

# Campaigning for a Moral and Ethical Response to Climate Change

An Introductory Handbook for  
Community and Organizational Activists

2011 The National Climate Ethics Campaign

[www.climateethicscampaign.org](http://www.climateethicscampaign.org)

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## Why Start a Climate Ethics Campaign?

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The debate about climate change has produced deep divisions in America that prevent many people from grasping the reality and urgency of the issue. This is because, at the most fundamental level, climate change is not a scientific, political, or even an energy problem. It is a moral and ethical crisis. Our energy use and consumption levels and the greenhouse gas emissions they generate now threaten life as we know it, and this challenges long held views about the righteousness of our economy and lifestyles.

Ethical and cultural divides like this cannot be overcome with more scientific facts or technical arguments. From women's suffrage to the civil rights movement, history has shown that harmful beliefs, practices, and policies can only be overcome when they are declared to be morally wrong and decidedly unjust. Only then are people motivated to right that wrong by working for a higher moral purpose.

Social movements create change. They start at the individual level, and grow one person at a time until social contagion occurs. The climate crisis will be resolved only when people like you demand that their communities and organizations live up to our nation's long standing ethical and moral obligations to:

- Protect current and future generations from unjustifiable suffering and death;
- Act in a just and equitable manner; and
- Protect the natural systems that support all life on earth, including human.

Your community and organization can abide by these ethical obligations by:

- Rapidly & significantly reducing carbon emissions;
- Preparing for the consequences of climate change; and
- Demanding and enacting policies that support those goals.

This introductory handbook offers suggestions on how to organize a campaign to advocate for a moral and ethical response to climate change. The guide is merely a starting point: You will find more detailed information for building and sustaining your campaign in the Resource section at the end of the document.

History is watching us. Our legacy will be determined by what you and many others like you do now and in the next few years. The need for action is urgent. At the same time, the benefits to our children, our communities, our organizations — and to ourselves — is great. Please consider joining or starting a climate ethics campaign in your community or organization.

## The Ethical & Moral Implications of Climate Change

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Morality and ethics involve answers to age-old questions such as which human behaviors are right and which are wrong, which are fair and unfair, and what our duties and obligations are to other people. The moral and ethical principles we adopt to guide our response to the climate crisis are therefore extremely important. They will determine who we are as individuals and as a nation, how we will treat other people and how others will treat us in return, and how we want to be remembered.

In the U.S, the debate about how, or if, to respond to climate change has been predominantly framed around two issues:

1. *Economic self-interest.* Opponents of taking action claim that the costs to jobs and the economy of reducing emissions are too high, while proponents say reducing emissions will create jobs and be good for the economy.
2. *Scientific uncertainty:* Opponents of taking action claim that the science of climate change is undecided while proponents say the science is settled.

These frames are insufficient to frame decisions about climate change because they ignore the moral and ethical principles that have long guided our nation's decision making. The National Climate Ethics Campaign believes the three most important ethical and moral principles are:<sup>1</sup>

### **The Moral Obligation to Prevent Suffering and Protect Human Life**

The most fundamental of our guiding moral and ethical principles is that it is wrong to unjustifiably cause human suffering or death. Our legal system is based on this moral tenet. Climate change-related impacts are already harming and killing people across the U.S. and abroad. Unless carbon pollution is rapidly reduced, the resulting natural disasters---including sea level rise, floods, diseases, illnesses, water and food shortages, and environmental degradation, along with associated resource conflicts and mass migrations---will injure or kill millions more every year.

Over the past century the U.S. has been the world's largest overall contributor to climate change, generating about 30 percent of the total energy-related CO<sub>2</sub> emissions that are destabilizing the climate. Today, we continue to produce far more emissions annually than any other nation except China. The energy that generated these emissions powered the growth of our economy and benefited many people. But now, unless we rapidly

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<sup>1</sup> These precepts are from the "Statement of our nation's Moral Obligation to Address Climate Change" written by the the National Climate Ethics Campaign. The complete statement can be found on the Campaign's website:

[www.climateethicscampaign.org](http://www.climateethicscampaign.org)

reduce our carbon pollution from this energy, the disruption to the climate these emissions cause will produce suffering and death for millions of people here and abroad every year. This is morally and ethically wrong. Even if the costs are high, we must avert one of the worst violations of human rights the world has ever seen by acknowledging our contribution to the climate crisis and significantly reducing our emissions.

### **The Moral and Ethical Responsibility to Honor Principles of Justice and Equity**

The people who benefit from the overuse of fossil fuels that cause climate change are not the ones that initially suffer the most from climate change. Wealthier nations such as the U.S. and other industrialized countries, and wealthier people within each nation, have generated most of the emissions that are disrupting the climate. Yet, at least for the next few years, they will experience the fewest consequences. On the other hand, people who have contributed the least to climate change will be impacted the most, including those living in the Arctic; in less developed, hotter regions of the world; low-income and working-class communities; communities of color; women and children in the U.S.; and future generations everywhere.

As a matter of justice and equity, we have a moral and ethical obligation to reduce our carbon pollution in order to prevent suffering and death among people who have contributed little to the climate crises but who are, at least initially, most impacted. In addition, even as we reduce our emissions we must do our part to ensure that vulnerable populations and nations have the financial and technological capacity to withstand and bounce back from the consequences of a warming planet and grow clean- energy economies.

### **The Moral Obligation to Honor and Protect the Processes that Make Life Possible**

Because we have a moral obligation to protect human life and prevent suffering and injustice, and because the Earth's gifts have intrinsic value on their own, we have a responsibility to protect the ecosystems and organisms that provide the air we breathe, the food we eat, the water we drink, the materials we use to sustain life and prosperity, and the natural beauty that lifts our spirits. Whether we believe that the Earth and its great abundance is a product of natural processes, that the Earth is the gift of the Creator, or both, our obligations are fundamentally the same: we must be good stewards of what we have inherited. Humanity is not in command of creation, but merely part of it. To disrupt the climate that is the cornerstone of all life on Earth and to squander the extraordinary abundance of life, richness, and beauty of the planet is morally wrong.

Abiding by these moral and ethical principles means that even if the costs are high, we must avert one of the worst violations of human rights the world has ever seen by acknowledging our historic contribution to the climate crisis and significantly reducing our emissions. Because the

risks to humanity and the planet associated with inaction are extremely high, it is also morally wrong to use scientific uncertainty as an excuse to delay or prevent emission reductions or preparation for the consequences of climate change.

As your community or organization pursues emission reductions and climate preparedness or advocates for policies to support those ends, you must insist on a 'just transition' that spreads the investments in solutions and the benefits of new approaches equitably, provides adequate resources for workers and communities adversely affected by the shift, and ensures that everyone has a say in how those decisions are made.

Choosing to live in accordance with our most deeply held ethical principles will help Americans understand the moral imperative of reducing greenhouse gas emissions and preparing for climate change. The shift to a low carbon, climate resilient society won't be easy. But it will trigger tremendous innovation that can foster the creation of millions of good jobs in clean energy fields. It will reduce pollution that today sickens millions of people and costs billions of dollars each year to treat. And, it will protect the beauty, wonder, and amenities provided by the natural environment. Our children will be healthier and we can build vibrant communities. This makes acting on our moral and ethical obligations not only the right thing to do, but also the smart thing to do.

## How Human Activities Affect the Climate

Our planet is a special place. It remains habitable because an insulating blanket of greenhouse gases (GHG) surrounds it and traps just the right amount of the sun's energy to keep surface temperatures warm enough to support life. Human activities, however, are adding more GHG to the natural blanket and increasing its insulating effect. The result is that more heat is accumulating at the surface of the Earth than is escaping into space, *disrupting the entire energy balance of our planet*. Without a rapid, major change, the results will be disastrous.

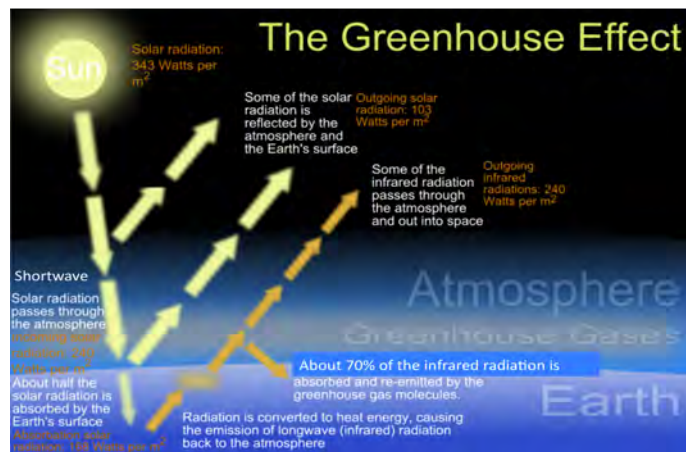
Since the onset of the industrial revolution in the 1700s, atmospheric concentrations of CO<sub>2</sub> have increased from 180-280 'parts per million' (ppm) prior in the 1700s to nearly 388 ppm today, an increase of 36 percent, and despite the global recession emissions continue to rapidly grow.

The International Energy Agency found that despite the global recession, in 2010 a record 30.6 gigatonnes of carbon dioxide was emitted into the atmosphere, a rise of 1.6 GT from 2009. IEA concluded that now only a herculean global effort can keep temperatures from rising more than 3.6 degrees Fahrenheit, which is the level

believed to trigger uncontrollable climate change. Even getting close to that level would trigger widespread food and water shortages, mass migration, conflict and economic failure.

Climate scientists have directly linked rising emissions to human activities, including the burning of coal, oil, and gas for energy and heat, land use changes (such as deforestation), landfills, and agricultural practices.

It's important to understand that even slight increases in surface temperatures can wreak havoc on climate patterns, resulting in more frequent and severe weather events and other harmful consequences of climate change. It doesn't matter how quickly or slowly we emit GHG. What matters is how much we emit. The kind of climate that we end up with will be largely determined by the total amount of GHG we release into the atmosphere now and in the future. The warming and associated calamities that result will be with humanity for the next thousand years, affecting our children, our grandchildren, and their descendants, making their lives much more difficult. This alone makes climate change a deeply moral and ethical issue.





## The Consequences of Climate Change

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Climate change has serious ramifications for people across the world. Globally, over 20 million people were displaced by climate-related, sudden onset disasters in 2008, as compared to the 4.6 million displaced by war and conflict that year. Climate change has already been linked to hundreds of thousands of annual deaths worldwide from heat illness, weather and flood events, diminished drinking water and air quality, and geographic shifts in diseases, to name a few of the causes. Those impacts will increase in severity as temperatures rise.

Climate change also impacts food and water availability. Vulnerable populations, such as low-income residents, the infirm, elderly, women as well as children in developing nations and the U.S. will suffer greater impacts than others. Those who are more dependent on natural resources to meet their basic needs are at the greatest risk from climate change impacts to the environment.

Our nation is not immune to these impacts. As residents of the east coast, Midwest, and Southwest, and Alaska remember, every month in 2011 seemed to bring another record-breaking weather disaster. If it wasn't momentous tornadoes and hurricanes, it was terrible floods, relentless droughts, scorching heat waves, or colossal snowstorms. Thousands of people were injured or killed, homes and businesses were destroyed, with costs in the billions.

In addition to extreme weather events, climate change threatens agriculture, and therefore our food supply, due to increased pests, diseases, water stress and natural disasters. Coastal areas will suffer from erosion and flooding due to sea level rise and higher storm surges. Our transportation, energy, water, wastewater, and communications infrastructure will also be adversely affected.

Water availability and pollution are already problems and will be even more challenging in certain areas of the nation. In the West, Southwest, and Great Plains, droughts are likely to become more common, while the Midwest is expected to see more heat waves and flooding. The West will suffer from severely reduced mountain snowpack, which is the largest source of water for drinking, power and agriculture.

Finally, climate change is degrading ecological systems and driving many species to extinction. These impacts will amplify the effects of other stressors such as population growth, pollution, and urbanization. All of these stressors will in turn affect the economy, businesses, jobs, and quality of life for us and for generations to come.

## Connecting Climate Change to Issues in Your Community or Organization

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Although climate change is a global problem, the impacts are strongly felt at the local level. Similarly, although policies to address climate change are needed at the international and national levels, most of the implementation will occur locally. Solutions to climate change will involve new ways to heat and power our homes and businesses, communicate, move about, make and use goods and services, grow food, and manage forests, agricultural lands, waterways and waste. Indeed, both the consequences of and solutions to climate change are very much local issues.

Actions and policies in your community and organization are therefore essential to cut emissions and prepare for the consequences of climate change. It won't be hard to find an issue in your community with a substantial tie to climate change. Directly or indirectly, nearly all issues are now connected to this global threat. Below are some examples.

### Energy Use

The greenhouse gas emissions that are damaging the climate are the direct result of fossil fuel-based energy generation and use. Therefore, any current or proposed activity or policy in your community or organization that fails to reduce the use of fossil fuels, leads to increases in the quantity of energy used, or that deters the development and use of clean energy is fair game for a climate ethics campaign.

For example, you might consider launching a climate ethics campaign to oppose the expansion of an existing highway that will increase vehicle miles traveled in your region and instead demand an increase in bike paths and public transportation. You could also organize a campaign that calls on each household and organization in your community to analyze and cut their greenhouse gas emissions by 30% within 5 years. Or, you could put together a campaign to expand the amount of renewable energy used in public buildings by 50%.

While many people might believe these and other similar activities are solely related to helping people get around town or heating and powering buildings, today they are much more than that. All of these activities affect the GHG emissions released into the atmosphere, and thus have profound moral and ethical implications. You can make this point by calling on officials within your community or organization to abide by their highest moral and ethical principles by adopting practices, strategies, and policies that reduce carbon emissions.

### Carbon Sequestration

To prevent runaway climate change we must sequester as much carbon as possible for long time periods. Forests, soils, wetlands and other natural systems are essential sources of sequestration. Any current or proposed activity or policy in your community or organization that undermines the health of these natural systems, or fails to restore them to levels that maximize their capacity to sequester carbon, is fair game for a climate ethics campaign.

Timber harvest activities, or delayed reforestation after cutting, forest road building, the filling of wetlands, and the removal of streamside riparian vegetation are examples of activities that can reduce the capacity of natural systems to sequester carbon. Just as with actions and policies related to energy use, these and other similar activities will affect the climate and thus have profound moral and ethical implications. They are therefore all good candidates for a climate ethics campaign.

### Climate Preparedness and Resiliency

No matter how rapidly GHGs can be reduced, some significant warming is now inevitable. We have a moral and ethical obligation to rapidly prepare for the consequences of these changes. Preparedness should focus on building the capacity of five types of systems to withstand and bounce back from climate impacts: 1) natural ecosystems and species; 2) built systems such as buildings as well as transportation, water, energy, and communications infrastructure; 3) community systems including emergency management, public health, education, and governance; 4) economic systems including local businesses and their suppliers; and 5) cultural systems such as areas or organisms of unique importance to Native Americans.

Because of the extreme risks of being unprepared, any current or proposed activity in your community or organization that undermines the resiliency of these systems, or that fails to increase their resiliency, is fair game for a climate ethics campaign

For example, a business that relies on feedstock from overseas will increasingly be at risk of supply chain disruptions due to extreme weather events. The more your community relies on food imported from distant states or nations, the more vulnerable your food system is to climate impacts. Actions or policies that prevent plants and animals from migrating northward or to higher elevations as temperatures rise will undermine nature's capacity to withstand climate change.

Each of these and many other actions or policies are eligible for climate ethics campaigns.

## A '10 Step' Process for Launching a Climate Ethics Campaign

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Two options are available for starting a climate ethics campaign:

- 1) You can encourage groups already engaged in a local campaign to emphasize the responsibility to honor our moral obligations to protect current and future generations from unjustifiable suffering, act in an equitable manner, and protect the natural systems that support all life on earth; and/or
- 2) You can organize a new campaign specifically focused on these moral and ethical principles.

The ten steps below will help you get started with either approach.

### STEP ONE: Find Out What's Happening In Your Community or Organization

A good way to start your campaign is to learn about existing or proposed activities occurring in your community or organization that can become the focus of a climate ethics campaign. What issues are local campaigns already focused on, and what groups are involved? What actions or policies are on the drawing board in your community or organization? After you have a decent sense of existing potential future campaign issues, determine which ones will affect the global climate or might be impacted by climate change. (Answer: Nearly All of them)

Most government web sites include upcoming meetings, issues that will be discussed, and when decisions need to be made. Look at past agendas or meeting minutes and familiarize yourself with the current issues.

You can also talk with local nonprofits to learn about the issues they are involved with and get suggestions for other groups you should talk with. Information on how to find local non-profits can be found here <http://www.nonprofitlist.org/> or by looking in the phone book. Find out which organizations are most active in your community and identify opportunities for collaboration based on their current projects and mission statement (see more on this in Step Three).

### STEP TWO: Choose a Focus For Your Campaign

Now it's time to pick an issue to focus on. You can select an existing campaign if you believe it would benefit from the inclusion of an ethical and moral perspective, or you can choose a new issue to organize a climate ethics campaign around.

If it's an ongoing campaign, go to the lead organization's web site and read any media releases or articles about it. Write down suggestions for adding language to their materials that emphasize the community's moral and ethical obligations to: 1) protect current and future

generations from unjustifiable suffering and death; 2) act in a just and equitable manner; and 3) protect the natural systems that support all life on earth, including human, by significantly reducing carbon emissions, preparing for consequences of climate change, and enacting policies that support those goals. Investigate opposing views and develop counter arguments oriented around our ethical and moral obligations to address climate.

If you have decided to launch a new campaign focused on a new issue, develop talking points focused on the ethical and moral obligations described above.

### *STEP THREE: Get Local Energy Use and Climate Science Information*

The next step is to search for information on the types of energy used (e.g. coal, oil, gas, wind, solar), the major consumers (e.g. commercial, industrial, residential and/or transportation, manufacturing), and trends of energy use (e.g. is going up, down, staying flat) in your community or organization. You can also search for information that describes the likely consequences of climate change will be for your area.

Information about energy use can usually be obtained from local utilities, often on their web site. These websites may also provide the names of the people in charge of monitoring energy use, coordinating energy efficiency or renewable energy programs, or addressing climate programs. Contact them and ask for the information described above. Also, ask them to explain their data in simple terms.

Information about the likely impacts of climate change in your region can often be obtained from faculty members at local universities or from one of the 10 NOAA-sponsored Regional Integrated Science Assessment programs (RISA's) that have been established across the country. You can also contact local non-profits to see if they have information that can be useful to you.

Analyze the information you gather to get a picture of your community or organization's existing carbon footprint and its vulnerability to the impacts of climate change. You might want to find or prepare a short fact sheet that summarizes the major sources of energy and trends in energy use as well as the most likely consequences of climate change for the community. Be sure to include your sources. You may also make a map to show the areas most likely to experience the worst consequences climate consequences in your community.

### *STEP FOUR: Prepare A Short Fact Sheet*

Turn the information you have gathered about energy use and emissions, along with your talking points, into a short, easy to follow well-written summary of the climate crisis and the moral and ethical dilemma obligations we all have to meaningfully address the issue. Use bullets to emphasize the key points. Feel free to use information from this handbook if needed.

But it's also important to include local concerns and data and to emphasize the possibilities for positive change.

Information about energy use can usually be obtained from local utilities. a) Go to their web site and see what information they have; b) Write down the names of the people in charge of monitoring energy use, coordinating energy efficiency or renewable energy programs, or addressing climate programs; and then c) Contact them and ask for the information described above. Also, ask them to explain their data in simple terms.

Information about the likely impacts of climate change in your region can often be obtained from faculty members at local universities or from one of the 10 NOAA-sponsored Regional Integrated Science Assessment programs (RISA's) that have been established across the country. You can also contact local non-profits to see if they have information that can be useful to you.

#### *STEP FIVE: Start a Conversation About Climate Ethics*

If you are joining an existing campaign, after you've developed a short fact sheet and familiarized yourself with the initiative, find out who the spokesperson or lead organizers are and call them. Ask to meet with them. Bring your fact sheets, suggested language, and any other information you have gathered. Explain how the issue they are focused on will affect the global climate and/or how climate change will impact what they are concerned about, and how this makes their topic of concern a deeply ethical and moral issue. Explain why it is so important that people bring an ethical and moral perspective to the foreground.

If you have decided to start a new campaign, look for places to make a presentation about how the local issue you are concerned about affects the global climate and/or how climate change will affect the community and therefore raises important ethical and moral questions. Write down a 3-minute 'elevator speech' that explains your points clearly and concisely. Practice the talk in front of a mirror at least 5 times before giving it in public. Keep refining it until it is clear, compelling and enlightens (rather than offends) people.

Public comment periods at city council or county commission meetings, meetings of local environmental groups, rotary, or the chamber of commerce, church meetings, town halls, etc. should all be considered as candidates for your presentations.

Pay attention to the reactions of people who hear your talk, not only to gather feedback that can help you improve, but also to identify interested people who might help you organize the campaign.

If you want to initiate a dialogue within your organization about its ethical and moral obligations to reduce emissions and prepare for climate change, you might start by talking with

Environmental Health and Safety or Corporate Social Responsibility staff, or if you have access, by sharing your concerns and ideas with senior executives.

**TIP: Connect the Dots**

When holding a conversation, make sure you show people how the ethical and moral implications of climate change directly link to issues of concern to them. If you are talking with people already engaged in a campaign, explain how including an emphasis on climate ethics would benefit their effort. Make it clear throughout all of your communications that our ethical and moral obligations to reduce emissions, prepare for climate change, and enact policies to achieve those goals are non-partisan issues. That's because everyone now and in the future will be affected by climate change, and everyone will benefit from solutions. Also emphasize that people are more likely to take action when you speak to their values and call on them to live up to their highest moral and ethical standards.

*STEP SIX: Gather Supporters*

If you have decided to launch your own campaign, recruit a wide variety of supporters from many sectors of the community. Get names and ideas from other campaigns and groups. Start with residents, civic or non-profit leaders, or business owners most directly affected by the issue you are focused on, or those most vulnerable to the consequences of climate change, such as severe weather events. Churches, synagogues, and other religious organizations are often supportive of progressive change and moral imperative campaigns like you propose. Keep in mind that climate change affects *everyone* in the community.

In both cases you might want to share your ideas and concerns with different levels of decision makers. Sign-on letters can be very effective if enough people sign them and they are well publicized. See xx for an example.

*STEP SEVEN: Organize Your Group*

Once you have identified potential supporters, start having regular meetings to discuss how to make the ethical and moral case for meaningful action on climate change. Remember, your campaign is not about making people feel guilty. It's about calling on them to strive for a higher ethical and moral purpose. Ask for volunteers to host meetings in their homes, or meet at lunch or after work. Ask for volunteers to lead letter-writing campaigns (to the editor of local papers, to elected officials, or to local businesses that might be involved with the issue), or generate sign on letters. Also, it's important to have someone be in charge of supporter recruitment, using door-to-door campaigns or mailings.

### **TIP: Talk to Real People**

Nothing is more persuasive than addressing the real concerns and real values of people in your community or organization. Going door to door in neighborhoods most affected by the issue you are focused on can provide a sense of how people feel about the issue and climate change in general. Collect quotes from these individuals to include in your materials.

### **STEP EIGHT: Hone Your Message for the Media**

Involving media is critical to getting your message out to as wide an audience as possible. Sound bites are important and they need to be repeated as often as possible, everywhere possible. Social media should be a prime focus. Get a Facebook page and Twitter account going focused on your issue. Write an op-ed for your local newspaper and make sure to respond to letters to the editor that comment on it. Work with your members or other groups to add climate ethics language to their letter writing campaign.

### **TIP: Craft Compelling Slogans and Taglines**

Every successful campaign needs catchy slogans and taglines. Use pithy statements that grab people's attention and speak to their moral and ethical values – the shorter the better. For example: "We OWE it to our children to slash emissions!" "Solving climate change is our moral and ethical responsibility – let's do something about it!"

Don't be put off by people who claim climate change is a hoax or that warming is natural. Calmly respond to these claims with responses gleaned from the materials in the Resource section of this handbook. Remember also that even though a multi-million dollar disinformation campaign has left many people confused about the issue, their thinking will shift if you call on them to abide by their deeply held moral and ethical principles and work toward a higher purpose. Your job is to help people see the reality of climate change and its profoundly moral and ethical consequences as early as possible. Reducing GHG emissions and preparing for climate change require shifts in behaviors and lifestyles. But after we have made the shift we will all be better off.

### **TIP: Paint a Positive Picture of the Future**

When talking to people about the future, focus on the positive. Paint a clear and compelling picture about how abiding by our long held ethical and moral principles and reducing emissions and preparing for climate change will benefit your community, or your organization, in the long run. Describe how good they will feel when they acknowledge and act on their deeply held ethical and moral principles.



### STEP NINE: Launch Your Campaign & Keep Up the Pressure

When you launch your campaign use every opportunity available to get your message out and keep pressure on decision makers. Gather groups to testify at hearings or government meetings, picket at events or locations, hold press conferences, and send out press releases. Search for opportunities to use symbolic acts to paint a picture in the public's mind of what uncontrolled climate change will mean for the community. *Success requires relentless pressure applied relentlessly.*

### STEP TEN: Keep Improving, Be Persistent--and You Will Eventually Win!

Creating change in your community or organization will take time. Don't expect immediate results — *and don't give up if you fail to rapidly meet your goals!* Always strive to improve the effectiveness of your message and approach. Keep gathering and incorporating feedback that improves your campaign. Update the goals as needed. Make sure everyone clearly understands what you seek to achieve.

**Changing thinking, behaviors and policies is difficult, but extremely important work.  
Keep your chin up and KEEP AT IT!**

## Conclusion

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The information in this handbook provides an overview of the need, opportunities, and approaches available for making our ethical and moral obligations to meaningfully address climate change a visible and compelling issue in your community or organization. More detailed information about climate change and how to run a campaign can be found in the resource section that follows.

Advocating for, and abiding by, our nation's most deeply held moral and ethical principles is imperative now because responding to climate change requires an exemplary level of human compassion, cooperation, and principled action. On a personal level, striving to achieve a higher moral purpose will help you plot a route through the challenging times ahead with integrity and honor, while serving as a model for others. Few things are more important today than campaigning for a moral and ethical response to climate change. Please join us.

## Selected Resources

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### *Climate Change Data and Information*

Carbon Dioxide Information Analysis Center: [http://cdiac.ornl.gov/pns/current\\_ghg.html](http://cdiac.ornl.gov/pns/current_ghg.html)

Climate Wizard – National Climate Projection Data: <http://www.climatewizard.org/>

ICLEI Climate Resilient Communities and climate impacts by region:

[http://www.icleiusa.org/programs/climate/Climate Adaptation](http://www.icleiusa.org/programs/climate/Climate_Adaptation)

Intergovernmental Panel on Climate Change (IPCC) - Fourth Assessment Report (2007):

<http://www.ipcc.ch/>

Internal Displacement Monitoring Center: [“Monitoring disaster displacement in the context of climate change.”](#)

National Academy of Sciences: <http://www.nasonline.org/>

National Oceanic and Atmospheric Administration (NOAA): Coast County Snapshots:

<http://www.csc.noaa.gov/digitalcoast/tools/snapshots/index.html>

NOAA Regional Integrated Sciences and Assessments Program (RISA) – links to climate science programs for your region at bottom of page:

[http://www.climate.noaa.gov/cpo\\_pa/risa/index.jsp?pg=../cpo\\_pa/cpo\\_pa\\_index.jsp&pa=risa&sub=1](http://www.climate.noaa.gov/cpo_pa/risa/index.jsp?pg=../cpo_pa/cpo_pa_index.jsp&pa=risa&sub=1)

United Nations, Women Watch. 2009:

[http://www.un.org/womenwatch/feature/climate\\_change/factsheet.html](http://www.un.org/womenwatch/feature/climate_change/factsheet.html)

United States Global Change Research Program: <http://www.globalchange.gov/>

World Health Organization: <http://www.who.int/topics/climate/en/>

World Resources Institute: Climate Science: Major New Discoveries (2009-10)

<http://www.wri.org/publication/climate-science>

Worldwatch Institute: [www.worldwatch.org](http://www.worldwatch.org)

### *Responding to Climate Deniers and Skeptics*

Online series on Grist.org: [“How to talk to a climate skeptic: responses to the most common skeptical arguments on global warming.”](#)

Factsheet by Swiss Re (2009). [“Climate skeptic arguments and their scientific background”](#)

Factsheet by The Resource Innovation Group (2009). [“Setting the record straight: responses to common challenges to climate science.”](#)

### Grassroots Organizing

#### [Organize to Win: A Grassroots Activist's Handbook](#) by Jim Britell:

This handbook covers a wide range of campaign-related issues and advice. Although it is based on environmental campaigns, and includes information that may not apply to your situation, it is a thorough document with down-to-earth advice for successfully interacting with both public and private supporters and opponents. It also includes plenty of practical suggestions such as campaign checklists, samples of flyers, steps for preparing for public meetings, and ways to avoid potential obstacles, among others.

#### [Preparing for a Campaign: A framework for winning](#) by Mary O'Brien

This is a perfect example of an organization that campaigns for a specific issue, but can easily connect its concerns with climate change. The framework is a sensible, concise list of things to keep in mind at the beginning of any campaign for change.

### Examples and Case Studies

The American Public Health Association put together a comprehensive [Transportation and Health Toolkit](#) that includes helpful examples of many items you may need to develop for your own campaign. There are sample op-eds, press releases and other outreach materials, talking points, guiding principles, policy statements, and many suggestions for making your campaign a success.

**2011 National Climate Ethics Campaign**

**[www.climateethicscampaign.org](http://www.climateethicscampaign.org)**