

Energy, Climate & National Security

Crafting a Message & Keeping America Safe





Jim Morin



Dave Solimini

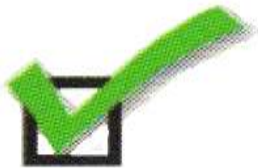
Why the National Security Perspective?



Helps you “Meet people where they are” – Reach the majority of people, not just those who already agree.

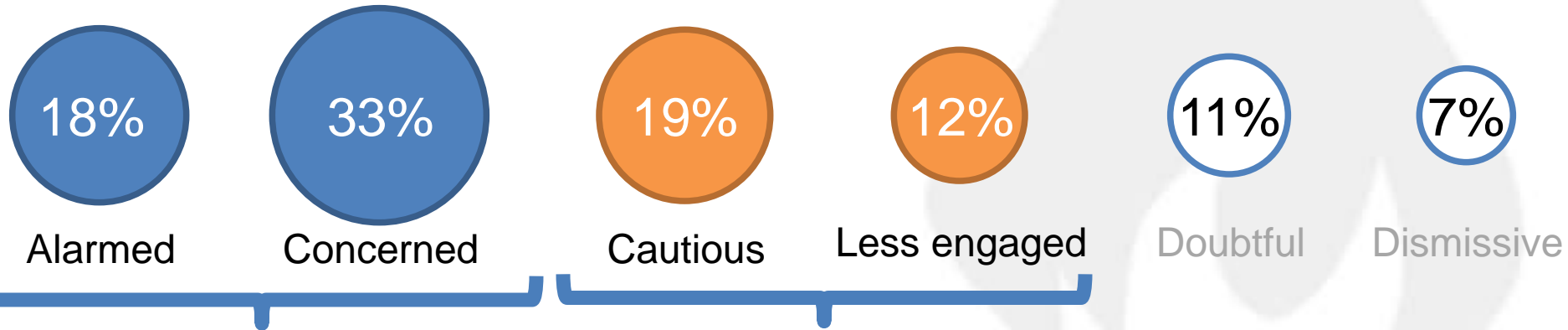


Makes your message resilient – What works best when the opposition makes its best argument?



It’s true. This is a real concern shared by security experts & military.

Who is the audience?



51% Agree + 31% Target = Victory

Engage the “cautious” and the “less engaged”

Tend to be Male “independents” who vote Republican.

Women who self-identify as Republicans

Source: “Global Warming’s Six Americas: 2009,” Yale Project on Climate Change and George Mason University Center for Climate Change Communication, 19 June 2009;

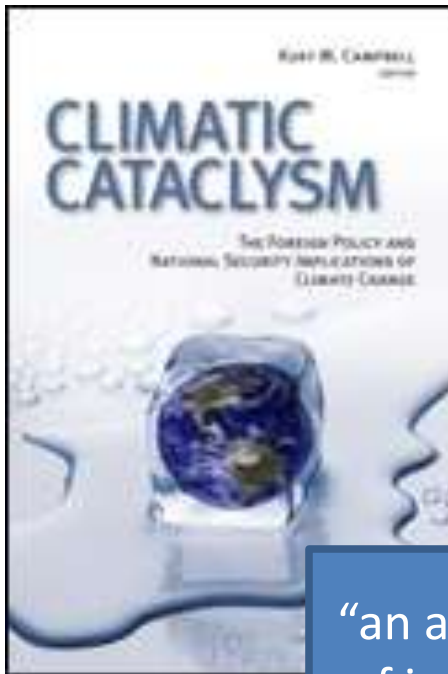
Unless we act



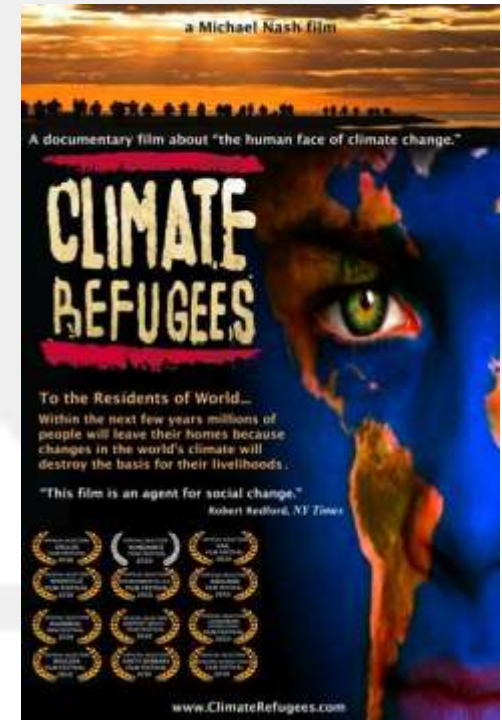
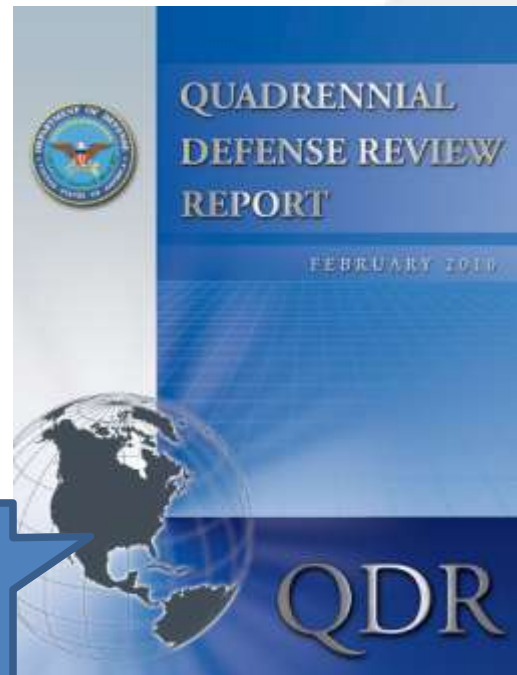
- **Climate Change promises to:**
 - Inflame conflicts around the world - Darfur
 - Increase need to respond to humanitarian disasters – Bangladesh, Florida?
- **Oil dependence will continue to:**
 - Enrich people who hate us – 68% from high risk countries
 - Send \$700 bn overseas annually
 - Subject our economy and consumers to price shocks

Don't take my word for it...

www.pewclimatesecurity.org



“an accelerant of instability”



CNA
Military
Advisory
Board



Costs of Inaction - Adaptation



Hundreds of billions in increased water and energy costs (NRDC).

Adapting people and cities to avoid some of the damage - over \$350 billion per year (IIED)

Billions in domestic and humanitarian relief efforts.

Example: 2003 European Heat Wave killed 52,000 people

Ex: Hurricane Katrina - \$150 billion (Marshall University)



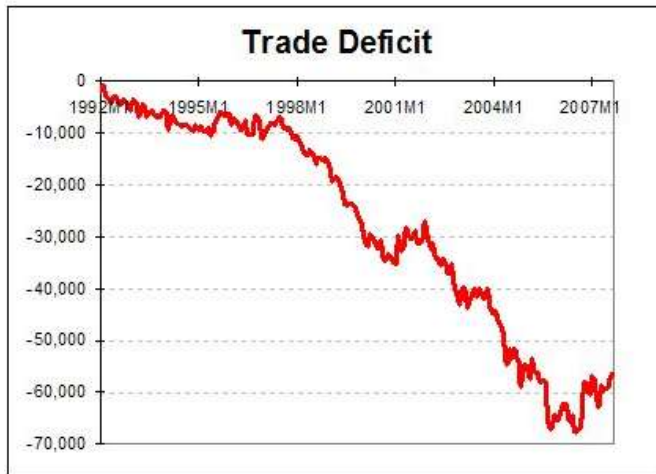
5% decline in global per capita consumption (Stern Review)

Costs of Inaction – Opportunity Cost

Trade deficit widens as oil prices go up

Outsourcing grows as US continues to move toward purely consumer economy

Hostile powers grow in wealth



Hazardous working conditions

Destruction of open spaces

China & other countries seize market for renewable energy innovation

Americans don't quit!



US Must Lead From the Front

US, not China and India, will be called to respond to human crises of climate change



“Green is a new form of **generating national power**”
– David Rothkopf

Uncle Sam Walks the Walk



Reward energy
conservation

Long-term
predictability for a
21st Century
infrastructure



The Classic Message ...



Legacy argument. “Do it for the kids!” Long history of being a strong message in America. Focuses on the “generational bargain” and has roots in the progressive tradition of the early 1900s.



Natural appreciation/Moral obligation. **Animals are cute**, trees are awesome, and mountains are pretty, so we should protect them.

These are true.... But they aren't enough!



... the Classic Pushback



VS



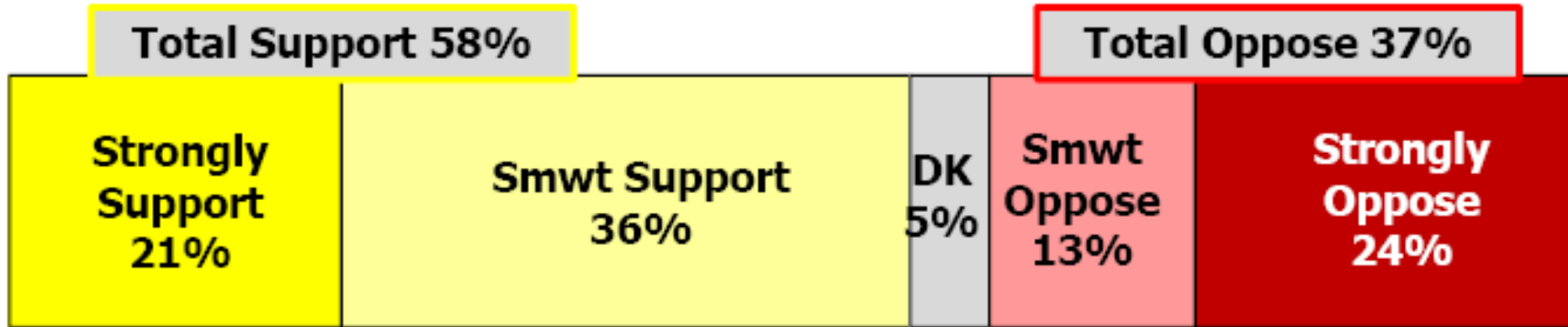
Economy

We're moving past this. Sizable pluralities think clean tech investment means jobs... they just don't know any more than that. It is a **“soft” belief** without specifics.

Source: Private and internal polling

We come to today....

GOOD NEWS Majority of Americans **support** action...



BAD NEWS they think it costs too much...

- 6 in 10 say it will raise their personal energy **costs**.
- 7 in 10 say it will raise their **taxes**.

...And **financial concerns/the economy** are the top of people's minds right now!

Source: Private and internal polling



How to we approach this environment?

“**Hierarchy of needs**” issue. When people feel threatened, or fear increased costs, you want to focus on more basic needs.



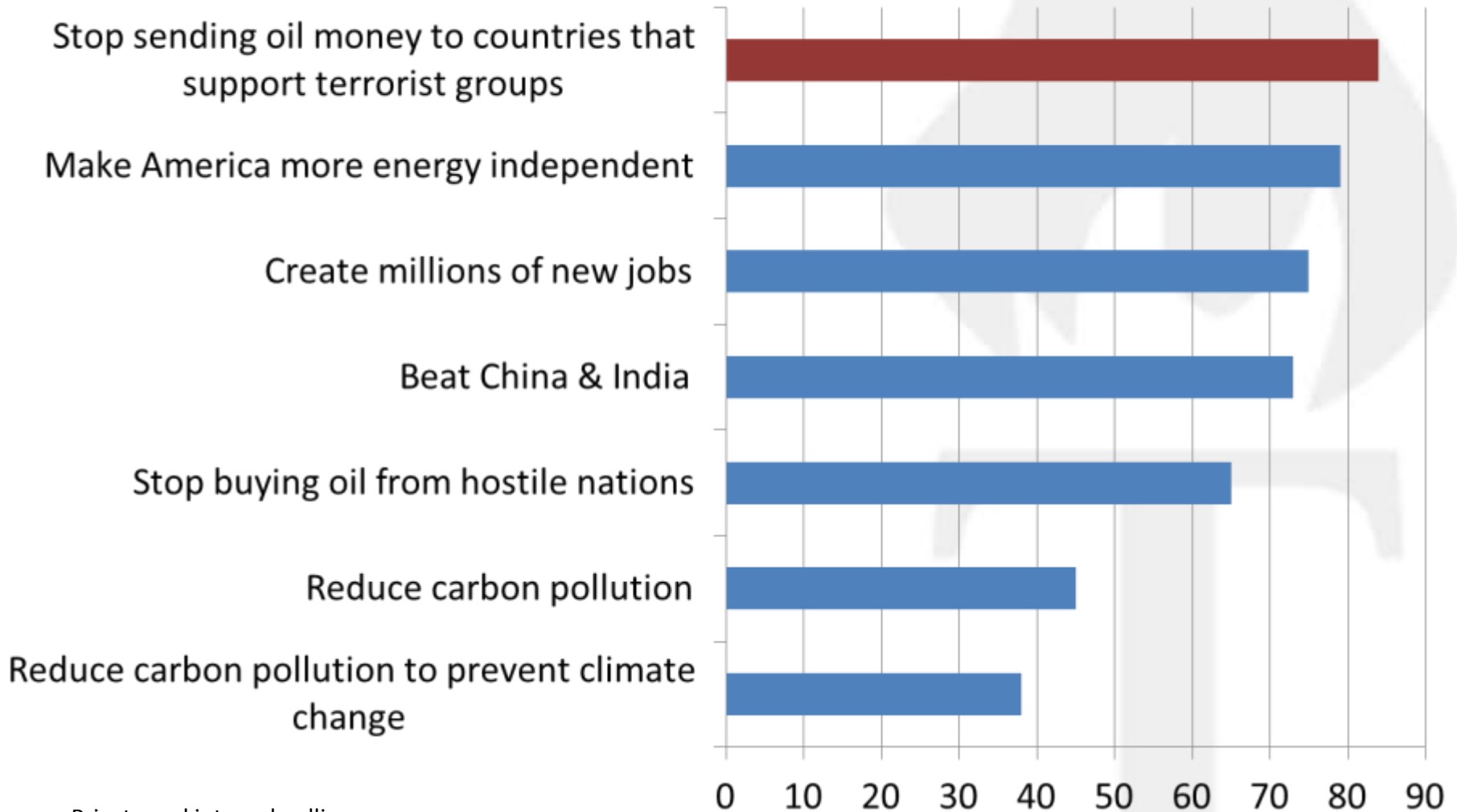
The current environment is about safety, security, and control. People are losing trust in institutions.

This gives us our values outlines... the worries we need to connect to:

- Safety & Security (in a dangerous world)
- Strength & Independence (vs. vulnerability)
- Trust in institutions they like (the military!)



That's why, when people have to choose...



Source: Private and internal polling

Your WINNING message!



1. Oil money is **funding terrorism** around the world. Our dependence on hostile nations makes us **vulnerable** and funds both sides of the wars.



2. The **military** says climate change is a threat/makes the world more **dangerous**. Think about places like Somalia, Yemen, Afghanistan.



3. America needs to **take control** of its **energy and be independent**. We can't be **held hostage** any more.

Two easy ways to get there



1. Focus on real costs. Oil cost is more than you pay at the pump. (Lives, oil spill)

2. Who do you trust to protect us? The military believes this is a threat, and we trust them. (82%!!!!)



Source: Gallup, June 24, 2009

Your opponents....

- **They don't trust the military.** They're outside America's circle of trust.
- **They're not taking the threat seriously.** Maybe they aren't all that strong on our security after all?
- **They don't understand the 21st century.** They're behind the times.



You've got 'em stuck in a box!



Things to be careful about...



Global warming and science on their own.

Instead: Focus on the threat, not the science.



Mixing Messages

Instead: Use in isolation.



Blaming Americans. Lifestyle attacks alienate your audience.

Instead: Blame lobbyists and oil companies.

Time to Practice!

How to respond to someone at a summer BBQ

Example: “I’m not sure about global warming. It sounds like there’s lots of disagreement, you know?”

You try: “I already pay enough in taxes and for gas. This is just going to cost more when I can’t afford it.”



Questions?



Truman National Security Project Educational Institute

1420 K Street NW, Suite 250 | Washington, DC 20005
www.trumanproject.org | <http://twitter.com/TrumanProject>
202.216.9723