



We would like to thank President-elect Barack Obama and his energy transition team for the opportunity to participate in thinking about the future of America and the world.

POWER: Planning Our World's Energy Revolution

We think the most important single action that President Obama can take is to tell the American people the truth. The truth is that America must lead the way in bringing about a Clean Energy revolution that culminates in a sustainable planet. The current economic climate will put enormous pressure on the President-elect and other leaders to forego a clean energy revolution. But as Candidate Obama said on many occasions: We have done that again and again and it did not work. The time is now, the challenge is now, the opportunity is now.

The Clean Energy revolution must be undertaken on two fronts simultaneously:

Clean Energy Front: Build a viable, new economy in America through clean, renewable sources of energy and then export that new energy technology to the world.

Sustainable Earth Front: Encourage a global culture that will result in a sustainable earth.

President Obama should engage Americans and world citizens in new ways of thinking, working, consuming, doing and living through his weekly Saturday radio addresses and YouTube videos.

We suggest a two-front approach to the mounting problems facing humanity because a new economy based on clean energy alone will not necessarily result in a better way of life for our children, their children and all the other species that need a sustainable planet to survive.

Our human and planetary challenges can to be broken down into three spheres of interactive opportunities.

Dirty Energy to Clean Energy (DE/CE): Replace the national (and ultimately global) Dirty Fossil Fuels Energy Grid with a Clean, Renewable Energy Grid.

The most vital sectors of a new energy grid include: (i) electricity utilities that produce, sell and buy clean energy 24/7; (ii) cars, trucks, airplanes, ships, trains and military transport and equipment that become ever more fuel efficient until all forms of transportation and war-making run on clean, renewal energy; (iii) cities that construct energy efficient and/or "green" buildings and houses, factories, manufacturing plants, hospitals, and scientific and medical R&D research centers, etc.

DE/CE should follow oil, gas and coal as those commodities move across the land, water, air and oceans. A practical Plan of Action and Timeline should be drawn up immediately. It is critically important that President Obama shape the market place for a Clean,



Renewal Energy Grid and set the correct price signals. These price signals should include tax incentives for clean energy investors, producers and users, higher prices for dirty fossil fuels, and an interim cap-and-trade system.

DE/CE at the governmental level would need intense cooperation between the White House, Congress, Energy, Defense, Transportation, EPA, Health & Human Services, Housing and Urban Development, and state and local governments. Other vital actors would include the scientific community, academia, entrepreneurs, investors, business, non profit organizations and citizens.

President Obama should be extremely revolutionary and acknowledge that there is no such thing as “clean” coal. The world should be encouraged to forego all use of coal. Sequestration will simply result in the confinement of carbon underground with the potential of methane gas being released globally should temperatures rise just 6 degrees in the coming decades. Such an eventuality would render all that had gone before meaningless and wasted.

Industrial Production to Organic Production (IP/OP): Replace current ways of agriculture, water usage, fishing, forestry and mining with organic and sustainable production.

IP/OP is as critical as DE/CE, but is seldom mentioned by politicians, investors, businesses, farmers, ranchers and national or international citizens. This is regrettable as it is this sphere that is responsible for the most basic of all human needs: food. President Obama needs to make the average citizen, including the poorest of the poor and the most illiterate and invisible, understand that their survival lies in a return to organic production and thoughtful usage of all natural resources, but particularly those mentioned above.

President Obama could, for example, declare himself the Farmer in Chief as advocated by Michael Pollan and establish a vegetable garden at the White House. The vegetables grown and harvested by local volunteers could be served in the White House and at homeless and other non profit centers. It is possible that the gardeners could come from the ranks of the unemployed and recovering felons.

The president’s example would encourage a renewal of the Victory Gardens that existed throughout America in WWII. A White House vegetable garden would also tie into the growing Eat Local trend. Sustainable water management could go hand in hand with organic farming methods. Other programs could be developed to encourage sustainable forestry, fishing and mining.

IP/OP would need intense cooperation between the White House, Congress, Agriculture, Interior, Energy, EPA, Transportation, Education, and state and local governments. Other vital actors would include the scientific community, academia, entrepreneurs, investors, business, non profit organizations and citizens.



Stuff Culture to Respectful Culture (SC/RC): SC/RC needs a tremendous boost in the public arena.

President Obama should use all forms of culture, including educators, advertisers, television producers, environmental organizations, musicians, artists, actors, writers, movie makers, celebrities, etc. to encourage the international community to respect the earth and the creatures that live on it. The human population needs to understand that its survival lies as much in soil, water, sun, bugs, plants and animals as in ideas, social progress, money, success and “stuff.” The Internet’s social network pages are the most immediate and obvious way to go to begin to encourage SC/RC.

In every respect, SC/RC is where DE/CE and IP/OP intersect and make the end objective of a sustainable earth achievable.

We look forward to responding creatively and positively to President Obama’s campaign pledge to “Let’s go change the world.” We promise to stand with him as long as he asks, expects and allows us and all other global citizens to move forward in an intelligent, creative and sustainable manner.

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