

Change the story

Joan Sullivan, Renewable Energy Photographer

Panel 3: Art, Activism and Climate Change
Ontario Climate Consortium Symposium

McMaster University Center for Climate Change
Hamilton, Ontario
11 May 2015

AIDS KILLS



There is still no cure









It's not polar bears, it's people!

Share   

[Katharine Hayhoe](#)

Director of the Climate Science Center
Texas Tech University

More videos by Katharine



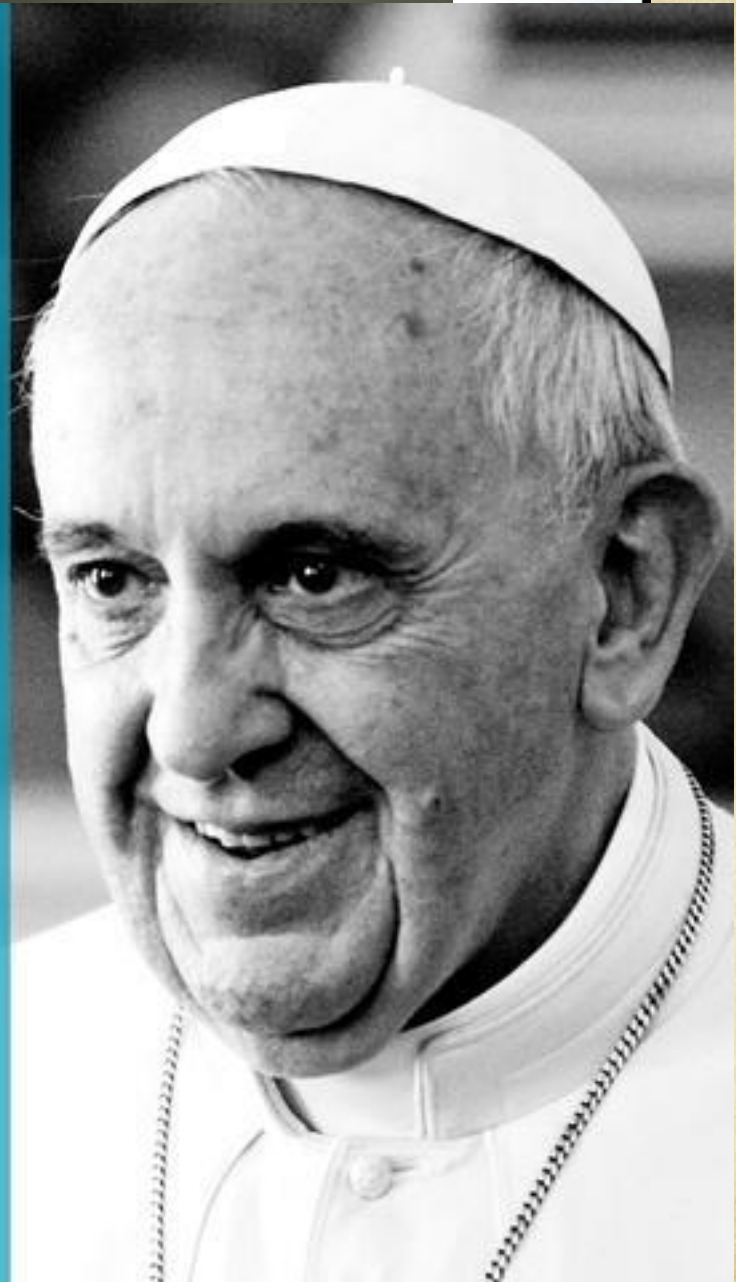
“

In the face of the emergencies of human-induced climate change, social exclusion, & extreme poverty, we join together to declare that:

Human-induced climate change is a
scientific reality,
and its decisive mitigation is a
moral and religious imperative for humanity.

”

Pontifical Academies of Sciences and Social Sciences



#E11



World Food Programme

Energy and Environment

Poll: Millennials are no more convinced about global warming than their parents



By **Chris Mooney** April 30 Follow @chriscmooney



People march during a rally against climate change in New York, September 21, 2014. REUTERS/Eduardo Munoz

AIDS

Global, complex, multisectoral

Invisible culprit: HIV

Future: 10-15 years

Medical jargon

Taboo: sexual behavior

Big Pharma

Media focus on negative

Moral issue: access

Climate Change

Global, complex, multisectoral

Invisible culprits: CO₂, CH₄

Future: 25-50-100 years

Scientific jargon

Taboo: the end of shopping

Big Oil

Media focus on negative

Moral issue - divestment

Peter-Matthias Gaede





Peter Sinclair

@greenman3610

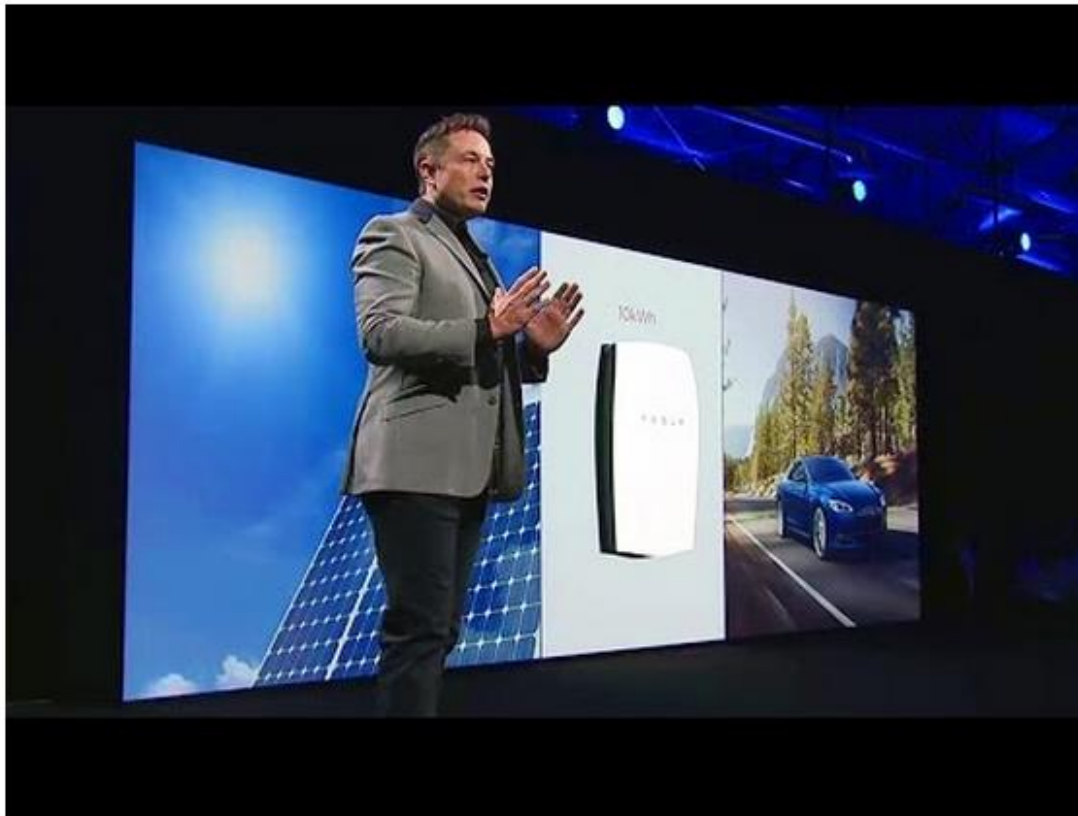


Following

Tesla's "Power Wall" is the IMac of the Renewable Energy Age wp.me/pOYWd-69p



WordPress.com



Tesla's "Power Wall" is the IMac of the Renewable Energy Age

Verge: I've watched a lot of handsomely paid CEOs get on stages for keynote presentations over the past decade, and none were as good as the one I saw Elon Musk give Thursday night in California as...



DON'T BUY THIS BOTTLE OF WATER



The average American uses 167 single-use plastic water bottles every year. The average American throws away 144 of those single-use plastic water bottles, and they end up in a landfill. The process of manufacturing those bottles uses 1.5 million barrels of oil, which could fuel 100,000 American cars for an entire year.

Tap water in the USA is treated, publicly available and practically free. Bottled water companies are not selling you water, they're selling you a bottle. For the cost of a half-dozen bottles of Dasani or Aquafina, you can buy a sturdy water bottle that you can fill up for free, for years.

SEMI-RAD[®]
semi-rad.com

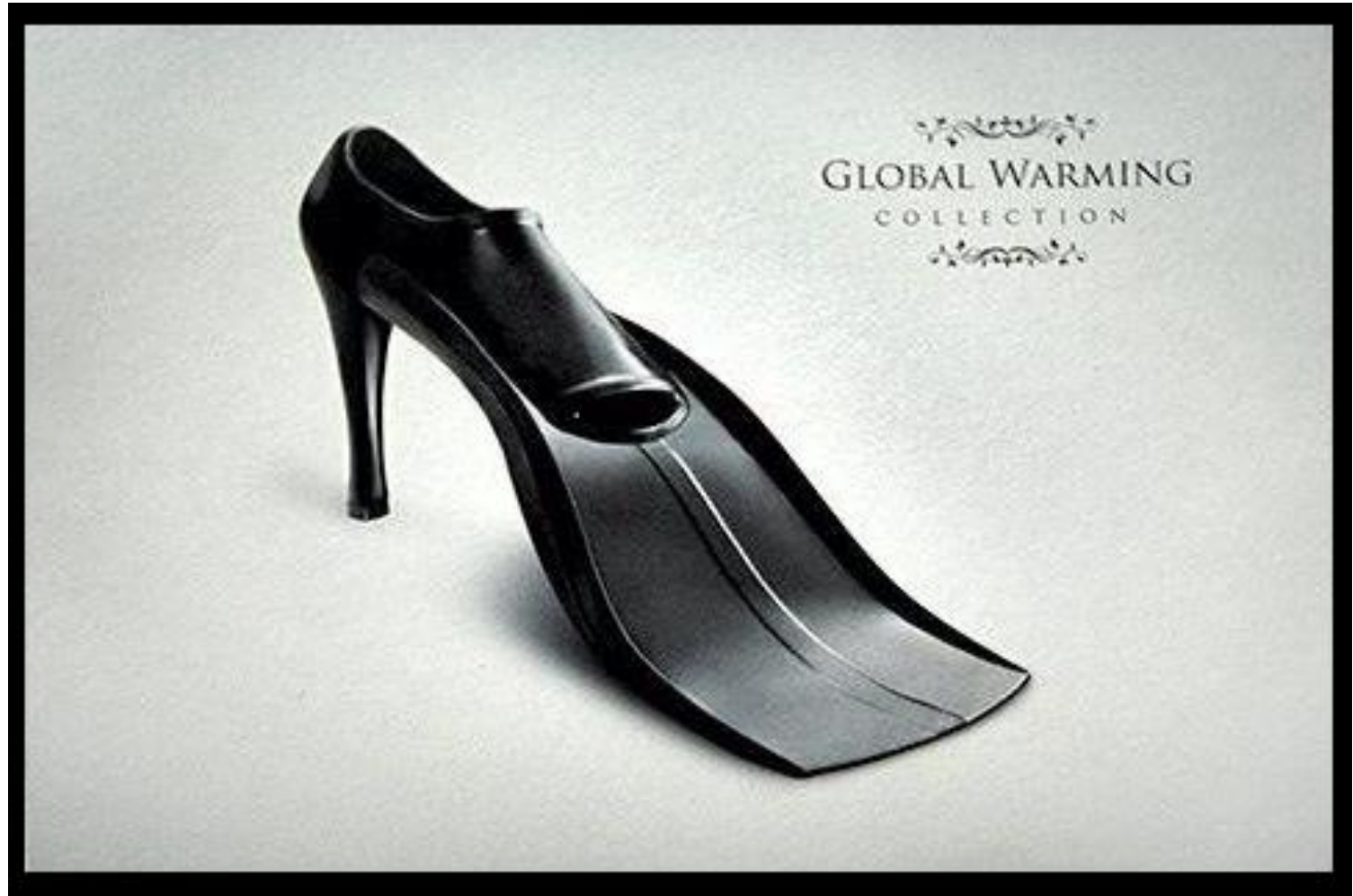
(statistics from droptheprop.info)



How one building is changing the world

By Greg Hanscom on 14 Oct 2014 23 comments

Change the story

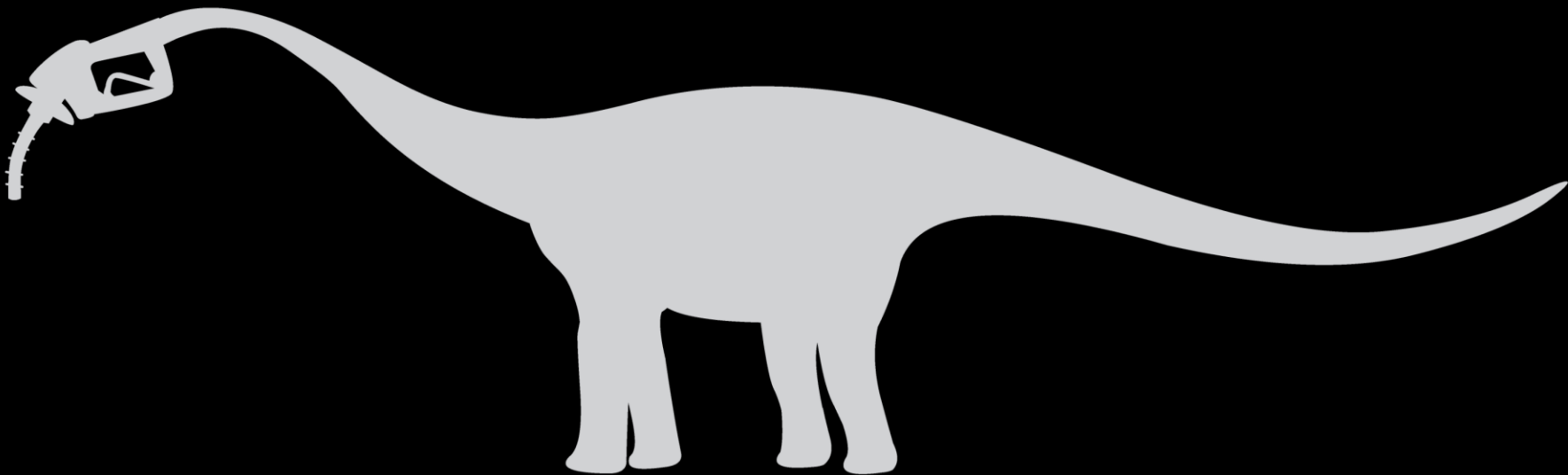


Shoes with a slide-out sole
by © Warming & Global 7-2008. Do not buy shoes for warming.

Fossil fuel divestment fever hits UBC and other Canadian campuses

By Mychaylo Prystupa in News | January 25th 2015





DIVEST

KEEP FOSSIL FUELS IN THE GROUND®

VANCOUVER

A photograph of the Vancouver skyline, featuring a dense cluster of modern skyscrapers and older buildings. In the background, large, rugged mountains are covered in snow, with a layer of white clouds or fog partially obscuring the base of the mountains. The sky is a clear, bright blue.

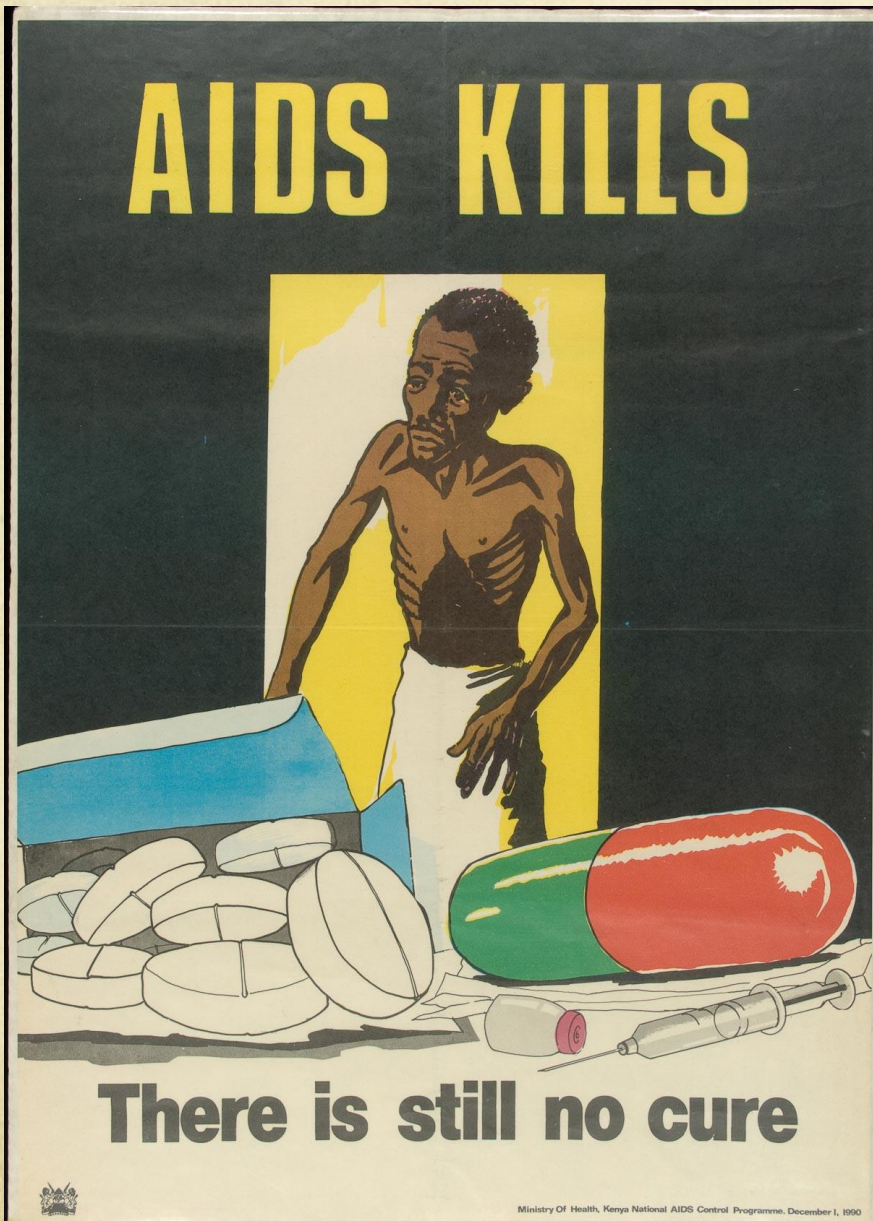
100% RENEWABLE
BY 2035

Back-up slides

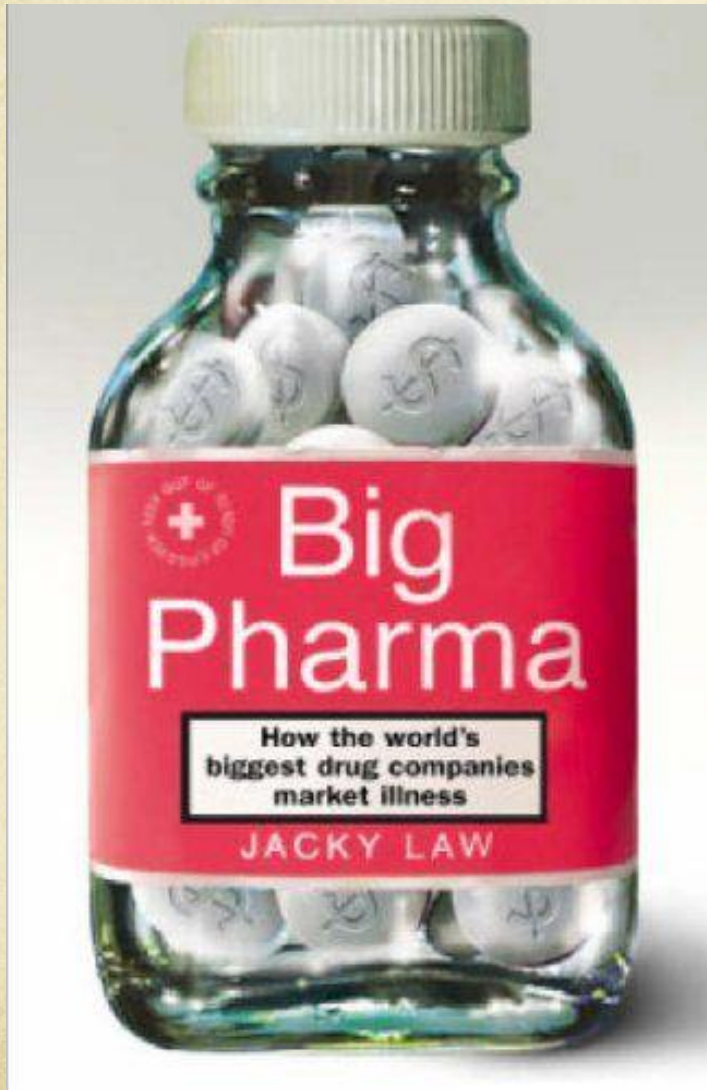
Denial



Focus on negative



Blame



Call to action - vague



HACKNEY - RISE UP!

CLIMATE CHANGE MARCH

IT'S TIME TO ACT!



**DATES FOR ACTION - PUT THEM
IN YOUR DIARY NOW!**

Thursday Feb 12th @ 6.30 pm: Join us for an evening of the film 'Disruption', discussion and organisation for the upcoming Climate Change demo at Homerton Library, Homerton High Street, E9 6AS. Network from 6.15 pm. You can RSVP at www.sustainablehackney.org.uk at Events. Buses: 236, 276, 394, 425, 488, W15.

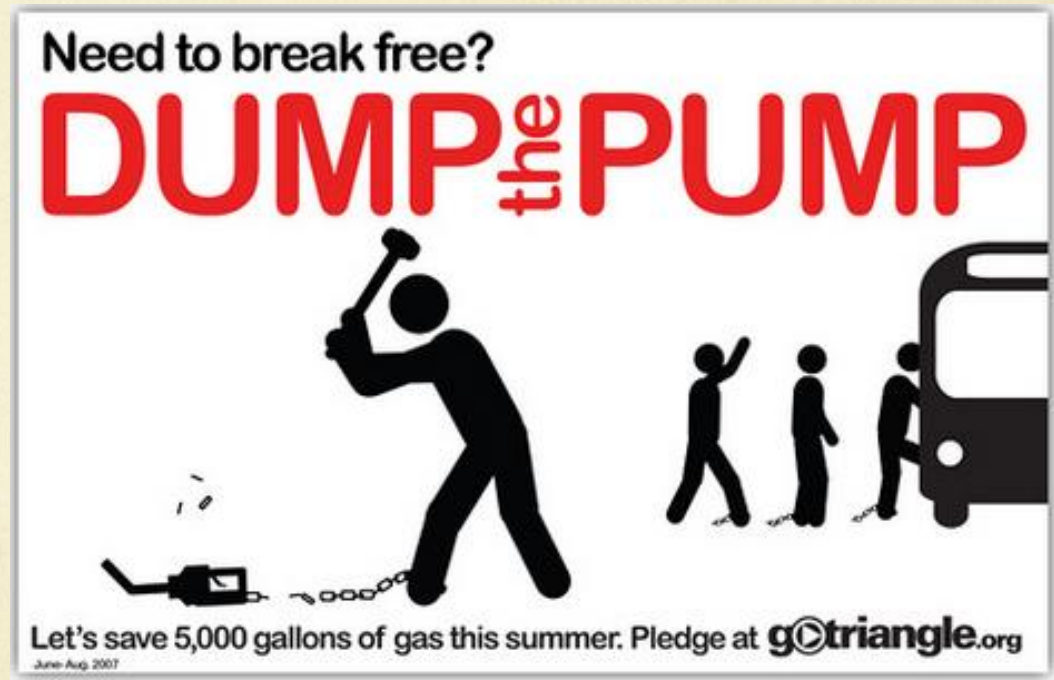
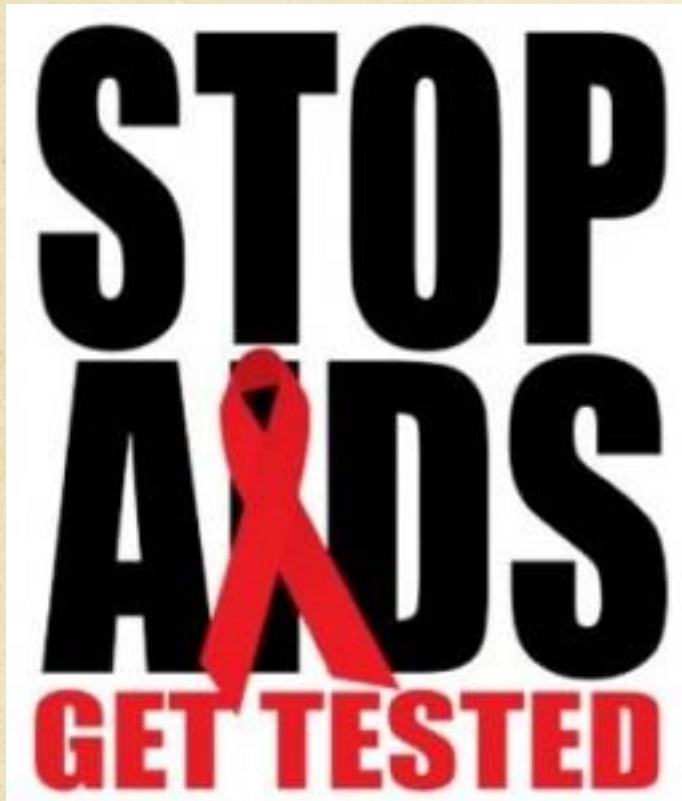
Saturday March 7th - Represent Hackney at the Climate Change demo! Meet @ 11.30 am outside CLR James Library, Dalston Square for the 38 bus to Lincoln's Inn Fields

Or 12.45 at the North West corner of Lincoln's Inn Fields for the start of the march.

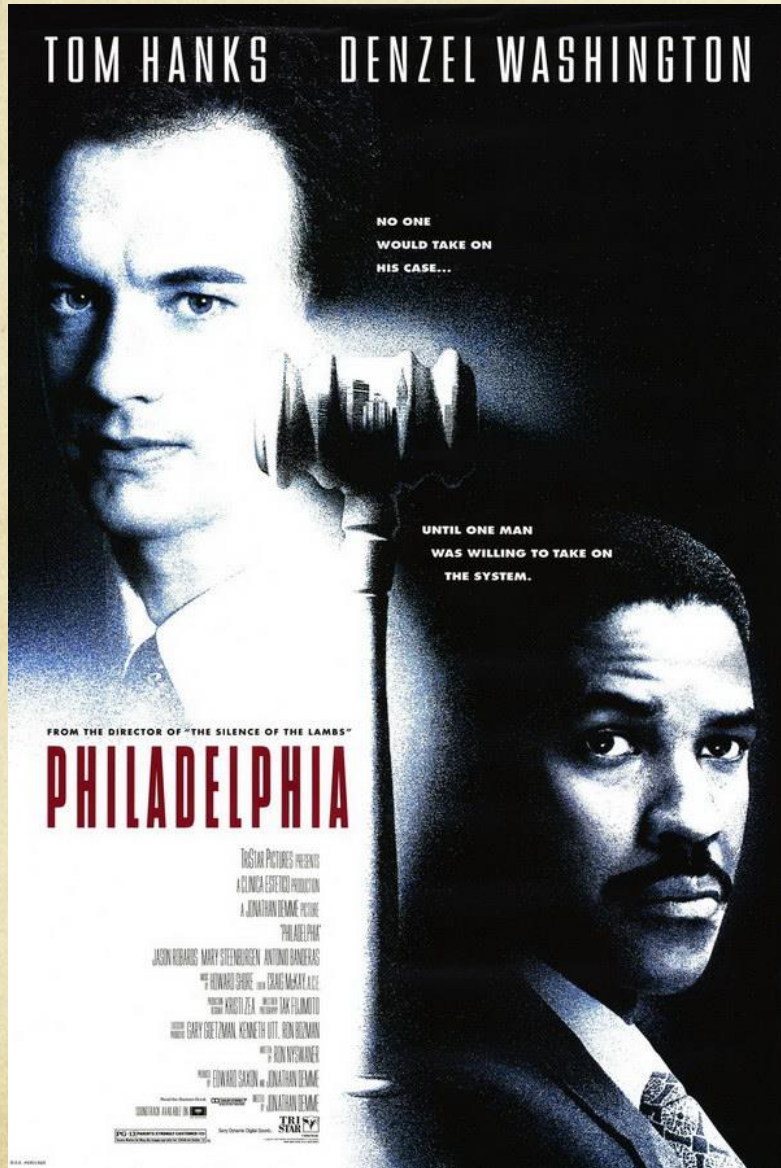
Wear Yellow if you can!



Call to action - specific



Hollywood



Broadening

Ligaya Byrch



Ligaya Byrch

It's Not Just About HIV

Women's lived experience of HIV

It's Not Just About HIV



CLIMATE IN-JUSTICE

A world map with labels for various global issues: PEAK OIL, DESTRUCTION, RECESSION, ECONOMIC SLAVERY, ENERGY CRISES, STATE REPRESSION, RESOURCE WARS, LAND GRABS, CORPORATE CONTROL, NEO-COLONIALISM, and DISPLACEMENT.

is not just about CO2

**CLIMATE CHANGE, CAPITALISM AND CARBON KNOW NO BORDERS...
FREEDOM OF MOVEMENT FOR ALL!**

december 14th
NO BORDERS
day of action

MEET AT 11:00 @ ISRAELS PLADS
AND MARCH TO THE MINISTRY OF DEFENCE

*no
one
is
illegal*



Marooned ... baffled bears are stuck on ice

Change the story

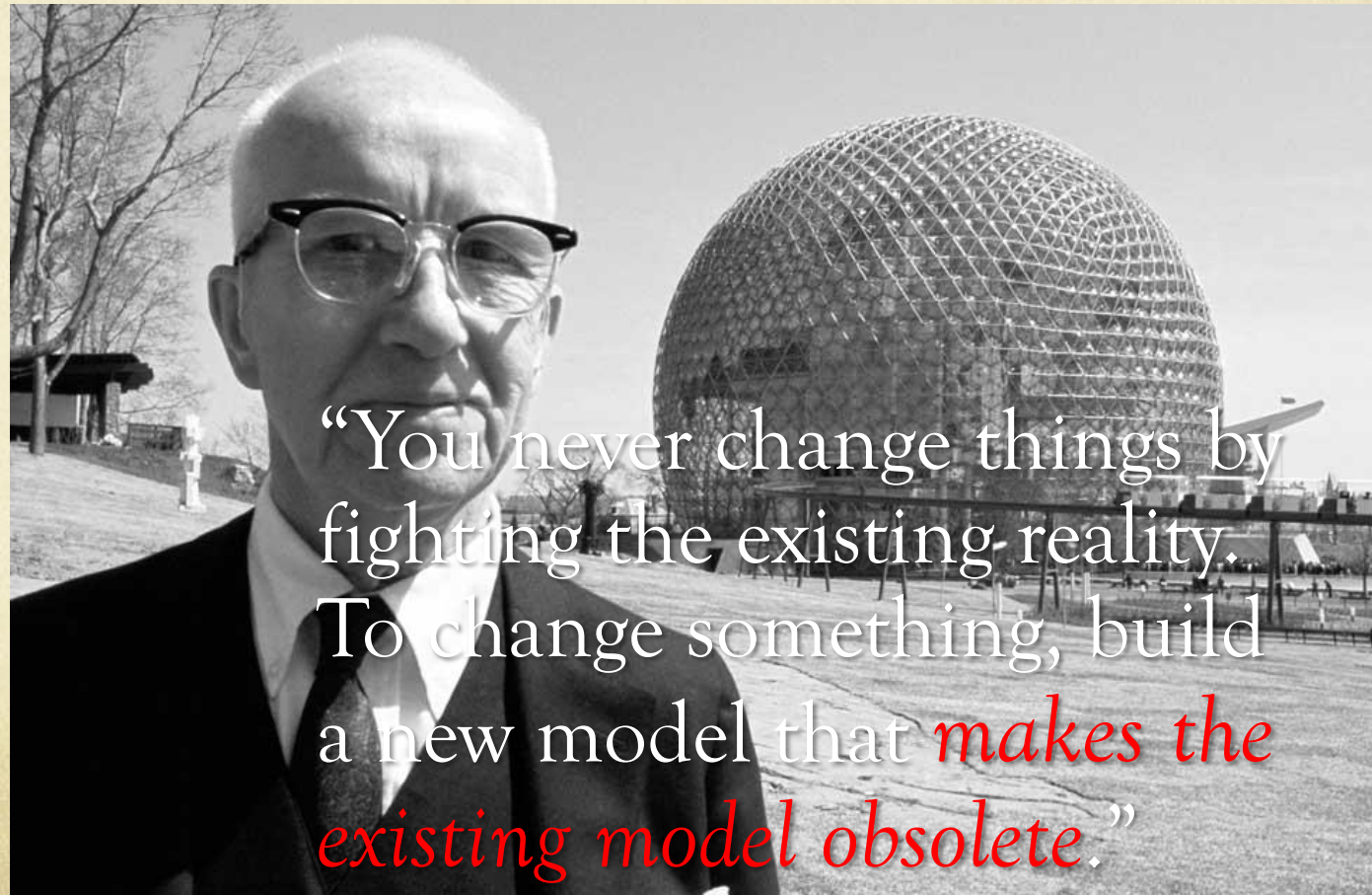
- 1) To talk about climate change, you don't have to "talk about climate change"



“I don’t call myself an environmentalist;
I call myself a pollution fighter.” Lt Gen Russel Honoré

Change the story

- 1) To talk about climate change, you don't have to "talk about climate change"
- 2) Focus on solutions
- 3) Change social norms
- 4) Use humor
- 5) Create the future



“You never change things by fighting the existing reality. To change something, build a new model that *makes the existing model obsolete.*”