

THE CITIZEN'S GUIDE TO CLIMATE SUCCESS

Humanity has failed for three decades to decarbonize our energy system to address the climate threat, yet average citizens still don't know what to do personally or what to demand from their politicians. For climate success, we need to understand the combined role of self-interested and wishful thinking biases that prevent us from acting effectively and strategically. Fossil fuel and other interests delude us about climate science or try to convince us that every new fossil fuel investment is beneficial. But even climate-concerned people propagate myths that hinder progress, holding to beliefs that all countries will agree voluntarily on sharing the cost of global decarbonization; that carbon offsets are effective; that behavioral change is critical; that energy efficiency and renewable energy are cheap; and that carbon taxes are absolutely essential. For success with the climate-energy challenge, we must strategically focus our efforts as citizens on a few key domestic sectors (especially electricity and transportation), a few key policies (regulations and/or carbon pricing); and the identification and election of climate-sincere politicians. As leading countries decarbonize their domestic electricity and transportation sectors, they must use various measures, including carbon tariffs, to ensure that their efforts spill over to affect the efforts of all countries. This book offers a clear and simple strategic path for climate-concerned citizens to drive climate success by acting locally while thinking globally.

A PDF version of this title is also available as Open Access on Cambridge Core at doi.org/10.1017/9781108783453.

A professor of sustainable energy at Simon Fraser University in Vancouver, Jaccard has a PhD in economics from the University of Grenoble. He has helped many governments with climate-energy policy, including serving on the China Council for International Cooperation on Environment and Development and the Intergovernmental Panel on Climate Change. In the 1990s, he chaired British Columbia's utilities commission and in the 2000s he helped design its famous carbon tax, clean electricity standard and other climate-energy policies. He is a member of the Royal Society of Canada in recognition of his research, and a frequent media presence in Canada and the US. His book, *Sustainable Fossil Fuels* (Cambridge, 2005), won the Donner Prize. His efforts on the climate challenge range from testifying before the US Congress and the European Commission to being arrested for blocking a coal train, as he explains in this book.

Advance Praise for *The Citizen's Guide To Climate Success*

"I cannot think of another book that covers this ground. Mark Jaccard has done a huge service, helping to lay out the vexed ground of climate information, disinformation, and conflicting conclusions. In doing so, he helps pave the way for a meaningful conversation on effective solutions to the climate crisis. This is a must-read and must-teach book."

Naomi Oreskes, Professor, Harvard University, and author of Why Trust Science?

"There could not be a more timely guide to taking effective climate action."

Tim Flannery, author of The Weather Makers

"If you're looking for a book that cuts through the contention and cant surrounding our climate crisis, this is the place to start. Renowned economist Mark Jaccard identifies and demolishes ten common myths about climate change and humanity's transition to a low-carbon future. Then he shows what steps we should take, as individuals and societies, to address this critical problem effectively. Fearless in challenging received wisdom, and bold in his prescriptions, Jaccard speaks with a clear, brilliantly informed voice about the greatest challenge of our time."

Thomas Homer-Dixon, Professor, University of Waterloo, and author of The Ingenuity Gap

"At a time when all too many have given up hope in the battle to avert catastrophic climate change, Mark Jaccard's important new book *The Citizen's Guide to Climate Success* provides a roadmap for success. Jaccard details a viable strategy for citizens working together, placing collective pressure on politicians, to adopt policies that will lead to rapid decarbonization of our economy and the avoidance of truly dangerous planetary warming."

Michael E. Mann, Director, Penn State Earth System Science Center, and co-author of The Madhouse Effect: How Climate Change Denial is Threatening Our Planet, Destroying Our Politics, and Driving Us Crazy

"Mark Jaccard's new book is essential reading for the concerned citizen. Some of the described 'myths' were deliberate lies, but, armed with this deeply thoughtful book, bringing science and human bias and political foibles together, the engaged voter can find the path to meaningful climate action."

Elizabeth May, Canadian Member of Parliament and Leader of the Green Party of Canada

"Besides taking an axe to the clichés that dominate the current climate change debate, Mark Jaccard tackles head-on the challenge of creating climate change policies that can achieve sustained political support. This is

the book to read if you want a realistic, attainable, and sustainable climate change agenda. It's also a master class in teaching about climate science.”

Michael Ignatieff, President, Central European University

“Mark Jaccard draws on three decades of extensive expertise and experience from the forefront of academic, national, and international energy policy to dismantle the common myths and skewer the sacred cows that hold us back from the clean energy transition. He doesn't shy away from discussing the difficult, thorny issues of justice and equality, the dirty politics behind policies, and the risks of putting all our eggs in one basket, whether it's nuclear power or carbon pricing. If you've ever wondered what it will take to fix climate change, this book offers the facts, the analysis, and, ultimately, the clarity we need to understand fully the challenges that confront us and the solutions that will lead us to a better future.”

Katharine Hayhoe, climate scientist and Professor, Texas Tech University

“A gem. Jaccard welds an activist's passion to a bullshit detector honed by decades of practical experience in the muck of energy policy. Mark has forged a uniquely personal voice out of decades of academic work tempered by hard-won experience in the energy–climate wars. It's smart and relevant yet also fun – finding time to explore the carbon footprint of our sex lives. A bucket of ice water to the face after too many soporific climate books. An impassioned yet dispassionate call to action.”

David Keith, Professor, Harvard University, and author of A Case for Climate Engineering

“What is effective climate leadership and how do we overcome political inertia and our biases to ensure swift action? If that's a question that haunts you, Mark Jaccard's *The Citizen's Guide to Climate Success* is the book for you. With the benefit of decades of experience, research, and designing policy, Mark shares his insights and explores some of the myths and delusions that are holding us back in this well-written and exhaustively researched book. I have more hope for our collective success on climate action after reading Mark's clear, uncompromising analysis. Whether you are a concerned citizen, a journalist, an academic, a student, or an elected politician, you should read this book.”

Tzeponah Berman, International Program Director, Stand.Earth

“Mark Jaccard gives us very direct, practical steps to make a real difference in the climate crisis – both in our daily lives and with our political powers. This is a potent, smart book that draws on Mark's decades of leadership on climate change, economics, and politics. A crucial read to learn what actions will effectively transform our world from climate crisis to a bright livable future.”

Gregor Robertson, Mayor of Vancouver (2008–2018), and Global Ambassador for the Global Covenant of Mayors for Climate and Energy

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Overcoming Myths That Hinder Progress

Mark Jaccard



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Contents

<i>List of Figures</i>	<i>page</i> x
<i>Acknowledgments</i>	xiv
1 The Role of Myths in Our Climate-Energy Challenge	1
2 The Art of Deluding Ourselves and Others	29
3 Climate Scientists Are Conspirators	39
4 All Countries Will Agree on Climate Fairness	58
5 This Fossil Fuel Project Is Essential	76
6 We Must Price Carbon Emissions	95
7 Peak Oil Will Get Us First Anyway	128
8 We Must Change Our Behavior	144
9 We Can Be Carbon Neutral	165
10 Energy Efficiency Is Profitable	183
11 Renewables Have Won	200
12 We Must Abolish Capitalism	224
13 The Simple Path to Success with Our Climate-Energy Challenge	239
<i>Notes</i>	266
<i>Bibliography</i>	277
<i>Index</i>	286

Figures

1.1	Cartoon by Jacob Fox	<i>page</i> 12
2.1	Smoking and cancer beliefs Constructed by author from source: Gallup, A. and Newport, F. 2009. <i>Gallup Poll: Public Opinion 2008</i> . Rowman & Littlefield Publishing Incorporated	33
3.1	Climate science beliefs Estimated by author from multiple sources, including national surveys by the Pew Research Center, Gallup Polls on US public opinions, National Survey of American Public Opinion on Climate Change	52
3.2	Cartoon by Jacob Fox	54
4.1	Global CO ₂ emissions: developed and developing countries Constructed by author from data sources IPCC assessments and International Energy Agency reports	68
4.2	Cartoon by Kallaugher, K. 2009. Climate Change Summit 2040. <i>The Economist</i> (November 19)	74
5.1	Carbon budget Adapted from McCandless, D. 2012. How many gigatons of carbon dioxide? The Information is Beautiful guide to Doha. <i>The Guardian</i> (December 7). Retrieved from www.theguardian.com/ newsdatablog/2012/dec/07/carbon-dioxide-doha-information- beautiful	82
5.2	Market share of zero-emission vehicles Created by author	84
5.3	Climate-energy policy Created by author	89

LIST OF FIGURES

5.4 Connect the dots
 Created by author 92

6.1 Political support in British Columbia (Dec 2006–May 2009)
 Constructed by author from data provided by Kathryn Harrison.
 For further details, see Harrison, K. 2010. The comparative
 politics of carbon taxation. *Annual Review of Law and Social Science*,
 6 (26), 1–23 100

6.2 Climate-energy policy: details on regulations and pricing
 Created by author 103

6.3 Contribution of California policies
 Constructed by author from California Air Resources Board.
 Retrieved at www.arb.ca.gov/ 117

6.4 Climate policy preferences in British Columbia
 Source: Rhodes, K., Axsen, J. and Jaccard, M. 2014. Does effective
 climate policy require well-informed citizen support? *Global
 Environmental Change*, 29, 92–104 121

6.5 Political difficulty of climate policies
 Created by author 124

7.1 Peak oil
 Created by author 132

7.2 Sustainability challenge of resources and wastes
 Created by author 133

7.3 US oil production
 Constructed by author from data source: US Energy Information
 Administration. 2019. *US field production of crude oil: Annual data*.
 Retrieved from [www.eia.gov/dnav/pet/hist/LeafHandler.ashx?
 n=pet&s=mcrfpus2&f=a](http://www.eia.gov/dnav/pet/hist/LeafHandler.ashx?n=pet&s=mcrfpus2&f=a) 139

8.1 World air transport and GDP
 Constructed by author from data source: World Development
 Indicators database. 2017. *Air transport, passengers carried and GDP
 (constant 2010 US\$)*.
 Retrieved from [https://datacatalog.worldbank.org/dataset/world-
 development-indicators](https://datacatalog.worldbank.org/dataset/world-development-indicators) 149

8.2 Bitcoin electricity consumption
 Constructed by author from data sources: Digiconomist 2018.
Estimated annual electricity consumption, Bitcoin Energy

LIST OF FIGURES

Consumption Index. Retrieved from <https://digiconomist.net/bitcoin-energy-consumption>

International Energy Agency. 2018. Table 2.6 OECD electricity consumption 1974–2006 (TWh). p.II 34 ELECTRICITY INFORMATION 153

8.3 Cartoon by Jacob Fox 157

9.1 True carbon offsets
 Created by author 169

9.2 Cartoon by Jacob Fox 175

10.1 Cartoon by Jacob Fox 196

11.1 US solar and wind prices
 Created by author from multiple sources.
 Wind: Office of Energy Efficiency & Renewable Energy, US Department of Energy 2017. *2017 Wind Technologies Market Report data file, Figure 51*. Retrieved from <https://emp.lbl.gov/wind-technologies-market-report>
 Solar: Lawrence Berkeley National Laboratory. 2018. *Utility-Scale Solar – 2018 Edition data file, Figure 20*. Retrieved from <https://emp.lbl.gov/utility-scale-solar> 204

11.2 France electricity and CO₂ emissions
 Created by author from: IEA and OECD statistical tables. <http://stats.oecd.org/> 218

11.3 Brazil vehicles and CO₂ emissions
 Created by author from: International Energy Agency 219

11.4 Ontario electricity emissions
 Created by author from: Government of Ontario. 2017. *2017 Long-term Energy Plan*.
 Retrieved from <https://news.ontario.ca/mndmf/en/2017/10/2017-long-term-energy-plan.html>
 Original source: IESO, Environment Canada and Climate Change 220

12.1 Cartoon by Scott Willis 234

13.1 Global CO₂ emissions in 2050 reference case
 Created by author from: International Energy Agency. 2017. *World Energy Outlook*. Paris: IEA.
 US Energy Information Administration. 2017. World carbon

LIST OF FIGURES

	dioxide emissions. <i>International Energy Outlook</i> . Washington, DC: US Energy Information Administration	250
13.2	Guide to citizen behavior for climate success Created by author	259

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