

Labor Environment Action Network presents:

COMMUNICATING CLIMATE ACTION

more renewables

more jobs

less pollution



Communicating climate action

We, as Labor supporters, are faced with a number of challenges in 2016. These include:

1. The greatest challenge of the 21st century – ethical, environmental, economic and social. That challenge is climate change.
2. The Federal Election – We must fight to ensure climate justice, including a fair transition for workers, and this means helping Labor win!

Put together, the challenge we face this year is how to speak to voters about this issue, so that they will listen.

To help, LEAN is embarking on a training program for all Labor members and supporters – how do we effectively communicate Climate Action?

WITH ANY CHALLENGE, COMES OPPORTUNITY

We have the opportunity to explain why real Climate Action is the sensible choice, for good government.

We have the opportunity to ensure that we have strong, visionary leadership helping Australia seize the opportunities that come with the challenges of Climate Change.

- **More Jobs, More Renewables, Less Pollution.**
- **Vote Labor for Real Climate Action.**

CLIMATE REALITY – WHY IT IS THE KEY ISSUE

Last year, 2015, was the hottest year the earth has experienced since records began. The previous record was set in 2014.

Australians are among the most vulnerable to a range of climate-related dangers:

- Storms and floods are getting more extreme and occurring more often.
- Heatwaves are killing more people than bushfires.
- Air pollution kills more people than car accidents.
- Transport infrastructure will be challenged by heat and flooding – rail tracks expand in heat, planes can't fly in extreme storms, and of course, flooding wrecks roads and bridges!
- The hotter it is, the harder it is for farmers to grow food.
- Droughts will become longer and more intense. With droughts come personal hardships, with farmer suicides on the rise.
- Water will become more scarce.
- Emergency services will not be able to cope with the number and extent of bushfires, floods and recovery operations.
- The costs involved in rebuilding after every

HOT TIPS FOR COMMUNICATING CLIMATE CHANGE

How to define the problem:

- **Define the problem as relevant, concrete and local.**
- **It is happening now. Australians are being impacted today.**

What to avoid:

- **The debate about whether climate change is real – this is a false debate.**
- **Language of belief.**
- **Getting bogged down in the detail.**

Remember: To negate a myth is to reinforce it.



HOT FACT: The United Firefighters Union of Australia has warned that bushfire seasons are starting earlier and that there are not enough resources to match the risks.

“There are no sceptics on the end of a fire hose.”

– Acting UFU Secretary Greg McConville



disaster means money will be taken from other essential areas such as education and health.

This kind of change can be scary; it can seem too hard, too expensive. But every day we don't act, the solutions get more expensive. Rebuilding after floods or fires is expensive. In NSW bushfires in January and October 2013 caused damages in excess of \$180 million. Economically, acting now is the smart, sensible thing to do.

What we need is to plan a fair, well managed transition, so we can harness the opportunities that it presents.

SOLUTIONS AND OPPORTUNITIES

Jobs of the future are emerging in the industries of the future – particularly around renewable energy and adaptation.

Australia is known for punching above its weight when it comes to innovation – like Wi-Fi, the electric drill or, and who could forget, the plastic wine cask.

Imagine how we can innovate/invent/create to combat climate change!

New construction work will be in wind farms, solar installation or adapting to sea level rise. As our aging infrastructure fails to cope with our changing climate we have the chance to build better, cleaner, more people-friendly cities and towns. For farmers there is the opportunity to carbon farm, an innovative way of farming that captures carbon in vegetation and soil.

Is it possible to change so much about our economy, fast enough to get our carbon emissions to net-zero in just under 35 years? Of course! Thirty five years ago nobody owned a personal computer, now we carry them in our pockets!

It's time to go to the next level – a clean, fair and prosperous society run on cheap, clean, abundant energy.

HOT TIP: People are far more likely to accept the science of climate change when they understand that solutions are available. It is important to connect the story of the problem and the solution, with the opportunities the solution presents.

HOT FACT: 4,700,000 new jobs have been created worldwide in renewable energy since 2009. In Australia twenty one thousand people are already employed in the renewable energy industry, and modelling estimates that by 2050 there will be approximately 255,744 operations jobs and 161,393 construction jobs in the renewable energy industry in Australia. These jobs are not short term, but rather are anticipated to employ people for 40 consecutive years.





Zero

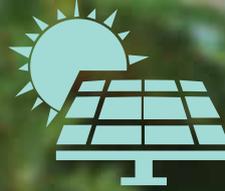
net emissions
by 2050



AT LEAST

45%

reduction in
emissions by 2030



50%

renewable energy
by 2030



Introduce

an Emissions
Trading Scheme

The only credible option is Labor

The choice at this election is clear.

It's a choice between irresponsible Liberals who will ignore the changing world, too busy helping their rich mates get richer, and Labor who has a strong vision for helping Australia seize the opportunities that come with the challenges of Climate Change.

More Jobs, More Renewables, Less Pollution. Vote Labor for Real Climate Action.

We will manage the transition fairly and look after everyone - not just the rich end of town.

Under 'direct action' – a plan based on the Government paying some polluters to reduce their pollution levels, without engaging with the biggest polluters, or actually capping emissions – pollution is rising for the first time in a decade.

Meanwhile, renewables, the future industry of the 21st century, has been gutted. While investment in clean energy has grown rapidly in the rest of the world, in Australia it fell 35% in 2014 – under the Liberal government – with an 88% drop in investment in large-scale renewable projects. That's not growing the economy, and it's not real leadership.

The fact is, climate change is real, and happening. The transition away from fossil fuels is happening, it's inevitable that this change is coming. No matter who you are or what you do, it will affect everything.

PARIS AGREEMENT

The Paris Agreement was a game-changer, aligning countries in a way that has not happened before, providing a foundation for meaningful progress on climate change.

Nearly every country in the world has committed to a new agreement that includes: bottom-up elements in the form of national targets and actions that arise from national policies; and top-down elements for oversight, guidance, and coordination.

Now, all countries will be involved in taking actions to lower carbon pollution to prevent the worst effects of climate change.

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The world has agreed to take action; it's now time to elect a Labor Government, who will work to ensure Australia makes its contribution to keep global warming to well below 2 degrees Celsius.

Labor will reintroduce an economy wide limit on pollution, and will invest in renewables so that at least 50% of our electricity is renewable by 2030, and our emissions reach net zero by 2050.

So how will we get there? Vote Labor – it is the party that will ensure Australia embraces the opportunities while ensuring that the transition is fair for all.

**#climateaction4real #climatecourage
#Labor4ClimateAction**