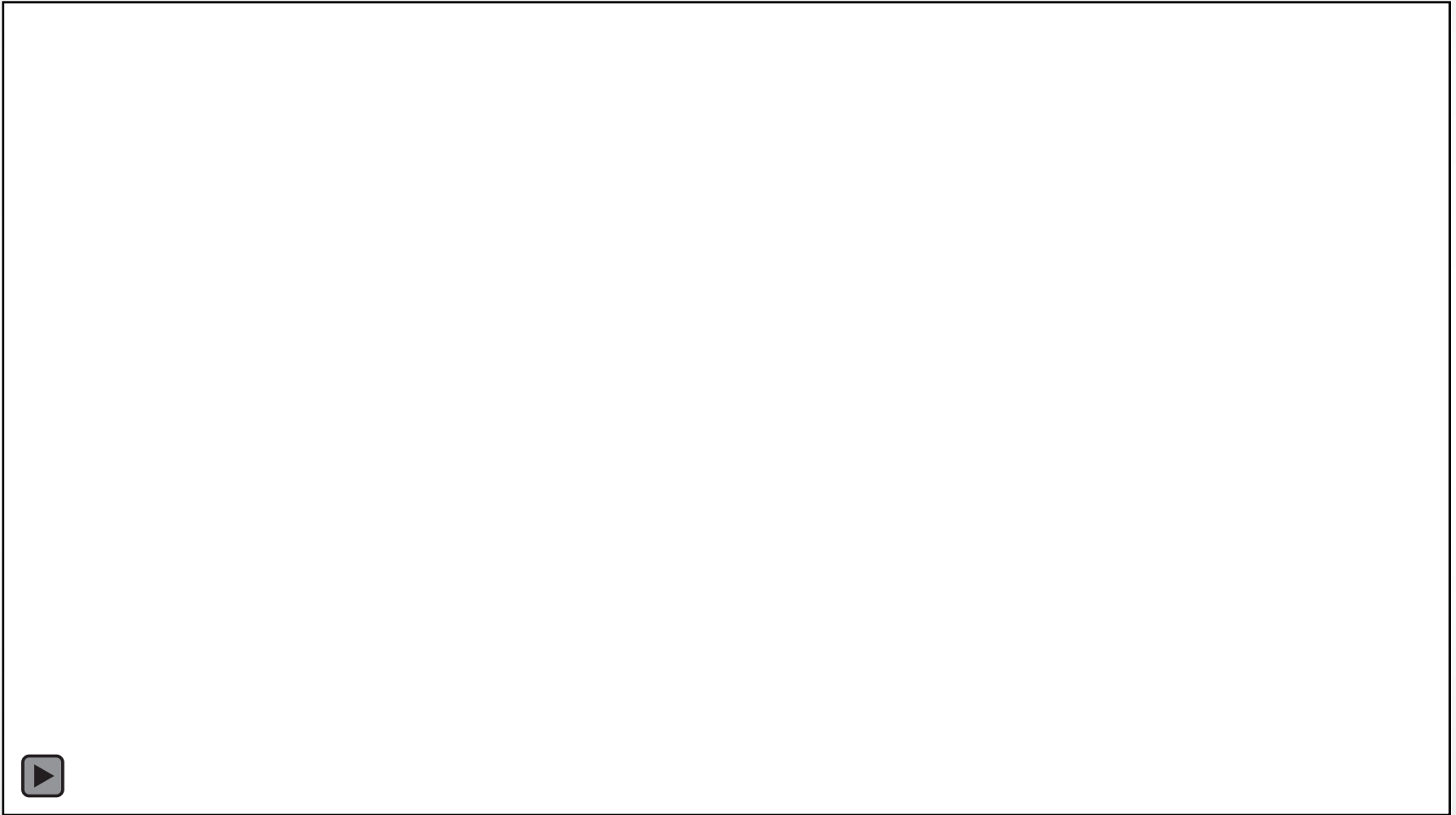
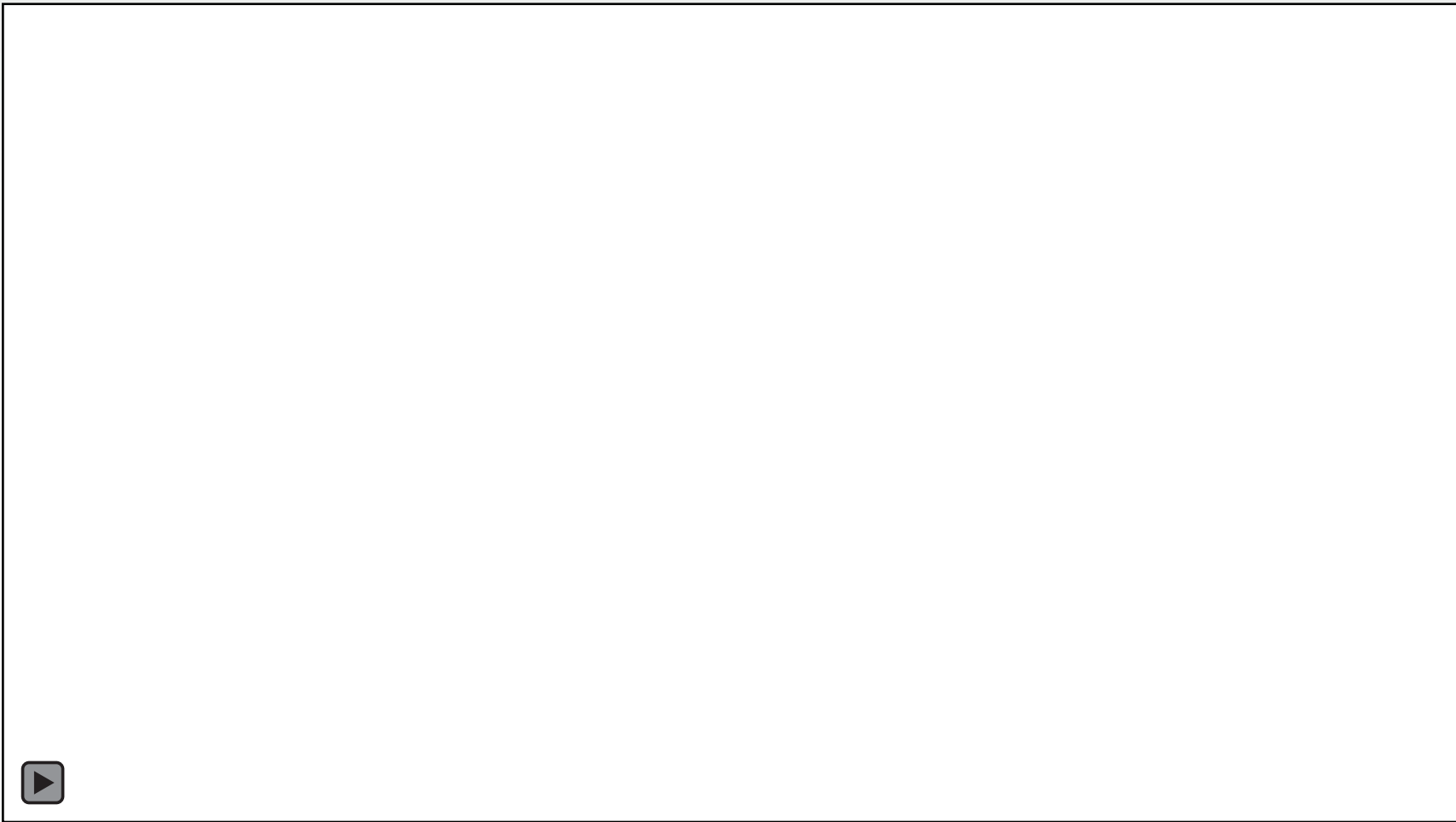


The Moral Case for Fossil Fuels





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Persuading people about fossil fuel development: The -5 to 5 test

How good is your industry?

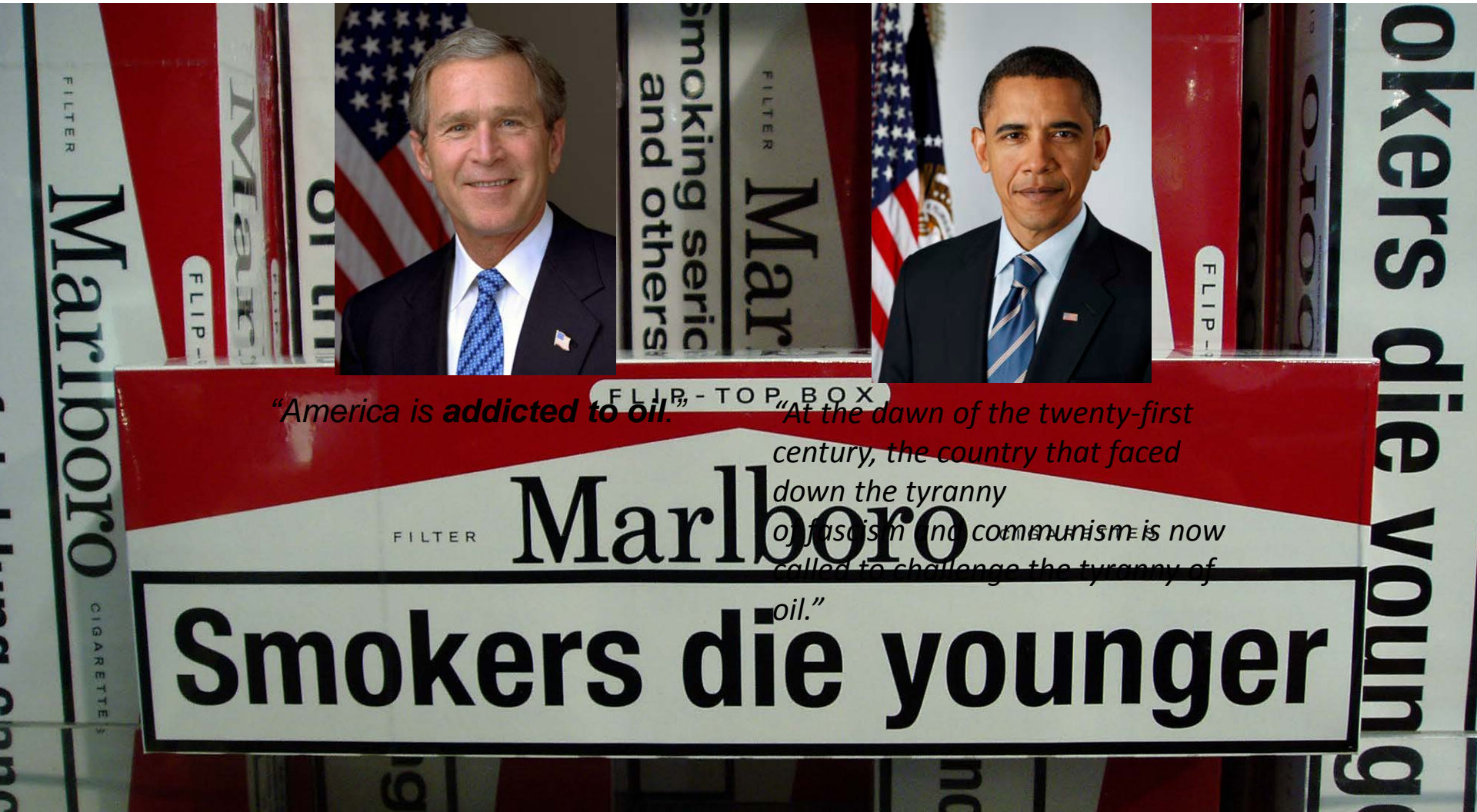
Why?

The simple answer

People have been taught a clear, compelling case why continued fossil fuel development is an immoral choice

And practically no one, certainly not the fossil fuel industry, has taught them a clear, compelling case why continued fossil fuel development is a moral choice

Fossil fuels are an “addiction”—a habit that will cause massive destruction in the long-run



“America is addicted to oil.”

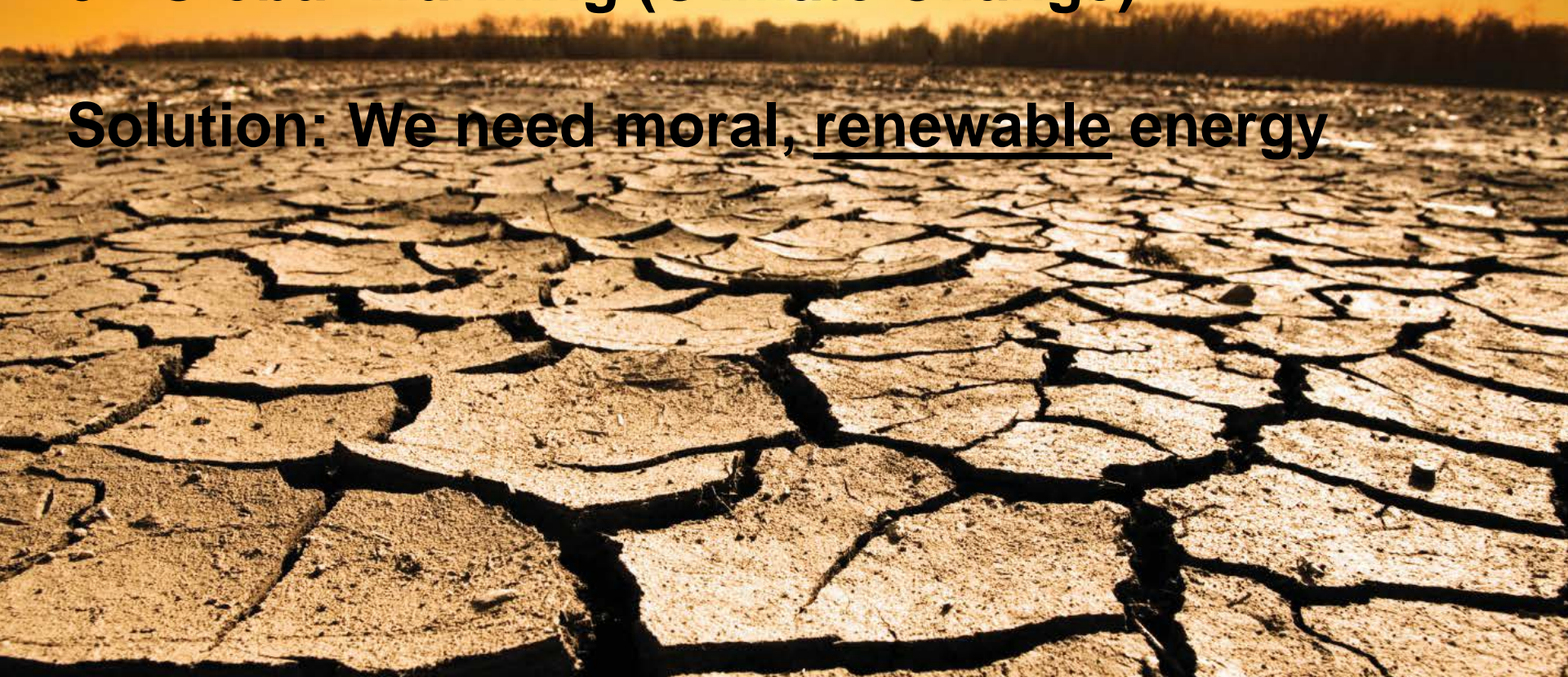
“At the dawn of the twenty-first century, the country that faced down the tyranny of fascism and communism is now called to challenge the tyranny of oil.”

Smokers die younger

The three addiction arguments –
fossil fuel use is immoral because it causes

1. Depletion
2. Pollution
3. Global Warming (Climate Change)

Solution: We need moral, renewable energy



The addiction argument is everywhere
– from grade school to grad school,
From Lego ads to Republican campaigns – WHY?



Why is the moral case against fossil fuels everywhere?

Because of you.

The fossil fuel industry has:

1. Failed to answer the addiction argument
2. Frequently made the addiction argument
3. Extravagantly funded anti-fossil fuel institutions

Given the conduct of the fossil fuel industry, the widespread opposition is 100% logical

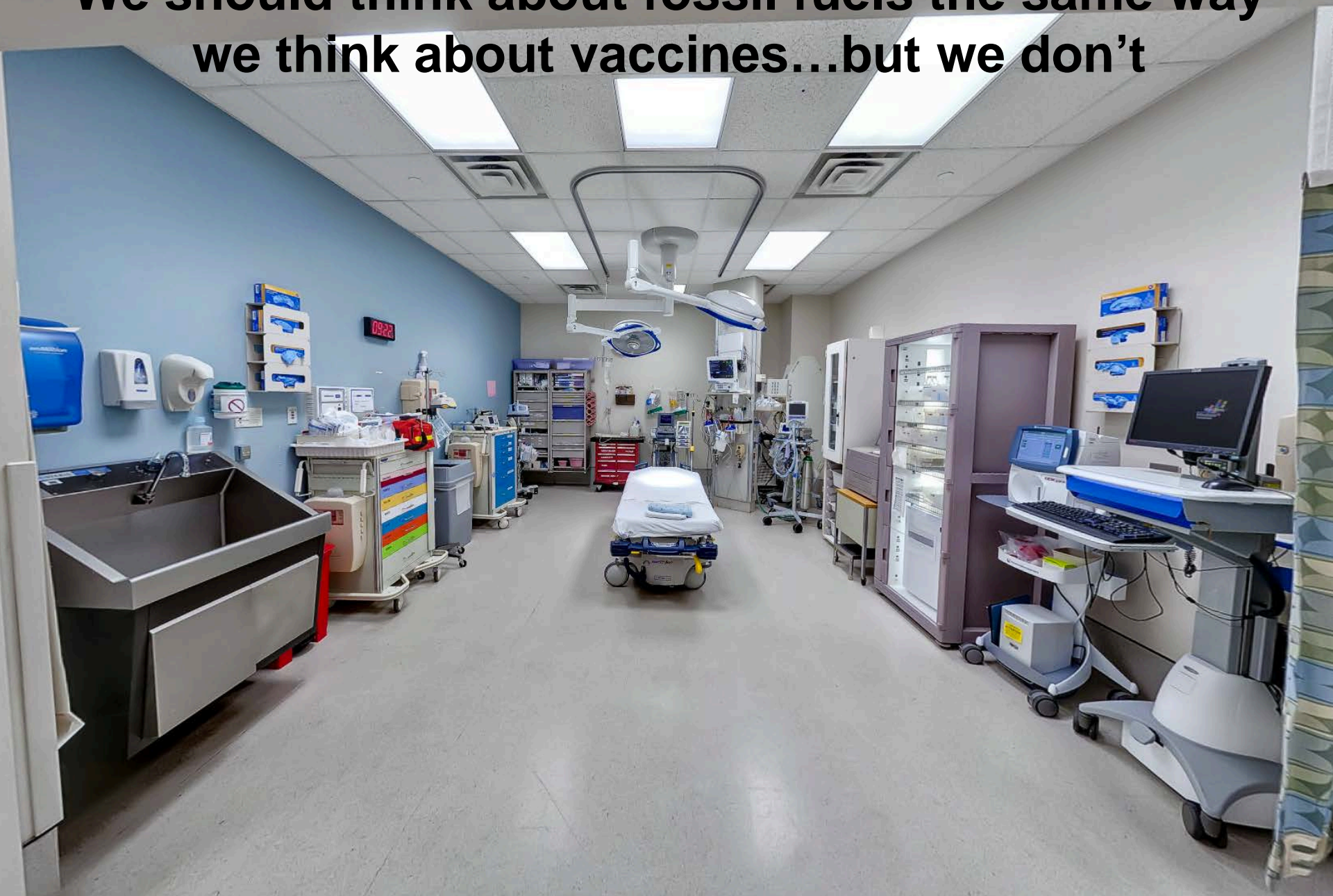
And yet, the moral case against fossil fuels is 100% illogical...

First question:
How do we determine what's moral?

My method:

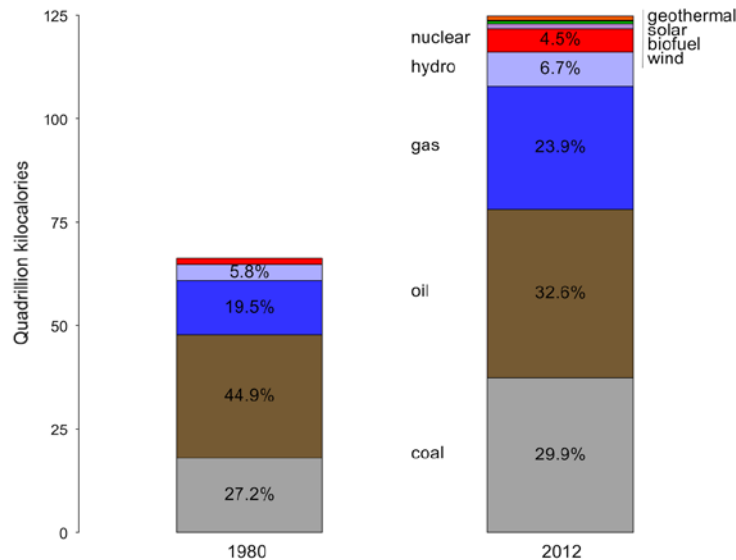
1. Identify our goal and standard: The moral course of action is the one that maximizes human well-being
2. To determine what maximizes human well being, we need to look at the full context: benefits, risks, alternatives

We should think about fossil fuels the same way we think about vaccines...but we don't



The (unique) benefits

Benefits of fossil fuels: the best, most resource-efficient technology--which means choosing fossil fuels enables billions of people to improve their lives.



The German experiment



45

0

China

70

65

China

Observations

- Our cultural discussion expresses little concern at any downside of banning 80+% of lifeblood
- Our cultural discussion tolerates opposition to (carbon-less) nuclear and hydro, the only other sources of cheap, plentiful, reliable energy on any meaningful scale
- Our cultural discussion idealizes solar, wind, and (sometimes) biofuels, the most resource-intensive forms of energy

Why don't we seem to care about humans?

Stay tuned...let's look at risks

The Risks: Little-discussed fact

Environmentalists, the media, and government have been predicting fossil fuel catastrophe for decades.

Shouldn't we look at their track record vs. real trends, not just accept their speculation and draconian proposals as gospel?

Focus on the allegedly biggest risks, climate danger

Climate livability impact

If our standard is maximizing human well-being, the best measure is climate-related deaths

Supposedly, runaway global warming will lead to massive climate change, which will lead to an unlivable climate with billions of premature climate-related deaths

Predictions

Climate Science, Awareness and Solutions

EARTH INSTITUTE | COLUMBIA UNIVERSITY



*In next 10 years,
“Average global
temperatures [will]
rise by one-half a
degree to one
degree
Fahrenheit.”*

*And 10 years after
that, “the global
temperature [will]
rise by another 2 to 4
degrees.”*

-1986!

Dr. James E. Hansen

“The choice of doing nothing—of continuing to burn ever more oil and coal—is not a choice, in other words. It will lead us, if not straight to hell, then straight to a place with a similar temperature.”

--1989



“a few more decades of ungoverned fossil-fuel use and we burn up, to put it bluntly.”

--1989

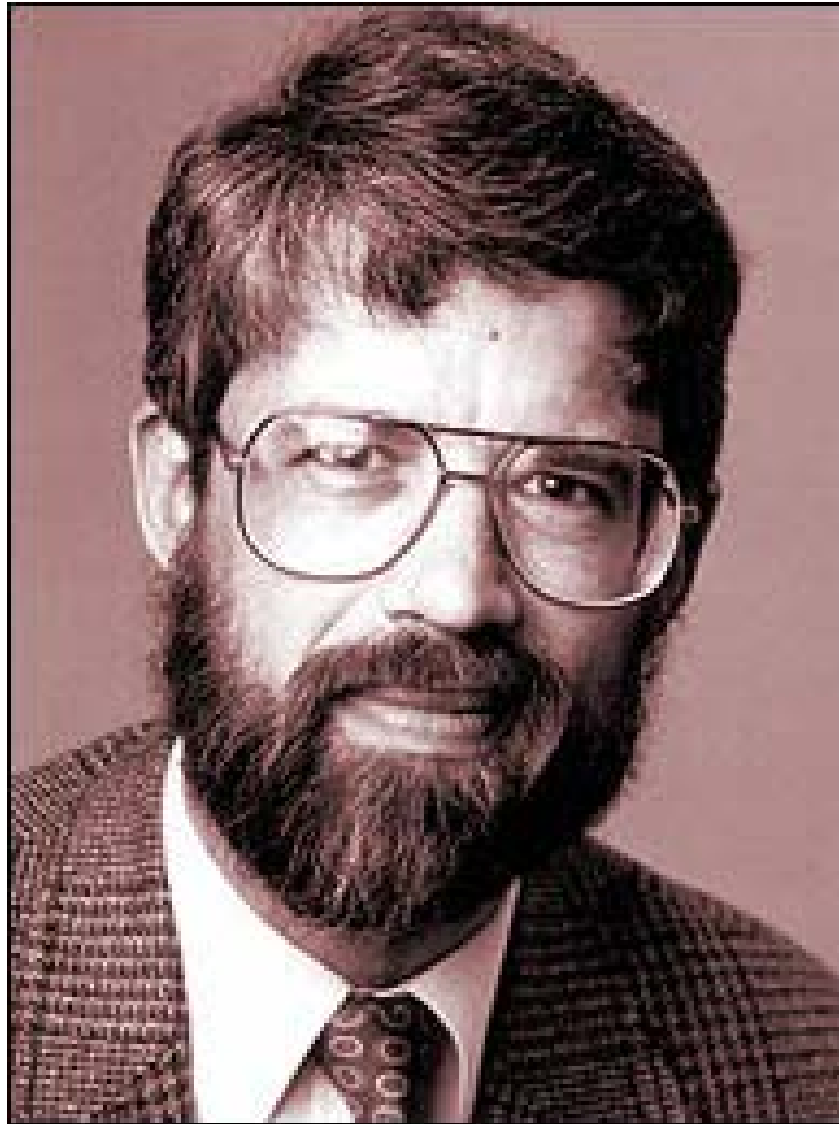
Bill McKibben



Office of Science and Technology Policy

*“[C]arbon-dioxide
climate-induced famine
could kill as many as a
billion people over the
next 35 years.”*

-1985!



Director John P. Holdren

Reality



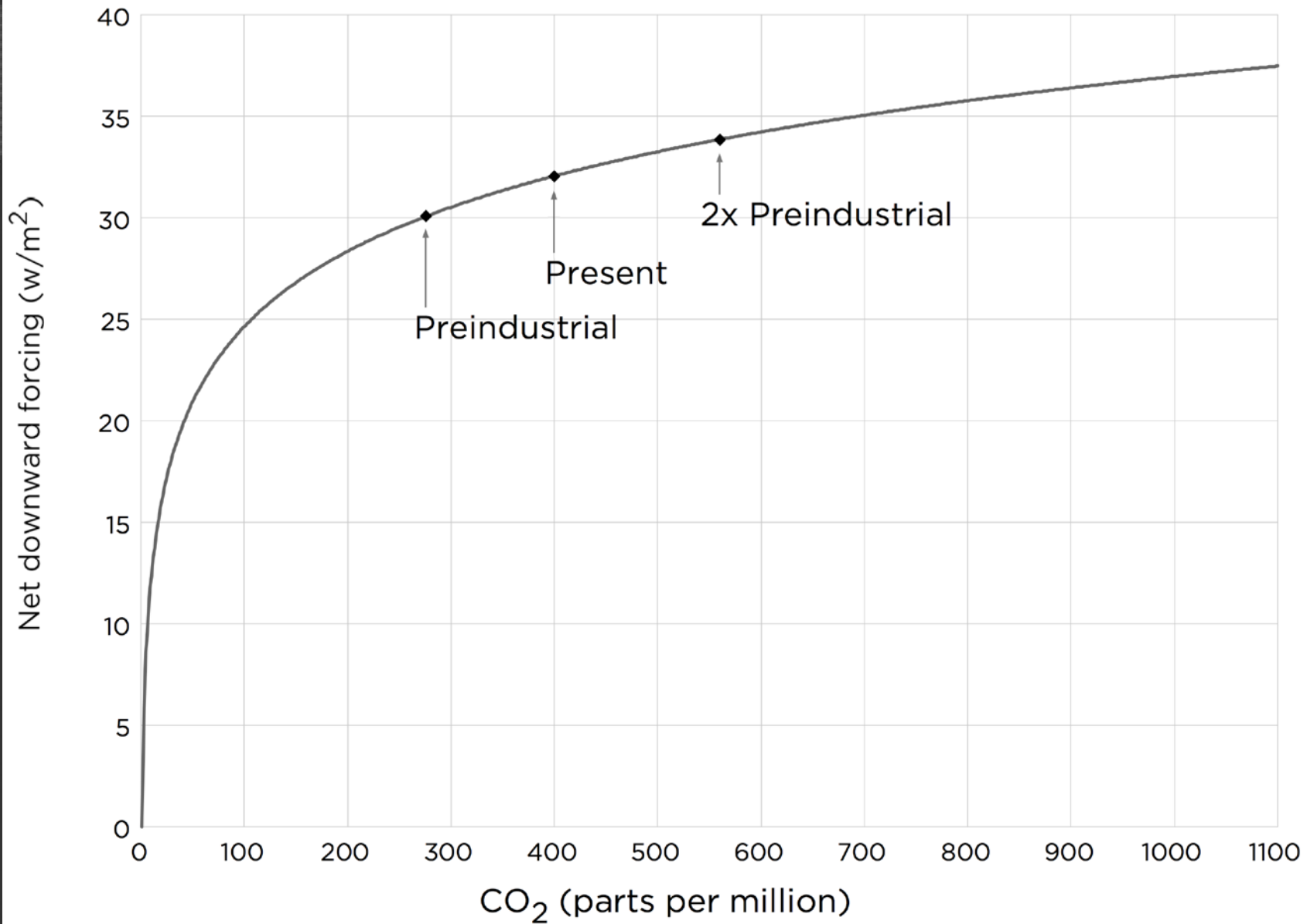
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Range
New York, NY, 2013

Degrees Celsius

Parts per million

ent CO₂



**This is why life on Earth thrived, not fried, when
CO2 levels were more than 10X today's levels!**

Parts per million

Millions

average



Using fossil fuels doesn't take a safe climate and make it dangerous, it takes a dangerous climate and makes it far, far safer.

The humanistic ideal is climate mastery: use energy and development to maximize climate benefits and minimizes climate risks

Restricting fossil fuels not only hurts human well-being overall, it makes climate more dangerous.

Why don't we see this??

Because our cultural standard of value is not maximizing human well-being, it is minimizing human impact

Standard 1: Maximize human well-being

The right choice is the one that, in the full context, looking at both positives and negatives, maximizes human well-being—survival, progress, flourishing, happiness. HUMANISM

Underlying philosophy of life:

- The planet: Imperfect—Ever-changing and ever-improvable
- Human beings: Producers—Ever-evolving creators who improve the planet through ingenuity, technology, and development

Standard 2: Minimize human impact

The right choice is the one that minimizes human impact on the planet or ecosystem.

Underlying philosophy of life:

- The planet: Perfect—stable and nurturing
- Human beings: Parasites—Greedy, meddling dependents who shortsightedly plunder and despoil the perfect planet they depend on.

ANTI-HUMANISM (not “environmentalism”)

Why is minimizing human impact anti-human?



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TRIP TO TAHOE?



BEFORE FOSSIL FUELS



AFTER FOSSIL FUELS



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Standard of value is everything

The key to our insanely irrational view of fossil fuels: We are evaluating fossil fuels, not by the standard of maximizing human well-being but by the standard of minimizing human impact—an inherently anti-fossil fuel and anti-human ideal.

The Moral Case

If maximizing human well-being is our goal and we look at the big picture we must conclude...

Fossil fuels are not a self-destructive addiction that is destroying the planet, they are a life-enhancing technology that is improving the planet.

If minimizing human impact is our goal, then fossil fuels are an addiction—part of the perfect planet's addiction to the impact of human beings

This reframing of the debate is the only approach that can truly neutralize attackers, turn non-supporters into supporters, and turn supporters into champions

People are convinced by honest, logical arguments with a noble goal and a common-sense thinking method.

When they are exposed to it...which is where you have far more power than you think.

The moral case is *winning hearts and minds*

Students

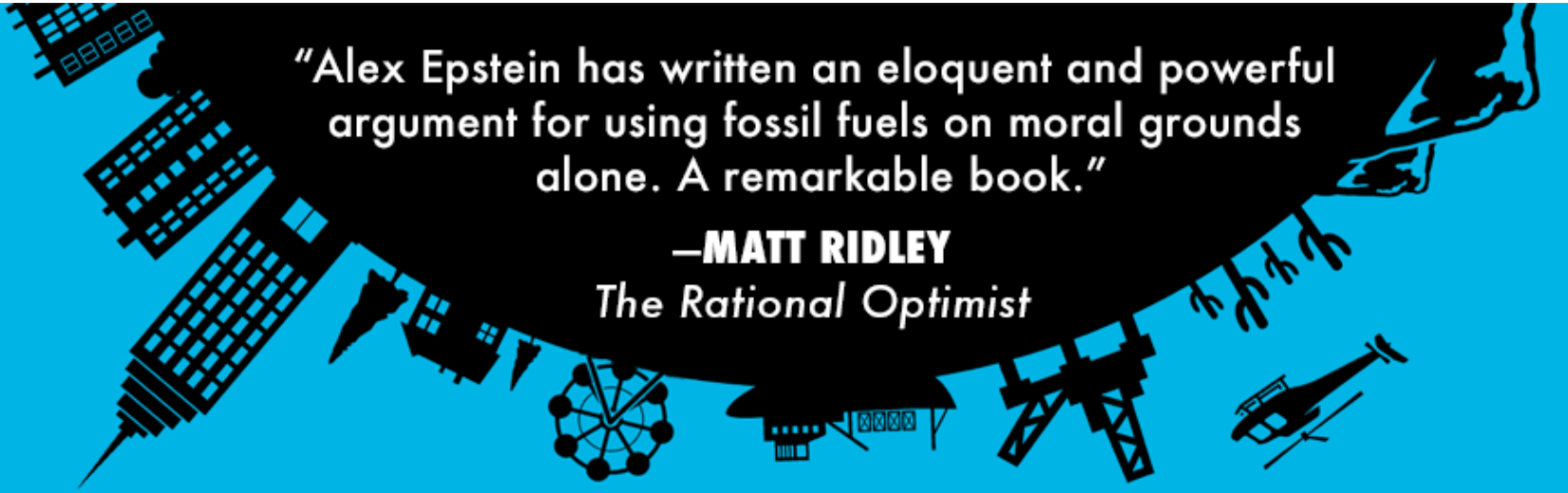
66-33

General public

amazon

Media

WSJ



"Alex Epstein has written an eloquent and powerful argument for using fossil fuels on moral grounds alone. A remarkable book."

—**MATT RIDLEY**

The Rational Optimist

THE MORAL CASE FOR FOSSIL FUELS

How to reframe the conversation

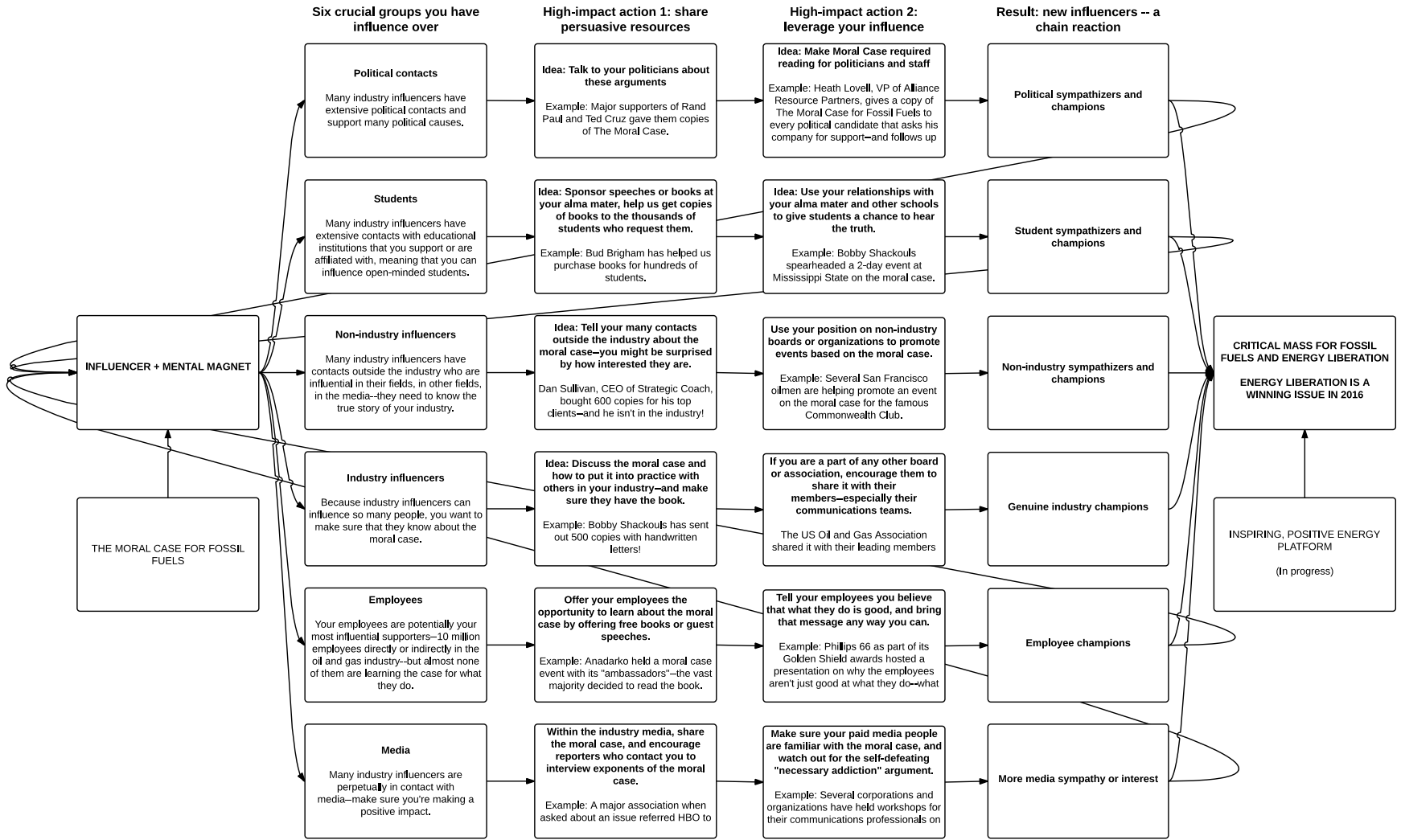
1. Apply the moral case in all your communications – enter your email to get “winning hearts and minds” essay

1. Most important: Share it to create a critical mass

All successful movements succeed through sharing powerful resources--“mental magnets”--until they reach a critical mass.

You are an influencer with potential influence over 1) your political contacts, 2) students, 3) non-industry influencers, 4) industry influencers, 5) employees, 6) media. I need you to use it.

How to Make Fossil Fuels and Energy Liberation Winning Issues in the 2016 Election



2 ways to get the ball rolling

1. Email alex@alexepstein.com now
2. Business card

I'll send you some sharable resources and a checklist of actions you can take to create a critical mass