

GLOBAL WARMING

Think You're Making a Difference? Think Again.

There are 151 new conventional coal-fired power plants
in various stages of development in the US today.

HOME DEPOT

Home Depot is funding the planting of 300,000 trees in cities across the US to help absorb carbon dioxide (CO₂) emissions... *The CO₂ emissions from only one medium-sized (500 MW) coal-fired power plant, in just 10 days of operation, will negate this entire effort.*

WAL-MART

Wal-Mart is investing a half billion dollars to reduce the energy consumption and CO₂ emissions of their existing buildings by 20% over the next seven years. If every Wal-Mart Supercenter met this target... *The CO₂ emissions from only one medium-sized coal-fired power plant, in just one month of operation each year, would negate this entire effort.*

CALIFORNIA

California passed legislation to cut CO₂ emissions in new cars by 25% and in SUVs by 18%, starting in 2009. If every car and SUV sold in California in 2009 met this standard... *The CO₂ emissions from only one medium-sized coal-fired power plant, in just eight months of operation each year, would negate this entire effort.*

EVERY HOUSEHOLD

If every household in the US changed a 60-watt incandescent light bulb to a compact fluorescent... *The CO₂ emissions from just two medium-sized coal-fired power plants each year would negate this entire effort.*

EDUCATION

The Campus Climate Challenge calls for all college campuses in the US to reduce their CO₂ emissions to zero. If every college campus building in the US met this challenge... *The CO₂ emissions from just four medium-sized coal-fired power plants each year would negate this entire effort.*

NY, ME, VT, NH, MA, CT, RI, PA, NJ, DE, MD

The Regional Greenhouse Gas Initiative (RGGI) is a cooperative effort by 11 Northeastern and Mid-Atlantic states to reduce their CO₂ emissions to 1990 levels by 2014... *The CO₂ emissions from just 13 medium-sized coal-fired power plants each year will negate this entire effort.*

CONGRESS

Congress is considering many climate change bills this year to reduce US carbon dioxide emissions... *The CO₂ emissions from any new coal-fired power plants work to negate these efforts.*

THERE IS A 'SILVER BULLET' FOR SOLVING GLOBAL WARMING...

NO MORE COAL

Without coal, all the positive efforts underway can make a difference.

Over an 11-year period (1973–1983), the US built approx. 30 billion square feet of new buildings, added approx. 35 million new vehicles and increased real GDP by one trillion dollars *while decreasing its energy consumption and CO₂ emissions.*

We don't need coal, we have what we need: efficient design and proven technologies.

Today, buildings use 76% of all the energy produced at coal plants.

By implementing The 2030 Challenge* to reduce building energy use by a minimum of 50%, we negate the need for new coal plants.

Make a Difference: Protect Your Efforts.

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