



Clean Technologies

Engaging and Educating
mainstream public

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Topics

- Climate Change
- Renewable Energy
- Electric Transportation

Demographics

- Already on board
- Undecided and curious
- Skeptical but open-minded
- Hostile

Keep it relevant

Alberta to expect more extreme floods and droughts due to Climate change

<https://www.thestar.com/calgary/2019/05/15/alberta-faces-future-flood-drought-extremes-as-climate-change-hits-prairies-hard-expert-warns.html>

Climate Change makes hurricanes worse

<https://www.edf.org/climate/how-climate-change-makes-hurricanes-more-destructive>

Scientists are calling for action

<https://www.ipcc.ch/sr15/chapter/spm/>



Find good examples



- Everyone is switching to Renewable Energy, even Fossil Fuel companies
- <https://www.environmentalleader.com/2019/10/chevron-turns-to-solar-energy-to-help-power-its-lost-hills-oil-field/>
- Alberta is no exception
- <https://business.financialpost.com/commodities/energy/warren-buffetts-firm-is-building-an-alberta-wind-farm-that-can-power-almost-80000-homes>
- Use well known sources
- <https://www.forbes.com/sites/dominicdudley/2018/01/13/renewable-energy-cost-effective-fossil-fuels-2020/#592db2b44ff2>

Keep it familiar



Use concepts people understand for things like Electric Cars charging instead of units (KW, A, KWh, V, etc)

- Level 1 - Hair Dryer, Toaster
- Level 2 - Clothes Dryer

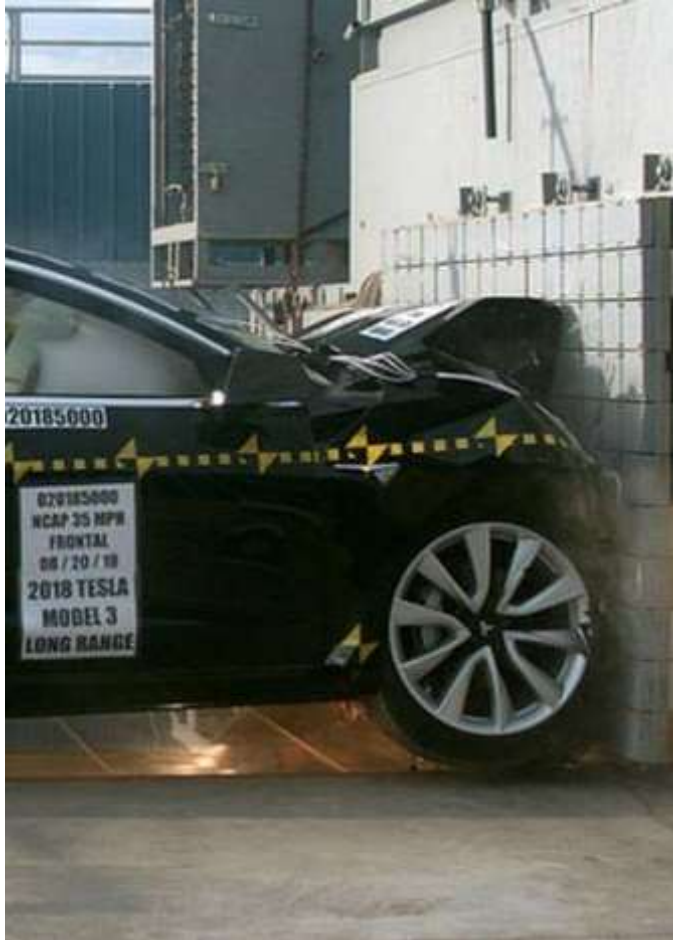
Stay in present



Alto Rabagao dam.
Tras os Montes, Portugal.

- Renewable Energy as part of grid:
 - Iceland - 100%
 - Paraguay - 100%
 - Costa Rica - 99%
 - Norway - 98.5%
 - Austria - 80%
 - Brazil - 75%
 - Denmark 69.4%
-
- Portugal - least Renewables during the month of March at 86 percent
<https://arstechnica.com/tech-policy/2018/04/portugal-set-some-big-renewable-energy-records-in-march/>

Focus on advantages, particularly on not so well known ones



- Electric cars are:
- [Cheaper](#)
- [Safer](#)
- [More convenient](#)
- [Fun to drive](#)
- [Selling like hot cakes](#)
- [Cleaner](#)

But acknowledge shortcomings



- Renewable Energy at the moment is not able to address Industrial and Residential heating
- Electric cars are not good for cannonball travel

Thank You



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