

NO IMPACT MAN

A GUILTY NEW YORK LIBERAL DECIDES TO PRACTICE WHAT HE PREACHES FOR ONE YEAR

URNS OFF THE ELECTRICITY
STOPS MAKING GARBAGE

GIVES UP TV

TAXIS & TAKE OUT AND
BECOMES A WALKING
BICYCLING COMPOSTING

TREE HUGGING

POLAR BEAR SAVING
LOCAL FOOD-EATING CITIZEN

ALL WHILE TAKING HIS BABY DAUGHTER
& CAFFEINE LOVING RETAIL-OBSSESSED
TELEVISION-ADDICTED WIFE ALONG WITH HIM

[PLAY TRAILER](#)

ENTER TO
WIN
TWO TICKETS
SELECT SITES





**THE CARBON FOOTPRINT
OF EVERYTHING**

MIKE BERNERS-LEE





'Carbon Legacies' and Childbearing

- **Berners-Lee**: 'Unless you contemplate lighting a bushfire, the decision to reproduce will be the biggest carbon choice you will ever make'
 - 373 tonnes
- **Murtaugh & Schlax**: Generations living together- 9441 tonnes
- **O'Neill & MacKellar**: Anti-abortion norms

‘there is little point in switching from
beef to cheese’



Is Organic Food the answer?

- FAO: Organic farming strengthens agro-ecosystems, diversifies crop and livestock production, and builds farmers' knowledge base to best prevent and confront changes in climate.
- Maeder et. al.: Organic farms in Europe are 80% as productive as conventional farms.
- Tuomisto et.al.: 'Organic milk, cereals, and pork all generated higher greenhouse gas emissions per unit of product than their conventionally farmed counterparts – although organic beef and olives had lower emissions in most cases.'

Two Concepts

- Consumption
- Embodied Carbon

European Environment Agency: End-user Emissions

- Finding: Industries and households emit about the same
- Method: 'The end-user methodology splits direct and indirect GHG emissions by reallocating all GHG emissions from energy transformation industries to end-users' – by distinguishing between 'combustion' and 'fugitive' emissions, emissions are reallocated.
- This affects reporting to UNFCCC as reallocated fugitive emissions to combustion emissions are direct emissions.

Assumptions in EU Data

- Demand-side approach is the correct approach.
- Households are responsible for the fuels and energy that they consume, to the extent that they bear the costs of transmission and distribution.

It's Not My Fault



Small Permitted Social Action



Participate in Political Action

“We should not think that we can do enough simply by buying fuel-efficient cars, insulating our houses, and setting up a windmill to make our own electricity. That is all wonderful, but it neither does little or nothing to stop global warming, nor does this focus fulfil our real moral obligations, which are to get governments to do their job to prevent the disaster of excessive global warming”



Plant a Tree, Buy a Bike, Save the World? :

Individualisation of Responsibility

- Concentrating on the sphere of consumption cloaks important dimensions of power and culpability
- The more powerless one feels politically, the more inclined one is to assert power as a consumer
- Consumers confront cosmetic choices as against real choices: constrains our political imagination



Emissions attributable to the top 25 extant investor-owned & state-owned 'carbon majors'
Total: 462,482 Mt CO₂e, 32%

Emissions attributable to 65 other 'carbon majors'

All other emissions

Personal Carbon Allowances

White Paper

How to help consumers make informed choices



YOU

CAN HELP FIGHT

**CLIMATE
CHANGE**

{ ONE SIP AT A TIME... }

Shove: ABC of Climate Policy

- Attitude
- Behaviour
- Choice

- ‘C’ should be context and that should shape everything. Individualist paradigm is incommensurable with a social one.
- ‘Problem definitions of the real-world are themselves infused by theoretical commitments.’



No 'fear of persecution'



Urgenda!



Is the State Responsible?



Young's Political Responsibility

- An individual, a State, a company for the purpose of responsibility are legal fictions
- Arendt: 'there is no such thing as collective guilt'; 'whitewashes responsibility'.
- Young: responsibility without guilt, passive reproducing of 'some understandings'; reproducing the structural properties, 'the positional relations of rules and resources'.
- But what is the injustice?
- In any event: logic of best placed to deal with 'positional relations'

EU ETS?

