

HOW TO TURN FOSSIL FUEL OPPONENTS INTO SUPPORTERS

By Alex Epstein

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Alex Epstein @Alexepstein

15 Sep


Flying to North Dakota, the most progressive state in America.


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Contributor

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If California Gets Its 'Fracking' Act Together, A Boom Awaits

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I live in California, a state where our government is practically bankrupt, businesses are fleeing, and [1.6 million](#) citizens are unemployed. To say the least, our state needs an economic breakthrough.

Fortunately, we are on the verge of one. The state that gave birth to Silicon Valley has the opportunity to become [Energy](#) Valley, thanks to a miraculous technology that turns stone into oil.

Two Ideas



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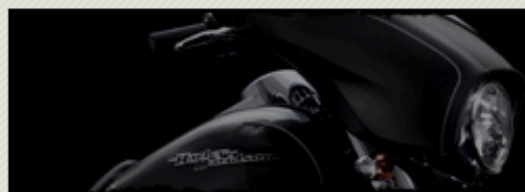
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UNITED BY INDEPENDENTS

al Warming's Denier Elite

ent Obama has vowed to take action to fight global
ing. Meet the polluters, politicians and propagandists
vowed to stop him

FROM THE MAGAZINE



Charles and David Koch

Principal owners, Koch Industries

With a combined worth estimated in the tens of billions of dollars, the super-conservative industrial magnates with vast holdings in the energy industry are major funders of climate-change skepticism. Their latest move: Via the proxy group Americans for Prosperity, they have persuaded more than 400 members of the current Congress to sign a "No Climate Tax" pledge to oppose any use of government dollars to fund climate efforts that does not include offsetting tax cuts.

Rep. Darrell Issa

R-CA, chairman, House Oversight Committee

Issa has used his broad investigative powers to attack Obama-administration programs that fund alternative-energy development. He all but charged the Energy department with fraud and corruption for its loans to clean-energy companies Solyndra and Fisker Automotive. The investigations threatened to chill federal support for clean-tech development. But, surprise: Issa himself supported a \$150 million Energy Department loan to electric-car developer Aptera, located in his own district.

The 10 Dumbest Things Ever Said About Global Warming

Jack Gerard

President and CEO, the American Petroleum Institute

Fossil fuel's go-to figure on Capitol Hill, Gerard leads the lobby group most avidly pushing the industry's positions on issues where they may not want to have a very public face, such as keeping fossil-fuel tax breaks, expanding fracking and offshore energy drilling, and approving the Keystone pipeline.

Alex Epstein

President and founder, Center for Industrial Progress

The youthful Epstein tours college campuses debating environmentalists and promoting the benefits of oil and coal to modern society; "Fossil Fuels Improve the Planet" was the title of his April talk at Vassar. Recently he termed the Tesla Model S "a coal car" because "the electricity in an 'electric car' must come from somewhere – and that somewhere is usually fossil fuels." And in April, Epstein told a Canadian oil-industry gathering, "Thank you for producing the lifeblood of civilization."



**What are they afraid of?
Industry standing up for itself!**

Fossil Fuel Champions

- 1. Champions are disproportionately passionate, persuasive, and influential**
- 2. Champions are self-replicating**

How good is industry at standing up for itself and creating champions?

- 1) Very good**
- 2) Pretty good**
- 3) Pretty bad**
- 4) Very bad**

(It's not easy)

“Last week I attended an informational meeting about my office's 401k investment options for employees' portfolios. There was a ‘Socially Responsible’ option for those who do not want their funds invested in, among other things, oil.

“Knowing Alex's arguments on the **life-giving properties** of oil, **imagine how my blood started boiling** at the insinuation that it is somehow *irresponsible* to invest in oil.

“As a left-leaning attorney in Washington, DC, I hear people demonize fossil fuels all the time, but CIP has shown me that investing in oil is one of the more socially responsible things I could do.”

“In large part because of your enthusiasm for energy, which has sparked my own enthusiasm for the subject, I intend to enter the field myself. I’m working on my PhD in applied mathematics, with emphasis on high performance computing.

“We have oil companies recruiting at my school all the time, but only recently did I find myself really looking up to these people and seeking them out so that I may make my own contribution to this amazing field. The computing needs of oil companies are great, and I intend to meet them.”



“Over the years, Alex has expanded my mind to all of the benefits of energy production. As an undergraduate student of economics, Alex’s work was inspiring on the various ways the economy benefits from expanding energy production. This led to my desire to study energy economics in graduate school. I now consider myself a champion of the energy industry, which makes me something of an outsider in my graduate program.”

--Brandon Bridge

“Before Alex Epstein’s lecture, no other students on my campus could imagine an environmental or moral defense of the fossil fuel industry. Now, weeks later, I am amazed at how they now defend the industry. The moderates tell me that the decision to invite Epstein was the best thing we could have done. The Greens affiliated with 350.org who walked out on Epstein’s lecture faced an immediate campus backlash bigger than I had ever seen. We thought these environmentalists were undefeatable for the past three years, but now, two weeks later, I can say that they are no longer a powerful force on campus.”

--Julian Hassan, student, Vassar College

“It would be an understatement to say that Alex Epstein has completely and absolutely changed how I think about energy. No longer do I feel guilt for enjoying the use of products powered by fossil fuels, in fact, I now embrace them — see me wearing my ‘I Love Fossil Fuels’ shirt in public.

“I now, thanks to Alex, see fossil fuels as a source of life rather than a source of death, as is widely quoted by environmentalists.”

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TRIP TO TAHOE?



BEFORE FOSSIL FUELS



AFTER FOSSIL FUELS



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Dirty Oil Tycoons!

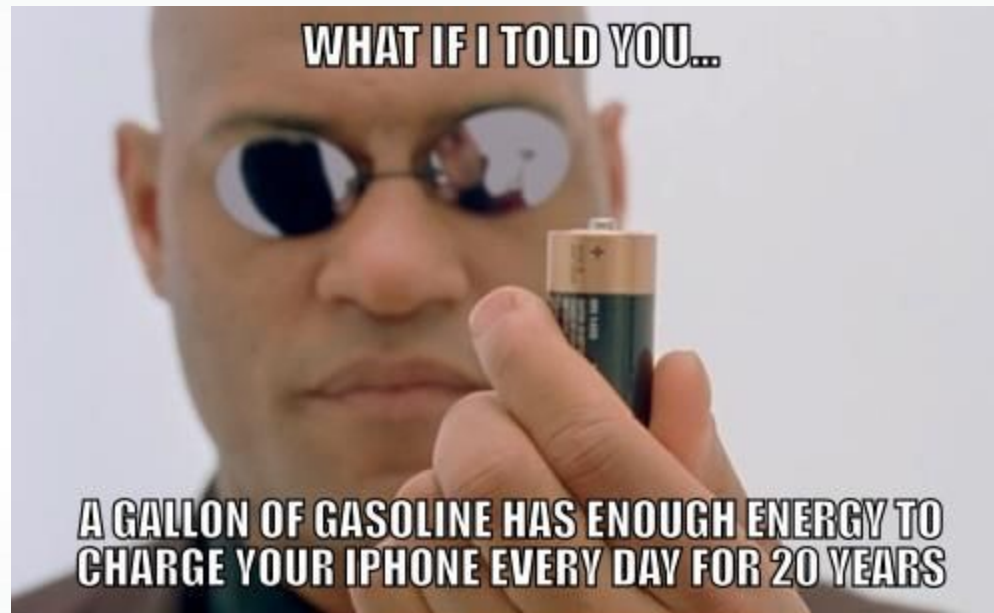


**Wait...
I'm made of WHAT?**



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WHAT IF I TOLD YOU...

**A GALLON OF GASOLINE HAS ENOUGH ENERGY TO
CHARGE YOUR IPHONE EVERY DAY FOR 20 YEARS**



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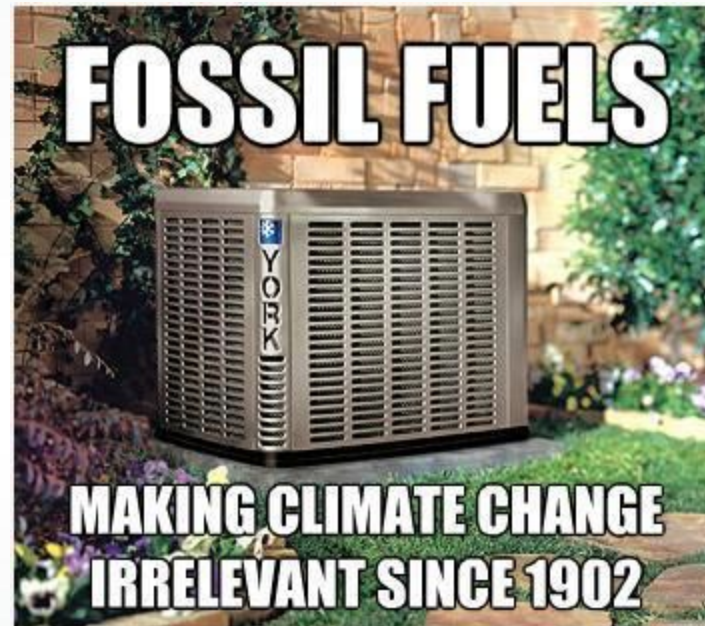
NATURAL RESOURCES

THAT WE'VE RUN OUT OF

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BEHOLD THE DESPOILED WASTELAND



CREATED BY FRACKING

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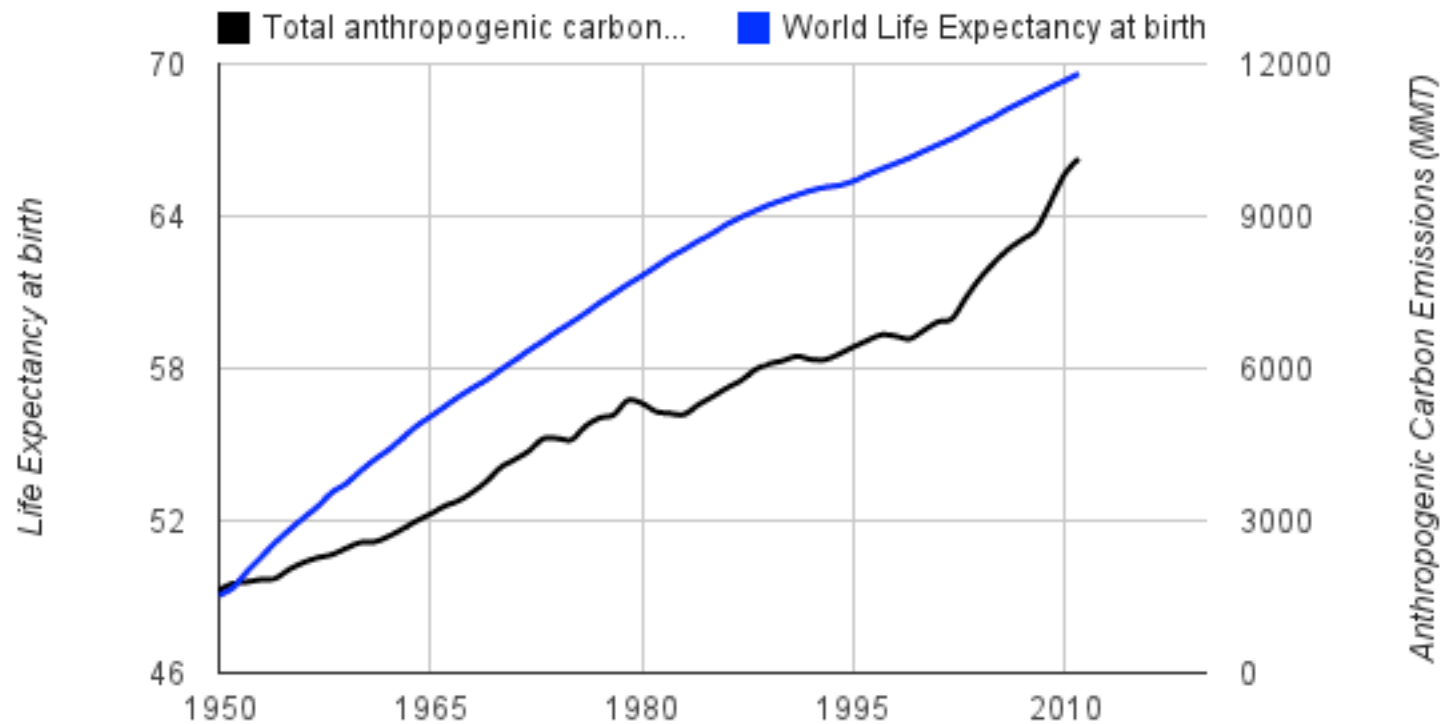


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Two Champion Ideas

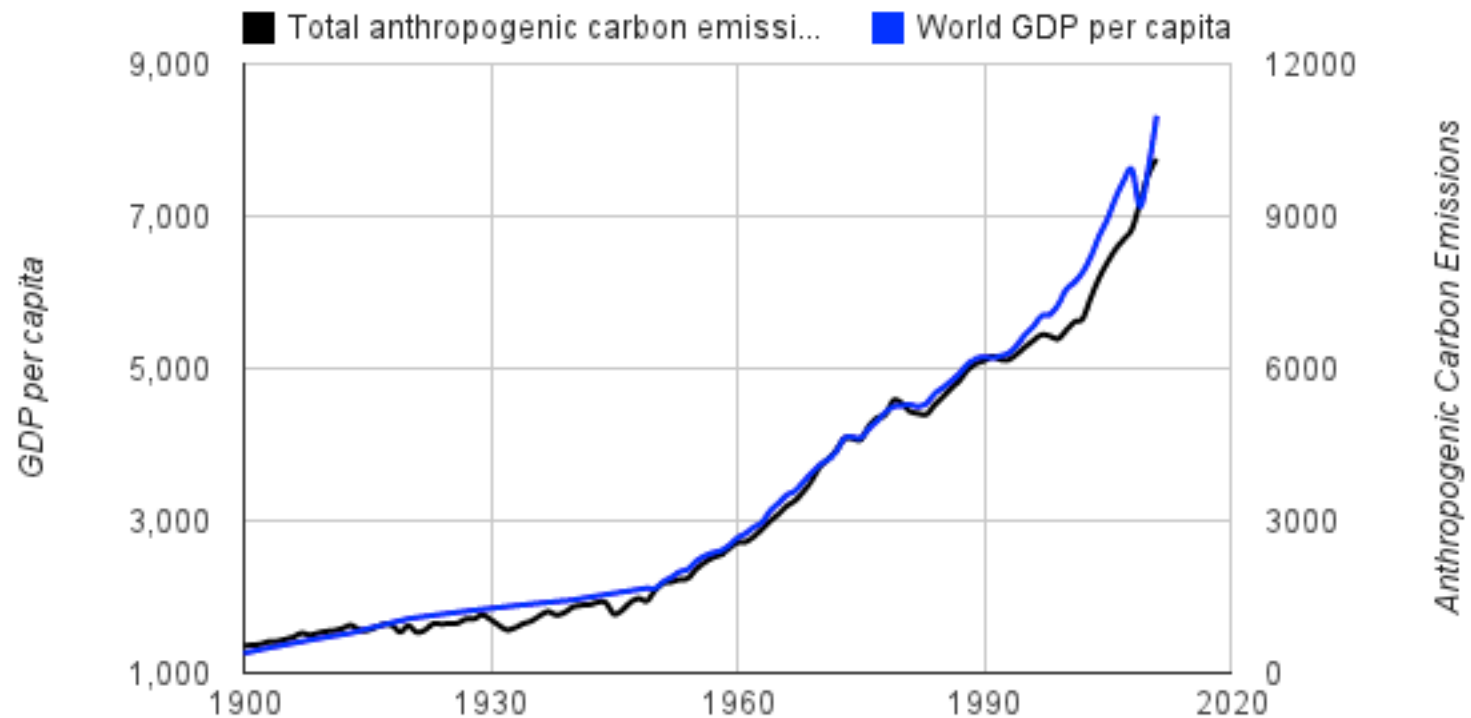
1. Industry progressively creates new resources (vs. “unsustainable”)
2. Industry *improves our environment* (vs. “dirty”)

Anthropogenic Carbon Emissions & Life Expectancy



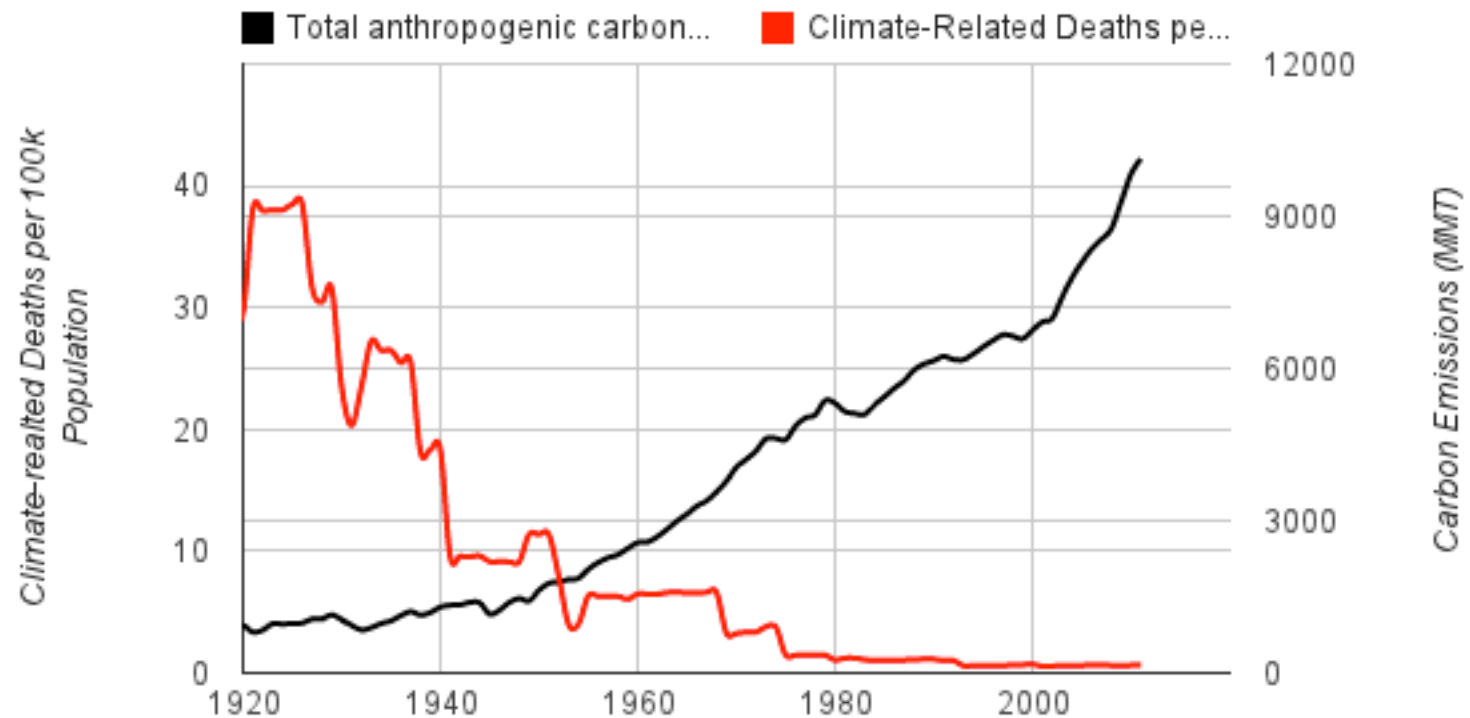
(Sources: Gapminder.org, Carbon Dioxide Information Analysis Center at Oak Ridge National Laboratory)

Anthropogenic Carbon Emissions & World GDP per capita



(Sources: Carbon Dioxide Information Analysis Center at Oak Ridge National Laboratory, Angus Maddison - Historical Statistics of the World Economy 1 - 2008 AD)

Anthropogenic Carbon Emissions & Climate-related Deaths



(Sources: EM-DAT disaster database, Carbon Dioxide Information Analysis Center at Oak Ridge National Laboratory, Angus Maddison - Historical Statistics of the World Economy 1 - 2008 AD)

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