

**-5 to 5**



@AlexEpstein

# The key

This is not a debate over conflicting facts

It is a debate over conflicting philosophical frameworks

# 3 concepts to explain why we're losing and how to win

1. "The Hydra"
2. "Arguing to 100 vs. arguing to 0"
3. "Moral standard"

# The Hydra

# **The overwhelming war on fossil fuels –**

*Opponents are proactive and overwhelming,  
Advocates are reactive and overwhelmed.*

Direct gas opposition

Clean Power Plan

Methane regulations

Fracking bans

Ozone regulations

Paris climate change negotiations

111D

Oil export ban

Coal export opposition

Solar subsidies

# Are we dealing with a Hydra?

Direct gas opposition

Clean Power Plan

Methane regulations

Fracking bans

Ozone regulations

Paris climate change negotiations

111D

Oil export ban

Coal export opposition

solar subsidies

**What do they have in common?**

**They are united by and driven by a moral argument.**

The moral case against fossil fuels (and for green energy)

This allows them to...

# **Argue to 100 vs. Argue to 0**

# Argue to 100

Evil -100 -75 -50 -25 0 25 50 75 100 Ideal

All-electric society----->

Clean Power Plan----->

Methane regulations----->

Fracking bans----->

Ozone regulations----->

Paris climate change negotiations----->

111D----->

Oil export ban----->

Coal export opposition----->

Solar subsidies----->

<-----New coal plants

<-----Fracking

<-----New drilling

<-----New export terminals

# Argue to 0

Evil -100 -75 -50 -25 0 25 50 75 100 Ideal

<----- All-electric society  
<----- Clean Power Plan  
<----- Methane regulations  
<----- Fracking bans  
<----- Ozone regulations  
<----- Paris negotiations  
<----- 111D  
<----- Oil export ban  
<----- Coal export opposition  
<----- Solar subsidies

New coal plants ----->  
Fracking ----->  
New drilling ----->  
New export terminals ----->

# Moral Standard

# Why? Moral Standard

By what fundamental, moral standard do we determine and measure our energy ideal?

What is our moral ideal?

# The “Environmentalist” Moral Standard

*(Basis of the moral case against fossil fuels)*

Evil -100 -75 -50 -25 0 25 50 75 100 Ideal

Maximizing human impact

Minimizing human  
impact



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# The Humanist Moral Standard

*(Basis of the moral case against fossil fuels)*

Evil -100 -75 -50 -25 0 25 50 75 100 Ideal

Destroying human well-being

[Minimize impact]

Maximizing human  
well-being

[Max positive impact, min  
negative impact]

# My moral standard

Something is moral if, when we carefully take into account all the positives, negatives, and alternatives, it is overall beneficial to human well-being: human survival, human flourishing, human progress.

Answers to questions

# **The Humanist Standard in Action: “Climate Change”**

Defining the issue as “climate change” is based on the antihuman perspective  
(Supporters of fossil fuels lose before they start)

Real issue is the overall impact of fossil fuel energy on human well-being

Look carefully at benefits and risks

Conclusion is: use more fossil fuels, not less

# How to influence the debate

## **2 debates you need to influence**

- 1) The debates that most directly affect you – e.g., direct use of natural gas
- 2) The underlying national debate over the morality of fossil fuels

## Debates that most directly affect you

- Each key policy issue needs to be reframed to argue to 100, customized to key audiences
- Right now this content mostly doesn't exist, needs to be created

*Resource: Values-based persuasion techniques*

# The broader debate over morality of fossil fuels

- Difficult!
- No real debate yet
- Seems to require unlimited time and resources

*Mistake: Master persuader vs. content disseminator*

# The broader debate over morality of fossil fuels

- Unnecessary and undesirable for each person/org to try to make an original case
- Successful movements find the best resources and disseminate them
- My mission: create the most persuasive resources, have allies disseminate to sphere of influence

# The changing nature of influence

Influence is extremely hierarchical but increasingly horizontal.

Opportunity: Influence thought-leaders and create your own thought-leaders

**My request:** *Disseminate our resources throughout your sphere of influence, including employees – see what happens*

## 4 take-home resources

1. Moral Case for Fossil Fuels Ch. 1
2. Key messages for Energy 2016
3. 5 keys to reframing any conversation
4. Values-based persuasion techniques

***All you need to do to win hearts and minds is to share something that wins hearts and minds.***

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