INTRODUCTION

On August 3, 2015, the US Environmental Protection Agency (EPA) finalized the Clean Power Plan, a new rule with the first-ever safeguards limiting carbon pollution from existing and new US power plants.

This groundbreaking rule is an important step towards addressing our single-largest source of carbon pollution: existing US power plants. By limiting carbon pollution, the rule will not only help cut the emissions driving climate change, but also lead the US towards a healthy and sustainable future powered by cleaner energy.

The fossil fuel industry will certainly be working to make its voice heard now that the plan is finalized. Which means our voices have to be even louder in support of the plan – and why we need your help to engage communities around the country and make sure special interests don’t prevent climate progress.

In this activist kit, you’ll find several ways you can show your support for the Clean Power Plan.

Thank you for standing with the EPA, the White House, and Climate Reality at this turning point for climate action.
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GET SMART
Our climate is changing, and we’re feeling the dangerous and costly effects *right now.*

Average temperatures have risen in most states since 1901, with [14 of the 15 hottest years](#) on record occurring in the twenty-first century. Climate and weather disasters in 2012 alone cost the American economy more than $100 billion.

Climate change, once considered an issue for a distant future, has moved firmly into the present. In May 2014, the US Global Change Research Program released the third National Climate Assessment, an authoritative and comprehensive survey of the available scientific information on the impacts that climate change is having across all US regions and on critical sectors of the economy.

Highlights from each region assessed in the report are below.

THE COST OF CARBON

HAWAII

HOW CLIMATE CHANGE IS AFFECTING HAWAII:

- Higher water temperatures threaten Hawaii's coral reefs, which are worth nearly $400 million a year.
- Sea level rise is projected to flood many of Hawaii's airports and roads, water treatment systems, agriculture, and beaches.
- Rising seas could permanently change Hawaii's beautiful and fragile ecosystems, and reduce tourism that is crucial to the economy.

WE'RE PAYING THE COST OF CARBON POLLUTION • IT'S TIME TO PUT A PRICE ON CARBON

NORTHWEST

HOW CLIMATE CHANGE IS AFFECTING THE NORTHWEST:

- Regional temperatures could be nearly 10°F higher by the 2080s — a dramatic change likely to bring harmful and unforeseen consequences.
- Carbon pollution from fossil fuels is making the oceans more acidic, posing a major threat to a fish and shellfish industry worth nearly $500 million.
- The average area burned in the Northwest from wildfires could quadruple by the 2080s.

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ALASKA

HOW CLIMATE CHANGE IS AFFECTING ALASKA:

- Warmer, drier summers in Alaska have led to more large fires in the past ten years than in any decade since recordkeeping began.
- As the sea ice disappears and permafrost thaws, Alaska's shorelines are eroding, causing homes and buildings to literally fall into the sea.
- Rural Alaskan communities will be hit hardest economically by supply disruptions brought by climate change.

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SOUTHWEST

HOW CLIMATE CHANGE IS AFFECTING THE SOUTHWEST:

- Fires have already cost billions of dollars in damage.
- The region produces half of America's specialty crops like fruits and vegetables, which are especially sensitive to water shortages and temperature extremes.
- Snow is melting earlier each spring, posing a risk to the region's water supply.

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THE COST OF CARBON

**NATIONAL CLIMATE ASSESSMENT**

**MIDWEST**

**HOW CLIMATE CHANGE IS AFFECTING THE MIDWEST:**

- The Great Lakes are getting warmer, increasing the risk of toxic algae blooms that pose a health hazard to humans and fish.
- If carbon emissions continue to rise, regional temperatures could be up to 8.5°F higher by the 2080s — a dramatic change likely to bring harmful consequences.
- The combination of heat and more rain-free days will increase the risk of drought in the region.

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*The Climate Reality Project*

**SHARE AND HELP SPREAD THE WORD**

**GREAT PLAINS**

**HOW CLIMATE CHANGE IS AFFECTING THE GREAT PLAINS:**

- If carbon pollution continues to increase, the number of days with high temperatures above 100°F could quadruple in the southern Great Plains.
- The 2011 drought cost farmers and ranchers in Texas and Oklahoma more than $10 billion.
- Since 1958, heavy precipitation has increased about 16%. Recent floods in North Dakota caused $2 billion in damages.

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**SOUTHEAST**

**HOW CLIMATE CHANGE IS AFFECTING THE SOUTHEAST:**

- The Southeast will see the largest regional increase in the heat index. The higher the heat index, the more dangerous the heat wave.
- Atlantic hurricanes are expected to intensify as carbon pollution increases. Strong hurricanes can displace tens of thousands of people.
- Sea level rise could drown 2,400 miles of highways across the Gulf Coast this century.

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**NORTHEAST**

**HOW CLIMATE CHANGE IS AFFECTING THE NORTHEAST:**

- The Northeast has seen a greater increase in extreme precipitation than any other region.
- Higher concentrations of ozone, due to warming, are projected to increase ozone-related asthma emergency room visits.
- Sea level rise makes hurricane-driven storm surge more dangerous and puts millions of people at risk of more frequent flooding.

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**SHARE AND HELP SPREAD THE WORD**

CLEAN POWER PLAN ACTIVIST KIT | 7
On June 2, 2014, the [EPA proposed a commonsense plan](#) to cut carbon pollution from power plants as part of President Obama’s Climate Action Plan. On August 3, 2015, the EPA finalized this plan and our country took a big step forward in the effort to address climate change.

The science shows that climate change is already posing risks to our health and our economy. The Clean Power Plan’s finalization will result in an affordable and reliable energy system, while also cutting pollution and protecting our health and environment now and for future generations.

**Nationwide, the Clean Power Plan will help cut carbon pollution from the US power sector by 32 percent from 2005 levels by 2030.**

**SOME **KEY STATS:**

- Power plants are the largest source of carbon dioxide emissions in the United States, making up roughly one-third of all domestic greenhouse gas emissions.
- All told—the plan puts our nation on track to cut about 870 million tons of carbon pollution in 2030.
- That’s equal to the annual emissions from more than 166 million cars, or 70 percent of the nation’s passenger vehicles.
Although there are limits at power plants for other pollutants like arsenic and mercury, there are currently no national limits on carbon.

**WHY DOES CUTTING EMISSIONS MATTER?**
Climate change has real and dangerous consequences for our health. Especially for children, the elderly, and the poor, who are the most vulnerable to a range of climate-related health effects, including those related to heat stress, air pollution, extreme weather events, and others.

Cutting emissions will lead to billions of dollars in public health and climate benefits, now and for future generations.

- The Clean Power Plan will lead to public health and climate benefits worth an estimated $34 billion to $54 billion per year in 2030, far outweighing the costs.
- Reducing emissions and reducing exposure to particle pollution and ozone in 2030 will avoid a projected:
  - Up to 3,600 premature deaths
  - 90,000 asthma attacks in children
  - Up to 1,700 heart attacks
  - 1,700 hospital admissions
  - 300,000 missed school and work days
- Every dollar invested through the Clean Power Plan will generate up to $4 in health benefits for American families from soot and smog reductions alone.
Cities, states, and businesses have already charted the path toward cleaner, more efficient power.

- Cities, states, and businesses are already taking action.
- The Clean Power Plan puts states in the driver’s seat to a cleaner, more efficient power system of the future by giving them the flexibility to choose how to meet their emissions reduction goals.

The EPA is even offering a Clean Energy Incentive Program to states.

- The Clean Energy Incentive Program (CEIP) will reward states that make early investments in renewable energy and energy efficiency measures to comply with the rule in 2020 and 2021.
- This is a big deal: the CEIP will encourage the widespread development and use of wind, solar, and other zero-carbon sources of power, which are essential to long-term clean energy and climate strategies.
- Think of the CEIP as a matching-fund program that states can voluntarily use to incentivize early investment in renewables as well as energy efficiency projects in low-income communities.
ABOUT THE CLEAN POWER PLAN

With the EPA’s flexible plan, we can cut wasted energy and reduce pollution, while still having all the power we need to grow our economy and maintain our competitive edge.

• The plan is flexible – reflecting the different needs of different states.
• The plan will put Americans to work making the US electricity system less dirty and our homes and businesses more efficient. In fact, the Clean Power Plan is projected to reduce individuals’ electric bills by about $7 per month by 2030.
• It will keep the US – and our businesses – at the forefront of a global movement to produce and consume energy in a better, more sustainable way.
GET LOUD
Now that you understand the impact of carbon pollution and how the Clean Power Plan will protect our health and our climate, help spread the word.

The fossil fuel industry will certainly speak up and try to weaken or dismantle the Clean Power Plan, but our voices can be even louder. We need your help in building more support for the plan during its rollout, and one of the fastest and easiest ways to do so is through your social network.

Use the sample tweets and Facebook posts below to invite your friends and family to share their support for the Clean Power Plan.

HERE ARE SOME TIPS TO HELP MAKE THE MOST OF YOUR SOCIAL MEDIA MESSAGES:

• **Tag or mention** specific friends that you know are interested in climate solutions.

• **Post more than once.** Share reminders on different days of the week and different times of day to be sure your social networks see your message.

• **Write your own!** Use your own voice and share your personal reasons why you sent your message of support. Remember to include the hashtags #ActOnClimate and #CleanPowerPlan.

• **Need more ideas?** Follow Climate Reality on [Twitter](https://twitter.com) and on [Facebook](https://facebook.com) so you can share the latest news about the Clean Power Plan.
SAMPLE TWEETS:

@EPA @WhiteHouse, I support safeguards on carbon pollution from power plants #CleanPowerPlan #ActOnClimate

Retweet if you’ll #ActOnClimate & support @EPA safeguards on carbon pollution #CleanPowerPlan

The @EPA fights for safeguards on carbon pollution. Why? Because if it doesn’t, no one will #CleanPowerPlan #ActOnClimate

RT if you’ll #ActOnClimate and stand behind the @EPA’s new safeguards on carbon pollution #CleanPowerPlan

The majority of Americans support the @EPA’s #CleanPowerPlan. RT if you do too #ActOnClimate
RAISE YOUR VOICE ONLINE

SAMPLE FACEBOOK POSTS:

Click the images below to share them on Facebook. Tag your friends to remind them to share their support.
RAISE YOUR VOICE ONLINE

SAMPLE FACEBOOK POSTS (CONT’D):

3. **THE CLEAN POWER PLAN PUTS STATES IN THE DRIVER’S SEAT WHEN REDUCING CARBON POLLUTION EMISSIONS.**

   **SUPPORTING FACT:** It’s about local control. States can customize plans to meet their goals in ways that make sense for their communities, businesses, and utilities.

   Source: [EPA.gov](https://www.epa.gov)

4. **YOU SPOKE. THE EPA LISTENED. THE CLEAN POWER PLAN IS BUILT ON INPUT FROM MILLIONS OF AMERICANS.**

   **SUPPORTING FACT:** Thanks to your comments, the EPA is creating a Clean Energy Incentive Program to help states speed their transition to a carbon-free economy.

   Source: [EPA.gov](https://www.epa.gov)

5. **THE CLEAN POWER PLAN WILL SAVE AMERICANS BILLIONS OF DOLLARS EVERY YEAR.**

   **SUPPORTING FACT:** The average American family’s annual electricity bill will decrease by $85 in 2030.

   Source: [EPA.gov](https://www.epa.gov)

6. **THE CLEAN POWER PLAN PUTS THE US IN A POSITION TO LEAD ON CLIMATE ACTION.**

   **SUPPORTING FACT:** Since the plan was proposed last year, the US, China, and Brazil - three of the world’s largest economies - have announced commitments to significantly reduce carbon pollution.

   Source: [EPA.gov](https://www.epa.gov)
RAISE YOUR VOICE ONLINE

SAMPLE EMAIL TO A FRIEND

Encourage your friends and family to share their support for the Clean Power Plan. Use the sample email below and add your own personal story to inspire others to take action.

Subject Line: We’ve made history with the Clean Power Plan

Dear [First Name],

As you may know, I’m an active supporter of The Climate Reality Project, an organization founded by former US Vice President Al Gore to bring people together to solve climate change once and for all.

I want to let you know about a new plan that’s in place that will help make real progress in stopping climate change and creating a healthy and sustainable future for us all.

On August 3, 2015, the US Environmental Protection Agency (EPA) finalized the Clean Power Plan, a new rule to place safeguards on carbon dioxide pollution from the US power sector. These plants are the biggest US source of the carbon pollution driving climate change and threatening our health.

By cutting this pollution, the EPA’s plan will help address climate change and bring us closer to a future powered by cleaner energy. It’s truly a historic plan that will help create the future we want – and that’s why we need to speak up and support it.

Already, thousands of Americans have helped spread the word. I’m asking you to join them and share your support with your network of friends and family.

When you do, you’ll be standing up for a future where children can play outside without worrying about rising ozone levels and increasing asthma attacks. Where families aren’t so frequently forced from their homes by biblical floods. And where grandparents can enjoy summers with the rest of us without the risk of heatstroke.

The EPA’s plan is good news for people everywhere, but Big Polluters – like fossil fuel companies – are doing everything they can to weaken it. They have the money, but we have the numbers, and when we speak up together to support this new rule, we can be the difference.

There’s a lot at stake, but together, we can make carbon pollution history and create a healthy future for all Americans. I’m asking you to join this effort and share your support with your network today. You’ll be glad you did – and future generations will be grateful.

Thanks,
(Your name)
At The Climate Reality Project, our mission is to catalyze a global solution to the climate crisis by making urgent action a necessity across every level of society. Our dynamic communications initiatives speak the evolving language of social media to bring the story of climate disruption into popular culture and shape the discussions on solutions happening everywhere from dinner tables to news desks. Our grassroots campaigns take this message to constituencies from mommy bloggers to national security voters to skiers to make climate personal and build a movement that is as inclusive as it is diverse.

We speak up with relentless honesty about the solutions we have right in front of us and the forces standing in our way: the anti-science deniers and the wealthy corporations who put their own healthy profits before a healthy planet for all of us. The result is a forward-looking movement that is growing across every time zone. A movement that will not stop until we live in a world powered by renewable energy. This is our reality.

For more information, visit www.ClimateRealityProject.org or follow us on Twitter at @ClimateReality.