Why the Faith Community Holds the Climate Key

February 27th, 2019

CatholicClimateCovenant.org
Why the Faith Community Holds the Climate Key

 Moderator: Dan Misleh
 Founding Executive Director
 Catholic Climate Covenant

• Welcome
• Prayer
Control Panel >>>>>

**Your Participation**

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**Note:** Today’s presentation is being recorded and will be provided within 48 hours.
Why the Faith Community Holds the Climate Key

Dr. Edward Maibach
Director, George Mason University’s Center for Climate Change Communication
Framing climate change as a moral obligation and a moral opportunity

Catholic Climate Covenant
Why the Faith Community Holds the Climate Key Webinar
February 27, 2019

Edward Maibach
@MaibachEd
The three most important things we need to do in our community, our state, our nation—and worldwide:

- Produce 100% clean energy
- Drawdown (i.e., reduce CO2 in the atmosphere to less than 350 ppm)
- Increase community resilience
Large Majorities of Voters Think the U.S. Should Use More Solar and/or Wind Power

- Few support more oil, coal, and/or nuclear -

- % who say “much more” or “somewhat more” -

<table>
<thead>
<tr>
<th>Energy Source</th>
<th>Democratic</th>
<th>Liberal</th>
<th>Moderate/Conservative</th>
<th>Independent</th>
<th>Republican</th>
<th>Libertarian</th>
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<tbody>
<tr>
<td>Solar</td>
<td>80%</td>
<td>84%</td>
<td>82%</td>
<td>48%</td>
<td>75%</td>
<td>75%</td>
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<tr>
<td>Wind</td>
<td>73%</td>
<td>86%</td>
<td>77%</td>
<td>52%</td>
<td>62%</td>
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<tr>
<td>Geothermal</td>
<td>48%</td>
<td>52%</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
<td>45%</td>
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<tr>
<td>Natural gas</td>
<td>36%</td>
<td>29%</td>
<td>35%</td>
<td>39%</td>
<td>42%</td>
<td>49%</td>
</tr>
<tr>
<td>Nuclear</td>
<td>23%</td>
<td>19%</td>
<td>20%</td>
<td>36%</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Coal</td>
<td>12%</td>
<td>4%</td>
<td>9%</td>
<td>14%</td>
<td>18%</td>
<td>22%</td>
</tr>
<tr>
<td>Oil</td>
<td>11%</td>
<td>7%</td>
<td>8%</td>
<td>16%</td>
<td>16%</td>
<td>12%</td>
</tr>
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</table>

In the future, do you think the United States should use the following sources of energy less, more, or about the same as we do today?

Successful campaigns almost always are based on:

Simple clear messages, repeated often, by a variety of trusted voices.
Successful campaigns also “frame” issues in a manner that suggests and motivates solutions.

What kind of issue is global warming?
Climate Change
Climate Change

Sea surface temperature and hurricane intensity are correlated.
Climate Change

CLIMATE CHANGE IS A MORAL ISSUE
<table>
<thead>
<tr>
<th>Issue</th>
<th>Nation</th>
<th>Alarmed</th>
<th>Concerned</th>
<th>Cautious</th>
<th>Disengaged</th>
<th>Doubtful</th>
<th>Dismissive</th>
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<tbody>
<tr>
<td>An environmental issue</td>
<td>76</td>
<td>99</td>
<td>97</td>
<td>83</td>
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<td>A scientific issue</td>
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<td>92</td>
<td>75</td>
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<td>An agricultural issue</td>
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<td>87</td>
<td>69</td>
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<td>81</td>
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<td>25</td>
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<td>84</td>
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<td>23</td>
<td>27</td>
<td>11</td>
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<td>71</td>
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<td>A moral issue</td>
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<td>8</td>
<td>6</td>
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<tr>
<td>A national security issue</td>
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<td>7</td>
<td>6</td>
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<tr>
<td>A social justice (fairness) issue</td>
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<td>36</td>
<td>14</td>
<td>10</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>A poverty issue</td>
<td>24</td>
<td>56</td>
<td>37</td>
<td>17</td>
<td>8</td>
<td>7</td>
<td>5</td>
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<tr>
<td>A spiritual issue</td>
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<td>6</td>
<td>10</td>
<td>6</td>
<td>9</td>
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</tbody>
</table>
Five most important facts/beliefs about climate change

- It’s real
- It’s us (human-caused)
- Experts agree (that human-caused climate change is happening)
- It’s bad (for people)
- There’s hope, there are solutions
One in Four Americans Say The Most Important Reason to Reduce Global Warming is To Provide a Better Life For Our Children and Grandchildren

The most important reason to reduce global warming is to...

- Provide a better life for our children and grandchildren: 24%
- Prevent the destruction of most life on the planet: 16%
- Protect God’s creation: 12%
- Help prevent extreme weather: 8%
- Save many plant and animal species from extinction: 6%
- Improve people’s health: 6%
- Save many people around the world from poverty and starvation: 4%
- Help free us from dependence on foreign oil: 3%
- Protect my own health and wellbeing: 3%
- Improve national security: 2%
- Create green jobs and stronger economy: 1%

(a) Which of the following reasons to reduce global warming, if any, are most important to you? Please select up to three reasons. (b) [If applicable] Of the reasons you selected, which one is most important to you?

Co-benefits of addressing climate change can motivate action around the world

Paul G. Bain¹,²,³, Taciano L. Milfont⁴, Yoshihisa Kashima⁵, Michał Bilewicz⁶, Guy Doron⁷, Ragna B. Gardarsdóttir⁸, Valdiney V. Gouveia⁹, Yanjun Guan¹⁰, Lars-Olof Johansson¹¹, Carlota Pasquali¹², Victor Corral-Verdugo¹³, Juan Ignacio Aragones¹⁴, Akira Utsugi¹⁵, Christophe Demarque¹⁶, Siegmar Otto¹⁷, Joonha Park¹⁸, Martin Soland¹⁹, Linda Steg²⁰, Roberto González²¹, Nadezhda Lebedeva²², Ole Jacob Madsen²³, Claire Wagner²⁴, Charity S. Akotia²⁵, Tim Kurz²⁶, José L. Saiz²⁷, P. Wesley Schultz²⁸, Gró Einarsdóttir¹¹ and Nina M. Saviolidis⁸

This research was conducted with university students in 24 countries (including all inhabited continents) and community members in 10 countries; N=6,196.

After disclosing their belief about the reality and importance of climate change, participants were asked to imagine what their nation will be like in the future if they take action aimed at limiting climate change.
Three factors most strongly influenced people’s intentions to engage in important climate actions (i.e., citizen actions, personal behavior change, and donations):

- Perceived importance of climate change
- Perceived future “development” benefits from national climate action
  - Economic development
  - Education levels
  - Volunteering
  - Scientific progress
  - Extent of community groups
- Perceived future “benevolence” benefits from national climate action
  - Moral, Ethical
  - Caring, Considerate
  - Trustworthy, Honest
  - Sincere, Warm
Conclusion from the 24 nation study:

Framing climate action as **transforming society for the better** is effective at motivating people—even people who aren’t convinced that our climate is changing.

“Communicating (these benefits) could motivate action on climate change where traditional approaches have stalled.”
What “issue frame,” and simple clear messages, should faith leaders be repeating often, through their trusted voices?
The frame: Moral obligation/Moral opportunity

Responding to the climate crisis is an opportunity to not just avoid catastrophe, but also to create a better world.

This is not just our moral obligation, it’s our moral opportunity.
The sooner we fully embrace our nation’s clean energy destiny and better agricultural/land use practices, the sooner we all will have cleaner air/water, better health, and greater economic prosperity—which is especially important for the least of us.

We can do this. We have the tools. By using them we will create better health & more sustainable wealth for all. Perhaps more importantly, in doing this, all of us will become better, more moral people.
The bottom line:

◊ Use your trusted voice as a person of faith

◊ Tell people:

◊ It’s real, it’s us, experts agree (97%+).

◊ It’s bad for us in many ways—weather, health, food, economy—especially for our children and grandchildren, and for the least of us.

◊ There’s hope: Rising to the challenge of the climate crisis is not only our moral obligation, but also perhaps our greatest moral opportunity to create better people and a better world.

◊ The three most important things we need to do are:

◊ 100% clean energy

◊ Drawdown (i.e., reduce CO2 in the atmosphere to less than 350 ppm)

◊ Increase community resilience

◊ To prevent climate catastrophe, we must make this happen now—but the sooner we get started, the sooner we will create a healthier, more prosperous and more just world.
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Questions?
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For more information:

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