## Can we move from unintended global warming to climate by design?

(in an overheated, fast-forward communication climate)

All of history: climate> humans Now: climate<>humans

## This is not a climate issue

A host of fields are trying to get ahead of inevitable public debates.

Many failed... GMOs. Fracking... Nuclear... (PEW: nuclear fears are rising along with climate concerns)



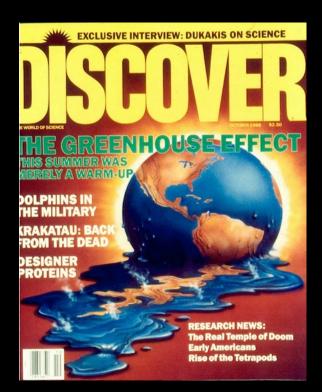


High dwellings are the peace and harmony of our descendants....

Remember the calamity of the great tsunamis. Do not build any homes below this point.

1985 1988





"All the News That's Fit to Print"

## The New Hork Time

With Deadline Near, Florida Recount

VOL.CL .... No.51,584

NEW YORK, SUNDAY, NOVEMBER 26, 2000

### Late Edition

Today: Cloudy, afternoon showers, high 53. Tonight, an early shower, low 46. Tomorrow, continued mild, cloudy, high 56. Yesterday, high 58, low 37. Details and weather map, Page 33.

CLIMATE EXPERT

SAYS NASA TRIED

TO SILENCE HIM

\$4.50 beyond the greater New York metropolitan area.

\$3.50

### TREATY TALKS FAIL TO FIND CONSENSUS IN GLOBAL WARMING

U.S. and Europe Still at Odds After Two-Week Battle on Greenhouse Gas Issues

### By ANDREW C. REVKIN

THE HAGUE, Nov. 25 - Highstation momentumes almost at finishng a treaty to curb global warming collapsed today after a tense aliright burgaining session foundered on last-minute disputes between Eu-

opean and American negotiators. The breakdown, after two weeks of intensive talks here, stanged many participanta environmental group and chargivery, even though they had recognised from the start the enermity of trying to find ommoon ground on ways to cut the greenouse gases emitted by every ameliatack and tailpipe from Buston to

"I'm gutted," said John Present, Britain's density neither minister, as alling to negotiate a compromise set worn the United States and some of its allies and the European Union. But Jan Pronk the conference resident and Dutch environment sciniosey did not concede defeat, and nate of promond that the most by he summer ded, with another securior nerhave so some so May

The top American negotiator, Frank E. Loy, visibly tired and rubting his ferebead and even, served the effect should continue, even if he and the City on admirpute at his would be handing over the task to a new administration.

"We will not give un." Mr. Lov said. "The stakes are too high, the science too doctains, and our planet indoor diliters temprecious."

Jensfer Mergas, climate canraign director for the World Wildlife Fund, which joined a mustly Euro-



"All the News That's Fit to Print"

### The New Horshange Israelis

VOL. CLII.. No. 52,519 Copyright © 2002 The New York Times

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NEW YORK, THURSDAY, JU to Disarm

r Fatah GLOBAL WARMING AT ISSUE

### RLANGER

### n. 28 — The exf the radical Issaid Saturday in

that the group ry realistic aperning the Paleswould work with ent, Mahmoud eptable political

Khaled Meshal, ould not "submit gnize Israel, ben is illegitimate don our rights," but would work alestinian army. esistance is a lewe will practice e defended atlians, which inbombings until year ago. Then ready to work ven the United

conference was the mixture of from Hamas. Wednesday, an erupted over be able to mode in power, disterrorism and the existence of Israel, Europe es say they will th Hamas until it

Palestine Liberominated by the movement, arit might. The of its own tenets early 1990's, unne United States, emn terrorism. ght to exist and

ate solution.

### Space Agency Says Limits Apply to All Employees

on Policy Issues By ANDREW C. REVKIN

The top climate scientist at NASA avs the Bush administration has tried to stop him from speaking out since he gave a lecture last month calling for prompt reductions in emissions of greenhouse gases linked to global warming.

The scientist, James E. Hansen, longtime director of the agency's Goddard Institute for Space Studies. said in an interview that officials at NASA headquarters had ordered the public affairs staff to review his coming lectures, papers, postings on the Goddard Web site and requests for interviews from journalists.

Dr. Hansen said he would ignore the restrictions. "They feel their job is to be this censor of information going out to the public," he said.

Dean Acosta, deputy assistant administrator for public affairs at the space agency, said there was no effort to silence Dr. Hansen, "That's not the way we operate here at NASA," Mr. Acosta said. "We promote openness and we speak with the

He said the restrictions on Dr. Hansen applied to all National Aeronautics and Space Administration personnel. He added that government scientists were free to discuss scientific findings, but that policy statements should be left to policy

makers and appointed spokesmen. Mr. Acosta said other reasons for requiring press officers to review interview requests were to have an orderly flow of information out of a sprawling agency and to avoid sur-

LEAVES OUT DATA ON CLIMATE CHANGE

EDITING BY WHITE HOUSE

Members of Agency Staff Say They Made Cuts in Draft to Avoid a Partisan Tone

By ANDREW C. REVKIN WITH KATHARINE Q. SEELYE

The Environmental Protection Steve Delai of the Paim Beach County fire magency is proparing to publish a boxes into the counting order yesterday. Tidraft report next week on the state of sheril's deputies, and two Republican and to the environment, but after editing by The White House, a long section de-

Inquiries on Mortgemeratures has been whiteled to a

Crimp Harlem's Re The report, commissioned in 2001 the agency's administrator. Christic Whitman, was intended to provide the first comprehensive review of what is known about various environmental problems, where



realm where milling floes of it of orm. a white cap at op an ocean that is two milios de en. Unlike the South Pole, where 29 countries have set up bases for research and begemony on snowcleaked terra firma, up here all is as

Continue d on Page A9

fleeting as the sparkles from the fine ice crystals - "diamend dust," some visitors call it - that coat surfaces and float in shadows.

air final On a globe or man the geographic in Iraq. pole may be a dos, but up c lose it is a te next shifting sea-ice carraise that guarantees any visitor is granted only a Forces short stay. If you camp at the mieof westtoday, you will be four or five miles missiles away tomorrow.

But the North Pole is rapidly becoming busy. Humans, ever the adaptive, inquisitive, risk-taking species, are crisscrossing, protting and camping out in increasing numbers on the ice veneer, particularly in the window from mid-March to early May, when winter's cold has elibed but summer's thow has not yet turned surfaces into knee-deep slush.

The northward rush has been simpitfied by satellite phones and globalpositioning devices that allow trekMORTH POLE HERE

Continue d on Page A8

Andrew C. Reskits/The Hew York Boxes A mock pole hints at how the sea ice shifts several miles a day.

NEWS SUMMARY	A2
Acts	E16



TECHNOLOGY

### A Fresh Look at Iron, Plankton, Carbon, Salmon and Ocean Engineering



Video of the 2012 Haida iron fertilization effort

Two years ago this month, an edge-pushing environmental entrepreneur and a company formed by a Native Canadian village set off a wave of international protest by dispersing a pink slurry of 100 tons of iron-rich dust over one of the 60-mile-wide ocean eddies that routinely drift across the salmon feeding grounds of the Gulf of Alaska.

### Old media environment: a few authorities (Cronkite - "That's the way it is..") Comfort food for all.

New media environment: self-assembled filter bubbles Now audience has to seek reality. That means it has to want reality.



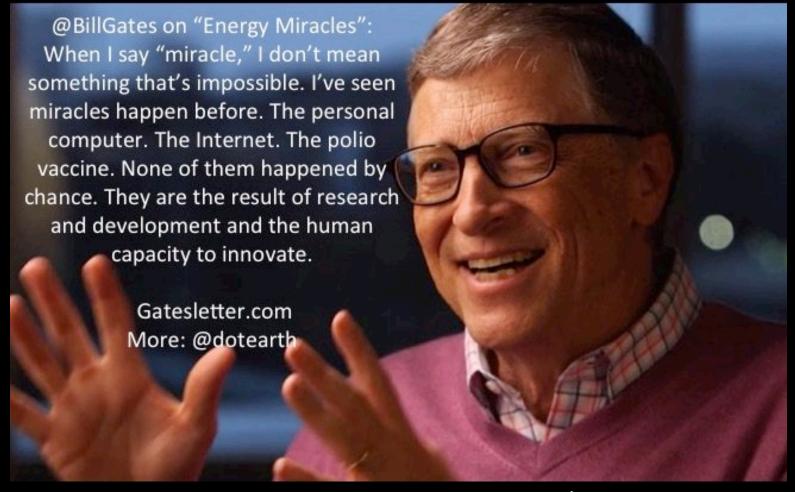
## Today's words...

engineering...management...design ....intervention...control...

## Words matter...

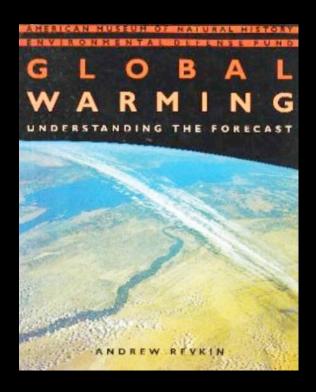
(I used to hate the notion of "framing")

Alka Seltzer for the seas.....
Solar Radiation Management...
Regenerative farming...
Energy miracles



j.mp/dotgates

## "Management"...



j.mp/92warmbook

Matthew Fontaine Maury, ~1855: "[T]o the right-minded mariner, and to him who studies the physical relations of earth, sea, and air, the atmosphere is something more than a shoreless ocean, at the bottom of which he creeps along.... It is an inexhaustible magazine, marvellously adapted for many benign and beneficent purposes.

"Upon the proper working of this machine depends the well being of every plant and animal that inhabits the earth; therefore the management of it, its movements, and the performance of its offices, cannot be left to chance."

Me, 1992: Now we have arrived at a time when, voluntarily or involuntarily, humans are indeed "managing" the atmosphere. We had better manage it well.



## Is Global Sustainability Possible?

Heriberto Cabezas, Ph.D., FAIChE

Senior Science Advisor Sustainable Technology Division, U.S. EPA

Associate Professor
Department Computer Science and Systems Technology
University of Pannonia, Hungary

2015 Blouin Creative Leadership Summit New York City







### **Lessons from Model**

- Results from model study are scenarios and not predictions of the future.
- Time-frame for major model system changes is of the order of 100 years or so ... not 500 years.
- Increasing human population mainly depresses per capita GDP.
- Increasing human population plus increasing per capita consumption tends to make system unstable.
- System can not be managed by manipulating any one variable or policy ... there is no magic bullet.
- Coordinated manipulation of at least six variables is necessary to maintain stability for 200 years or so.

"Coordinated manipulation of at least six variables is necessary to maintain stability for 200 years or so."

# "Coordinated manipulation of at least six variables is necessary to maintain stability for 200 years or so."

We lack a cultural narrative that says sustainability is really important. We have a cultural narrative that says murder is wrong. We don't have a cultural narrative that says managing our planet in a way that allows us to live on it as long as we can is probably the most important thing.

## There is no "we"... Who sets the thermostat?







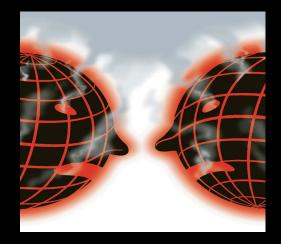




Girding for a climate fight?

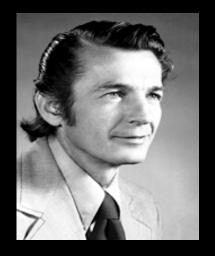
Pick your

physics Nobelist.



Dan Kahan, Yale Law: "What you 'believe' about climate change doesn't reflect what you know; it expresses \*who you are\*

**Cultural cognition.net** 





## Engineering an uncertain, complex system:

## A disconnect or case for policy innovation?

- Think about Tapio Schneider's uncertainty discussion with the "fixing the sky" approach or carbon disposal at scale...
- How hot, how soon? Known Unknowable?

David Keith's "risk to risk" calculus







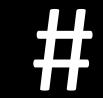
As longtime readers know, a prime focus on Dot Earth has been testing ways to <u>clarify disputes over consequential</u> <u>science</u> — a need that's amplified in complex arenas laden by persistent uncertainty. It's not quite a law of physics yet, but a there's a consistent pattern in such cases in which a paucity of evidence leads to an overabundance of assertion.

Lately, I've come to frame the challenge as a question: Can we foster an online (and real-life) culture in which <u>veracity</u> is cool? You'll see more on this here in the coming months.

## Super Wicked Problem

# SUPER WICKED PROBLEMS AND CLIMATE CHANGE: RESTRAINING THE PRESENT TO LIBERATE THE FUTURE

Richard J. Lazarus†





## how do you feel about using # (pound) for groups. As in #barcamp [msg]?

12:25 PM August 23, 2007 from PocketTweets



Mr Messina

## Noise



## Signal

```
#chemtrails
#iamascientistbecause
          #manthropocene
            matilda
#deepuncertainty
                       #birdclass
```

## Reach

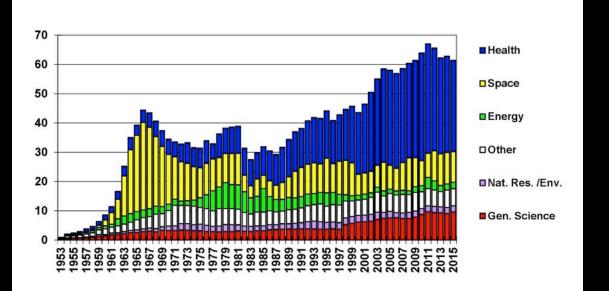
## Knowosphere at Work: Farmer-to-Farmer Video Advice Boosting Yields

By ANDREW C. REVKIN



## A communication need?

Trends in Nondefense R&D by Function, FY 1953-2015 outlays for the conduct of R&D, billions of constant FY 2014 dollars



Conduct of R&D excludes R&D facilities and capital equipment. Outlays include allocations of Recovery Act dollars. Note: Some Energy programs shifted to General Science beginning in FY 1998.

MARCH '14 OSTP

## IPCC to its authors

Finally ... avoid scientific jargon.

Below is a list of words that mean one thing to scientists and something else entirely to the public and reporters. To lower the risk of being misunderstood, avoid them. Ask a media expert for alternatives.

Aerosol	Feedback
Uncertainty	Organic
Literature	Regime
Enhance	Radiation
Risk	Enrichment
Disruptive	Sign
Ozone	Theory
Bias	Exploitation

## Escape from the "Nerd Loop"





Randy Olson @abtagenda

## Beyond the shouting match

**WARMIST!** 



**DENIER!** 

### Communication and the classroom



**NEWS FEATURE** 







### **RISK SCHOOL**





Can the general public learn to evaluate risks accurately, or do authorities need to steer it towards correct decisions? Michael Bond talks to the two opposing camps.

oured, plastic boxes called tinkercubes and linking them into chains. It

and probabilities helps to prepare them for the could be playtime at almost any primary school complexities and uncertainties of the modern perceive risk and second is to improve people's in the world. But in this classroom, located in world, and will help them make sound deci-statistical and decision-making skills through

group of eight-year-olds sits around Germany, and tested in a number of German Capital and a teacher of risk communication at a classroom table, playing with col-schools - is that earlier is better. Teaching the University of Cambridge, UK, Gigerenzer schoolchildren how to deal with frequencies and his team of five scientists have a twofold aim. First is to do basic research on how people

Nature: j.mp/riskschool

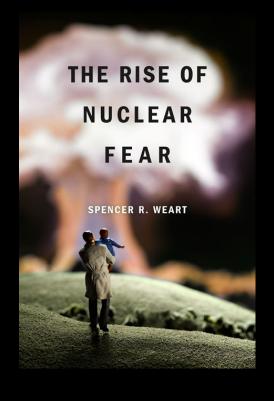
## Communication and the classroom

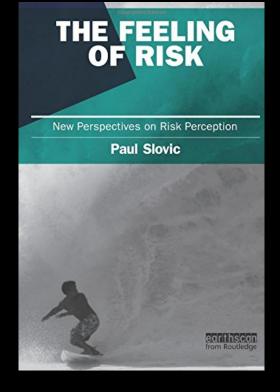


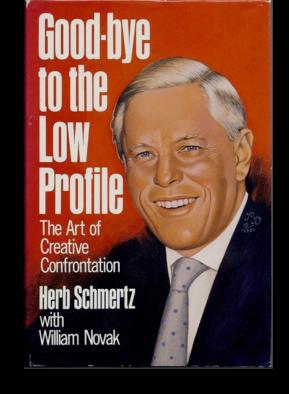
## Data & Values: "You can't get an ought from an is."



j.mp/dotvatican







Spencer Weart Paul Slovic Herb Schmertz





Gavin Free / Slow Mo Guys John Brandon Miller



I am here: @revkin revkin@gmail.com nytimes.com/dotearth j.mp/revkinmusic!