

Getting to Yes on carbon pricing

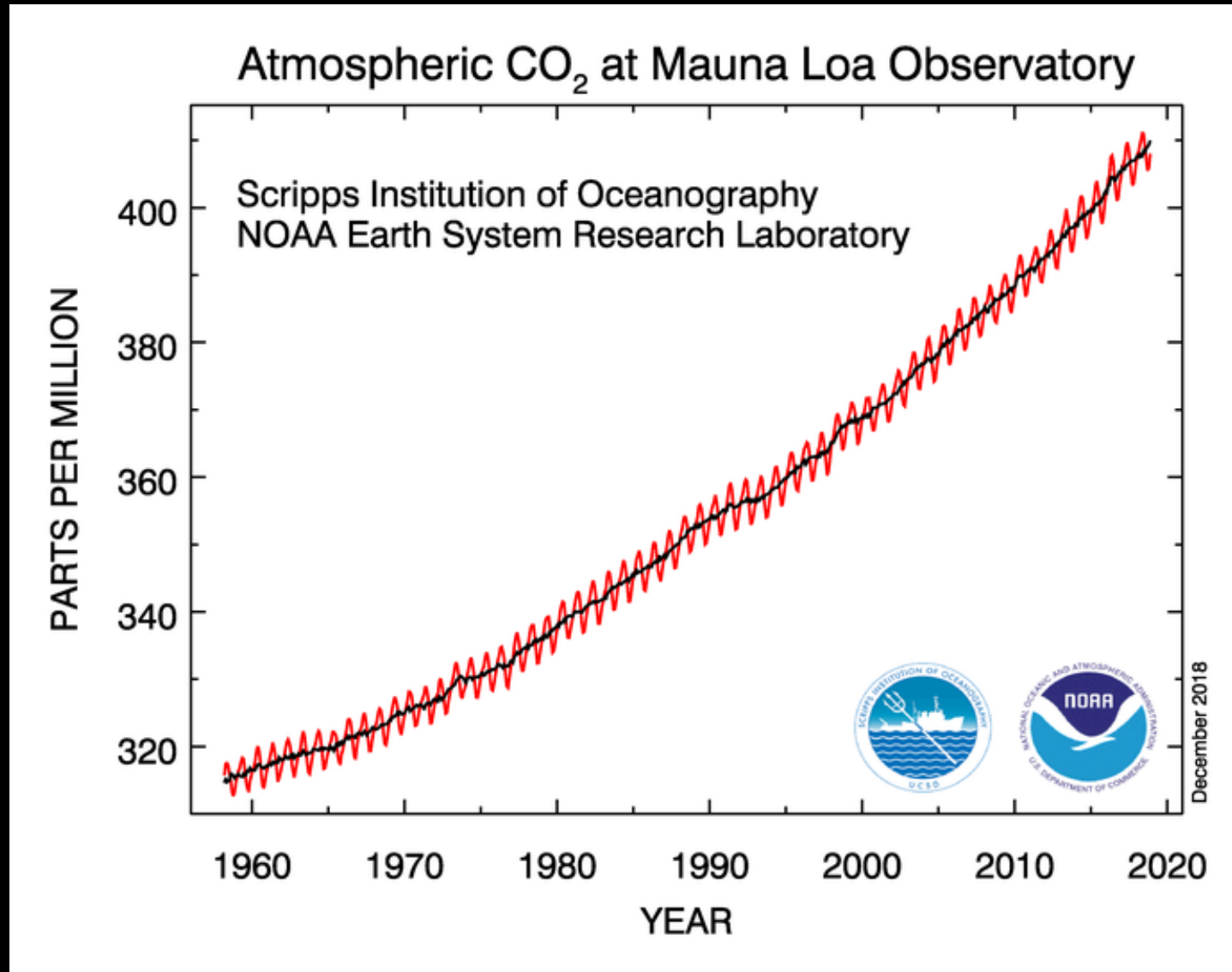
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Carbon concentrations going up



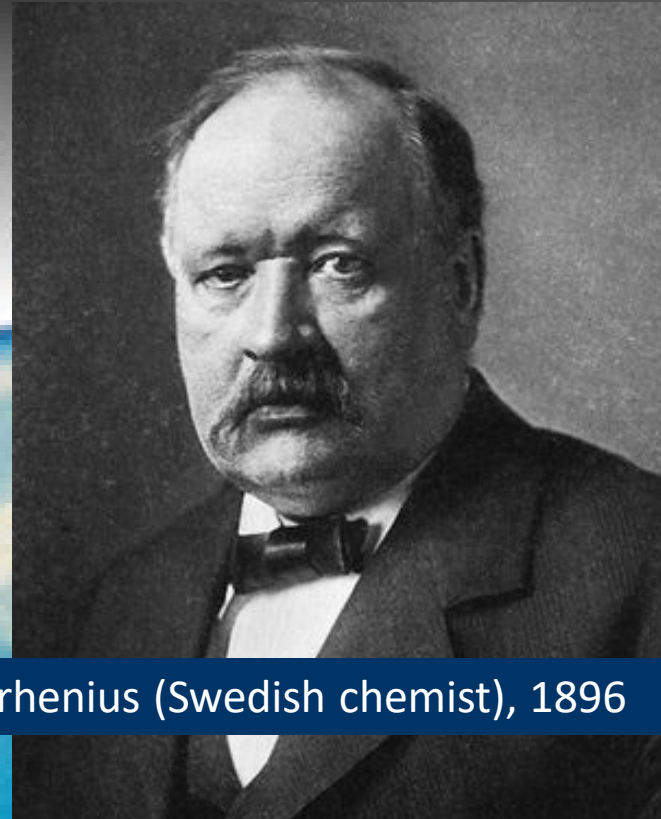
Source: : <http://www.esrl.noaa.gov/gmd/ccgg/trends/>

The Greenhouse Effect

Some of the sun's energy
is reflected back into space

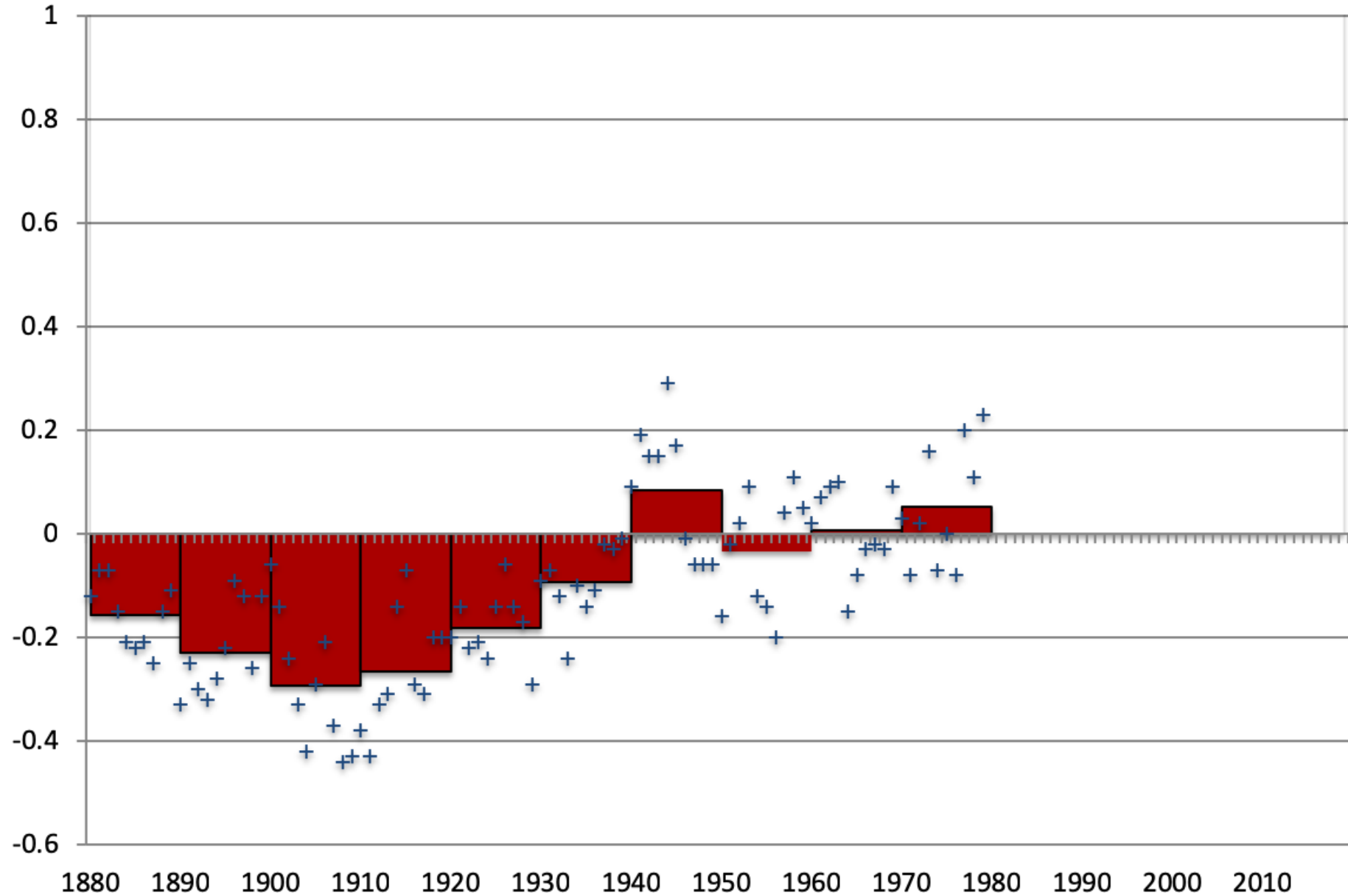


Solar energy passes
through the atmosphere,
warming the Earth

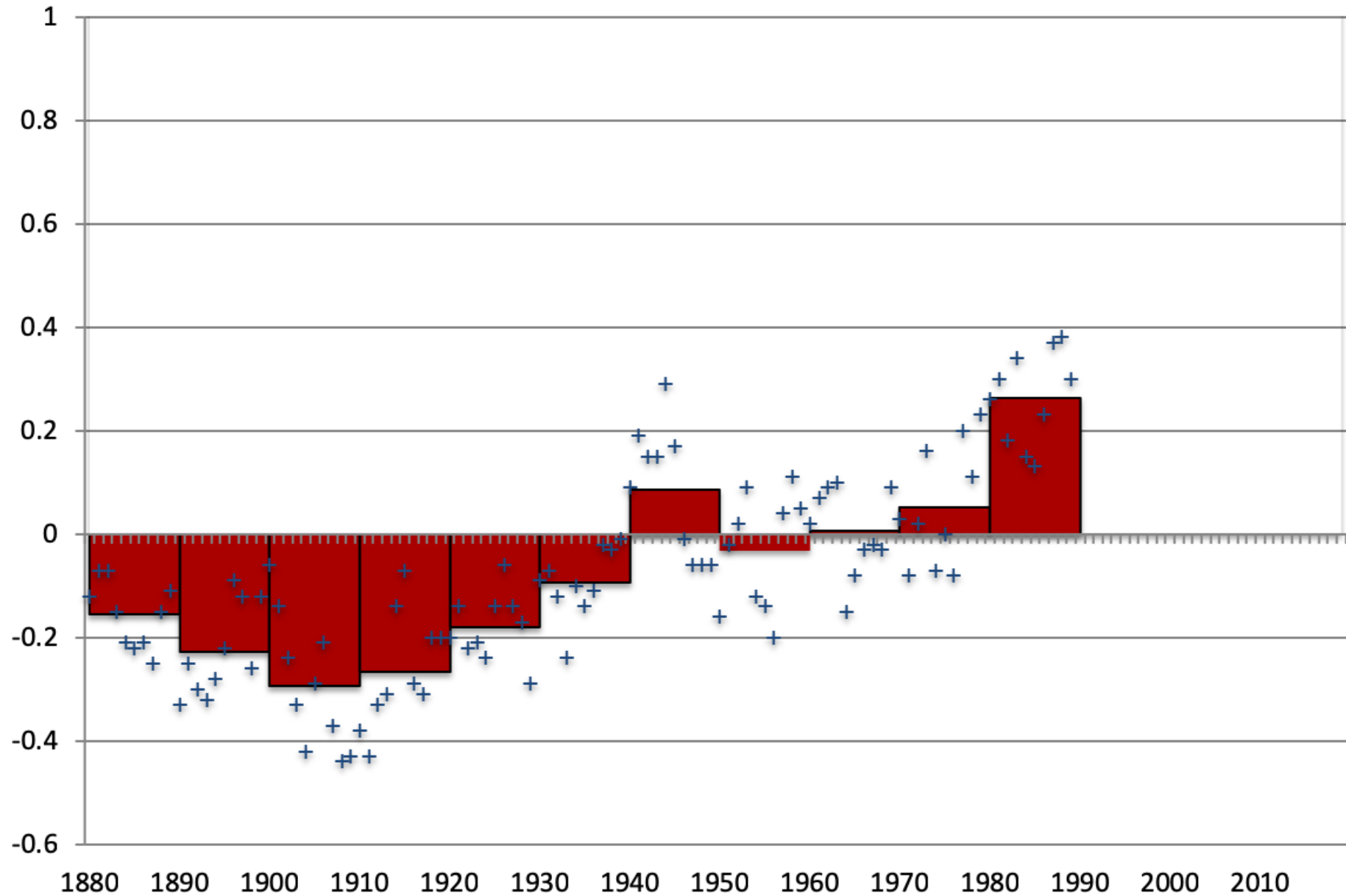


Arrhenius (Swedish chemist), 1896

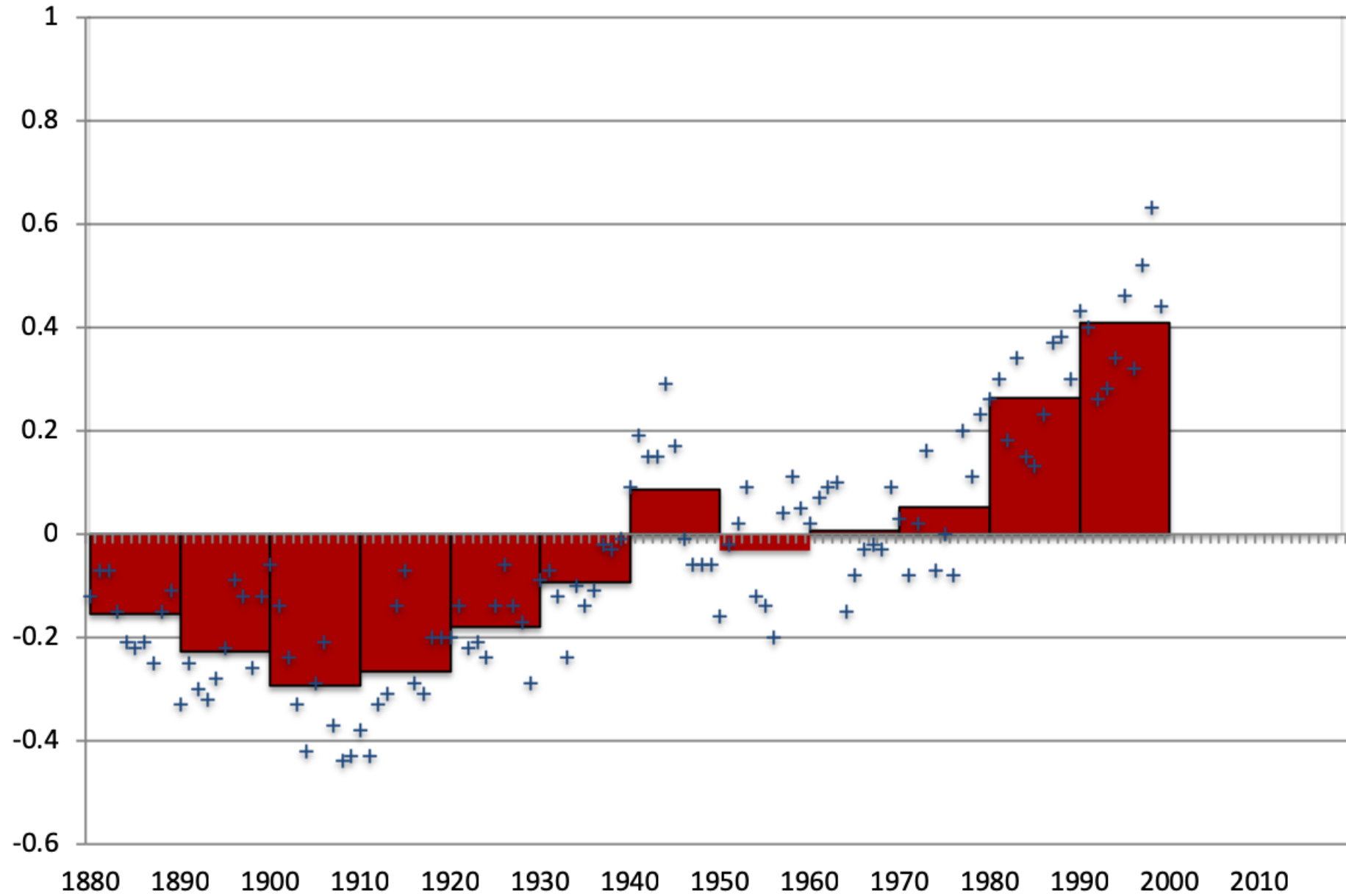
Annual Global Temperature Anomaly, in °C (NOAA Land+Ocean data, relative to 1901-2000)



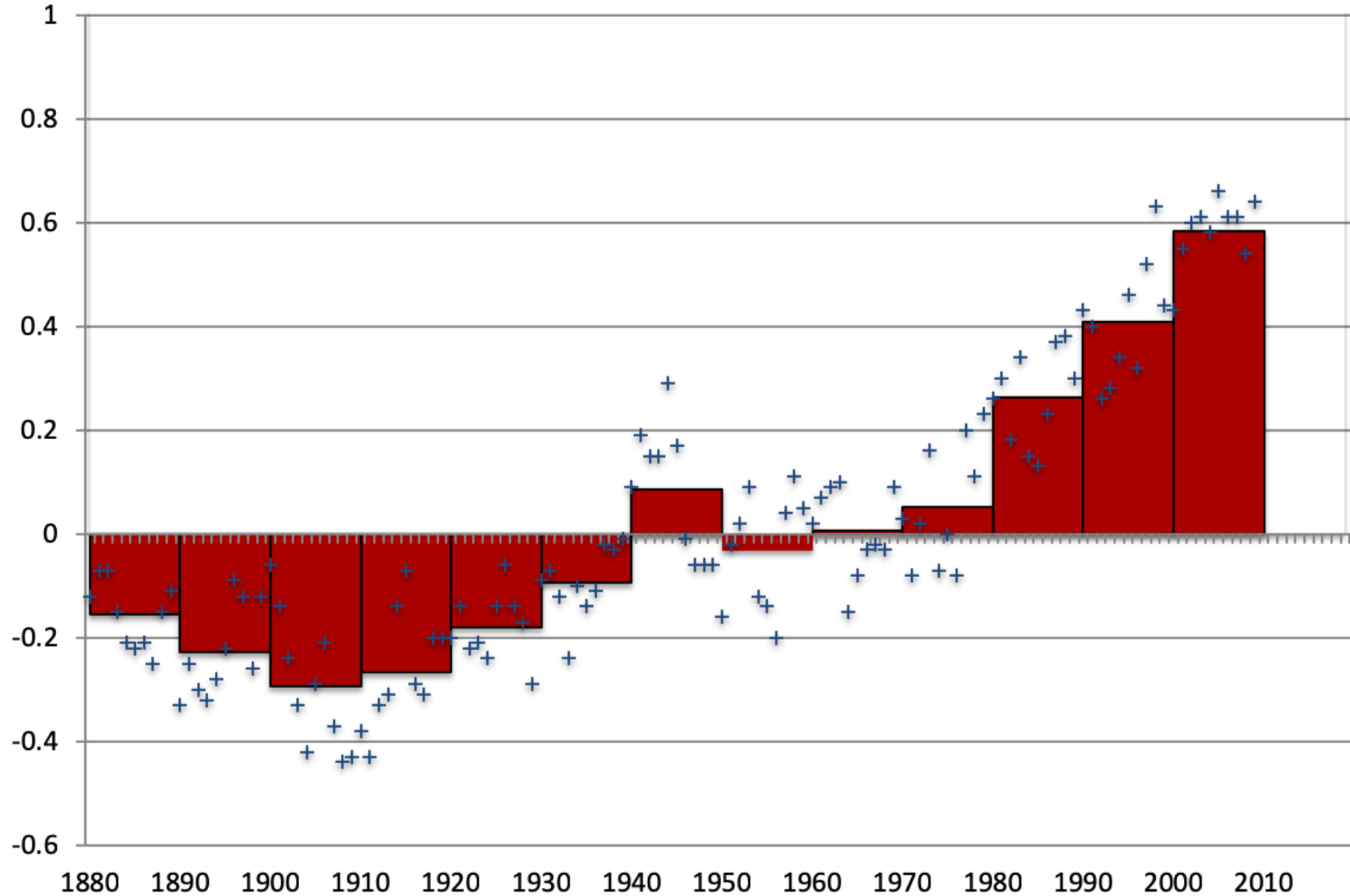
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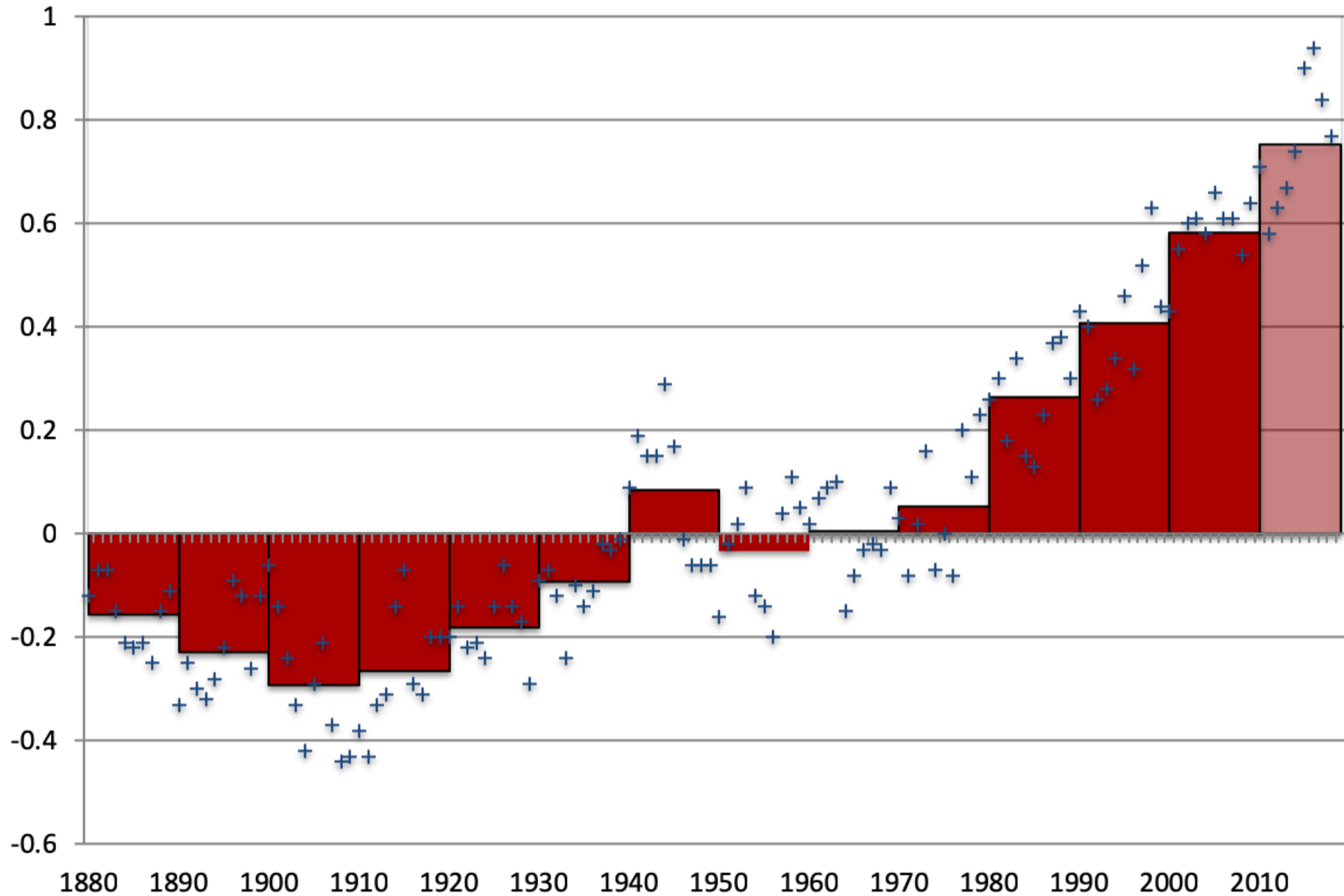
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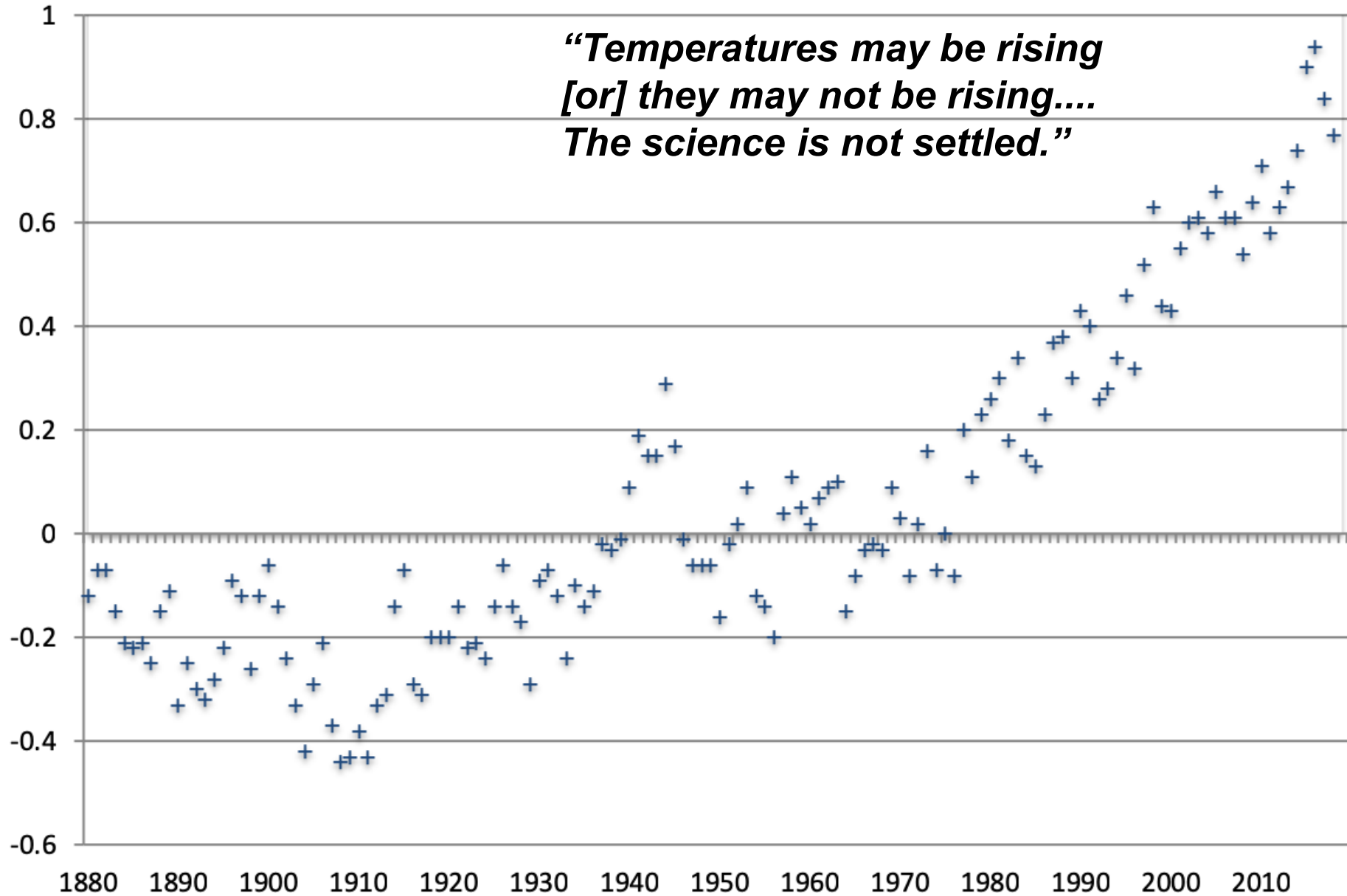
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How to get to Yes on carbon pricing

1. The public needs to **care more about climate change**.
2. The business community needs to recognize that the likely alternative to **good climate policy** isn't no climate policy but rather **bad climate policy**.
3. Carbon pricing wonks need to remember that **climate policy is fiscal policy**. What matters to lots of people is **who pays the money** and **who gets the money**.