

Climate Crisis Solutions

About LIVE EARTH

Live Earth is a 24-hour, 7-continent series of 9 concerts taking place on 7/7/07 that will bring together more than 100 music artists and 2 billion people to trigger a global movement to solve the climate crisis.

Live Earth will reach this worldwide audience through an unprecedented global media architecture covering all media platforms - TV, radio, Internet and wireless channels.

Live Earth marks the beginning of a multi-year campaign led by the Alliance for Climate Protection. The Climate Group and other international organizations to drive individuals, corporations and governments to take action to solve global warming. Former U.S. Vice President Al Gore is the Chair of the Alliance and Partner of Live Earth.

Live Earth was founded by Kevin Wall, the Worldwide Executive Producer of Live 8, an event that brought together one of the largest audiences in history to combat poverty. Wall formed a partnership with Al Gore and the Alliance for Climate Protection to ensure that Live Earth inspires behavioral changes long after 7/7/07. Former U.S. Vice President Al Gore is the author of An Inconvenient Truth, the best-selling book on the threat of and solutions to global warming and the subject of the movie of the same title, which has been nominated for two Academy Awards.

Live Earth will stage concerts at Giants Stadium in New York; Wembley Stadium in London; Aussie Stadium in Sydney; Copacabana Beach in Rio de Janeiro; Maropeng at the Cradle of Humankind in Johannesburg; Makuhari Messe in Tokyo; the Steps of the Oriental Pearl Tower in Shanghai; HSH Nordbank Arena in Hamburg; and Inonu Stadium in Istanbul.

About SOS

SOS is the ongoing messaging campaign and larger movement behind Live Earth. The mission of the SOS campaign is to empower individuals to change their consumer behaviors and motivate corporations and political leaders to enact decisive measures to combat the climate crisis. The message of SOS is that everyone, everywhere can and must Answer the Call to solve the climate crisis. The SOS campaign's identity and language is based on the international Morse code distress call: three dots, followed by three dashes, followed by three dots. The SOS signal will be used as a continuous call to action to prompt individuals, corporations and governments around the world to Answer the Call with immediate and sustained action. The SOS campaign is using a powerful multimedia platform - short films, television and radio PSAs, an interactive web experience, books, the Live Earth concerts themselves - to provide a global audience with the tools to tackle the climate crisis. This multimedia campaign will ensure that the message of Live Earth echoes long after 7/7/07.

AT HOME

A Brighter Idea.

Compact Fluorescent Lights (CFLs) last up to 10 times longer than traditional bulbs and use only a fraction of the energy, saving you money over their lifespan.



Dig This.

By planting trees, you can reduce home cooling costs by as much as 50% and grow yourself a little shade on a warm summer day.



Sunny-Side Up.

If just 1 million homes switched entirely to solar power, we'd cut yearly CO2 emissions by 7 million tons.



Replace A Lightbulb.

If just 1 million households each replaced 4 traditional lightbulbs with Compact Fluorescents (CFL), we'd eliminate 900,000 tons of greenhouse gases.



It's A Simple Switch.

If a million people each replaced just 1 incandescent bulb with a Compact Fluorescent (CFL), we could eliminate more than 200,000 tons of CO2 emissions.

You CAN Do.

You can make 20 new cans from recycled material with the same energy it takes to make 1 from scratch.

Dial It Down.

Turning down your thermostat just 1 degree can cool your heating costs by 3%.

Cool Threads.

Wash your clothes in cold water and save yourself up to \$400 a year in bills.

Now, The Good News.

Every ton of recycled paper saves enough electricity to power a 3 bedroom house for an entire year.



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Re-Fill It Up.

1.5 million tons of plastic are used to make bottles every year, a waste that could instead power electricity in 250,000 homes.

Aim Lower.

Calculate your carbon footprint at www.liveearth.org and aim to reduce your individual output by 1 ton.

Trash Impact-or.

If just 1 million people cut down their trash by 10%, we could reduce our yearly CO2 emissions by as much as 50,000 tons.

EmPOWER Yourself.

Contact your local energy utility about available eco-friendly, green power. Ask for it, demand it, and if you don't live in a green zone, support the movement by investing in renewable energy certificates.

Stalk Up.

Consider bamboo the next time you're landscaping your yard: bamboo stores more CO2 and generates 35% more oxygen than an equivalent stand of trees.

ON THE JOB

Rock-A-Bye-Baby.

Computers use up to 70% less electricity when you put them to sleep instead of using a screensaver.



Light The Way.

Motion sensor lighting can reduce your average energy consumption by as much as 33%.

Green Your Cube.

If just 1 million people shut down their office PCs overnight, we could eliminate up to 45,000 tons of CO2 per year.

Double Down.

Paper represents more than 70% of office waste. Print and copy on both sides of the page before taking it to the recycling bin.

Phone It In.

For every 3 meetings held by video conference instead of flying cross-country, it would be like taking a car completely off the road for an entire year.

Be Industrious.

Look for greener opportunities: recycling is already a \$50 billion a year industry with solar power expected to exceed that in the next 10.

Be A Climate P.I.

Find and report ways to reduce waste and inefficiencies in your job, whether you work in a restaurant, factory, farm, or office.

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SHOPPING

Green Your Diet.

The international meat industry generates roughly 18% of the world's greenhouse gas emissions.



Bag The Habit.

Globally, we use as many as 1 million new plastic bags every MINUTE at a cost of 2.2 billion gallons of oil a year. Go reusable whenever, wherever.



Pack It Down.

Over 25% of your daily household waste consists of excessive packaging used to ship your purchases to the shelf. Next time you're at the market, shop around for less packaging.



Paper Weight-Less.

Purchasing 100% post-consumer recycled paper lightens your carbon footprint by 5 pounds of CO2 per ream.

Cover Your Tracks.

By purchasing digital music online you can help conserve the oil consumed in transporting CDs to and from the store.

Put Your Money Where Your Mouth Is.

Support companies with top environmental records and future-forward products. Visit www.theclimategroup.org for more information.

Towel Off.

A 100-guestroom hotel can save an estimated 72,000 gallons of water a year through a linen and towel reuse program. You don't wash your towel everyday at home, do you?

Power With The Sun, Not The Socket.

For only \$80 you can purchase a portable solar charger to juice up your next playlist.

Green Your Aisles.

Encourage "green" spending by asking your local retailers to move their eco-friendly products to eye-level.

TRANSPORTATION

Less Is More.

The most fuel-efficient gasoline cars on the road today get 35-40 miles per gallon with hybrids topping out at 50-60. Next time you're in the market for a new car or truck, buy more efficiency & less CO2 output.



Ride A Bike.

If just 1 million people replaced a 5 mile car trip once a week with a bike ride, we could reduce CO2 emissions by about 100,000 tons a year.



Jet REset.

Buy carbon offsets to help counteract the CO2 pollution from your next big trip.



Make The Shift.

Hybrids get roughly 10-20 more miles per gallon than their conventional brothers and put gas money back in your pocket.



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Share Your Ride.

The average commuter burns 340 gallons of gas and creates a 3.4 ton cloud of CO₂ a year. Carpool and cut that figure in half.



Mass Transformation.

Ride public transit and help conserve an estimated 1.4 billion gallons of gas & curb the release of roughly 1.5 million tons of harmful CO₂ a year.

COMMUNITY

Speak Up.

Talk to your friends and neighbors about your concerns and interests in the environment; you may be surprised to learn you're not alone.



Signal Your 'Hood.

Encourage your city to install LED traffic lights which consume 80% less energy than traditional lights and can save a large city millions of dollars a year.

Sign Up. Sound Off.

Petition for change in your local governments and get involved in one of the many environmental groups in your area.

Write The Power.

Our planet's future demands legislation today. Let your civic leaders and representatives know that the polar bears aren't the only ones skating on thin ice.

Pass It On.

Forward your friends a Live Earth text message or email and inspire them to join the movement to combat the climate crisis.

Make Contact.

Contact or join a Non-Government Organization and find out what you can do to make a difference in your local community.

Show & Tell.

Video sharing websites receive millions of hits a day throughout the world; make a video and inspire a global audience with your message.

Convince A Skeptic.

Fighting to reduce your own carbon footprint is good, convincing others to do the same is even better.

Change The Score

Challenge your city's professional sports teams to adopt greener policies and turn its resources toward encouraging others to do the same.

More Words To Live By.

Want more? Check out www.liveearth.org to learn more about what you can do to combat the climate crisis.



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Select Solutions above provided by:

The Global Warming Survival Handbook

77 Essential Skills to Stop Climate Change—or Live Through It

by David de Rothschild

[To learn about other solutions and to purchase this book click here.](#)

