

THERE IS NO PLANET B

A Handbook for the Make or Break Years

Mike Berners-Lee thinks, writes, researches and consults on sustainability and responses to the challenges of the twenty-first century. He is the founder of Small World Consulting (SWC), an associate company of Lancaster University, which works with organisations from small businesses to the biggest tech giants. SWC is a leader in the field of carbon metrics, targets and actions.

About his first book – *How Bad Are Bananas? The Carbon Footprint Of Everything* – Bill Bryson wrote ‘I can’t remember the last time I read a book that was more fascinating, useful and enjoyable all at the same time’.

His second book (co-written with Duncan Clark) – *The Burning Question: We Can’t Burn Half the World’s Oil, Coal, and Gas. So How Do We Quit?* – explores the big picture of climate change and the underlying global dynamics, asking what mix of politics, economics, psychology and technology are really required to deal with the problem. Al Gore described it as ‘Fascinating, important and highly recommended’.

Mike is a professor in the Institute for Social Futures at Lancaster University, where he develops practical tools for thinking about the future, and researches the global food system and carbon metrics.

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“... a lively and cogent assessment of what is happening to the Earth’s biosphere and resources. He tells us what we can do if we want to make a difference, and tread more softly on the planet. All citizens should be grateful for this information-packed and wide-ranging primer.”

Martin Rees, Astronomer Royal and author of *On the Future: Prospects for Humanity*

“I absolutely love this book. Evidence-based, robust and full of practical guidance. In an increasingly complex and confusing world, this stands out as a beacon of common sense, clarity and – crucially – hope.”

Caroline Lucas, Member of Parliament, United Kingdom

“It asks all the searching and systemic questions I want to ask as humanity peers over a precipice...and has a bloody good go at answering them with data, experience and integrity.”

Pooran Desai, Bioregional and Oneplanet.com

*“This truly is **The Handbook** we all need to flourish on our small planet”.*

Stewart Wallis, Executive Chair, the Wellbeing Economy Alliance

“This is a massively entertaining compendium of bite-size facts ... It’s also massively important, given the current state of the planet.”

Bill McKibben

*“Who should read There Is No Planet B? **Everyone**. Mike Berners-Lee has written a far-ranging and truth-telling handbook that is as readable as it is instructive.”*

Elizabeth Kolbert, *The New Yorker*, author of *The Sixth Extinction: An Unnatural History*

“A much-needed, critically important, straight-talking handbook for absolutely everyone on our long-suffering planet. We ignore it at our peril.”

Mark Carwardine, co-author (with Douglas Adams) of *Last Chance to See*

“... a wonderfully abundant buffet-table of knowledge about sustainability and you can enjoy it all at one sitting or benefit from visiting for bite-size chunks. Either way, you’ll come away wiser, healthier and also entertained ... Mike doesn’t preach, instead he shares his insights with warmth and wit, and his book could not be more timely.”

David Shukman, BBC Science Editor

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How is this book laid out?

Almost the whole book is in the form of questions. This means you can read it in different ways: you can dip in at random, or search for topics by scanning the contents or index, or read it from end to end in what I hope is a logical flow.

The first few sections deal with obvious physical, technical and scientific challenges, moving towards deeper underlying issues, and then into the terrain of values, truth and finally a discussion of ways we must learn to think in order to cope with our new era.

Towards the back I have included an **Alphabetical quick tour**. This is supposed to be both fun and useful. It also gives me a chance to include a few things that don't fit properly anywhere else but deserve a mention. Presenting things alphabetically creates a totally new order with a random logic. I hope this helps to reinforce the idea that although most of the book is told in sequence, it all interrelates so much that we need to hold it all in our heads at the same time.

The endnotes are intended to be read if you want a bit more detail. They are not just references. Often there is good stuff in there that I have kept out of the main text simply to help the flow.

Finally, a note on language. I've kept it as simple and jargon-free as possible, because I hope this book will be read, enjoyed and used by a very wide audience.

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To the memory of mum

CONTENTS

Acknowledgements	page xiii
INTRODUCTION	1
<i>Welcome to a new era</i>	1
<i>A handbook of everything</i>	3
<i>When it's all so global, what can I do?</i>	5
<i>What values underpin this book?</i>	6
<i>What can we aim for?</i>	8
<i>Not the last word...</i>	9
1 FOOD	11
<i>How much food energy do we need to eat?</i>	12
<i>How much food do we grow worldwide?</i>	12
<i>What happens to the food we grow?</i>	12
<i>Given the global surplus, why are some people malnourished?</i>	15
<i>Why don't more people explode from over-eating?</i>	16
<i>How many calories do we get from animals?</i>	16
<i>How much do animals help with our protein supply?</i>	17
<i>Do we need animals for iron, zinc or vitamin A?</i>	19
<i>How much of our antibiotics are given to animals?</i>	20
<i>How much deforestation do soya beans cause?</i>	21
<i>What's the carbon footprint of agriculture?</i>	22
<i>What are the carbon footprints of different foods?</i>	23
<i>Should I go veggie or vegan?</i>	26
<i>What can shops do about meat and dairy habits?</i>	28
<i>What can restaurants do?</i>	28
<i>What can farmers and governments do?</i>	29
<i>How could one crop save us over half a billion tonnes CO₂e?</i>	29
<i>Is local food best?</i>	30
<i>Where does fish fit in?</i>	32

<i>When is a seabass not a seabass?</i>	33
<i>How can we sustain our fish?</i>	34
<i>What food is wasted, where and how?</i>	36
<i>How can we cut the world's waste?</i>	39
<i>Why don't supermarkets care more about their waste?</i>	41
<i>When food can't be sold or eaten, what should be done with it?</i>	42
<i>How much food goes to biofuel?</i>	44
<i>How many farmers does the world need?</i>	44
<i>How can new technologies help feed the world?</i>	45
<i>How can we produce enough food for 9.7 billion of us in 2050?</i>	46
<i>Why do we all need to know our food supply chains?</i>	48
<i>What investments are needed into food land and sea?</i>	48
<i>Food action summary: What can I do and what can be done?</i>	50
2 MORE ON CLIMATE AND ENVIRONMENT	51
<i>What are the fourteen things that every politician needs to know about climate change?</i>	51
<i>What are the biodiversity stats? And why do they matter?</i>	53
<i>What is Ocean Acidification and why does it matter?</i>	54
<i>How much plastic is there in the world?</i>	55
<i>Is fossil fuel better burned or turned into plastic?</i>	57
3 ENERGY	59
<i>How much do we use?</i>	59
<i>How has our use changed over time?</i>	60
<i>What do we use it for?</i>	62
<i>Where do we get it all from?</i>	63
<i>How bad are fossil fuels?</i>	64
<i>How much energy comes from the sun?</i>	66
<i>Can the sun's energy be harnessed?</i>	66
<i>How much solar power could we ever have?</i>	67
<i>Which countries have the most sunlight?</i>	69
<i>Which countries have the least sun per person?</i>	70
<i>What about when the sun isn't shining?</i>	71

<i>Contents</i>	ix
<i>How useful is wind energy?</i>	73
<i>Which countries have the most wind per person?</i>	74
<i>Why is sun better than rain?</i>	75
<i>Is nuclear nasty?</i>	75
<i>Would fusion solve everything?</i>	77
<i>Are biofuels bonkers?</i>	78
<i>Should we frack?</i>	79
<i>Does more renewables mean less fossil fuel?</i>	81
<i>What is the catch with energy efficiency?</i>	82
<i>Given the catch, what can efficiency do for us?</i>	84
<i>Why is cleaning our electricity just the easy part of the transition from fossil fuels?</i>	85
<i>How can we keep the fuel in the ground?</i>	87
<i>Who has the most fossil fuel and how will they cope?</i>	89
<i>Will we need to take carbon back out of the air?</i>	91
<i>How much energy are we on track to use in 2100?</i>	93
<i>Can enough energy ever be enough?</i>	94
<i>Energy solution summary</i>	95
<i>Energy: What can I do?</i>	97
4 TRAVEL AND TRANSPORT	99
<i>How much do we travel today?</i>	99
<i>How much travel will we want in the future?</i>	100
<i>How many travel miles can we get from a square meter of land?</i>	101
<i>How can we sort out urban transport?</i>	104
<i>Will shared transport make life better or worse?</i>	105
<i>Should I buy an electric car?</i>	106
<i>How urgently should I ditch my diesel?</i>	107
<i>Could autonomous cars be a disaster? Or brilliant?</i>	109
<i>How can we fly in the low carbon world?</i>	110
<i>Should I fly?</i>	112
<i>Do virtual meetings save energy and carbon?</i>	113
<i>How bad are boats? And can they be electrified?</i>	114
<i>E-bikes or pedals?</i>	116
<i>When might we emigrate to another planet?</i>	117

5 GROWTH, MONEY AND METRICS	119
<i>Which kinds of growth can be healthy in the Anthropocene?</i>	120
<i>Why is GDP such an inadequate metric?</i>	123
<i>How do our metrics need to change?</i>	124
<i>What metrics do we need to take more note of?</i>	126
<i>What metrics do we need to downgrade?</i>	126
<i>Can the free market deal with Anthropocene challenges?</i>	127
<i>Which is better, the market economy or the planned economy?</i>	128
<i>What is trickle-down and why is it dangerous?</i>	130
<i>Why might wealth distribution matter more than ever?</i>	131
<i>How is the world's wealth distributed?</i>	132
<i>Why are most Americans so much poorer than most Italians?</i>	133
<i>How has wealth distribution been changing?</i>	135
<i>When is wealth distributed like the energy in a gas? (And when is it not?)</i>	136
<i>How can human wealth become more like the energy in a gas?</i>	138
<i>What should we invest in?</i>	140
<i>How can these essential investments be funded?</i>	142
<i>Why does the right tax make us better off?</i>	142
<i>Do we need a carbon price?</i>	145
<i>How expensive will carbon need to become?</i>	147
<i>How should I spend my money?</i>	147
6 PEOPLE AND WORK	149
<i>Does it all come down to population?</i>	149
<i>What can I do to help with population?</i>	150
<i>When is a 'job' a good thing?</i>	151
<i>How much of a person should come to work?</i>	152
<i>Why would anyone work if they already had a citizen's wage?</i>	153
<i>What are my chances of being in prison?</i>	155
7 BUSINESS AND TECHNOLOGY	158
<i>When is it good that an organisation exists?</i>	158
<i>How can businesses think about the world?</i>	159

<i>Contents</i>	xi
<i>How can a business think systemically?</i>	160
<i>What is a science-based target?</i>	164
<i>What is so special when science-based targets are applied to the supply chain?</i>	165
<i>Do we drive technology growth, or does it drive us?</i>	166
<i>How can we take control of technology?</i>	168
8 VALUES, TRUTH AND TRUST	169
<i>What is the evidence base to choose some values over others?</i>	169
<i>What values do we need to be the new global cultural norms?</i>	171
<i>Can we deliberately change our values?</i>	172
<i>What makes our values change?</i>	172
<i>Is there even such a thing as ‘truth’ or ‘facts’?</i>	175
<i>Is ‘truth’ personal?</i>	176
<i>Why is dedication to ‘truth’ more important than ever?</i>	177
<i>What is a culture of truth?</i>	177
<i>Is it possible to have a more truthful culture?</i>	178
<i>What can I do to promote a culture of truth?</i>	178
<i>What can journalists do to promote truth?</i>	179
<i>What can politicians do?</i>	180
<i>How can I work out who and what to trust?</i>	180
<i>What are some bad reasons for placing trust?</i>	182
<i>How can I tell whether to trust anything in this book?</i>	183
9 CONCLUSION: THINKING SKILLS FOR TODAY’S WORLD	185
<i>What new ways of thinking do we need in the twenty-first century?</i>	185
<i>How can twenty-first century thinking skills be developed?</i>	191
<i>Where is religion and spirituality in all this?</i>	192
<i>What questions were missing? What answers were wrong?</i>	194
Big Picture Summary	195
What Can I Do? Summary	198
Appendix: Climate Change Basics	200

Cambridge University Press
978-1-108-43958-9 — There Is No Planet B
Mike Berners-Lee
Frontmatter
[More Information](#)

xii

CONTENTS

Alphabetical Quick Tour	212
Notes on Units	242
Endnotes	245
Index	277

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