



The Climate Reality Project[®]

**Innovative methods to tackle misconceptions
IRENA – October 2013**

About Climate Reality Project

- **Founded and chaired by Nobel laureate and former Vice President Al Gore,**
- **Dedicated to building a global cultural movement demanding action on the climate crisis**
- **Employs communications tools and a grassroots network of Climate Leaders trained by Chairman Al Gore to highlight the urgency of the climate crisis.**
- **The Climate Reality Project operates 8 offices in over 30 countries**

Innovative Methods to tackle misconceptions



24 HOURS OF REALITY

A live online broadcast when together we stand up and demand real solutions to the climate crisis.

[Learn more >](#)

WHAT I LOVE

WHAT I LOVE

To love a thing means wanting it to exist. Take the experience and find the things you can't live without.

[Learn more >](#)



CLIMATE REALITY LEADERSHIP CORPS

Trained by our Chairman, former Vice President Al Gore, the Climate Reality Leaders are our front-line agents for change.

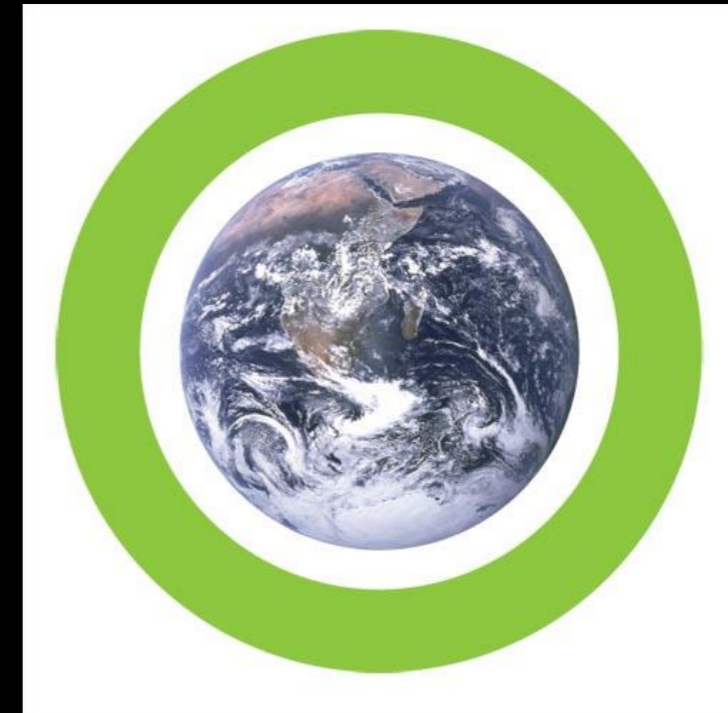
[Learn more >](#)



REALITY DROP

An online tool to reveal the denial around climate change and to spread the truth — so we can clear the way toward real solutions.

[Learn more >](#)



The Climate Reality Project Logo

The logo for 'I AM PRO SNOW' features the text 'I AM PRO SNOW' in a bold, sans-serif font, with 'SNOW' in a larger size and a green dot on the 'O'.

I AM PRO SNOW

We're standing with the athletes, small businesses, families, and communities that depend on snow to survive & thrive.

[Learn more >](#)

PAST INITIATIVES

- Heat on Denial
- I'm Too Hot
- Push Button. Save Planet.
- A Climate Reality Billboard
- Living on Thin Ice





COUNT DOWN

14

DAYS

22

HOURS

17

MINUTES

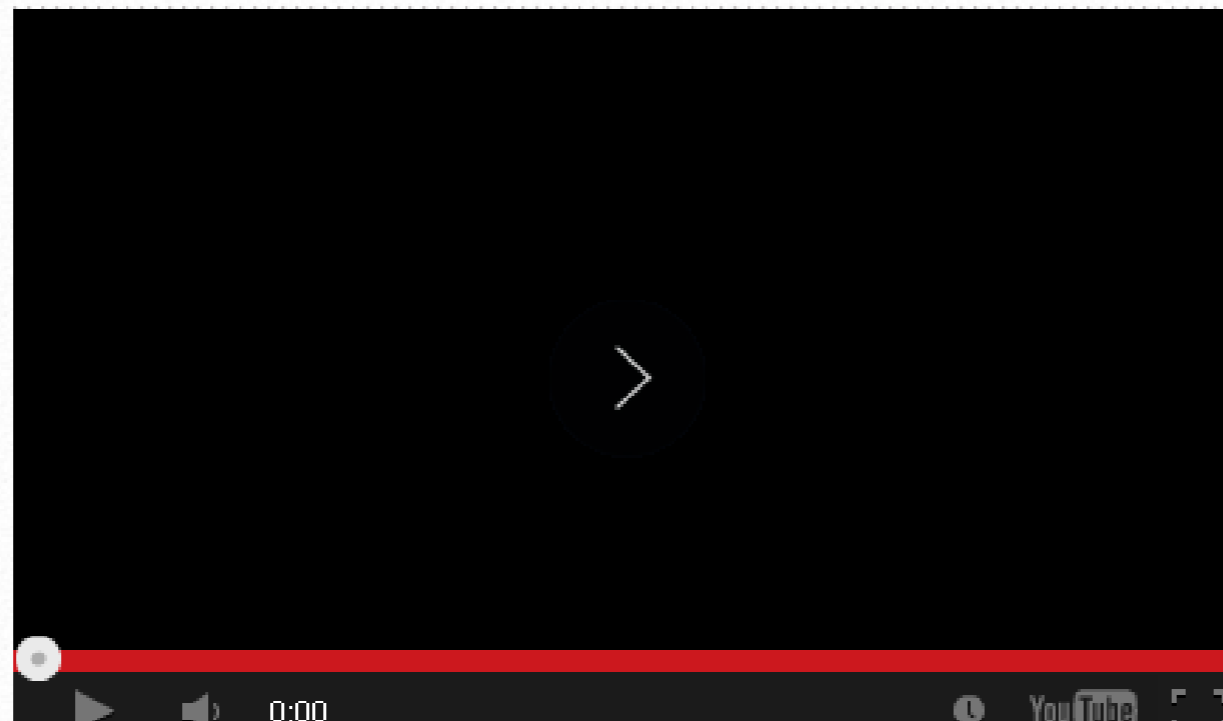
51

SECONDS

OCTOBER 22 AND 23, 2013

JOIN US AS WE TRAVEL AROUND THE WORLD, IDENTIFYING THE COSTS OF
CARBON POLLUTION AND THE SOLUTION THAT CAN CHANGE THE COURSE
OF OUR FUTURE.

Enter your email for reminders



SPREAD THE WORD



Last year's 24 Hours of Reality: The Dirty Weather Report,
generated nearly 17 million views



Sign up now to be the first to find out about our 2014 Climate Reality Leadership Corps Trainings. More information about the trainings can be found at our [FAQ's Page](#).

Climate Leaders emerge from training sessions as energized and skilled communicators with the knowledge, tools, and drive to educate and empower diverse audiences and communities.

YOU WILL LEARN

THE LATEST SCIENCE OF CLIMATE CHANGE • BEST PRACTICES IN PUBLIC SPEAKING • SOCIAL MEDIA LEADERSHIP SKILLS • COMMUNICATION STRATEGIES • COMMUNITY OUTREACH AND ORGANIZING

GET INVOLVED WITH CLIMATE REALITY LEADERS IN YOUR COMMUNITY:

Find a Climate Reality Presentation Near You – Climate Reality presentations educate people about climate change, and build local networks of climate activists who work in their own communities and countries demanding solutions.

Host your own event with a Climate Reality Leader – Are you interested in taking a deeper look at the science, impacts, and solutions to the climate crisis with a group of your friends, neighbors, or coworkers? Invite a Climate Reality Leader to give you the latest multimedia presentation about the impacts and solutions of climate change.

- **6000 trained Climate Leaders**
- **more than 100 countries educating their communities about climate change**
- **Use local media outlets, activate social networks and inspire communities around the globe to confront the climate crisis**

70 COUNTRIES & 50 STATES

ARE REPRESENTED AT THE CLIMATE REALITY
LEADERSHIP CORPS TRAINING IN CHICAGO.

————— Global Warming, Meet Global Resistance. —————



Climate Change Presentations

Climate Leaders

Leader Tools

- Leader News
- Slideshow Download
- Leader Resources
- Search Leaders
- Search Presentations

Networking

- Facebook
- Twitter

Settings

- Dashboard
- Your Profile
- Change Password

NEED HELP?
Click here.

English 官话 हिन्दी Bahasa Indonesia Español Español Mexicano Français Canadien

Welcome Timothy Paul | Logout



Welcome, Timothy Paul! [\(Need Help?\)](#)

Your dashboard displays all of your potential presentations assignments and your scheduled presentations.

Acts of Leadership (1) [+ add an act of leadership](#)

Interview

URL: <http://www.thenational.ae/news/uae-news/environment/uae-ambassadors-for-the-environment>

Details: Interview by the UAE's national paper called the National. Highlighting the training that took place in Istanbul. Quote: n 2007, Mr Gore became co-recipient of the

Your Presentations

0 this month
5 this year
5 total presentations
25 attendees
Ranked #798 out of 5015

Climate Reality Presentations Near You

Community by community, we are demanding action on climate change.

At The Climate Reality Project, the members of the Climate Reality Leadership Corps are our front-line agents for change. These Climate Leaders have been trained by our Chairman, Al Gore, and deliver Climate Reality presentations in schools, homes, places of worship, businesses, and government forums. Climate Reality presentations educate people about climate change, and build local networks of climate activists who work in their own communities and countries demanding solutions.

Use the search tool below to find a presentation happening near you, or sign up to host a Climate Leader presentation in your community today.

Interested in becoming a Climate Leader? [Click here.](#)

INT'L BRANCHES

- Australia
- Canada
- Central Europe
- China
- India
- Indonesia
- Mexico
- Spain
- United Kingdom
- US

eg. Jane Doe, Texas, CN

search clear

Start Date 2013-10-07

End Date 2013-12-30



Climate Reality presented by Michael Foster.

Seattle, WA on October 7th, 2013



Climate Consciousness & Creativity presented by Eve Simmons.

Irvine, CA on October 7th, 2013

Enter your email address



Climate Reality: Wildfires to superstorms; connecting the dots in climate change presented by Manisha Ranade.

Gainesville, FL on October 7th, 2013

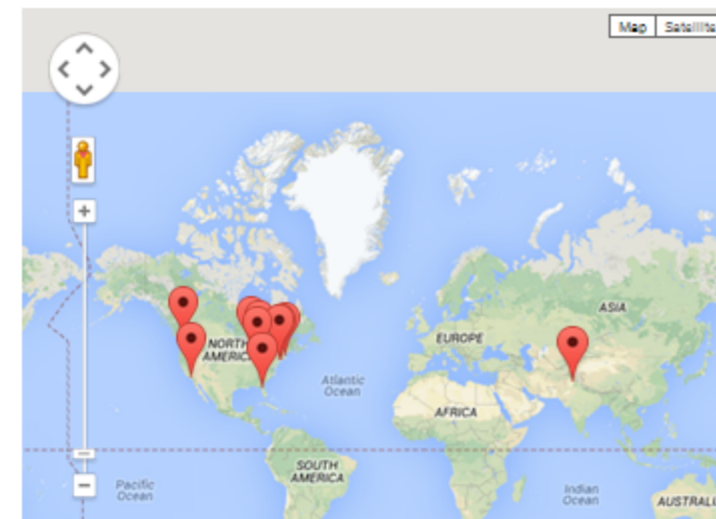
Enter your email address



Climate Reality presented by Ruth Johnson.

WI on October 7th, 2013


REQUEST A NEW PRESENTATION





Reality
DROP
BETA

Spread Truth. Destroy Denial.

 The Climate
Reality Project




tim | [Logout](#)



Reality
DROP
BETA

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tim | [Logout](#)



How to Drop Reality

1

We search the day's news articles online and seek out the most **HEATED** climate change arguments wherever they're raging.



2

We give you **EASY ACCESS** to the most accurate, relevant climate science.



3

Then, you grab that science, put it in your own words, and paste it into comment streams in the article – and help **COOL THE ARGUMENT**.



4

We'll also find stories that **ACCURATELY** reflect climate science and help you to share those, too.



Scoring

I'm joeth



You can earn Reality Drop points in several ways:

- › Earn points by copying the science, putting it in your own words, and pasting it into comment streams in the article.
- › Earn points when you share the science on Twitter and Facebook.
- › Vote: Help decide if the article gets the facts right about climate change.
- › Get bonus points when someone responds to your comments and clicks back to Reality Drop.

Your Rank





HELP US WIN THE CLIMATE CONVERSATION

55,979 DROPS DEPLOYED



RECENTLY DROPPED

ON OUR RADAR

COMMUNITY ACTIVITY

MYTH VS. REALITY

ABOUT




Oceans Under Greater Threat From Climate Change than Previously Believed

natureworldnews.com
7 DROPS

SPREAD TRUTH



IPCC Now '95%' Sure of Warming

American Thinker
17 DROPS

DESTROY DENIAL



UN climate change panel: two graphs that tell the real story of the IPCC report

theguardian.com
1 DROPS

SPREAD TRUTH



Letters: Al Gore, we need to talk climate

Pensacola News Jour...
1 DROPS

DESTROY DENIAL



As Tropical Storm Karen Dissipates, the Debate Grows Over a Quiet Hurricane Season

science.time.com
1 DROPS

SPREAD TRUTH



Climate change is real and denial is not about the science

MySanAntonio
1 DROPS

SPREAD TRUTH



Scientists more convinced mankind is main cause of warming

brecorder.com
0 DROPS

SPREAD TRUTH



Rodney Hide: Climate panel leaves me cold

New Zealand Herald
0 DROPS


DROP REALITY



For insurers, climate risk is becoming a matter of policy

GreenBiz
1 DROPS

SPREAD TRUTH



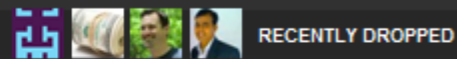
Living deliberately with human-caused climate disruption (2)

Record Searchlight
1 DROPS

SPREAD TRUTH

HELP US WIN THE CLIMATE CONVERSATION


















55,979 DROPS DEPLOYED



ON OUR RADAR **COMMUNITY ACTIVITY** MYTH VS. REALITY ABOUT

Leaderboard

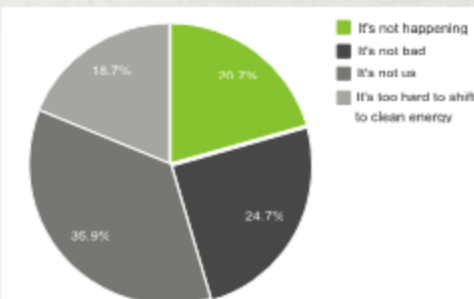
SORT BY: Last 7 Days All Myths

NAME	PLACE	POINTS	RANK	MOST CRUSHED
 janmoore	1	214710	 INSPECTOR	 NOT ME
 manishvadera	2	90465	 LIEUTENANT	 NOT ME
 climatehero19	3	23039	 CAPTAIN	 NOT ME
 bradleyjdibble	4	12975	 DETECTIVE	 NOT ME
 climateangel	5	8668	 ROOKIE	 NOT ME
 tim	392	0	 ROOKIE	 NOT ME

Reality Drop: Close to 56,000 “drops” within Reality Drop have been made




Most Crushed Megamyths

Last 7 days | Last 30 days



Top 3 Myths in the News

Last 7 days | Last 30 days

-  It's not us
Perpetuated in 60 articles
-  Extreme weather isn't caused by global...
Perpetuated in 68 articles
-  Renewable energy is too expensive
Perpetuated in 48 articles

Other Initiatives

<http://climateresearchproject.org/initiatives>

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The Climate Reality Project[®]

Timothy Paul

UAE Climate Leader

<http://climateresalityproject.org>

tdmpaul@gmail.com

Videos

24 hours of reality

<http://www.youtube.com/watch?v=JXj9exfloNc>

Reality Drop.org

Infograph: <http://www.youtube.com/watch?v=-6aJzArmYQc>

Al Gore: <http://www.youtube.com/watch?v=Kz3Z0zuCczs>

Additional Sources

- **James Hansen Climate Change TED Talk**
- **James Balog Documentary - Chasing Ice**
- **The Truth About Global Warming - Science & Distortion - Stephen Schneider**
- **William McDonough: Cradle to cradle design TED Talk**
 - **<http://climate.nasa.gov/>**
 - **<http://www.skeptic.com/eskeptic/>**
 - **<http://theconsensusproject.com/>**