Glossary on the Environment

Net Zero
COP 15
COP 26
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Greenwashing

…

Part I – Water

Instructions

1. **Entraînement question compréhension**.
Answer the following question about Document A. 80 words ±10%
Why has adjusting water usage and infrastructure become particularly complicated?
2. Working in groups of two or three (if you want) **prepare a mind map** on WATER using documents A to E.
You can also prepare a "secondary mind map" in which only the vocabulary would appear.
3. **Imagine an essay question** that would be most relevant on this topic. (and of course you want write an answer if you feel like it…)

DOCUMENT A -**How do you fight a drought when it's flooding?**

Standard-Speaker (Local paper in Pennsylvania), Jan 22, 2023

California is built upon the great gamble of irrigation. Left alone, much of the land in the Western United States would be inhospitable to teeming cities. But we're Americans; we couldn't let the desert stand in our way. More than a century ago, the U.S. Bureau of Land Reclamation began taming the water in the West. It's been a remarkably successful project. In California, where I live, irrigation has turned largely barren regions into some the country's most fertile farmland and most prosperous metropolises. We've built "the most ambitious desert civilization the world has seen," Marc Reisner put it in "Cadillac Desert," his 1986 history of Western irrigation.

I've been thinking a lot about "Cadillac Desert" in the past few weeks as the rains fell and fell and kept falling over California — much of which, despite the pouring heavens, seems likely to remain in the grip of a severe drought. Reisner anticipated this moment. He worried that the West's success with irrigation could be a mirage — that it took water for granted and didn't appreciate the precariousness of our capacity to control it. "Everything depends on the manipulation of water — on capturing it behind dams, storing it, and rerouting it in concrete rivers over distances of hundreds of miles," he wrote. "Were it not for a century and a half of messianic effort toward that end, the West as we know it would not exist."

But what happens to that century of irrigation when the weather changes, as it is now? Experts say that climate change is exacerbating "weather whiplash" in California — that we'll increasingly suffer years of prolonged, extreme aridity followed by great biblical gushers of precipitation. Can a society adjust to a climate of opposing calamities — a climate of both megadroughts and atmospheric rivers, of far too little and far too much?

Just psychologically, this is a difficult balance to maintain: It's hard to worry about drought when it's flooding. It's hard to worry about flooding when there's a drought. Adjusting infrastructure and water usage to the seesawing weather is going to require some big and possibly painful changes to many of the state's key constituencies. Farmers will have to give up some agricultural land and grow different crops. Homeowners and developers might have to leave some flood-prone areas uninhabited. We're going to have to alter our cities to capture more water and alter our lifestyles to use less of it.

California's water system "was designed and built and is operated for different climatic conditions — for the climate of the 20th century, not the 21st century," said Peter Gleick, a co-founder and senior fellow at the Pacific Institute. Gleick said there's some reason for optimism that we'll be able to tackle this problem; at least California's government understands and is determined to address the changing weather. Still, Gleick said, "given what we now know about the unavoidable changes of climate change, our policymakers are not doing enough."

California's precipitation patterns are naturally variable; we have always had very dry years and very wet years, and quick shifts from droughts to floods are not unheard-of. But climate change is supercharging this phenomenon. A recent state climate report found that year-to-year weather variability has increased sharply since the 1980s. (…)

It's not just that wet years bring more water; it's also how the water is falling. Because temperatures are warmer, a lot more of California's precipitation has in recent years been falling as rain instead of snow. This is a problem for a few reasons. Snow acts as a kind of "frozen reservoir" that stores water from one season to another — the snow falls in the winter, then trickles into California's water supply as it melts. But when precipitation falls more heavily as rain — and when the storms come in quick succession, as they have recently — water isn't as easily stored and instead becomes destructive.

And so we're left with this surreal phenomenon of a flood-drenched drought. As the storms pounded California last week, water-management officials were telling people not to go wild with water: "We're kind of dealing with this extreme flood during an extreme drought, and so we're, of course, encouraging Californians to continue to conserve water and make conservation a way of life," one official told The Los Angeles Times. (713 mots)

DOCUMENT B - **How fast fashion can cut its staggering environmental impact**

Editorial, *Nature,* 16 September 2022

Clothes were once used until they fell apart — repaired and patched to be re-used, ending their lives as dishcloths and oil rags. Not today. In high-income countries in particular, clothing, footwear and upholstered furniture are increasingly frequently bought, discarded and replaced with new fashions, which are themselves soon discarded and replaced.

The proof is there in the data. In 1995, the textiles industry produced 7.6 kilograms of fibre per person on the planet. By 2018, this had nearly doubled to 13.8 kilograms per person — during which time the world's population also increased, from 5.7 billion to 7.6 billion people. More than 60 million tonnes of clothing is now bought every year, a figure that is expected to rise still further, to around 100 million tonnes, by 2030.

'Fast fashion' is so called partly because the fashion industry now releases new lines every week, when historically this happened four times a year. (…).

But incredibly, more than 50 billion garments are discarded within a year of being made, according to a report from an expert workshop convened by the US National Institute of Standards and Technology (NIST), published in May.

Textiles fit into two broad categories: natural and synthetic. The production of those such as cotton and wool, which are made from plant and animal sources, is largely stable, albeit slowly increasing. By contrast, the production of polymer-based fibres, particularly polyester, raced ahead from about 25 million tonnes a year in 2000 to some 65 million tonnes in 2018, according to the NIST workshop report. Taken together, these trends are having a staggering environmental impact.

Take water. The fashion industry, one of the world's largest users of water, consumes anywhere from 20 trillion to 200 trillion litres every year. Then there are

microplastics. Plastic fibres are released when we wash polyester and other polymer-based textiles, and make up between 20% and 35% of the microplastics choking the oceans. (…)

Change is sorely needed, but will require the fashion industry to work harder to embrace more of what is known as the circular economy. That will involve at least two things: refocusing on making things that last, and so encouraging reuse; and more rapidly expanding the technologies for sustainable manufacturing processes, especially recycling. There's a big role for research — both academic and industrial — in achieving these and other ambitions.

Researchers could begin by helping to provide more accurate estimates of water use. It must surely be possible to narrow the range between 20 trillion and 200 trillion litres of water. There is also work to be done on improving and expanding textiles recycling. Overwhelmingly, used textiles go to landfill (in the United States, the proportion is around 85%), in part because there are relatively few systems (at scale) that collect, recycle and reuse materials. Such recycling requires the manual separation of fibres, as well as buttons and zips. Different fibres are not easy to identify by eye, and overall such manual processes are time-consuming. Machinery is being developed that can help. Technologies also exist to recycle used fibres chemically and to create high-quality fibres that can be reused in clothing. But these are nowhere near the scale needed.

Another challenge for researchers is to work out how to get consumers and manufacturers to change their behaviour. This is already an active area of study in the social and behavioural sciences. For example, Verena Tiefenbeck at Bonn University in Germany and her colleagues found that when hotel guests were shown real-time feedback on the energy used in taking a shower, it cut down energy consumption from showering by 11.4%1. Other research questions include finding ways to encourage people to purchase durable goods; exploring how to satisfy cravings for something new while reducing environmental impact.

Industry and academia could also collaborate to establish a system to track textile microplastics. This could be done digitally, for example. (…)

These actions come at a cost and challenge the idea of fast fashion, because they could make items less affordable to consumers looking to keep up with latest trends. Brands and retailers take a serious view on risks to their bottom line (and might choose to delay action on sustainability as a result). This is why government action is key.

Policies need precision and should, ideally, be coordinated. A recommendation from the European Union for member states, for example, says that by 2030 there need to be "mandatory minimums for the inclusion of recycled fibers in textiles, making them longer-lasting, and easier to repair and recycle". This is too vague. China, the world's largest textiles producer, also has a five-year circular-economy plan for the industry. Considering fast fashion's interconnectedness, China and the EU, together with the United States and others, must try harder to coordinate their efforts. (790 words)

DOCUMENT C -**This heatwave is a reminder that grass lawns are terrible for the environment**

Akin Olla,***The Observer***, Sun 31 Jul 2022

As a heatwave drags across the United States, local and state governments are scrambling to find solutions to the threats brought by record high temperatures. Washington DC and Philadelphia have declared heat emergencies, activating public cooling centers and other safety measures across their cities, while Phoenix and Los Angeles continue to push programs to plant new trees in working-class neighborhoods with little canopy coverage. Many of these short-term solutions rely on water, a dangerous reality given that nearly 50% of the country is experiencing some form of drought, with the amount of Americans affected by drought increasing 26.8% since last month. This looming threat has pushed one state, Nevada, to seek a more long-term solution: the banning of non-functional lawns.

Lawn grass takes up 2% of all land in the United States. If it were a crop, it would be by far the single largest irrigated crop in the country. Nevada has, due to necessity, taken an obvious but large step in alleviating some of the more immediate symptoms of the climate crisis and bought themselves more time for other measures. It is time for the federal government to push all states to do the same and create incentives to ensure that it happens quickly and in a manner that doesn't force working-class Americans to foot the bill.

The US is experiencing the beginning of a water shortage. A 2021 study found that the drought in the western US is the worst the region has seen in 1,200 years, and that much of it is the result of the current climate crisis. While lawns are not the largest contributor to climate change, they take up space from plants that could be offsetting carbon or slowing down wildfires, while still doing a heft of damage on their own.

According to the EPA, outdoor water usage for lawns and gardens accounts for 60% of household usage in arid areas of the country. And unlike indoor water usage, much of that water is lost to evaporation and runoff. All in all, American lawns use 3tn gallons of water each year – enough drinking water for billions of people annually – on top of 59m pounds of pesticides and 1.2bn gallons of gasoline for lawn mowers. These are all relative drops in the bucket given the full scale of the climate crisis, but given the absolute pointlessness of lawns, it's a few too many drops too much.

The history of lawns in the US is deeply rooted in racism and the aristocratic ambitions of America's ruling and middle classes. In the 18th century, something akin to modern lawns gained popularity among the wealthy elite of France and England, and was imported by founding fathers like Thomas Jefferson and George Washington. Lawns' difficulty to maintain made them the exclusive domain of the wealthiest Americans until they became widespread in the 1950s after federal aid and a friendly lending market made it easier for Americans to purchase homes and move to the nation's growing suburbs.

A confluence of federal housing policies, discriminatory lending practices, and newly created homeowners associations allowed white families to almost exclusively reap the full benefits of this growth. White people fled the cities and claimed their own private white fenced fiefs. Lawns became a symbol of the American Dream – a dream deferred, for some. The American lawn represents the worst of the United States, wasteful and vain.

This mess of negative features is why Nevada moved to ban non-functional turf lawns in southern Nevada. (…) Lake Mead, which supplies 90% of the drinking water for southern Nevada, has gotten so empty that the agency responsible had to construct a new pumping station to extract what remains. With this new legislation, southern Nevada is predicted to reduce the amount of water it extracts from Lake Mead and another reservoir by 10% this year.

The rest of the country should follow suit. While it will not by itself avert the global disaster we are already in the midst of, it is the kind of commonsense reform that can generate support on both sides of the dimly lit aisle – as evidenced by the bipartisan nature of the Nevada bill. The federal government should step in and provide incentives to states to encourage citizens to abandon lawns willingly, with firmer dates for mandatory removal for locations that fit criteria similar to those set out by Nevada's committee.

This may sound like the bare minimum, and that's because it is. And it is about time we at least did that. 751 words

DOCUMENT D - **America's reservoirs are drying up**

The Economist, Los Angeles, November 18, 2022

ACROSS THE American West, the landscape bears scars from the megadrought that has dehydrated the region for more than two decades. Tourists can hike through canyons in Arizona that used to be under water. Fields in California, once filled with thirsty crops such as alfalfa, lie fallow. Ghost towns flooded long ago to create reservoirs are re-emerging.

The current drought is the driest 22-year period the south-west has seen in 1,200 years, according to a paper in *Nature Climate Change*. On August 16th, when the federal government announced another round of water cuts for Nevada and Arizona, 86% of the West was at least "abnormally dry", and half of the region was experiencing severe to exceptional drought (see map). Parts of the region have long been arid and unforgiving, but human-caused climate change has increased the severity of the dry periods.

The drying of the region is wreaking havoc on more than just agriculture and ecosystems. The West's energy infrastructure is also under threat. The dams at many big reservoirs generate hydropower, which for decades provided reliable, renewable energy. About 32% of America's renewable energy came from hydropower in 2021, 44% of which was generated in California, Oregon and Washington. Scientists

praise hydro for its flexibility: when demand for electricity surges, hydropower can be ramped up easily.

But as the water levels in the West's reservoirs decline, so too does the use of hydropower. A recent analysis by researchers at WWF, an NGO, found that hydropower projects in the American West were among the most vulnerable in the world to increased water scarcity.

Some places are already feeling the effects. In 2021 California shut down a power station at Lake Oroville, one of the state's largest reservoirs, when water levels fell below what is needed for electricity generation. The plant can usually provide enough power for 80,000 homes. Lake Powell, on the border of Utah and Arizona, is inching towards a similar fate. Its colossal concrete dam, which straddles the Colorado river, can generate enough electricity to support 5m homes across seven states. A study from Oak Ridge National Laboratory warns that government-owned reservoirs in Idaho, Oregon and Washington could see hydropower generation decrease during summer months. In future, the researchers suggest, higher temperatures in the region will cause "severe" water loss from evaporation.

The loss of hydropower is no small matter. The power grid is already strained, and demand for energy will only increase as devices from stoves to cars go electric. Officials hope they will eventually be able to replace lost hydropower solely with other renewables and energy storage. But the short-term solution is dirtier. California's hydropower generation has fallen by 62% since 2019. The state is burning more natural gas to help make up for it.

The term "dead pool" will join "megadrought" on the lips of Americans in the summer of 2023, as some reservoirs approach the level where they can no longer send water downstream, let alone generate electric power. A lack of water has long shaped the West. But the future looks increasingly dry.

DOCUMENT E - **Climate change is uncovering gruesome mafia secrets in this Las Vegas lake**

By Hannah Brown, www.euronews.com, August 24, 2022

Lake Mead is the largest man-made lake in the USA. It is connected to the Colorado river and provides water for over 20 million people across Nevada, California, Arizona and parts of Mexico.

Like many other bodies of water in the world, Lake Mead is shrinking.

Extreme temperatures are drying it up, humans are drawing too much from it and there's now less snow in winter that melts to replenish it.

But what makes Lake Mead so interesting is its proximity to Las Vegas. Less than 50km away, this city of big lights and big money has a dark underbelly. And where there's organised crime, stuff usually ends up in the water. Or as the mob would say, sleeping with the fishes.The water level of Lake Mead is the lowest it has been since the 1930s. In fact it is currently at just 27 per cent capacity.

Stark imagery shows a line on the rocks towering high above the surface of where the water should be. In the space of around 20 years the water level has dropped by up to 50 metres in some areas.And as the reservoir has got emptier and emptier it has begun revealing all sorts of things that have been dumped in the water."This lake has been a dumping ground for a long time," says Bill Bradley, a local diver.

Since May 2022 the remains of at least three people have been found on the newly dried up shores of Lake Mead.Though some think two of the bodies are of people who drowned accidentally, there's no denying the third had a much more untimely end.

On 1 May 2022 a battered, partially buried barrel was discovered, newly uncovered by the retreating water. Inside was the body of a man with a bullet hole in his head. According to investigators, he was thrown into the lake in the late 1970s or early 80s.

Then on 17 August a gun was found on the dried up lake bed near to the barrel site. Las Vegas police says it's too soon to know if this is the murder weapon.

Local experts think the victim is likely to be one of three men: a cocaine smuggler, a gambling machine cheater or a casino host. The first two are known to have double crossed the mob.

"The mob in the 70s and 80s was much more arrogant. They thought they were in control and nothing could stop them," says Michael Green, a historian of the Las Vegas mob.

As for the killer, at the Las Vegas Mafia Museum, historians are suspicious of Anthony Spilotro, who is already suspected of 25 murders. He was never convicted and was himself murdered before the end of his last trial.

Both experts and police expect more bodies to appear as the lake's water level continues to drop.

Part II - Greenwashing

INSTRUCTIONS

1/ **Entraînement à la synthèse**

Using the ideas from documents A to D, and the cartoon included in document C, Prepare a plan of a synthesis on the topic of greenwashing after having chosen a relevant problématique of course.

2/ **Entraînement au texte d'opinion**: you can write an opinion piece in reaction to document B

3/ Prepare a **vocabulary card** on Greenwashing using all or some of the documents

4/ **Entraînement Mines Telecom.** Record yourself talking for at least three minutes on the cartoon.

DOCUMENT A – VIDEO

From ClientEarth, The Whole Truth in two minutes, Dec 1919

https://www.youtube.com/watch?v=6NIHRGIhf2Q&t=111s&ab_channel=ClientEarth

(see also on the Cahier de Prépa Site)

DOCUMENT B – **Opinion piece by Emma Thomson See D.S. 3**

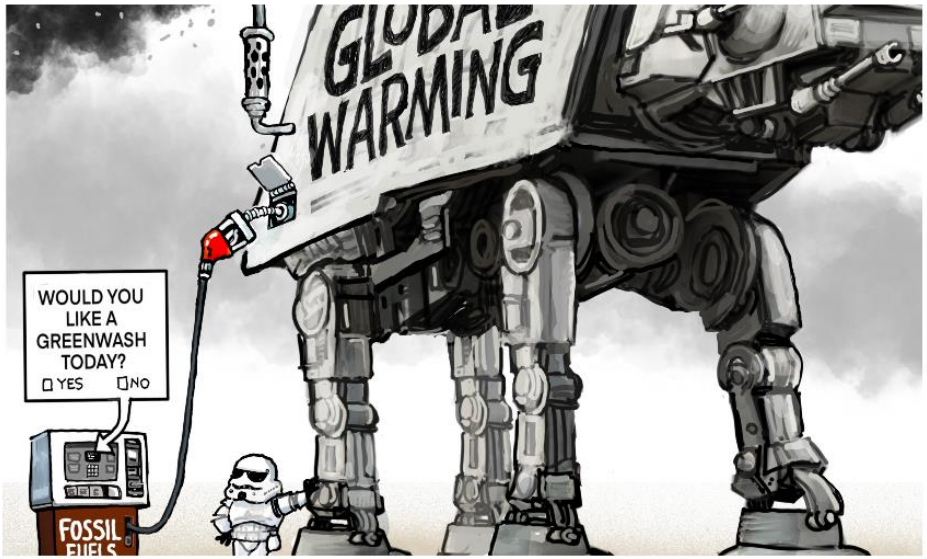
DOCUMENT C

Greenwashing Examples 2022: Top 10 Greenwashing Companies

Greenwashing is found in small and large companies alike, yet the impact is still the same. It erodes customer confidence in sustainability and allows negative environmental impacts. To better combat climate misinformation, it is important to look at, and understand, some of the most prominent cases.

Energytracker.asia 12 July 2022 – by *Eric Koons*

With a global push underway to reduce carbon dioxide emissions and fight climate change, the term "greenwashing" is becoming a common adjective for the actions and "environmentally-friendly practices" of many significant companies and fashion brands. **Greenwashing examples** are everywhere. But, what is it exactly?



Source: Star Tribune

What is Greenwashing?

A company accused of greenwashing is under scrutiny for falsely claiming that it is more environmentally friendly than it really is. There is tangible proof of these misleading practices in some instances, such as with Volkswagen, Walmart or the aviation and fossil fuel industries.

Greenwashing is pervasive in everyday business. Consumers are becoming more aware of the environmental impacts of their actions. This leads global markets and companies to actively shift towards taking action to combat their impacts on the environment.

An environmental claim must be substantiated through action to get the environmental benefits.

However, greenwashing is still present despite the transition to a cleaner future being well underway.

Why Do Companies Greenwash?

Different companies, industries and governments actively participate in greenwashing to a certain extent. Often, this is a bid to meet the demand for sustainable solutions without altering the current status quo.

It can be easier to identify some industries. For example, the fossil fuel industry has often rebranded itself as "green" and environmentally friendly by pushing the idea of "clean coal" or promoting natural gas as a sustainable energy source. Likewise, the carbon offsets that aviation companies charge as an option for clients are known to have minimal environmental impact.

Greenwashing Examples – Top 10 Greenwashing Companies 2022:

Below, you will find some of the most prominent examples of **greenwashing companies 2022**.

McDonald's Royal Dutch Shell Volkswagen Sea World Coca-Cola Nespresso Walmart Red Lobster Banana Boat Unilever

1. McDonald's – Green Initiatives and Paper Straws

In 2019 the fast-food giant put forward a campaign to reduce the number of single-use plastics present in its stores. The main focus was to replace all plastic straws with recyclable paper alternatives. The campaign was hugely successful in painting McDonald's as a key stakeholder in reducing plastic waste and embracing sustainable solutions.

However, its new paper straws are not recyclable, and their sourcing and manufacturing have raised different sustainability questions. This has led to public pushback on the campaign, but McDonald's continues to roll it out. Now, the company is looking at other alternatives, like replacing its straws with sippy lids. However, the company will still end up using plastic to make the sippy lids. Advocates for reducing plastic pollution are putting forward simpler options, like not using lids or straws but instead drinking directly out of the cup.

3. Volkswagen – Cheating Emissions Tests and Environmentally-Friendly Options

Car manufacturer Volkswagen was caught faking its emissions reports on several lines of its diesel vehicles in 2015. This led to several lawsuits and billions in fines. Keen on tapping into the growing pool of consumers interested in affordable low-carbon transport, the German manufacturer branded its new line of diesel vehicles as one of the most environmentally friendly options available, and it supposedly had the data to show for it.

For several years, its vehicles were considered some of the lowest emitters in the combustion-engine market.. Until the US Environmental Protection Agency realised that the cars produced up to 40 times more emissions than advertised. Volkswagen denied falsifying its data and misleading the public, saying it had misunderstood the testing requirements.

5. Coca-Cola – World's Largest Plastic Polluter and Accused of Green Marketing


Source: Brauwelt

The American soda company Coca-Cola was recently accused of greenwashing in two different cases. First, it promoted its new line of the low-sugar version, Coca-Cola Life, as a "green, healthy alternative". Second, the company claimed that it is committed to reducing plastic waste.

In both cases, consumers have seen through the greenwashing. After nutritionists highlighted that the beverage still wasn't healthy, Coca-Cola Life disappeared from the shelves. The low-sugar label misled consumers about the total content that was still present in the bottle. Likewise, Coca Cola went to court over its plastic waste claims, with the company being named one of the world's largest plastic polluters. It is one of the biggest **greenwashing examples**.

6. Nespresso – Misleading Claims about Green Products

With a firm hold on the coffee pod market, Nespresso reassured concerned consumers that its single-use coffee pods were recyclable, painting them as a high-quality, eco-friendly coffee product. Several other pod manufacturers repeated these claims, including Keurig, who insisted that customers could throw out their pods with their regular recycling.

Unfortunately, this is not entirely true. While the pods are recyclable, they need specialised centres and non-standard equipment to process. Keurig was sued for its false advertising and had to change the wording of its advertisements. Nespresso started its recycling program that puts the onus on the consumer to do the right thing, as the consumers must bring back their used pods to a Nespresso dealer.

Public and Private Response to Greenwashing Practices and Environmental Benefits

The **greenwashing examples** above are just some of the types of greenwashing practices that mislead consumers. From vague claims to faked data, greenwashing is more present in our everyday lives than many realise. This is leading to more industry awareness across the board. As a result, organisations must investigate and report on corporate sustainability claims. Then they should aim to promote genuinely sustainable companies and call out those that are not.

Environmental claims of the companies and fast fashion brands must be proved. Consumers are becoming more aware of greenwashing and are demanding more sustainable solutions than ever before. While this is driving real change, it also provides opportunities for unscrupulous companies to continue to profit from unsustainable practices solely through marketing and advertising.

See the whole article here: https://energytracker.asia/greenwashing-examples-of-top-companies/

DOCUMENT D – Greenwashing in advertising

Greenwashing: how ads get you to think brands are greener than they are – and how to avoid falling for it

The conversation, 20 juin 2022

Morteza Abolhasani, Lecturer in Marketing, The Open University
Gordon Liu, Professor of Marketing Strategy, The Open University
Zahra Golrokhi, Lecturer in Engineering, The Open University

Ads are ubiquitous in many people's lives, whether on billboards across our cities or on our phones as we're tracked across the internet. That's a huge amount of power and influence. For example, ads which appeal to eco-conscious consumers have the potential to dramatically affect public perceptions of how brands are addressing climate change.

The green advertising trend – featuring ads that explicitly or implicitly address the relationship between a product or service and the natural environment, promote a green lifestyle, or present a corporation as environmentally responsible – is growing fast. Many ads now feature a range of clever tactics, from filling your screen with green to using vague terms like "all-natural", designed to convince you the products they're selling are good for the planet.

But are these ads truly reflective of improvement when it comes to production practices, or is this just another example of greenwashing – when companies present an exaggerated or even false image of having a positive impact on the environment? Thanks to a growing body of research, there are a number of things you can look out for to tell the difference.

As more and more people's eyes are opened to the harsh reality of climate change and the damaging role consumerism has to play in accelerating it, brands are realising the need to "put green first" if they want to sell their services. As a result, the last three decades have seen environmental advertising flourish.

In reaction, research on green advertising began to emerge in the early 1990s. Although it's been relatively scarce, growing numbers of academics have been examining how people respond to green ads – and how realistic these ads actually are. (…)

Studies suggest that people's emotional affinity towards nature has a strong positive influence on their levels of green consumption. And since eco-friendly

products are also often more expensive, ads for them tend to play on people's emotions – rather than focusing on the functional benefits of the products – to encourage purchase.

Some companies, however, try to create this effect without the facts to back it – "greenwashing". Greenwashed ads present confusing or misleading claims that lack concrete information about the actual environmental impacts of whatever's being advertised. They often involve emotional appeals that make you feel good about helping the environment, when the reality is less palatable.

In one of the most recent studies on green advertising published in the European Journal of Marketing, we've investigated the role that ad music plays in consumers' green buying choices. We created radio advertisements for two fictitious green brands (an electric car and a reusable coffee cup).

With its strong emotive power, background music can be used as a "peripheral cue" in ads, along with green slogans, to make products seem more positive. But that means companies are able to misuse these emotional appeals to reinforce fabricated promises and weak claims surrounding sustainability.

If these claims are publicly debunked, it tends to result in consumer scepticism about the validity of any sustainability assertions. This is an unfortunate barrier for brands that actually offer eco-friendly products, who are less likely to be taken seriously as a result.

Misleading advertising

Green claims are frequently used to get people to buy products that simply aren't inherently environmentally friendly: from recyclable plastic bottles and disposable coffee cups to flights and combustion cars marketed as having a "lower" – but in reality still very high – impact on the environment.

As an example, oil giant BP was alleged to have been misleading customers through an advertising campaign launched in 2019. The ads were accused of creating a potentially deceptive impression of the company by focusing on its renewable energy investments, while oil and gas still make up a significant proportion of its business. BP withdrew the adverts in question in February 2020.

Indeed, fossil fuel firms are among the biggest spenders on Google ads that look like search results, which campaigners believe is an example of endemic greenwashing.

The backlash against greenwashing has led to strategies like "anti-advertising", a tactic using marketing to explicitly encourage people to buy less. Companies who've adopted this strategy, including REI and Patagonia, claim that the test of a brand's eco-friendly sincerity – or hypocrisy – is whether the products they sell are useful, durable and high quality, encouraging their customers to buy fewer things that last longer.

If you're suspicious about a brand's green credentials, look for independently produced evidence for the claims they're making. The Advertising Standards Authority allows people to flag an ad, or make a complaint, if they suspect greenwashing is going on. And it's also time for increased ad legislation to prevent companies hawking unsustainable products. This could be similar to UK requirements for influencers to mark their advertised content on Instagram.

This ad mockup plays on subconscious associations between the colour green and sustainability. Shutterstock

See also

https://www.lemonde.fr/en/les-decodeurs/article/2022/11/30/investigation-the-great-deception-of-green-investment-funds_6006156_8.html

Part III – Two Major achievements?

INSTRUCTIONS

1/ Prepare a revision card one of the two pairs of texts
2/ **Entraînement au thème**. **Document 1 A -** Pick around 6 sentences in the article in French that you think would be interesting or challenging for translation. And then check the translation.
3/ **Entraînement au thème**. Document 2 A. Pick a few sentences in the article in French that you think would be interesting or challenging for translation. And then try to translate them!

DOCUMENT 1 A - COP15 : à Montréal, des engagements historiques pour la biodiversité

Après quatre ans de discussions, 195 Etats se sont engagés à prendre des « mesures urgentes » pour protéger 30 % de la planète, restaurer 30 % des écosystèmes et doubler les ressources destinées à la protection de la nature d'ici à 2030.

Par Perrine Mouterde(Montréal, envoyée spéciale)
Le Monde, 19 décembre 2022
La route fut longue et chaotique et jusqu'au bout l'issue des négociations aura paru suspendue à la question critique des moyens financiers. Mais, après quatre ans de discussions, plus de 190 Etats ont finalement adopté, lundi 19 décembre au Canada, un accord historique pour essayer de s'attaquer au gigantesque défi de l'effondrement du vivant. Protéger 30 % de la planète, restaurer 30 % des écosystèmes, réduire de moitié les risques liés aux pesticides, doubler les financements globaux en faveur de la protection de la nature : des dirigeants du monde entier se sont engagés à prendre des *« mesures urgentes »* pour *« arrêter et inverser la perte de biodiversité »* d'ici à la fin de la décennie.
« Beaucoup ont comparé l'accord de Montréal à l'accord de Paris pour le climat. Cette analogie est très à propos car nous venons de faire un pas significatif pour la protection de la nature. Et sans Montréal, il n'y a pas Paris, car la lutte contre le réchauffement a besoin de la biodiversité », a salué Steven Guilbeault, le ministre de l'environnement canadien, au côté de son homologue français. *« C'est un accord historique car on pose un cadre ambitieux, dans lequel rien n'est au rabais,* a appuyé Christophe Béchu. *Chacun va maintenant devoir prouver qu'il est à la hauteur de ce texte et que ce n'est pas un accord de papier, le travail commence. »*

Initialement prévue en 2020 dans la ville chinoise de Kunming, reportée à de multiples reprises en raison de la pandémie de Covid-19 et finalement déplacée au Canada, la 15e conférence mondiale pour la biodiversité (COP15) était présentée comme la « COP de la décennie » : elle avait pour mission d'établir un nouveau cadre mondial pour succéder aux « accords d'Aichi », une série d'objectifs adoptés en 2010 au Japon qui s'étaient soldés, en 2020, par un constat d'échec généralisé.

Au cours des dernières décennies, l'érosion de la biodiversité n'a fait que s'aggraver : les espèces déclinent à un rythme inédit, plus de 75 % des espaces terrestres ont déjà été altérés et la majorité des océans sont pollués. *« La sixième extinction est provoquée par l'homme, pas par une météorite »*, a rappelé l'acteur américain James Cromwell lors de son passage au palais des congrès de Montréal. *« Nous ne sommes pas en train d'approcher d'un point de non-retour pour la nature, nous y sommes »*, a aussi alerté la secrétaire exécutive de la Convention sur la diversité biologique (CDB), Elizabeth Maruma Mrema.

Dimanche, alors que le monde entier avait les yeux tournés vers le Mondial de football au Qatar, une autre finale s'est jouée au Canada. Dans la matinée, la Chine, qui préside la COP, a mis sur la table une nouvelle version du projet d'accord, présentée comme un texte de compromis. Les pourparlers se sont alors accélérés, permettant de débloquer en moins de vingt-quatre heures les principaux points de blocage.

Rôle majeur des peuples autochtones

L'accord de « Kunming-Montréal » contient une nouvelle série de 23 objectifs. Le plus emblématique consiste à protéger au moins 30 % de la planète avant la fin de la décennie, alors que seuls 17 % des terres et 8 % des mers sont actuellement placés sous statut de protection. *« Il s'agit du plus grand engagement en faveur de la conservation des océans et des terres de l'histoire »*, s'est réjoui Brian O'Donnell, le directeur de la coalition d'organisations Campaign for Nature. *« Protéger 30 % de la planète et arrêter et inverser la perte de biodiversité, c'est notre 1,5 °C »*, assure aussi Steven Guilbeault, en référence à l'objectif climatique phare visant à limiter le réchauffement.

L'idée du « 30 % en 2030 » était portée de longue date par la Coalition de la haute ambition pour la nature et les peuples, lancée en janvier 2021 et coprésidée par la France, le Costa Rica et le Royaume-Uni. Plus de 110 Etats en avaient rejoint les rangs et les derniers récalcitrants – dont la Chine, qui ne souhaitait pas placer sous protection un tiers de son espace maritime – se sont finalement rangés à une cible globale – et non nationale – de protection. Selon les scientifiques, les 30 % ne doivent toutefois être qu'une étape : à terme, c'est la moitié de la planète qu'il faudra protéger pour espérer sauvegarder l'essentiel de la biodiversité.

Au moins 30 % des espaces marins et terrestres dégradés devront également être restaurés et le taux d'introduction des espèces envahissantes devra diminuer de 50 %. Alors qu'un million de plantes et de végétaux sont menacés de disparition, le texte prévoit de mettre un terme aux extinctions d'espèces menacées par les activités humaines et de *« réduire significativement »* le risque de disparition. *« Nous sommes déçus de voir qu'aucun chiffre précis pour 2030 n'est présent sur ce point »*, regrette toutefois Georgina Chandler, responsable des politiques internationales au sein de la Société royale britannique pour la protection des oiseaux.

Les 196 membres de la Convention sur la diversité biologique (CDB) – 195 Etats et l'Union européenne (UE) – ont en revanche reconnu le rôle majeur des peuples autochtones et des communautés locales en tant que *« gardiens de la biodiversité »*, un point déterminant. Les peuples indigènes, qui représentent 6 % de la population mondiale, gouvernent et gèrent au moins 25 % de la surface terrestre, qui concentrent près de 80 % de la biodiversité. Le texte affirme que leur *« consentement libre, préalable et éclairé »* doit être respecté. *« C'est un bon compromis et cela nous donne une base solide pour travailler avec les responsables politiques au niveau national »*, salue Jennifer Corpuz, la représentante du Forum international autochtone sur la biodiversité.

« L'action volontaire ne suffit pas »

Outre les mesures de conservation et de protection, l'accord s'attaque également à d'autres causes directes de perte de biodiversité que sont l'agriculture et les pollutions. Fortement poussé par l'Union européenne, rejointe dans sa bataille par la Colombie, un objectif de réduction par deux du « risque global » lié aux pesticides et aux produits chimiques les plus dangereux a été entériné, malgré l'opposition d'un certain nombre de pays. Le texte prévoit aussi d'avancer, de façon floue, vers l'élimination totale de la pollution plastique.

Les secteurs agricoles, forestiers et de la pêche devront être gérés de manière durable, notamment grâce au développement de l'agroécologie – la mention de ce terme étant considérée par la France comme une victoire. Les entreprises et les institutions financières, de leur côté, sont encouragées à évaluer et à rendre public l'impact de leurs activités sur la nature. Contrairement à ce que demandaient l'UE mais aussi des centaines d'entreprises, ces rapports ne seront pas obligatoires. *« L'action volontaire ne suffit pas »*, avait pourtant plaidé Eva Zabey, la directrice exécutive de la coalition Business for Nature. *« La feuille de route pour la transformation des secteurs productifs n'est ni datée ni chiffrée »*, regrette aussi Pierre Cannet, le directeur du plaidoyer du Fonds mondial pour la nature (WWF).

Les Etats vont devoir s'atteler à combler le déficit de financement de la biodiversité, évalué à 700 milliards de dollars par an

La question des ressources financières aura occupé une part considérable des discussions et fait l'objet de vives oppositions. Les Etats vont devoir s'atteler à combler le déficit de financement de la biodiversité, évalué à 700 milliards de dollars par an (environ 511 milliards d'euros). Pour y parvenir, il faudra d'abord *« éliminer, supprimer ou réformer »* les subventions néfastes à la nature à hauteur de 500 milliards de dollars (365 milliards d'euros) par an. Un enjeu majeur, mais particulièrement complexe à mettre en œuvre, en raison de sa dimension sociale et politique. *« L'agriculture est d'une importance primordiale pour les populations rurales, nous ne pouvons pas rediriger nos subventions qui sont critiques pour ce secteur »*, a par exemple expliqué le représentant de l'Inde.

L'ensemble des acteurs publics, privés, nationaux et internationaux devront ensuite mettre la main à la poche pour mobiliser, d'ici à 2030, au moins 200 milliards de dollars par an, soit le double des montants actuels. L'UE, la France et l'Allemagne s'étaient engagées avant le début de la COP à doubler leurs financements en faveur de la biodiversité, et une poignée d'autres Etats ont annoncé une hausse de leurs engagements au cours des derniers jours. (…)

Solution de compromis

Un autre chiffre était particulièrement scruté : le montant des flux financiers vers les pays en développement devra doubler d'ici à 2025 et tripler d'ici à 2030, pour passer respectivement à au moins 20 milliards de dollars par an, puis à

30 milliards. Une coalition de pays du Sud, dont le Brésil, l'Argentine, l'Indonésie et de nombreux Etats africains, réclamaient bien plus – 100 milliards d'euros. Pour les pays développés, la hausse est toutefois importante. ***« S'il s'agit uniquement d'aide publique, il sera probablement très difficile d'atteindre un tel montant,*** **mettait en garde dimanche le commissaire européen à l'environnement, Virginijus Sinkevicius.** ***Mais, si d'autres pays s'engagent financièrement, comme la Chine ou d'autres pays arabes, alors cela peut être réaliste. »***

A propos de la création d'un nouveau mécanisme financier, autre sujet majeur de crispation entre le Nord et le Sud, une solution de compromis, portée par la Colombie, a été retenue. Un nouveau fonds devra être mis en place dès 2023 mais au sein d'une structure déjà existante, le Fonds pour l'environnement mondial (FEM). Il devra faire en sorte que les Etats les plus vulnérables aient accès de façon plus simple, plus rapide et plus prévisible aux ressources nécessaires pour mettre en application le nouveau cadre mondial.

Ces nouveaux engagements seront-ils réellement suivis d'effet ? Dans huit ans, les espèces auront-elles cessé de disparaître à un rythme inégalé, les écosystèmes d'approcher toujours plus dangereusement de points de bascule irréversibles ? Pour éviter que ne se répète le cuisant échec d'Aichi, les Etats se sont accordés sur un cadre de suivi qui doit leur permettre d'évaluer régulièrement les progrès et de réviser leur copie sans attendre la fin de la décennie. Des indicateurs communs ont commencé à être élaborés et un bilan mondial doit être réalisé à mi-parcours.

Si le cadre en lui-même est qualifié de solide, il manque toutefois un mécanisme contraignant, ou au moins fortement incitatif, pour pousser les pays à réviser leurs plans s'ils ne sont pas sur la bonne trajectoire. (…)

A quelques jours de la fin de la COP, le ministre de l'environnement chinois, Huang Runqiu, avait appelé les dirigeants à ne pas décevoir la prochaine génération. *« Nous serons tenus responsables de nos actes par la prochaine génération, cette COP doit être un tournant »*, avait-il lancé. *« Ce sera à la société civile et à chacun d'entre nous de veiller à ce que les dirigeants respectent leurs promesses,* ajoute Brian O'Donnell. *C'est une responsabilité collective. »*

DOCUMENT DOC 1B - **Historic biodiversity agreement reached at Montreal COP15**

195 countries and the European Union agreed to protect 30% of the planet by 2030, restore 30% of damaged ecosystems and double resources for protecting nature.

Le Monde in English, December 19, 2022

The road was long and chaotic, and until the end, the outcome seemed to hang on the critical question of financial means. But, after four years of talks, more than 190 states finally adopted, on Monday, December 19, a historic agreement to try to tackle the gigantic challenge of the planet's collapsing biodiversity. World leaders committed to taking "urgent action" to "halt and reverse biodiversity loss" by the end of the decade, by protecting 30% of the planet, restoring 30% of ecosystems, halving the risks associated with pesticides, and doubling global funding for nature protection.

Originally scheduled for 2020 in the Chinese city of Kunming, then postponed multiple times due to the Covid-19 pandemic and eventually moved to Canada, the 15th UN Biodiversity Conference (COP15) was billed as the "COP of the decade". Its mission was to establish a new global framework to succeed the Aichi Targets, a series of goals adopted in 2010 in Japan that had resulted, by 2020, in a widespread failure.

"Many have compared the Montreal agreement to the Paris climate agreement. This analogy is very appropriate because we have just taken a significant step for the protection of nature. And without Montreal, there is no Paris, because the fight against global warming needs biodiversity," said Steven Guilbeault, the Canadian environment minister. "This is a historic agreement because it sets an ambitious framework," said his French counterpart Christophe Béchu. "Everyone will now have to prove that they are at the level of this text and that it is not a paper agreement, the work begins."

In recent decades, the erosion of biodiversity has only worsened. Species are declining at an unprecedented rate. More than 75 % of land areas have already been altered and the majority of the oceans are polluted. "The sixth extinction is brought upon by humans, not by an asteroid, not by volcanoes," said American actor James Cromwell during his appearance at the Palais des Congrès in Montreal. "We are no longer approaching the point of no return. We are here," also warned the executive

secretary of the Convention on Biological Diversity (CBD), Elizabeth Maruma Mrema.

On Sunday, while the eyes of the world were on the World Cup in Qatar, another final was taking place in Canada. In the morning, China, which is presiding over the COP, put a new version of the draft agreement on the table, presented as a compromise text. The talks then accelerated, enabling the main sticking points to be unblocked in less than 24 hours.

Major role of Indigenous peoples

The Kunming-Montreal Agreement contains a new set of 23 targets. The most emblematic is to protect at least 30% of the planet by the end of the decade, while only 17% of the land and 8% of the seas are currently under protected status. "There has never been a conservation goal globally at this scale," said Brian O'Donnell, director of the Campaign for Nature coalition of organizations. "Protecting 30 % of the planet and stopping and reversing biodiversity loss is our 1.5°C," said Mr. Guilbeault, referring to the flagship climate goal to limit warming.

The "30% by 2030" project has long been promoted by the High Ambition Coalition for Nature and People, launched in January 2021 and co-chaired by France, Costa Rica and the United Kingdom. More than 110 states joined its ranks, and the more reluctant ones – including China, which did not want to place a third of its maritime space under protection – finally settled on a global, not national, target for protection. According to scientists, the 30% target should only be a step, though. In the long run, half of the planet will have to be protected if we hope to safeguard the bulk of biodiversity.

At least 30% of degraded marine and terrestrial areas will also have to be restored and the rate of introduction of invasive species will have to decrease by 50%. With a million plants and vegetation threatened with extinction, the text calls for stopping the extinctions of species threatened by human activities and "significantly reducing" the risk of extinction. "We are disappointed to see that no precise figure for 2030 is present on this point," said Georgina Chandler, head of international policy at the British Royal Society for the Protection of Birds.

The 196 members of the Convention on Biological Diversity (CBD) – 195 states and the European Union (EU) – recognized the major role of Indigenous peoples and local communities as "custodians of biodiversity," a defining point. Indigenous peoples, who represent 6% of the world's population, govern and manage at least 25% of the Earth's surface, where nearly 80% of biodiversity is concentrated. The text states that their "free, prior and informed consent" must be respected. "This is a good compromise and (...) it's a good basis for us to be able to implement policy at the national level," praised Jennifer Corpuz, the representative of the International Indigenous Forum on Biodiversity.

'Voluntary action is not enough'

In addition to conservation and protection measures, the agreement also addresses other direct causes of biodiversity loss, such as agriculture and pollution. Strongly defended by the European Union and Colombia, a target for halving the "overall risk" linked to pesticides and the most dangerous chemical products was ratified, despite opposition from a number of countries. The text also provides for progress, in a vague way, toward the total elimination of plastic pollution.

The agricultural, forestry and fisheries sectors will have to be managed in a sustainable manner, notably through the development of agroecology – the mention of this term being considered by France as a victory. Companies and financial institutions, for their part, are encouraged to assess and make public the impact of their activities on nature. Contrary to what the EU and hundreds of companies were asking for, these reports will not be mandatory. "Voluntary action is not enough," said Eva Zabey, executive director of the Business for Nature coalition. "The roadmap for the transformation of productive sectors is neither dated nor quantified," also regretted Pierre Cannet, the advocacy director of the World Wildlife Fund (WWF).

The question of financial resources was a major part of the talks and was the object of strong opposition. States will have to work to close the funding gap for biodiversity, estimated at $700 billion per year. To achieve this, it will first be necessary to "eliminate, remove or reform" subsidies that are harmful to nature to the tune of $500 billion per year. This is a major challenge, but one that is particularly complex to implement because of its social and political dimensions. "Agriculture is of paramount importance for rural populations, we cannot redirect our subsidies which are critical for this sector," explained India's representative, for example.

All public, private, national and international players will have to put their hands in their pockets to mobilize, by 2030, at least $200 billion per year – double the current amounts. The EU, France and Germany pledged before the start of the COP to double their funding for biodiversity, and a handful of other countries have announced an increase in their commitments in recent days.

Another figure was under particular scrutiny: the financial aid to developing countries will have to double by 2025 and triple by 2030, to at least $20 billion a

Will these new commitments really be followed by action? In eight years, will species have stopped disappearing at an unprecedented rate, and will ecosystems have come ever closer to irreversible tipping points? To avoid a repeat of the bitter failure of Aichi, the states have agreed on a monitoring framework that should allow them to regularly assess progress and revise their plans without waiting for the end of the decade. Common indicators have begun to be developed and a global assessment is to be carried out at mid-term.

While the framework itself is described as solid, it lacks a binding mechanism, or at least a strong incentive, to push countries to revise their plans if they are not on the right track. (…)

A few days before the end of the COP, Chinese Environment Minister Huang Runqiu called on leaders not to disappoint the next generation. "We will be held accountable for our actions by the next generation, this COP must be a turning point," he said. "It will be up to civil society and all of us to ensure that leaders live up to their promises," added Brian O'Donnell. "It's a collective responsibility."

DOCUMENT 2 A - **Etats-Unis : Joe Biden promulgue son vaste plan sur le climat et la santé**

« Un pays peut être transformé. C'est ce qui se passe aujourd'hui », a déclaré le président américain au moment de signer ce qui constitue le plus gros investissement aux Etats-Unis dans la lutte contre le changement climatique.

Le Monde avec AFP , 16 août 2022

L'ultime marche est franchie : le président américain, Joe Biden, a promulgué, mardi 16 août, son vaste plan d'investissement sur le climat et la santé, apportant à son camp démocrate une victoire politique importante à moins de trois mois d'élections législatives déterminantes.

Plus gros investissement aux Etats-Unis dans la lutte contre le changement climatique, le texte prévoit une série d'incitations financières destinées à faire évoluer l'économie américaine vers les énergies renouvelables, limite le prix de certains médicaments et crée un taux d'imposition minimal sur les grosses entreprises.

« Un pays peut être transformé. C'est ce qui se passe aujourd'hui », a déclaré M. Biden, dans un discours aux accents électoraux prononcé avant de signer cette réforme, baptisée Inflation Reduction Act, à la Maison Blanche. *« Il s'agit de l'avenir. Il s'agit d'apporter le progrès et la prospérité aux familles américaines »*, a-t-il dit. *« Il s'agit de montrer à l'Amérique et au peuple américain que la démocratie fonctionne encore aux Etats-Unis. »*

Un nouvel impôt pour les grosses entreprises

Fruit de difficiles tractations avec l'aile droite du Parti démocrate, l'enveloppe comprend le plus grand investissement jamais engagé aux Etats-Unis pour le climat – 370 milliards de dollars (360 milliards d'euros environ) pour réduire les émissions de gaz à effet de serre de 40 % d'ici à 2030.

Le second volet de ce grand plan d'investissements entend corriger, en partie, les immenses inégalités dans l'accès aux soins aux Etats-Unis, notamment en baissant le prix des médicaments. Medicare, un système public d'assurance santé destiné, entre autres, aux plus de 65 ans, pourra pour la première fois négocier directement les prix de certains médicaments avec les laboratoires pharmaceutiques, et ainsi obtenir des tarifs plus concurrentiels.

Pour financer ces investissements, la réforme prévoit l'adoption d'un taux d'imposition minimal de 15 % pour toutes les sociétés, dont les profits dépassent le milliard de dollars. Ce nouvel impôt vise à empêcher certaines grosses entreprises d'utiliser les niches fiscales qui leur permettaient jusqu'ici de payer beaucoup moins que le taux théorique.

Selon les estimations, cette mesure pourrait générer plus de 258 milliards de dollars de recettes pour l'Etat fédéral américain au cours des dix prochaines années.

DOCUMENT 2 B

7 Key Provisions in the Climate Deal

The $369 billion climate and tax bill would affect every aspect of U.S. energy production, with incentives for producers and consumers to move away from fossil fuels.

By Elena Shao ***The New York Times,*** Aug 22,2022

The climate and tax deal announced by Senate Democrats on Wednesday would pump hundreds of billions of dollars into programs designed to speed the country's transition away from an economy based largely on fossil fuels and toward cleaner energy sources.

The legislation, called the Inflation Reduction Act of 2022, is a far cry from the ambitious multi-trillion-dollar domestic policy and tax proposal that President Biden sought and that Democrats in Congress spent more than a year laboring to pass.

What remains is a downsized but still significant package, born of compromise between Democratic Senator Joe Manchin III of West Virginia and Senate Majority Leader Chuck Schumer, Democrat of New York.

Here's a quick look at what's in the bill, which Democrats hope to muscle past Republican opposition in the Senate as early as next week.

Tax credits for zero-carbon power plants

The deal would provide billions of dollars in tax credits over 10 years for companies that build new sources of emissions-free electricity, such as wind turbines, solar panels, battery storage, geothermal plants or advanced nuclear reactors. Previously, Congress had offered short-term credits for wind and solar that often expired after a year or two. The credits in the new bill cover any zero-carbon technology and would last for at least a decade, giving companies more certainty.

The bill also expands a tax credit for companies that capture and bury carbon dioxide from natural gas power plants or other industrial facilities before the gas escapes into the atmosphere and heats the planet — a technology rarely used today because of high costs. It would also provide tax breaks to keep existing nuclear plants running. More than 13 reactors have closed nationwide since 2013, and emissions often rise when they do because they tend to be replaced by fossil fuels. It would also provide grants and tax credits for states and electric utilities to reduce carbon dioxide emissions.

Incentives for electric vehicles

Only people who make $150,000 a year or less (or $300,000 for joint filers) are eligible for the new car credit and those who earn a maximum of $75,000 (or $150,000 for joint filers) for used cars. The program would run until the end of 2032. The credits would be available for new cars priced up to $55,000 and new pickup trucks, SUVs, and vans priced up to $80,000. Another $1 billion in the bill would provide funding for zero-emissions school buses, heavy duty trucks, public transit buses and other commercial vehicles.

Help for people to lower energy costs

The bill aims to lower energy costs by investing $9 billion in rebates for Americans buying and retrofitting their homes with energy efficient and electric appliances. It also includes a decade of consumer tax credits that would lower the cost of heat pumps, rooftop solar, water heaters and electric HVAC, or electric heating, ventilation and air conditioning technologies.

Investments in domestic manufacturing

The package sets aside $60 billion for clean energy manufacturing in the U.S., including $30 billion in production tax credits for solar panels, wind turbines, batteries and critical minerals processing and $10 billion in investment tax credits to build manufacturing facilities that make electric vehicles and renewable energy technologies.

These provisions are intended to halt and reverse the migration of clean-energy manufacturing overseas to countries like China. The bill would also invest $500 million through the Defense Production Act for heat pumps and critical minerals processing.

The bill would also set aside $27 billion toward **a "green bank"** aimed at deploying clean energy projects, particularly in disadvantaged communities.

Cracking down on methane

The bill would also impose a fee on excess methane leaking from oil and gas wells, pipelines and other infrastructure. Methane is a particularly powerful greenhouse gas: While it dissipates more quickly than carbon dioxide, it is many times more potent when it comes to heating the atmosphere. Polluters would pay a penalty of $900 per metric ton of methane emissions that exceed federal limits in 2024, increasing to $1,500 per metric ton in 2026.

Investments in low-income communities

The bill would invest over $60 billion to support low-income communities and communities of color that are disproportionately burdened by the environmental and public health effects of climate change. This includes grants for zero-emissions technology and vehicles, as well as money to mitigate the negative effects of highways, bus depots and other transportation facilities, along with construction projects located near disadvantaged communities.

Agriculture and forests

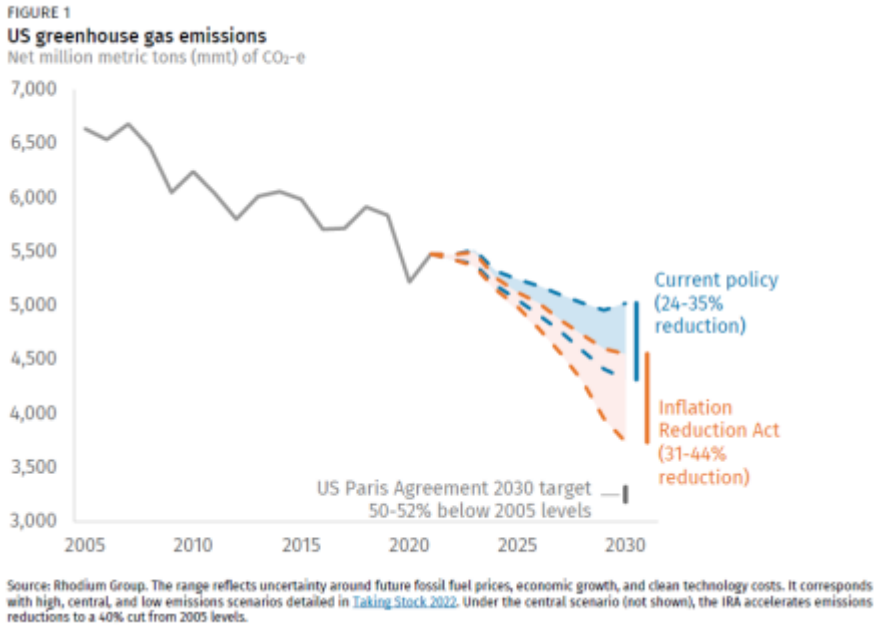
An additional $20 billion would be set aside for programs to cut emissions that come from cows and other livestock, as well as from agricultural soil and rice production. Agriculture generates about 11 percent of the greenhouse gases emitted by the United States, according to the government. The bill would also fund grants to support forest conservation, the development of fire-resilient forests and increased urban tree planting, along with the conservation and restoration of coastal habitats.

Brad Plumer contributed reporting.

On the I.R.A. see also

● Did Democrats just save civilization? Paul Krugman
https://www.nytimes.com/2022/08/08/opinion/climate-inflation-bill.html

●https://www.wri.org/update/brief-summary-climate-and-energy-provisions-inflation-reduction-act-2022



The Biden Administration's Environmental Agenda

- **Colorado River:** The seven states that rely on the shrinking river for water have been unable to reach a deal on reductions. Now, the federal government may have to step in and make a difficult decision.
- **Mining Ban:** A 20-year moratorium on new mining activity for more than 225,000 acres of federal land in Minnesota could deal a fatal blow to a proposed Twin Metals copper-nickel mine.
- **Drilling:** The Biden administration issued an analysis that indicates that a scaled-back version of an oil drilling project in Alaska that has attracted the criticism of climate activists could go forward.
- **Pebble Mine Project:** The Biden administration moved to protect one of the world's most valuable wild salmon fisheries, at Bristol Bay in Alaska, by effectively blocking the development of a gold and copper mine there.

More video resources on the Environment

● VIDEO A Guardian Documentary online
Climate carnage : whose job is it to halt climate change
In a critical year for the climate, award-winning Guardian environment editor Fiona Harvey reflects on 30 years of Cops and meets the politicians, activists and scientists asking who is responsible for saving the planet.

https://www.theguardian.com/global/ng-interactive/2022/nov/10/climate-carnage-whose-job-is-it-to-save-the-planet-documentary

● VIDEOS The Retro Report website is a goldmine. Here is their page on the Environment where you pick and choose! Each video comes with its transcript!!!
https://www.retroreport.org/topic/environment/

Watch for example:
> About our love of beef and why farming needs to change -
https://www.retroreport.org/video/mini-doc/our-appetite-for-beef-is-growing-so-are-climate-worries/
> About the future of water
https://www.retroreport.org/video/why-earth-s-driest-places-may-hold-the-key-to-the-future-of-water/
> About nuclear power
https://www.retroreport.org/video/three-mile-island-lessons-from-the-nuclear-dream/

For a livable climate:
Net-zero commitments must be backed by credible action

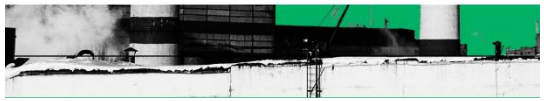
United Nations, Climate Action

What is net zero?
Put simply, net zero means cutting greenhouse gas emissions to as close to zero as possible, with any remaining emissions re-absorbed from the atmosphere, by oceans and forests for instance.
Why is net zero important?
The science shows clearly that in order to avert the worst impacts of climate change and preserve a livable planet, global temperature increase needs to be limited to 1.5°C above pre-industrial levels. Currently, the Earth is already about 1.1°C warmer than it was in the late 1800s, and emissions continue to rise. To keep global warming to no more than 1.5°C – as called for in the Paris Agreement – emissions need to be reduced by 45% by 2030 and reach net zero by 2050.
How can net zero be achieved?
Transitioning to a net-zero world is one of the greatest challenges humankind has faced. It calls for nothing less than a complete transformation of how we produce, consume, and move about. The energy sector is the source of around three-quarters of greenhouse gas emissions today and holds the key to averting the worst effects of climate change. Replacing polluting coal, gas and oil-fired power with energy from renewable sources, such as wind or solar, would dramatically reduce carbon emissions.
Is there a global effort to reach net zero?
Yes, a growing coalition of countries, cities, businesses and other institutions are pledging to get to net-zero emissions. More than 70 countries, including the biggest polluters – China, the United States, and the European Union – have set a net-zero target, covering about 76% of global emissions. More than 3,000 businesses and financial institutions are working with the Science-Based Targets Initiative to reduce their emissions in line with climate science. And more than 1000 cities, over 1000 educational institutions, and over 400 financial institutions have joined the Race to Zero, pledging to take rigorous, immediate action to halve global emissions by 2030.
Are we on track to reach net zero by 2050?
No, commitments made by governments to date fall far short of what is required. Current national climate plans – for 193 Parties to the Paris Agreement taken together – would lead to a sizable increase of almost 11% in global greenhouse gas emissions by 2030, compared to 2010 levels. Getting to net zero requires all governments – first and foremost the biggest emitters – to significantly strengthen their Nationally Determined Contributions (NDCs) and take bold, immediate steps towards reducing emissions now. The Glasgow Climate Pact called on all countries to revisit and strengthen the 2030 targets in their NDCs by the end of 2022, but only 24 new or updated climate plans were submitted by September 2022.
Current national plans fall short of what is required

Increase in global greenhouse gas emissions projected by 2030, compared to 2010, based on available national action plans

Source: UNFCCC NDC synthesis report (Oct 2022)

Reduction in global greenhouse gas emissions needed by 2030, from 2010 levels, to keep warming to no more than 1.5 degrees Celsius



Most emissions come from just a few countries

The **top seven** emitters (China, the United States of America, India, the European Union, Indonesia, the Russian Federation, Brazil) accounted for about **half of global greenhouse gas emissions** in 2020.

The **Group of 20** (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Turkey, the United Kingdom, the United States, and the European Union) are responsible for **about 75 per cent of global greenhouse gas emissions**.

Source: UNEP Emissions Gap Report 2022