Business, Energy & the Environment: Fighting the Good Fight

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Project Siting Quiz: Coal vs. Wind

• 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

- Now a little harder……
  - It will harm our community
  - It won’t make a difference

Could be either……
Project Siting Quiz: Coal vs. Wind

• 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

• Moral of this quiz:

IT DOESN’T MATTER WHAT YOU BUILD, SOMEONE WILL BE OPPOSED TO IT
What is Next?

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

- What will Businesses do
- EPA action under CAA
- UN, International Actions
A Role for Coal?

- 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

- Preparation
- Allies
- Facts
- Economics
- Environmental Benefits
- Implementation/Execution
- Follow up, relationships
The Things People Will Say

- 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

• Nevada
  – Reiding the issue

• North Carolina
  – How much is enough

• NSR
  – Waxman
  – Enviros
  – Overstatements