

ERB INSTITUTE

FOR GLOBAL SUSTAINABLE ENTERPRISE
UNIVERSITY OF MICHIGAN

Public Awareness & Education

Thomas P. Lyon



The Straw Man

- Multidisciplinary university programs
- Collaborative grassroots public education programs
- Corporate+NGO PSAs
- Voluntary programs to raise awareness to group members in business, universities, labor
- Presidential bully pulpit
- Federal funding for consumer information (**including labeling**)
- Energy 101 in K-12



Energy Education at U of M

- Erb Institute
 - Dual degree: MBA + MS in Natural Resources and Environment (3 yrs). Began in 1995.
 - Placements: GE Wind, PG&E, Chevron, BP, Ford, GM, EPA, WRI, etc.
 - Entering class has grown from 12 in 2004 to 30 in 2008.
- Engineering Sustainable Systems
 - Dual degree: MS in Eng'g + MS in NRE (3 yrs). First year: 2008-09.
- Sustainable Systems
 - MS in NRE. 2 years. Began in 2006. Already the largest major at SNRE.



But is it enough?

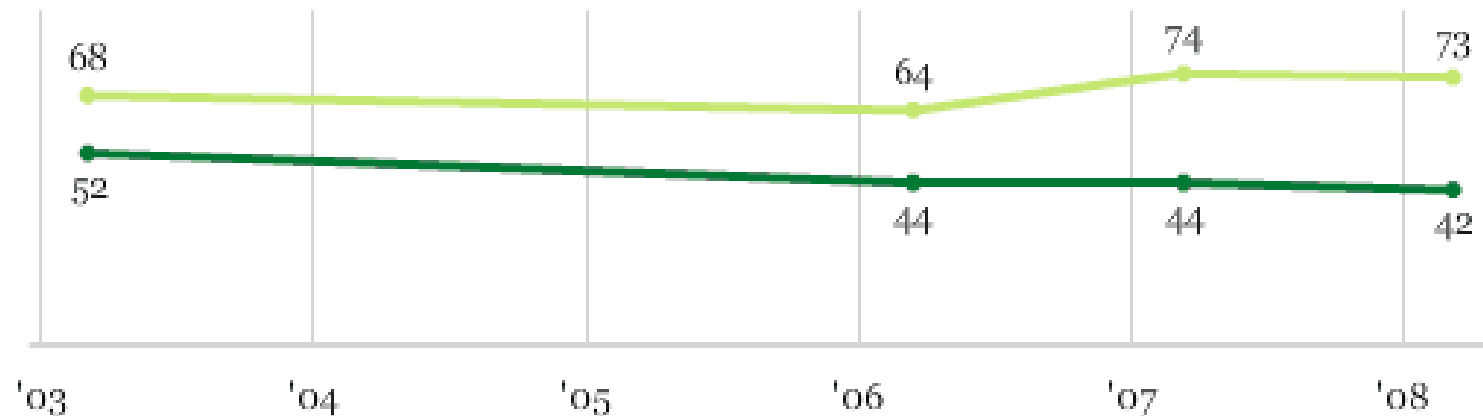


The Partisan Gap on Climate Change

Percentage Saying Changes in Earth's Temperature Over the Last Century Are Due More to Human Activities Than to Natural Changes in the Environment

by Party ID*

■ Republicans ■ Democrats

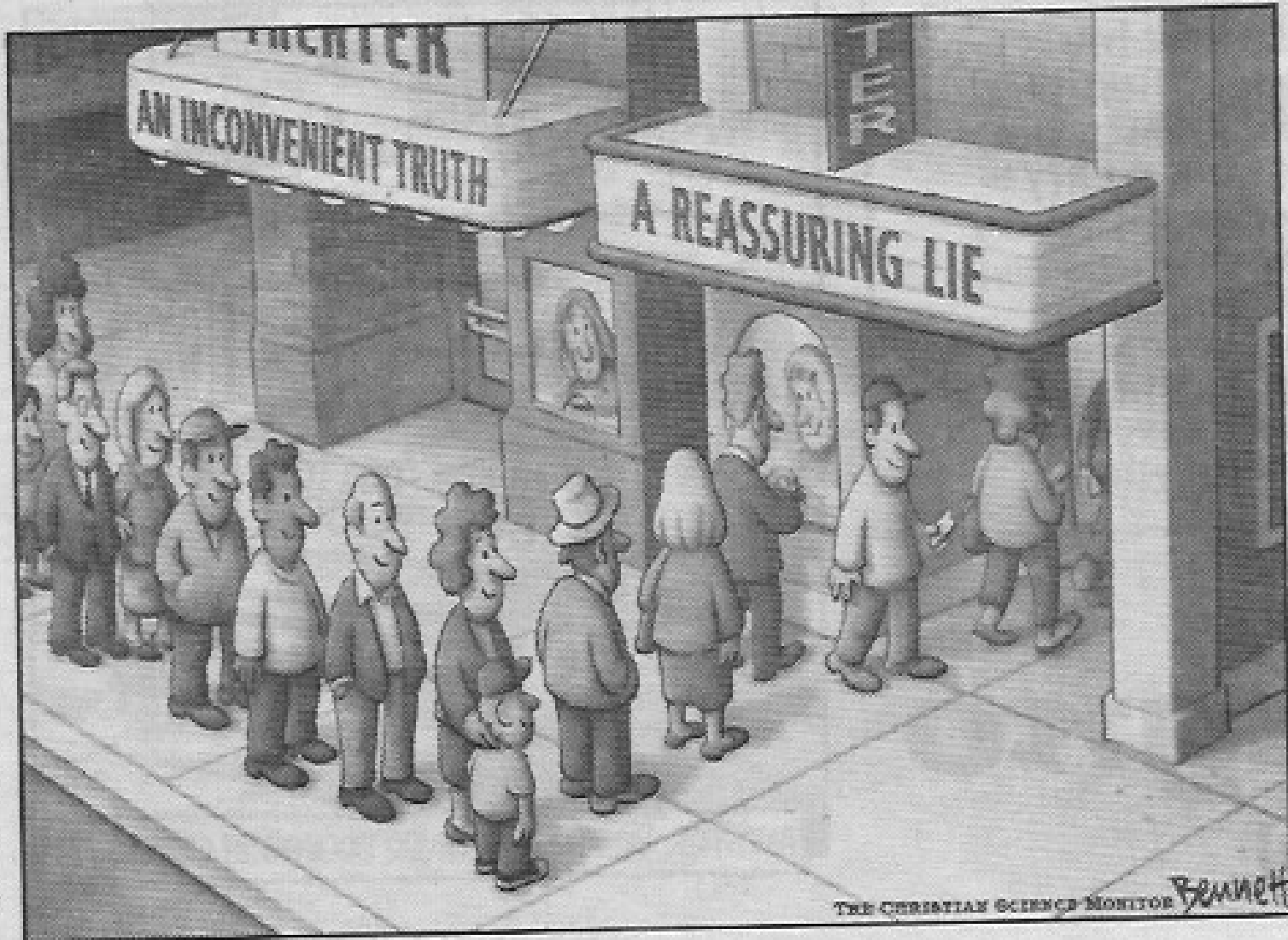


* Results for political independents not shown

GALLUP POLL



Which Story To Believe?



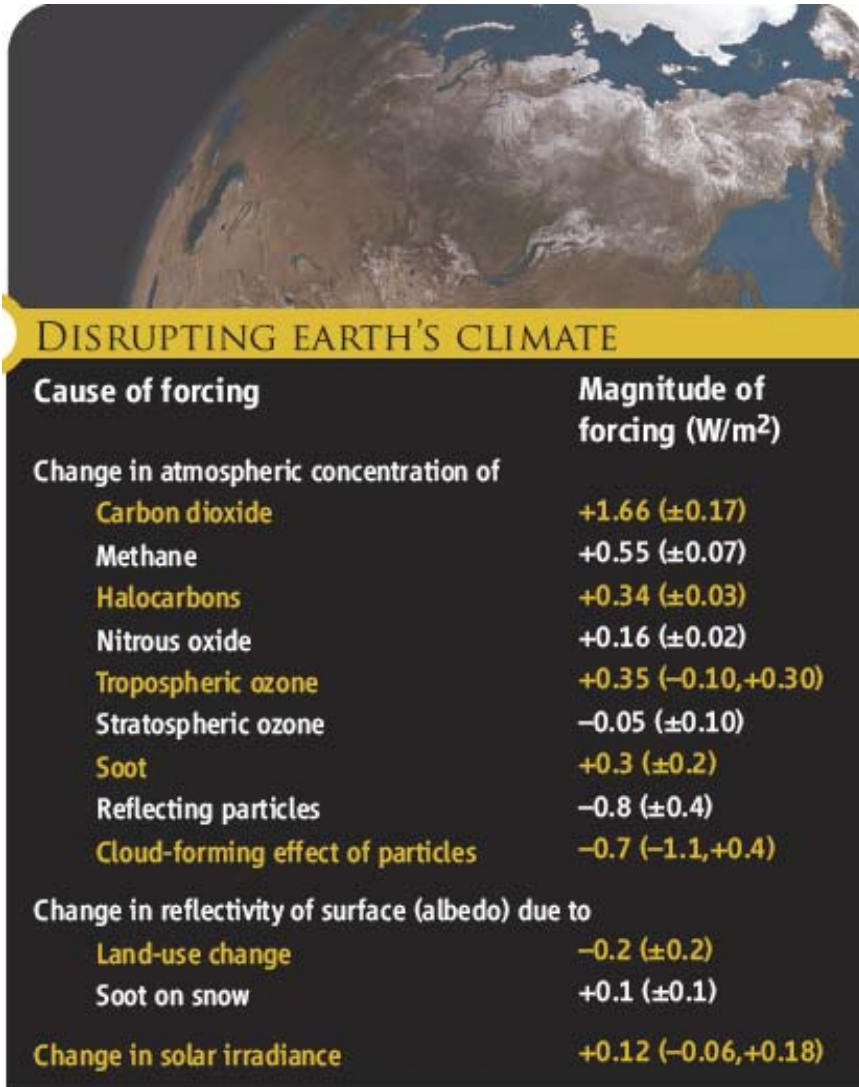
Climate *Scientists* Agree... But Not All Journalists Realize It

- Of 928 articles on climate change in scientific journals over a 10-year period, *not one of them disagreed* that climate change is happening and is human-induced!
- BUT...of 3,543 articles on climate change in four influential American newspapers (New York Times, Washington Post, LA Times, and Wall Street Journal) over a 14-year period, 53% gave equal weight to the idea that climate change is being caused exclusively by natural forces.

Sources: Naomi Oreskes, "Beyond the Ivory Tower: The Scientific Consensus on Climate Change," *Science*, December 2004, p. 1686.
Jules Boykoff and Maxwell Boykoff, "Balance as Bias: Global Warming and the U.S. Prestige Press," *Global Environmental Change*, July 2004.



Holdren's View of Climate Forcers



But at an Erb Institute conference on climate change, API's John Felmy argued it's all due to sunspots...



And Senator James Inhofe (R-OK) says climate change is “the greatest hoax ever perpetrated on the American people.”



More Education Proposals

- Basic Energy Literacy for Journalists
 - Fund 2-week program for 50 journalists each year
- Basic Energy Literacy for Congressmen
- “Creation Care” Curriculum for Churches?
 - Encourage evangelicals and other religious groups to work together
- More Political Transparency
 - Make public detailed information about corporate lobbying (which issues, which Congressman, how much \$), corporate funding of “astroturf lobbying”. This will enable the public to make political positions an element of CSR.

