



# OUR HORIZON

**Rob Shirkey - Executive Director - Our Horizon**

*Ontario Climate Consortium Symposium*

*May 11, 2015*



# Climate Change & Air Pollution Labels On Gas Pumps

THIS IS  
NOT ART

# It's law.



## **WARNING**

Use of this fuel product contributes to climate change which may put up to 30% of species at a likely risk of extinction.

To learn more, go to [WeCanDoBetter.Me](http://WeCanDoBetter.Me)

Required by Municipality of Courage by-law 2013-058.



## **WARNING**

Use of this fuel product contributes to ocean acidification which puts much marine life at risk of extinction.

To learn more, go to [WeCanDoBetter.Me](http://WeCanDoBetter.Me)

Required by Municipality of Courage by-law 2013-058.

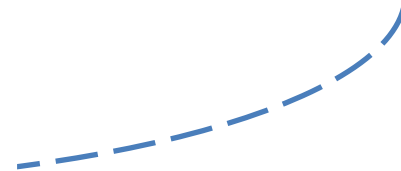
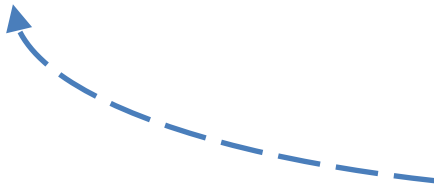
It's psychology.

~~No Feedback~~

Builds Feedback

CAUSE

EFFECT



It's sociology.

~~Diffusion of  
Responsibility~~

Locates Responsibility

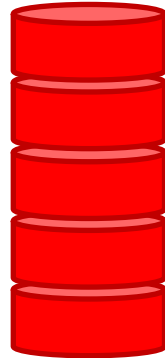
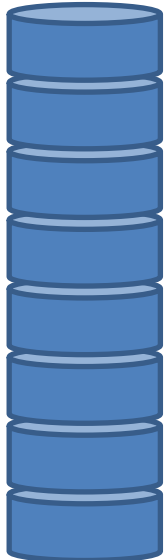




It's economics.

Quantitative \$\$\$

\$1.35



~~Externalities~~  
Communicates  
Externalities

Qualitative



## WARNING

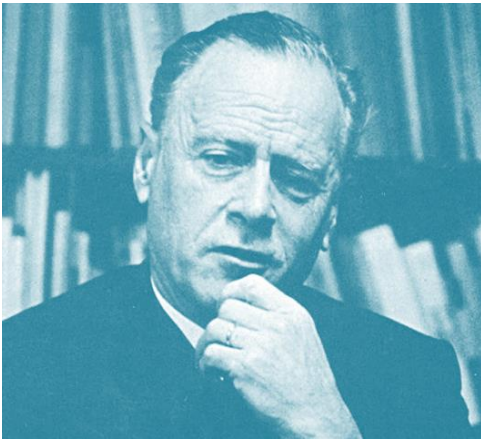
Use of this fuel product contributes to climate change which may put up to 30% of species at a likely risk of extinction.

Required by Municipality of Courage by-law 2013-058.

# It's communications.

~~Passive Observer~~

Active Participant



Marshall McLuhan

*“The medium is the message because it is the medium that shapes and controls the scale and form of human association and action.”*



# It's disruptive.

“Psychologists’ theories on changing habits generally involve first unfreezing the subconscious action and raising it to a conscious level where we can consider the merits of alternative behaviours.”

New Economics Foundation  
(UK's leading think tank on behavioural economics)

# It's spreading.

“... support, and will implement where possible, legislation to require retailers of petroleum products to provide plastic sleeves with warning labels on pump handles for all fossil based liquid fuels.”


Association of Vancouver Island and Coastal Communities

Guelph City Council Meeting

Monday, March 23, 2015

# It's mainstream.

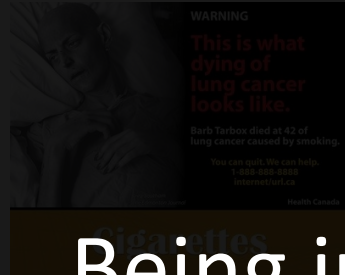
**Municipal World**  
CANADA'S MUNICIPAL MAGAZINE

A person wearing a black and white striped shirt is holding up a white document or certificate in a meeting room. Other people are visible in the background, some also holding documents. The room has large windows and modern decor.

The concept has been endorsed by numerous NGOs and over a hundred leaders in their field from universities across North America.

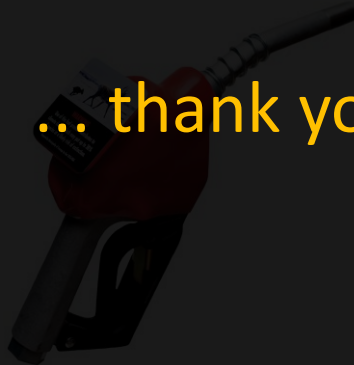
[www.ourhorizon.org](http://www.ourhorizon.org)

# It will change the world.



Being just a sticker, it's also quite possibly the lowest cost climate change intervention on the planet.

... thank you!



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HORIZON