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Climate Change International Canada

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Roger B - —
These ads appeared
in 1997, and were
sponsored by the
Canadian petroleum
producers. Very
enlightened,
especially at that
time. FYI
- Algie



Some Japanese terms Canadians ought to know:

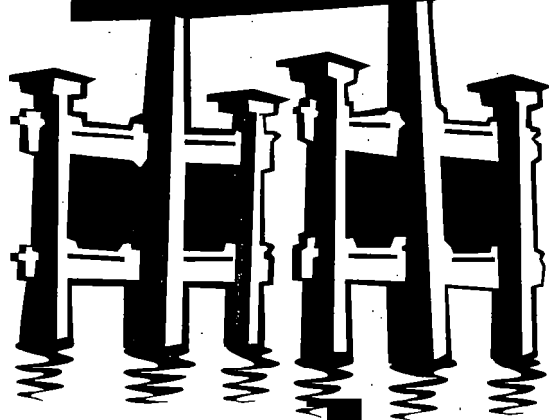
Seppuku: Ritual suicide with honor.

Kyoto: Economic suicide by ignorance.

That's right, economic suicide through ignorance of facts. And Canadians

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Some Japanese terms Canadians ought to know:

Seppuku: Ritual suicide with honor.

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That's right, economic suicide through ignorance of facts. And Canadians should know *the facts* of climate change before it's too late.

This December, Canada and 150 other nations will meet in Japan to set binding limits on emissions of greenhouse

Dr. John R. Christy, one of the key contributors to the IPCC report, has publicly stated the following on the IPCC:

"It is extremely frustrating as a scientist to see in the media that every weather woe is now being blamed on 'climate change' when in fact these events are part of the natural variability of the climate system.

Make no mistake; Canadians will lose jobs and be forced to absorb huge cost increases to heat and light their homes, their businesses, schools and hospitals. The question is: **Why would we do this to ourselves?**

Let's be sensible. One of Canada's greatest economic advantages is how efficiently we produce and use our energy. And

commit every man, woman and child in our nation to those binding limits without the approval of the provinces or Canadians.

The Coal Association of Canada is an energy organization dedicated to science, to facts, and to the energy security of Canada. And we're bothered by the lack of hard information surrounding these upcoming negotiations in Kyoto, Japan.

Here's the one **critical fact** 'environmentalists' are reluctant to share. Since 1979, NASA satellites have taken uniform readings of the earth's temperature.

Their findings might surprise you.

In the past 18 years the **earth** has **actually cooled slightly**,* not warmed as we've been repeatedly warned. But don't take our word for it. Ask the scientists. Check the data. *The numbers don't lie.*

We also hear a lot about the *Intergovernmental Panel on Climate Change* (IPCC) report. How many Canadians have actually read the **science** in the IPCC report? How many of our elected representatives have? Well we did, and we believe Canadians need to know what it actually says.

*imposing severe remedies will likely be misdirected, ineffective, unproductive and economically damaging."**

Read those words again from one of the leading scientific contributors to the IPCC report.

"Imposing severe 'remedies' will likely be misdirected, ineffective, unproductive and economically damaging."

Yet that's exactly what we're going to do to ourselves by agreeing to combat "rising" global temperatures when NASA satellites show overall global **cooling**.

And once we've committed ourselves, how will we meet those reductions in our cold northern climate? By shutting down our furnaces? Turning off the lights? Trading in our cars for bicycles? Canadians deserve answers to these questions, yet Ottawa remains curiously silent.

our strongest contribution to the global environment is using this advantage to modernize less efficient production plants and processes elsewhere in the developing world.

We welcome real science and a common-sense approach that will not damage Canada economically. Canadians have every right to demand that from our leaders who were elected to represent our interests... **not Europe's.**

Are we, as a nation, ready to fall on a sword of ignorance, fear, and politics for this uncertain issue?

Think about it. Ask the questions. Demand the answers... **before it's too late.**

We are The Coal Association of Canada, and we're dedicated to a secure energy future for Canada.



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* Christy, J.R., *Evidence from the Satellite Record*, October 1997, Vancouver, B.C.;
Spencer, R.W. and J.R. Christy, 1990: *Science*, 247, 1558-1562

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Climate Change -
Canada



THIS WINTER, WE'LL ALL BE TALKING ABOUT CLIMATE CHANGE

Actually, for several years, people have been talking about climate change, global warming and greenhouse gases. This winter Canada will meet in Japan with other countries to try to make progress on the issue.

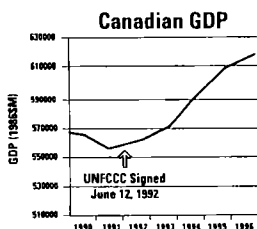
We're the Canadian Association of Petroleum Producers (CAPP), companies that produce natural gas and petroleum in Canada. We'd like to share our point of view.

Scientists are divided about climate change and whether man-made emissions are a major cause. But we think it's better to be safe than sorry. The world should act now, and control carbon dioxide emissions.

CLEARING UP SOME FACTS

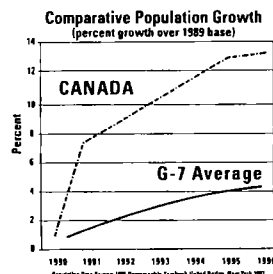
When Canada meets with other nations, they'll review the last five years, and discuss what to do next. It appears that Canada will be able to report that we came within 10% of meeting the goals set at the last such meeting. Progress, but not perfection.

Let's agree to do better, but let's also understand why Canada has not yet achieved its target.

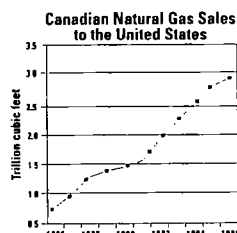


Today, there's a lot more economic growth. More people working mean more emissions.

- U.S. purchases of Canada's natural gas have soared. We have plenty, so we can afford to export some. Taking gas out of the ground takes



- Our population grew by an average of 10%, compared to 3% for other industrialized countries. More people mean more emissions.
- The targets were set when Canada's economy was unusually weak.



a lot of energy and causes our emissions to go up. But when U.S. power plants use more natural gas, their emissions go down. Overall result, better for the globe.

CLEARING THE AIR

That's what happened, but what needs to be done next? A better global agreement and solid local action.

- We need an agreement which sets the right timeframe and the right challenge for each country. Because of climate and geography, Canada will always use more energy than some countries. We need heat in winter and cooling in summer. To see one another and to get our goods to market, we cover long distances.

But Canada also has unique ways of helping. We're good at developing technology to reduce emissions, and we can share those with the world. Our natural gas can be used to replace less efficient fuels and cut emissions at power plants across North America.

A better global agreement would encourage each country to use its unique skills and resources to tackle the problem. Working in the same direction, not necessarily all doing the same things.

- We need more effort here at home. Most Canadians try hard to use energy wisely. Many Canadian companies invest in technologies that use energy more efficiently. In our industry we've improved our efficiency by more than 8% since 1990. But we can all do more. Our next ad will share some thoughts about how.

Together we can control emissions and help clear the air. Without slowing our economy. It takes imagination and determination. Here in Canada, we've got a lot of both.



CAPP

Canadian Association of Petroleum Producers

A CANADIAN CLIMATE CHANGE AGENDA



As world leaders head to Japan this winter to work on an improved agreement to combat climate change, people are asking: what's Canada got to say and what's Canada going to do about it?

We're the Canadian Association of Petroleum Producers (CAPP), companies that produce natural gas and petroleum in Canada and we'd like to share our point of view.

Scientists are divided about climate change and whether man-made emissions are a major cause. But we think it's better to be safe than sorry. The world should act now, and control carbon dioxide emissions. Two things are needed: better global rules and solid local action.

IS CANADA HELPING TODAY?

Quite a bit, actually. Canadians are trying to use energy wisely, and are buying cars, appliances, and homes that reflect that concern. Canadian industry is spending lots of money on technologies to help use energy more efficiently and cut emissions. It's better for the environment, and for the bottom line.

In our industry, here's just a couple of examples of the ways we're finding to help:

- CAPP is sponsoring the Home Energy Actions Tally (HEAT) Challenge in Canadian schools and households. Over 35,000 Canadian households have participated so far, doing energy audits of their homes and thereby saving money and reducing greenhouse gas emissions.

- In New York City, one of the most efficient co-generation facilities in the world provides electricity and steam heat to the City of New York. Its fuel is Canadian Natural Gas.

CAN CANADA DO MORE?

Absolutely. Here's what else needs doing:



- Canada should push for a better global agreement to control emissions. Lots more countries need to sign up (over one hundred didn't sign the last one), and we need a smarter measurement system which recognizes that each country can help in different ways.
- Here in Canada, more companies should commit to Ottawa's Challenge Program. It encourages companies to find ways to control emissions and report their efforts. For members of our association, participation in the Program is now a must.
- Governments can ensure that businesses invest in new solutions, and let Canadians know what more they can do to help to reduce emissions. We don't need more rules, just more effort.

We're putting together a guide on what our industry is doing, and what individual Canadians might want to do as well. For your copy, please write, call or e-mail.

BETTER GLOBAL RULES



SOLID LOCAL ACTION

CAPP

Canadian Association of Petroleum Producers

A GLOBAL ISSUE LIKE CLIMATE CHANGE, REQUIRES A WELL-ROUNDED DEBATE.



This winter, Canada will meet in Japan with other countries to find ways to control carbon dioxide emissions (CO₂) and combat climate change.

We're the Canadian Association of Petroleum Producers (CAPP). We produce natural gas and petroleum in Canada and we'd like to offer our point of view on how to make progress.

Scientists are divided about climate change and whether man-made emissions are a major cause. But we believe it's better to be safe than sorry. What's needed is a better global agreement combined with solid local action.

MAKING PROGRESS IN JAPAN

The last such meeting, held in Rio in 1992, led to an agreement that must be improved. Here are three ideas that Canada could push for this winter:

- One. Lots of countries need to play a role. More than 100 did not take on any commitments under the last agreement. Canadians are willing

to do their part, but don't want their effort wasted because other countries refuse to take on any obligations.

- Two. We need to encourage different countries to help in different ways. Canada's climate and geography mean we have unique energy

needs. But we also have unique ways of helping, with our abundant supply of cleaner burning natural gas, and our ability to develop

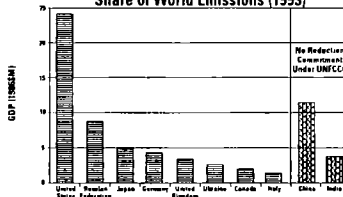
and share

technologies to reduce emissions.

Countries all should be going in the same

direction, but not all need to be doing exactly the same things.

World's Largest Energy-Related CO₂ Emitters
Share of World Emissions (1993)



- Three. The new agreement must contain a useful and balanced public reporting system. One which lets people know about successes, not just setbacks. Many don't know that Canada helps the U.S. reduce its emissions, because our natural gas is used to fuel power plants from Brooklyn, New York to Hermiston, Oregon. To make informed decisions, people need all the facts.

In our next advertisement, we'll focus on the actions we can take here at home, to live up to our commitments under a better global agreement. Because to deal with climate change, we need both.

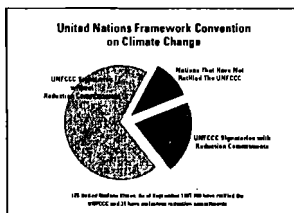
BETTER GLOBAL RULES



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