



**Beyond the Pollution Paradigm:
The Failure of Emissions Trading and the Need to Make
Clean Energy Cheap**

**Michael Shellenberger and Ted Nordhaus,
Breakthrough Institute**

Respondents:

**James Cameron, Climate Change Capital (tbc)
Professor Dieter Helm, University of Oxford**

Chair:

Roger Harrabin, Environment Editor, BBC

**Wednesday 29 July, 6 - 7.30 pm
Followed by a drinks reception**

**The Presentation Room, PriceWaterhouseCoopers, Embankment
Place, London WC2N 6RH**

Michael Shellenberger and Ted Nordhaus's controversial landmark essay, *The Death of Environmentalism*, had a huge impact in the US when it was published in 2004. They further developed their thesis - that climate change could not be tackled through an environmentalist frame which had outlived its usefulness - in their award-winning and widely acclaimed book, *Breakthrough*. They went on to establish the Breakthrough Institute, an increasingly influential voice in the US debate on climate policy.

Nordhaus and Shellenberger challenge the environmental establishment's obsession with emissions caps and pollution pricing as the keys to preventing climate catastrophe. They will speak in London on July 29th on the failure of the EU Emissions Trading Scheme and the emptiness of US cap-and-trade legislation, which will not require emissions reductions before 2030. They will also articulate a radically different approach, one focused on making

clean energy cheap through massive public funding for technology innovation.

Giving a response from the UK perspective will be James Cameron, Vice Chairman and an executive Director of Climate Change Capital, and Dieter Helm, Professor of Energy Policy at the University of Oxford.

Shellenberger and Nordhaus were named *Time* magazine "Heroes of the Environment 2008", and they have written widely for the US media, *The New York Times*, *the New Republic*, *the American Prospect*, *Salon*, *Harvard Law and Policy Review*, *Democracy*, and *Glamour Magazine*.

Praise for *breakthrough: From the death of Environmentalism to the Politics of Possibility*

Green Book Award, 2008
-- *Center for Science Writings*

"To win, Nordhaus and Shellenberger persuasively argue, environmentalists must stop congratulating themselves for their own willingness to confront inconvenient truths and must focus on building a politics of shared hope rather than relying on a politics of fear."
--*New York Times*

"Convincing, resonant and hopeful."
-- *Publishers Weekly* (Starred Review)

"A Favorite of the Year"
--Claire Dederer *Newsday*

"Top 10 Best Books of the Year"
--Jon Garelick *Boston Phoenix*

"Best Global Warming Book of the Year"
-- *Bruce Barcott, Outside, on Public Radio International's "Living on Earth"*

"Important and Powerful."
-- Sacha Zimmerman, *Stanford Social Innovation Review*

"Nordhaus and Shellenberger have thrown down the gauntlet. Only new thinking and perhaps even a wholesale paradigm shift in conservation can meet their challenge."
-- Peter Kareiva, Chief Scientist, The Nature Conservancy, *Science Chronicles*

If heeded, Nordhaus and Shellenberger's call for an optimistic outlook -- embracing economic dynamism and creative potential -- will surely do more for the environment than any U.N. report or Nobel Prize."
-- Jonathan Adler, *Wall Street Journal*