No One is an Island: The Misdirection of the Individual Climate Impact Narrative

Paper written by: Elyse Colville, Heather Hutchinson, Grace Pratch

Presented by: Heather Hutchinson & Elyse Colville

Sustainability | October 2022

No One is an Island: The Misdirection of the Individual Climate Impact Narrative

Elyse Colville, Heather Hutchinson & Grace Pratch

Illustration by Jacqueline Ohm

Earth Common Journal

Your presenters:

Heather Hutchinson

Communications. Ukuleles. Doom.

Elyse Colville

Communications. Kitties. Slightly less doom.

Thesis

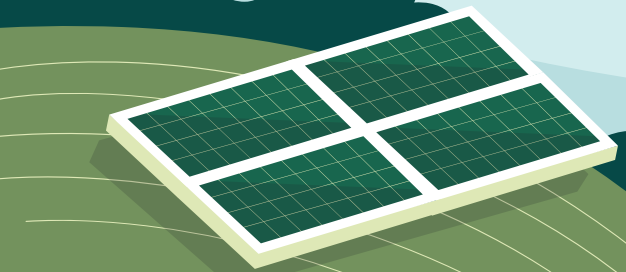
Blaming individuals for climate change holds power structures unchallenged and the emergency hurtling onward.

maybe i'm the problem
MEMES

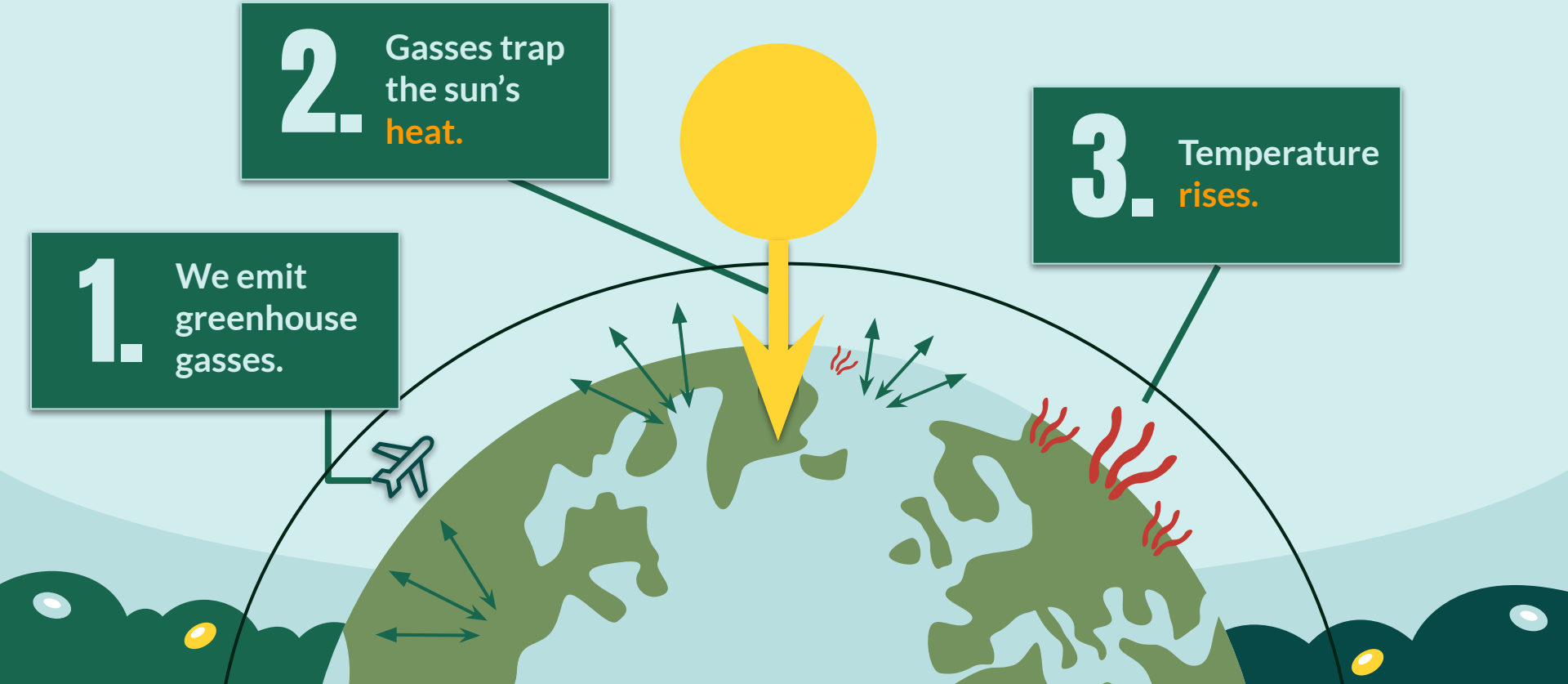
What Can The Lil' Guy Do?

What is global warming?

How is it real if it’s still snowing?!?



The Greenhouse Effect



"The idea that **we're all responsible for climate change** because of our individual decisions **is a profoundly unsociological understanding** of how behavior is formed through cultural influences, behavioral influences, and economic factors."
- Robert Brulle

The Hypocrite's Trap

2020 world carbon dioxide emissions only dropped

2.3 billion tonnes

=

6.4%

of global emissions

What role do corporations play?

Top 90 Fossil Fuel Companies

50%

Temperature Increase

33%

Sea Level Rise

20 fossil fuel companies

are responsible for **33%** of carbon emissions globally.

That's **480 billion tons** of carbon since 1965.

Chevron, Exxon, British Petroleum, and Shell

are responsible for **10%** of global carbon emissions over the past 50 years.

Corporations & Rhetoric

Greenwashing

Crafting a green image over acting on environmentally responsible business practices (Edwards, 2023).

Meanwhile, at BP...

The individualized carbon footprint - a 2005 BP advertising campaign.

Here's your calculation

Road travel

Vehicle type: Car
Fuel type: Petrol

Annual distance:
1,000 kilometres
Carbon emissions:
0.17 tonnes

Total:
US$1.31

Remove Edit

You are offsetting **0.17 tonnes** of carbon for
US$1.31

Checkout now

Add more +

Did you know?

Offsetting 1 tonne of emissions is equivalent to the carbon removed by 600 square meters of tropical rainforest in a year.

(Source: 2006 IPCC Guidelines for National Greenhouse Gas Inventories)

It's All
Your
Fault.....
.....Apparently!
JAMES MACHON
COACHING

Predatory Delay

“I smell self-blame.

Delicious self-blame…”

MENU
ABOUT
DATA
DOCUMENTATION
FOCAL POINTS PORTAL
BUREAU PORTAL
LIBRARY
LINKS
HELP
LANGUAGES
SEARCH
ipcc
REPORTS
SYNTHESIS REPORT
WORKING GROUPS
ACTIVITIES
NEWS
CALENDAR
FOLLOW
SHARE
AR6 Synthesis Report: Climate Change 2023
REPORT
The IPCC finalized the Synthesis Report for the Sixth Assessment Report during the Panel's 58th Session held in Interlaken, Switzerland from 13 - 19 March 2023.
READ THE REPORT
CORE WRITING TEAM

DOWN
WITH THIS
SORT OF
THING!!

In Conclusion...

One is the loneliest number

Individual choices matter.

One for all, and all for one

But without societal change, fighting the climate crisis on an individual level is an exercise in futility.

Resources

Images

- https://cheezburger.com/9239916544/yeah
- https://twitter.com/thegaiacoin/status/1440020430635642881
- https://www.pxfuel.com/en/free-photo-jqwal
- https://creazilla.com/nodes/1700703-environmental-protection-responsibility-symbol-illustration
- https://envopap.com/wp-content/uploads/2022/06/5ebdd8d3-853a-4fe2-93db-c00e6a1a646f_greenwashing.webp
- https://imgflip.com/memegenerator/14854991/its-a-trap
- https://www.verifythis.com/article/news/verify/coronavirus-verify/airlines-not-requiring-masks-us-flights-after-federal-judge-overturns-cdc-mandate/536-381f15ca-b44e-4543-942a-3382db2b100b
- Picture of guy - Elyse
- https://www.bp.com/en_gb/target-neutral/home/calculate-and-offset-travel-emissions.html#/basket
- https://jamesmachoncoaching.com/2020/11/its-all-your-fault-apparently/
- https://www.polygon.com/2018/9/14/17860398/the-predator-ending-credit-scene-sequel
- https://memes.com/m/QqRlkYJGMBX

Resources

Images, part ii

- https://memes.com/m/QqRlkYJGMBX
- https://memes.com/m/QqRlkYJGMBX
- https://cssn.org/scholar/robert-j-brulle/
- https://www.flickr.com/photos/gfox/3256233851

Resources

Sources

- https://www.businessnewsdaily.com/10946-greenwashing.html
- https://heatmap.news/politics/ipcc-report-negotiations-un

Thanks

Do you have any questions?

hutchinsoncomms@gmail.com

colvillee@mymacewan.ca

CREDITS: This presentation template was created by **Slidesgo,** and includes icons by **Flaticon** and infographics & images by **Freepik**

Please keep this slide for attribution