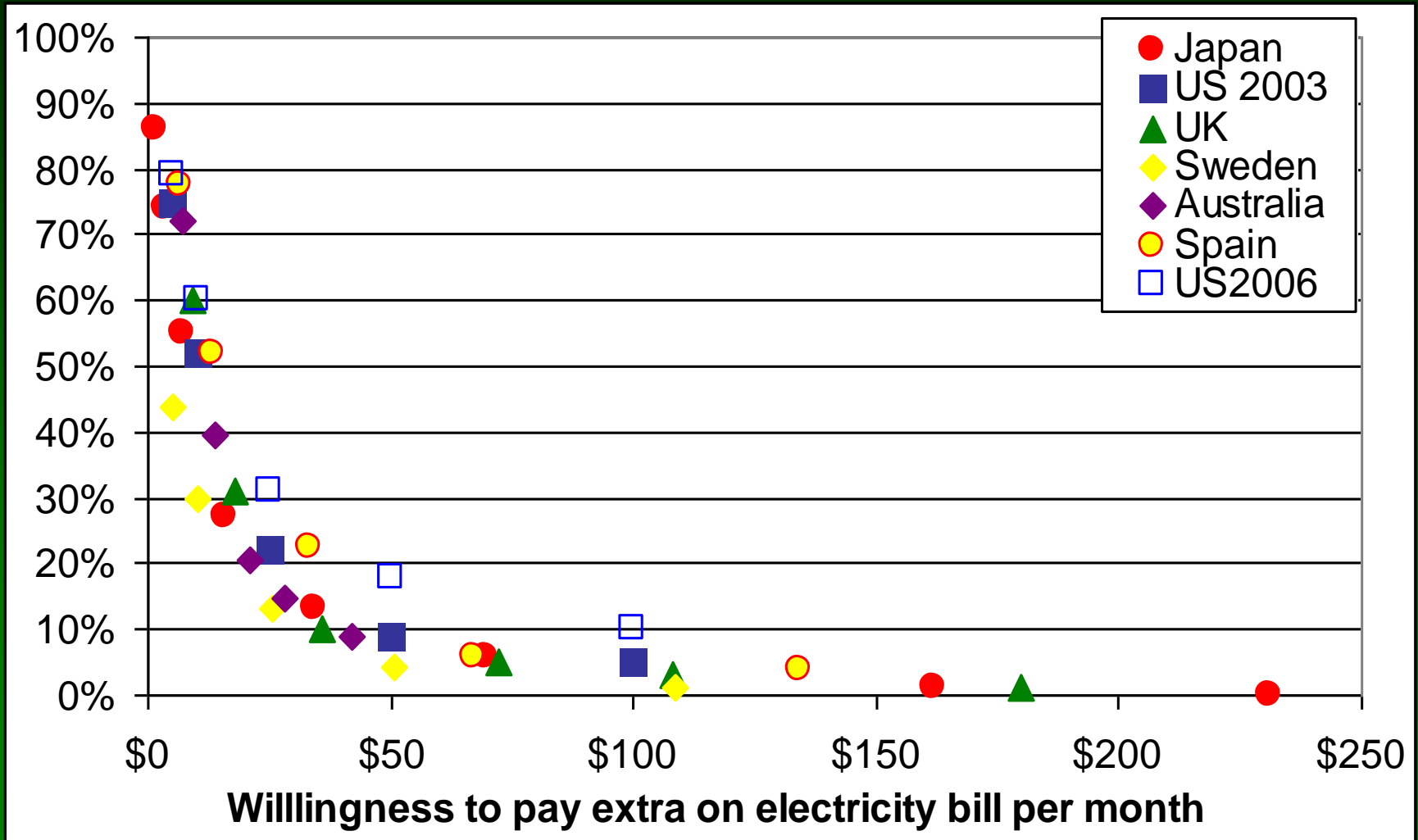
Comparison: Eurobarometer on Willingness to Pay for Renewables



76% Slovakia
39% Denmark

Source: Eurobarometer 57 and 64 (2005/6)

WTP to *Solve* Global Warming



Source: Reiner et al, Environmental Science & Technology 40 (2006):2093-2098

The Need for Action by Others: Essential but not Optimistic

- If there is such a thing as global warming, do you think Britain can make a significant contribution on its own to dealing with it, or is action by almost all the countries in the world essential?
 - Britain can make a significant contribution on its own 5
 - Action by almost all the countries in the world is essential 92
 - Don't know 3
- How good do you think the chances are of the countries in the world that use the most energy coming together in the next few years to agree on common measures to tackle global warming?
 - The chances are very good 2
 - The chances are fairly good 17
 - The chances are not very good 51
 - The chances are not at all good 25
 - Don't know 5

Source: YouGov/Telegraph poll, Fieldwork: 30th Oct - 1 Nov, 2006, Sample Size: 1619

Belief that Others will take Action

- If the main energy-using countries did agree on common measures, do you think countries like Russia, China and India would make sure those measures are implemented in their own country?
 - Yes, they probably would 17
 - No, they probably wouldn't 66
 - Don't know 17
- If there were agreement on common measures, do you think the United States would make sure those measures are implemented in the US?
 - Yes, the US probably would 24
 - No, it probably wouldn't 64
 - Don't know 12

Which of these statements comes closest to your view?

- ‘Climate change is such an important issue, that Britain should act now to reduce the amount of carbon dioxide we generate, regardless of what other countries do’ 37
- ‘Climate change must be tackled internationally – Britain should take tough action only if other countries, especially China and the United States also agree to do so.’ 37
- ‘Many scientists and politicians have exaggerated the dangers of climate change – there is no need to change the way we live our lives’ 17
- Not sure 9

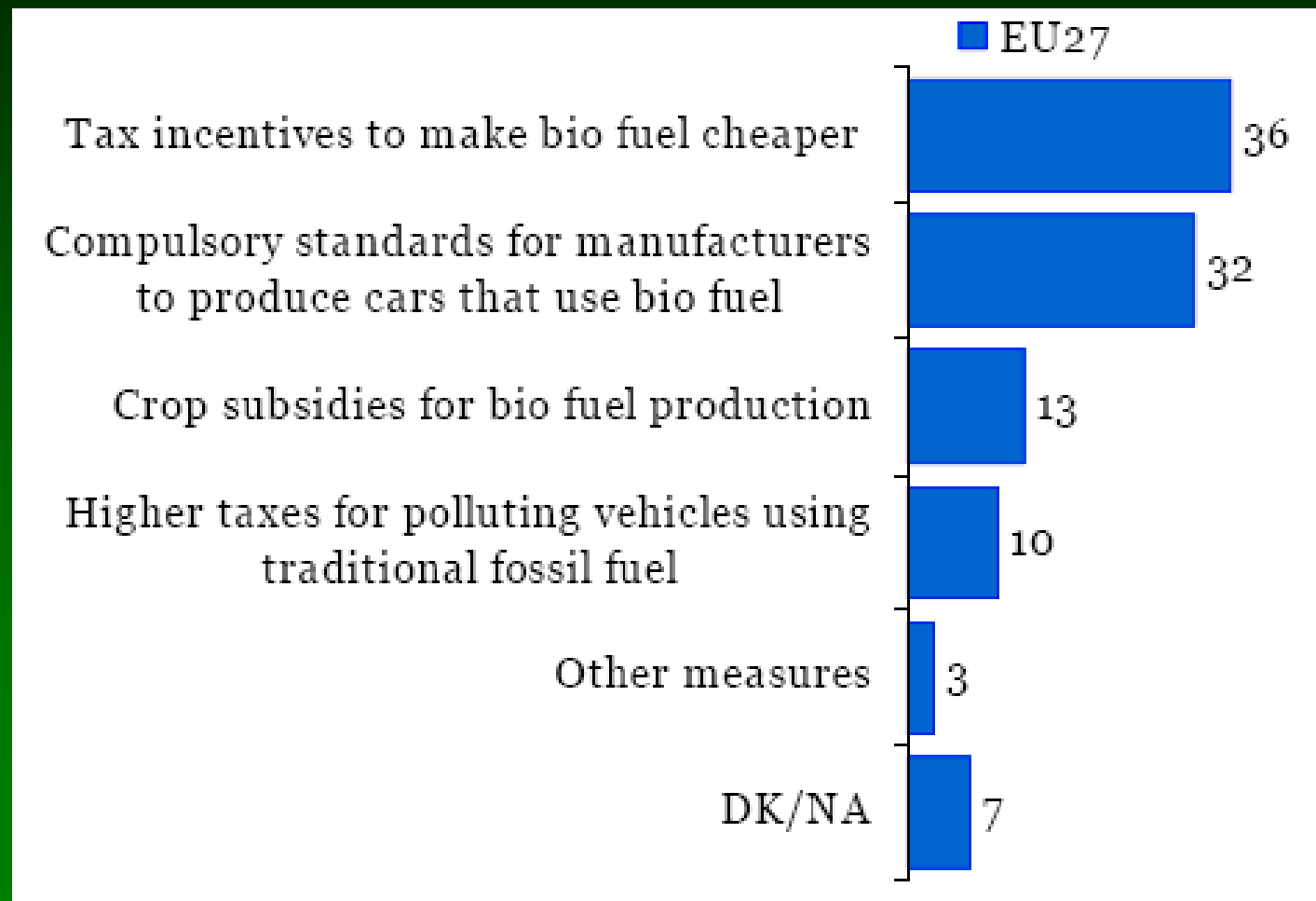
Would you support or oppose the following measures to help deal with the issue of climate change?

- Increasing the taxes on cars with large engines
 - Support 66
 - Oppose 27
 - Don't know 7
- Building more nuclear power stations
 - Support 42
 - Oppose 36
 - Don't know 23
- Increasing air fares, for example by making the world's airlines pay tax on the fuel they use
 - Support 41
 - Oppose 49
 - Don't know 10

Willingness to pay for some things but not others...

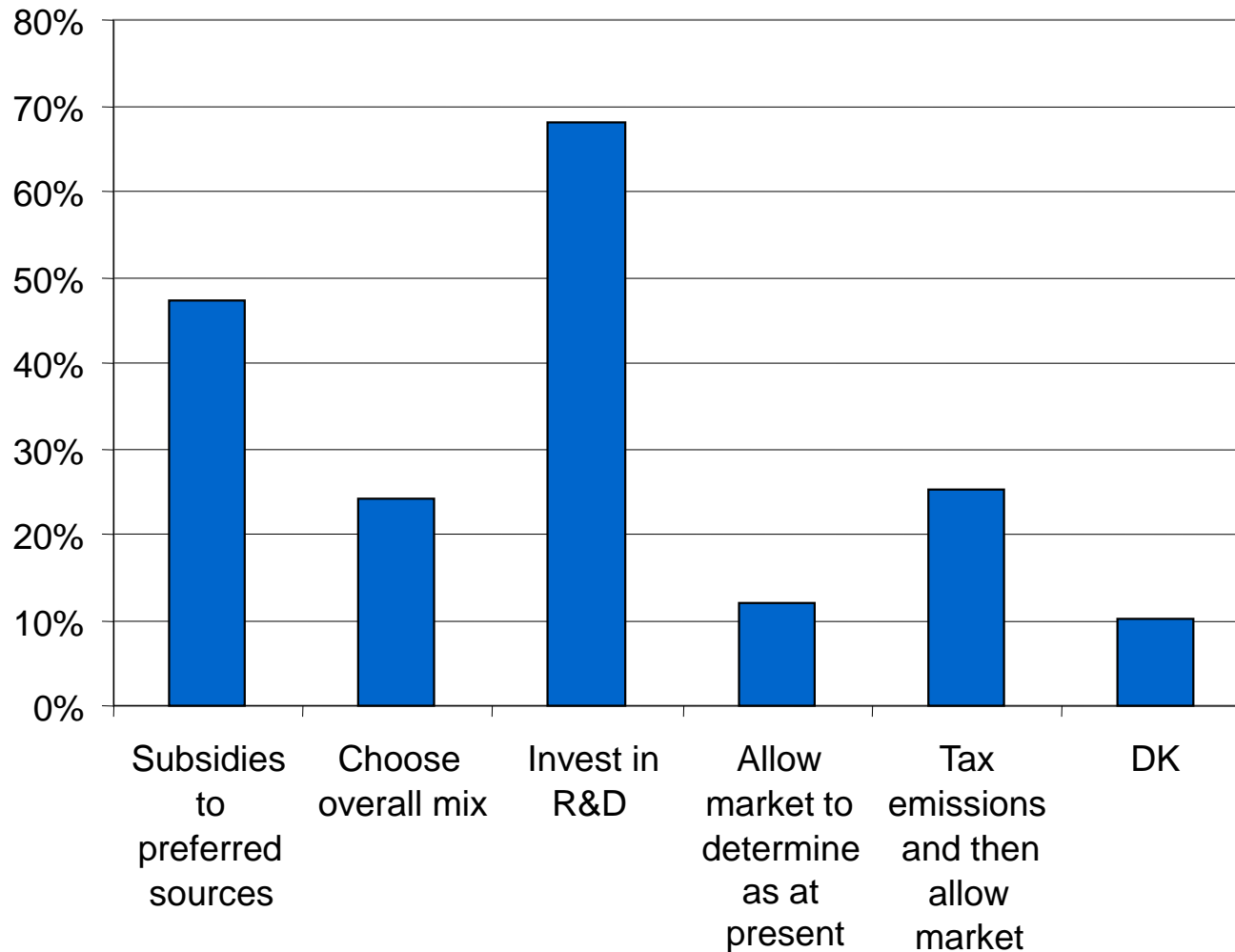
- Increasing the taxes that motorists pay on petrol, and using the money to reduce fares on buses and trains
 - Support 29
 - Oppose 63
 - Don't know 8
- Increase the use of congestion-charging and road-pricing
 - Support 21
 - Oppose 69
 - Don't know 10
- Use technology to reduce carbon emissions, for example hybrid cars
 - Support 91
 - Oppose 4
 - Don't know 6

How best to promote biofuels: Preferences for subsidies over taxes



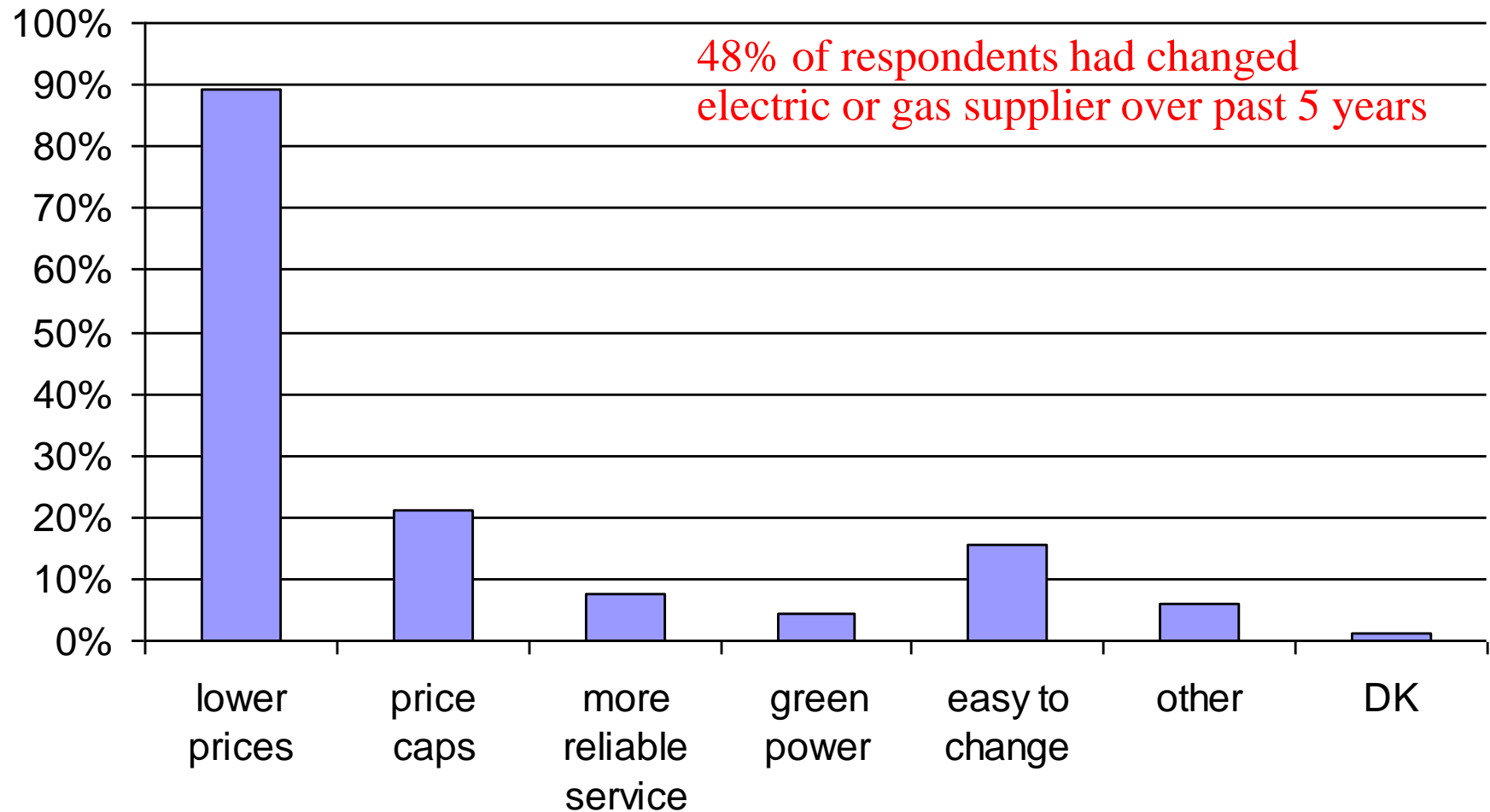
Source: EC, Flash Eurobarometer 206b, July 2007.

In response to concerns over future of electricity supply in UK, do you believe Government should:

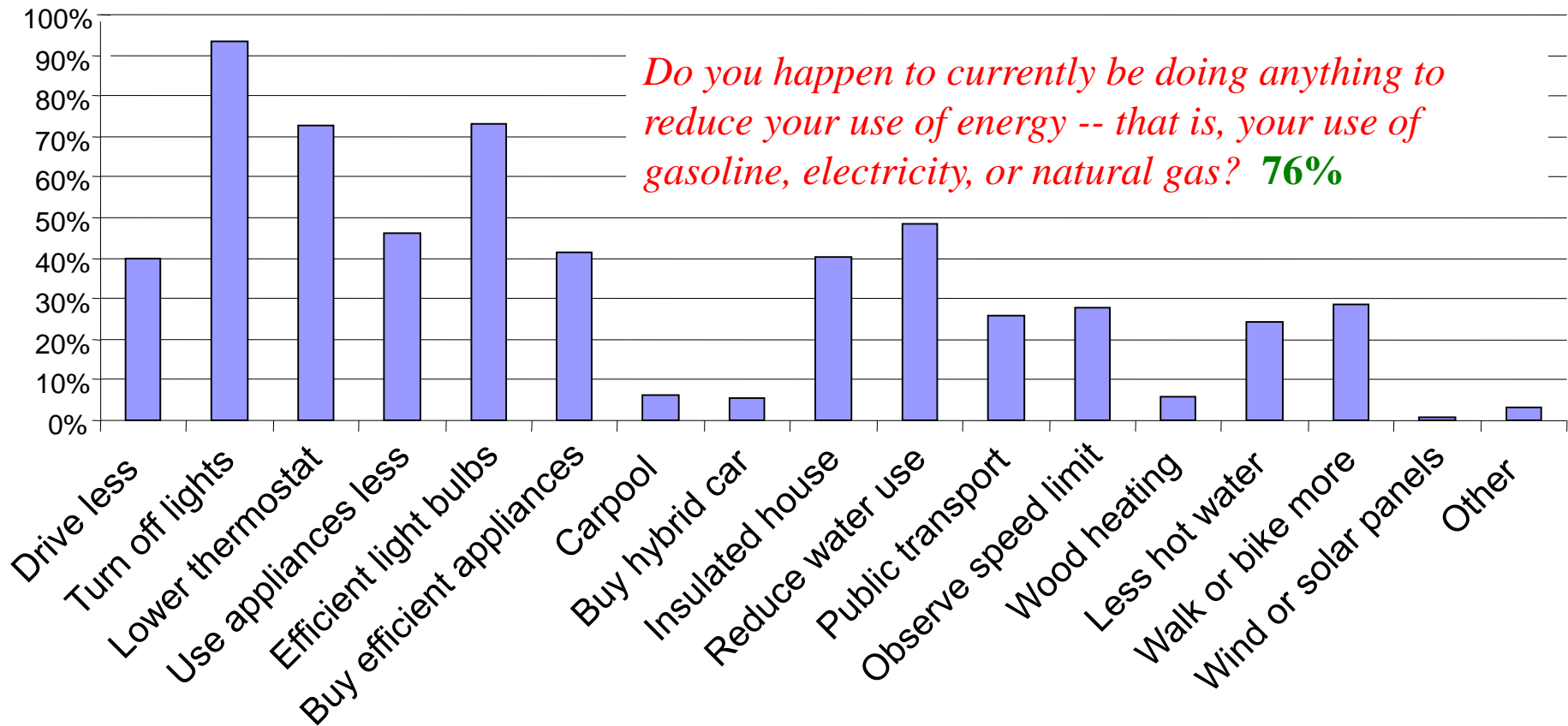


Source: Reiner, EPRG
Working Paper 07/06

Reasons for Changing Suppliers



Which, if any, of these are you doing to reduce energy consumption?



(When) Will the Big Ask meet the Big Lie?

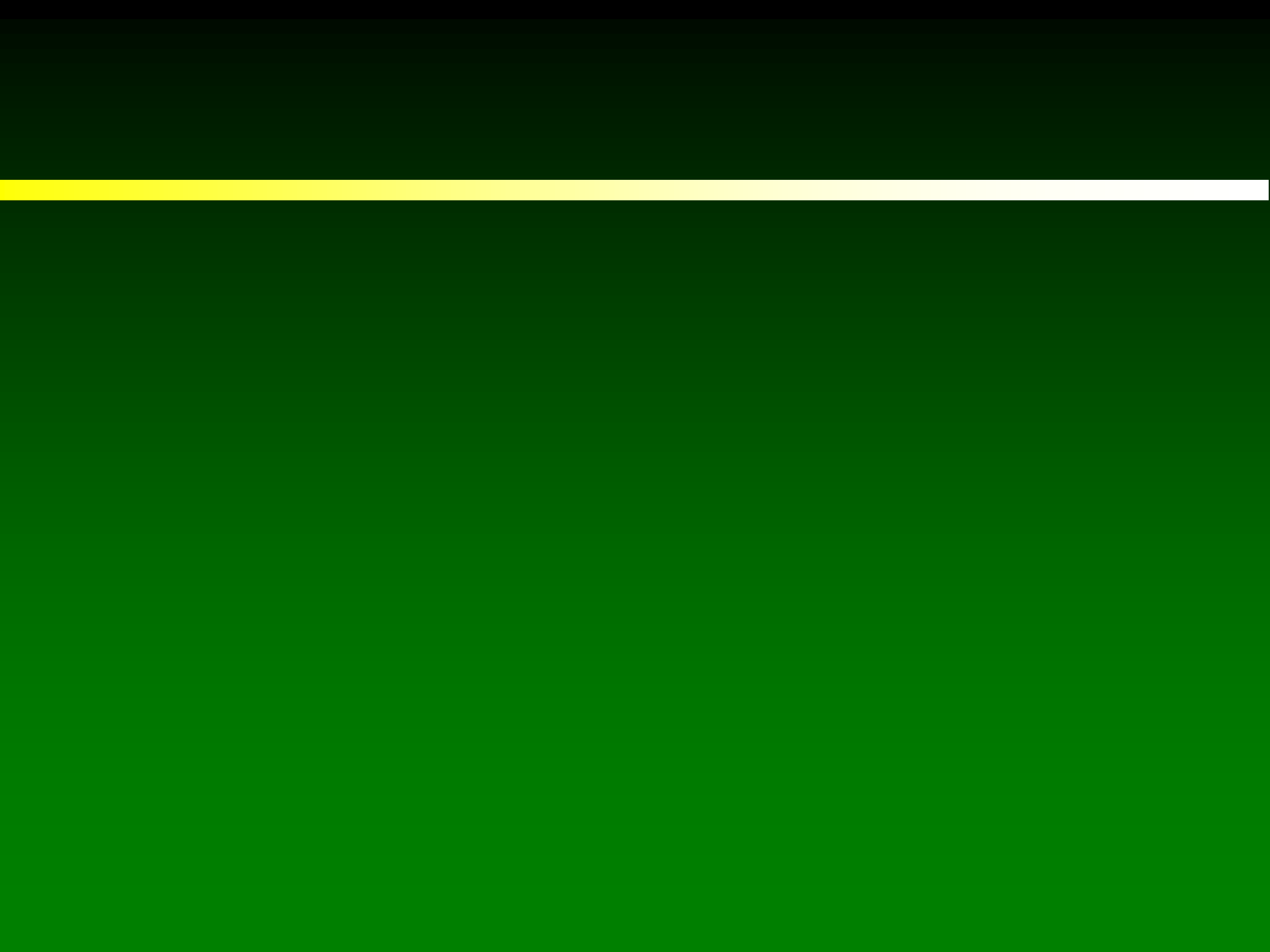
- As European rhetoric on climate change continues to increase, the inadequacy of its actions will become more and more glaring leading to:
 - Scenario 1: Widespread public disillusionment in elected officials (status quo)
 - Scenario 2: Increased pressure leads to radical (or at least more committed) politicians elected
 - » 2A: Tough actions bring about widespread public uprising (cf. Fuel Protests of 2000)
 - » 2B: Tough actions lead to others taking steps thereby facilitating additional measures

Concluding Thoughts

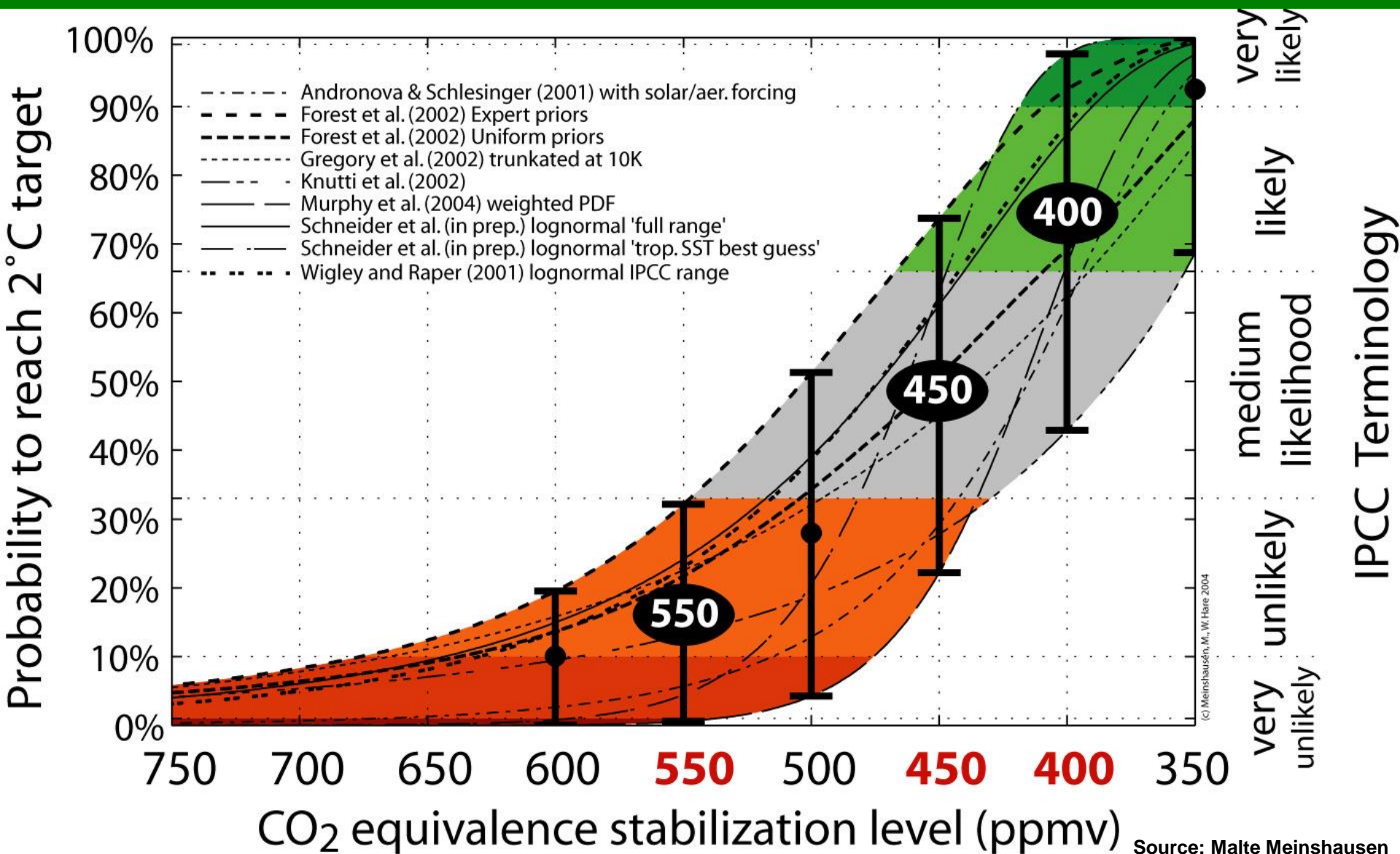
- Little interest in the virtues of a portfolio approach. In many countries the political debate is not about Renewables, Nuclear *and* CCS, but Renewables *and/or* Nuclear *and/or* CCS
 - Stefan Singer, WWF EPO: “WWF support for CCS conditional on reducing nuclear power”
- Widespread support for taking action and addressing global warming
 - particularly if the answer is cost-less renewables and R&D
- Like their governments, individuals exhibit some willingness to taken token action, but little evidence of an appetite for deeper cuts in terms of either WTP or personal sacrifices nor for the tradeoffs needed

Silver Lining or More Clouds?

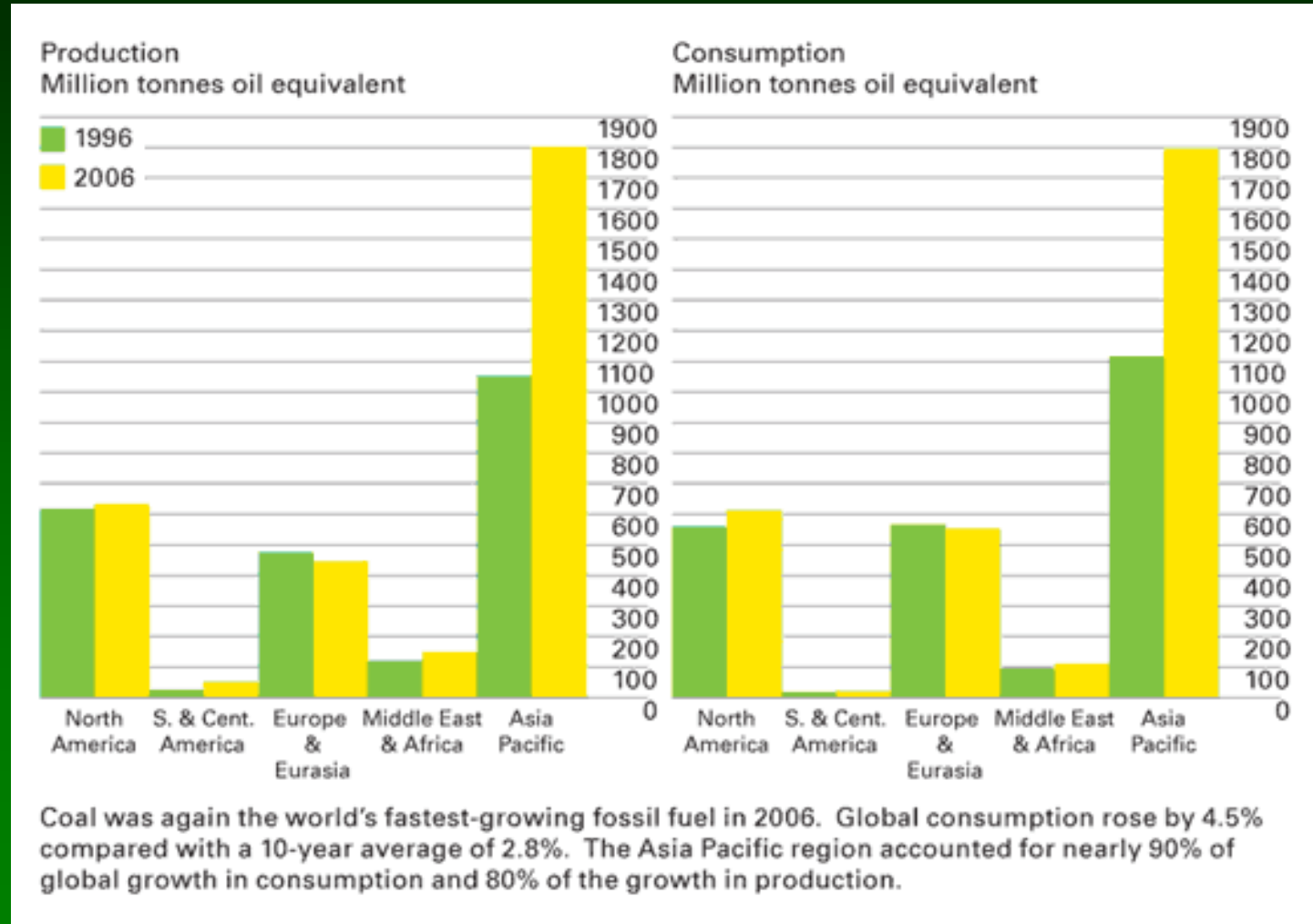
- Still,... in historic terms at least, climate change has evolved remarkably quickly, esp given complexity
- One *could* imagine a dynamic evolving such that the need for action is seen as so unquestionable (even in the US? and developing countries?!) that politicians undertake aggressive action that might be cloaked in expensive symbolism but where the actual costs might somehow be hidden from public view (e.g., virtues of ETS vs taxes), which, together with technological advances and growing scientific evidence leads to a path to perhaps... 750ppm?
- Similar dilemma to adaptation – admitting that 750 ppm might be the only feasible target might discourage serious action now
- But what happens when/if dramatic action is taken and the “problem” keeps getting worse?



Meeting the 2°C objective



A Decade of Kyoto: As seen in the Coal Market



“Limiting Global Climate Change to 2°C”

Key conclusions

- Meeting the 2°C objective:
 - Developed countries: 30% GHG emission reduction target by 2020, compared to 1990 levels
 - Developing countries: Reduced emissions growth, absolute reductions after 2020
 - 2050: global GHG emissions reduced by up to 50% compared to 1990 and reductions in developed countries of 60-80% compared to 1990
 - Deforestation: halt within two decades and then reverse
- Tools:
 - “An Energy Policy for Europe”
 - Additional climate policies
 - Emissions trading and the global carbon market
 - Concrete proposals for strengthening developing country participation
- Leadership:
 - EU leadership through a firm independent commitment to achieve at least 20% GHG emission reductions by 2020, compared to 1990 levels

Source: Lynn Sheppard, Policy Officer – International Climate Negotiations (India & China), Unit C.1: Climate Strategy, International Negotiations and Monitoring of EU Action, Environment Directorate General, European Commission, “New European Initiatives for the post-2012 regime”

A timetable?

