

# Business, Energy & the Environment: Fighting the Good Fight

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# Project Siting Quiz: Coal vs. Wind

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- Which Claims are made about the project?
  - Its emissions will be too high.
  - It will impact wildlife.

EASY.....Right????

# Project Siting Quiz: Coal vs. Wind

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- Now a little harder.....
  - It will harm our community
  - It won't make a difference

Could be either.....

# Project Siting Quiz: Coal vs. Wind

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- Final Test....
  - Property values will go down
  - It will make residents sick
  - Somebody is getting rich at our expense

# Project Siting Quiz: Coal vs. Wind

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- Moral of this quiz:

**IT DOESN'T MATTER  
WHAT YOU BUILD, SOME  
ONE WILL BE OPPOSED  
TO IT**

# What is Next?

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- President-Elect Obama
- The New Team
  - EPA: Jackson
  - Energy: Chu
  - Czar: Browner
- The New Congress
  - Waxman/Dingell Fight
  - Boxer v. Bingaman

# Policy Fights/Venues

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- What will Businesses do
- EPA action under CAA
- UN, International Actions

# A Role for Coal?

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- New plants or not
- Old Plants: What do we do
- How do we keep the lights on
- Role in Infrastructure/transmission

# What do we do?

- Engage the mistruths
- Prepare and Respond
- Don't give them the high ground
- Re-Frame the issue
  - Economics
  - Environmental technologies

# How to Fight Back

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- Preparation
- Allies
- Facts
- Economics
- Environmental Benefits
- Implementation/Execution
- Follow up, relationships

# The Things People Will Say

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- TXU
  - Who really won?
- Florida Power & Light
  - Who really lost?
- Kansas
  - Bipartisan Majority vs. national enviro politics
- Desert Rock
  - Navajo Sovereignty, jobs, opportunity

# The Things People Will Say

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- Nevada
  - Reiding the issue
- North Carolina
  - How much is enough
- NSR
  - Waxman
  - Enviros
  - Overstatements