



Climate Change & Air Pollution Info Labels on Gas Pumps



OUR
HORIZON

City of London
March 30, 2016
Rob Shirkey



WARNING

Use of this fuel product contributes to ocean acidification which puts much marine life at risk of extinction.

To learn more, go to WeCanDoBetter.Me

Required by Municipality of Courage by-law 2013-058.



WARNING

Use of this fuel product contributes to smog which may cause asthma and other respiratory problems in children.

To learn more, go to WeCanDoBetter.Me

Required by Municipality of Courage by-law 2013-058.

The concept has been endorsed
by over 100 leaders in their field
and numerous NGOs.

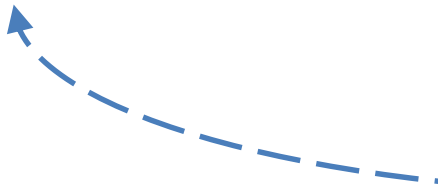
www.ourhorizon.org

~~No Feedback~~

Builds Feedback

CAUSE

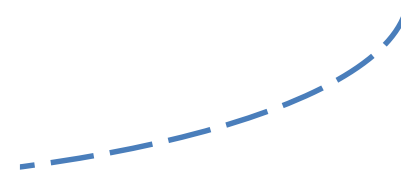
EFFECT



WARNING

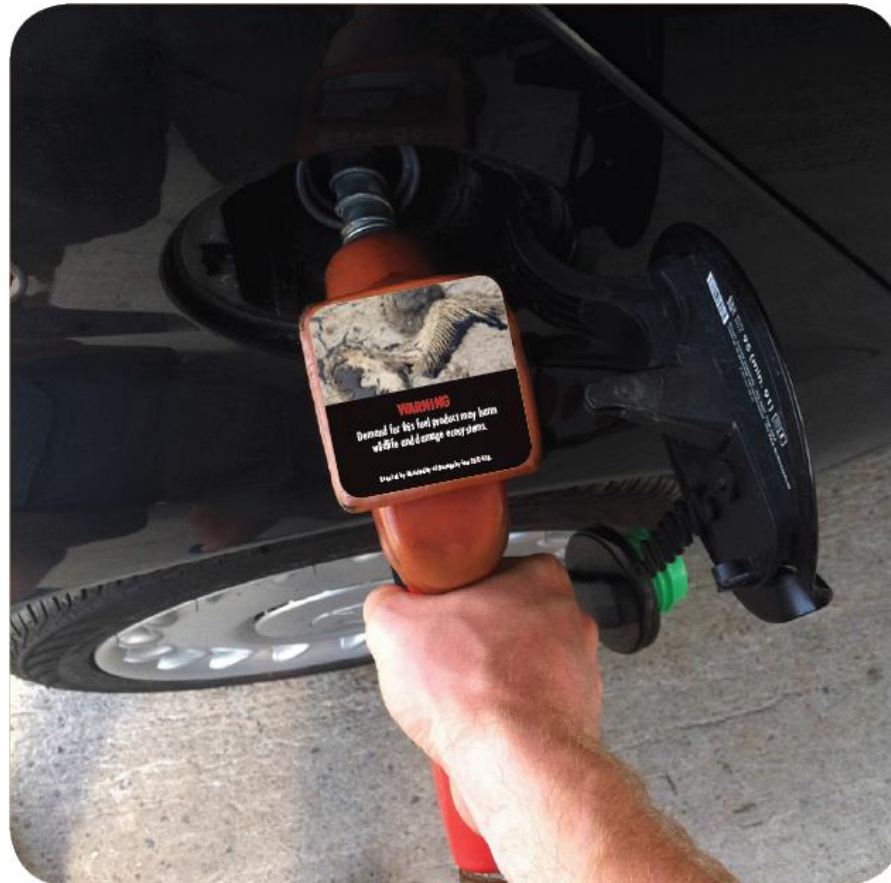
Use of this fuel product contributes to climate change which may put up to 30% of species at a likely risk of extinction.

Required by Municipality of Courage by-law 2013-058.



~~Diffusion of
Responsibility~~

Locates Responsibility



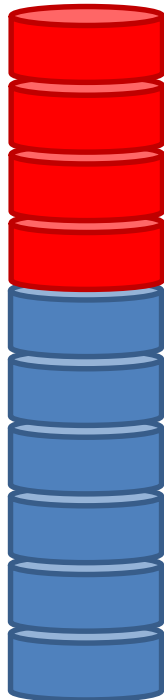
~~Externalities~~

Communicates
Externalities

Quantitative

Qualitative

\$\$\$



WARNING

Use of this fuel product contributes to climate change which may put up to 30% of species at a likely risk of extinction.

Required by Municipality of Courage by-law 2013-058.



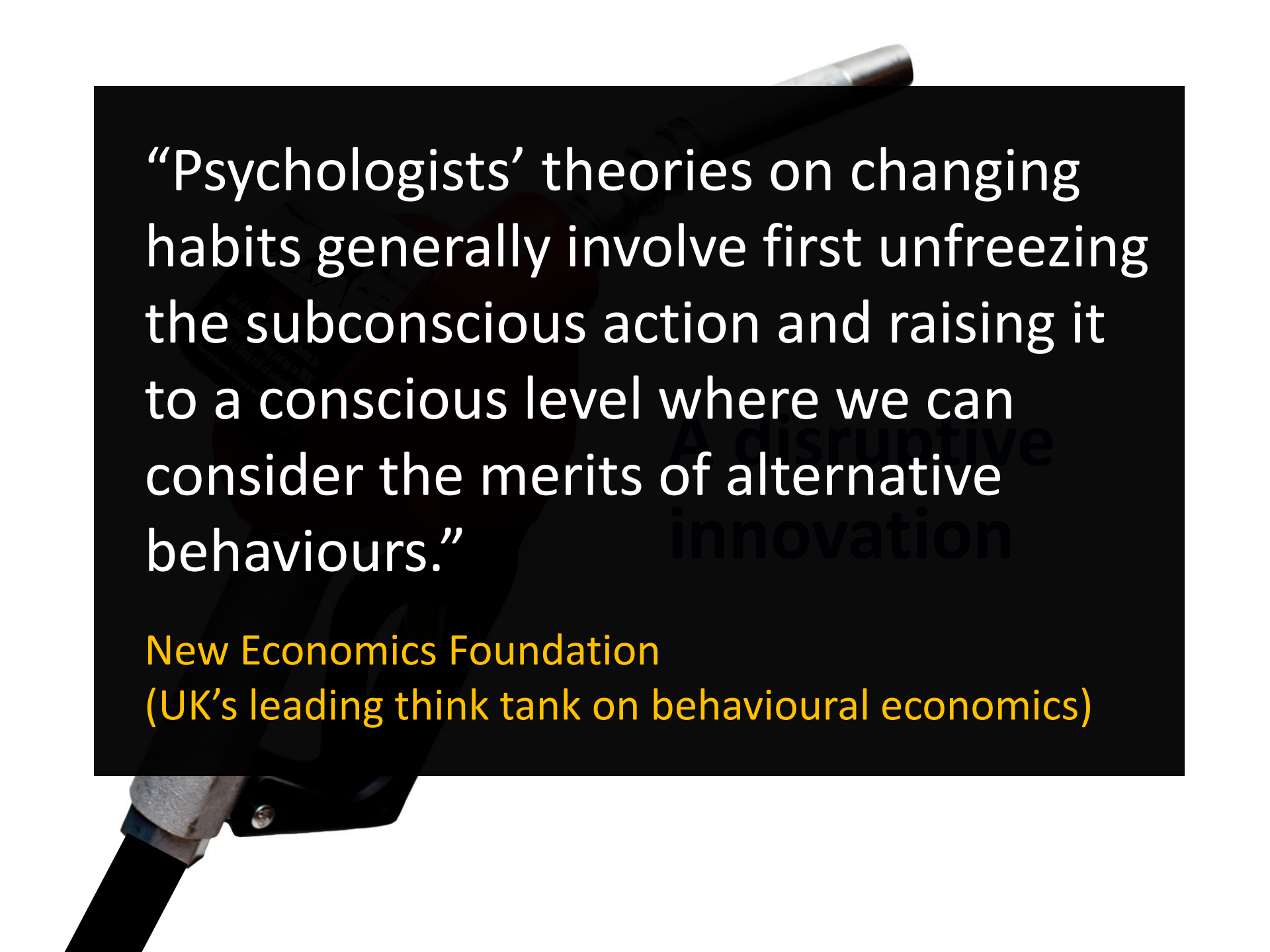
Marshall McLuhan

“The medium is the message because it is the medium that shapes and controls the scale and form of human association and action.”



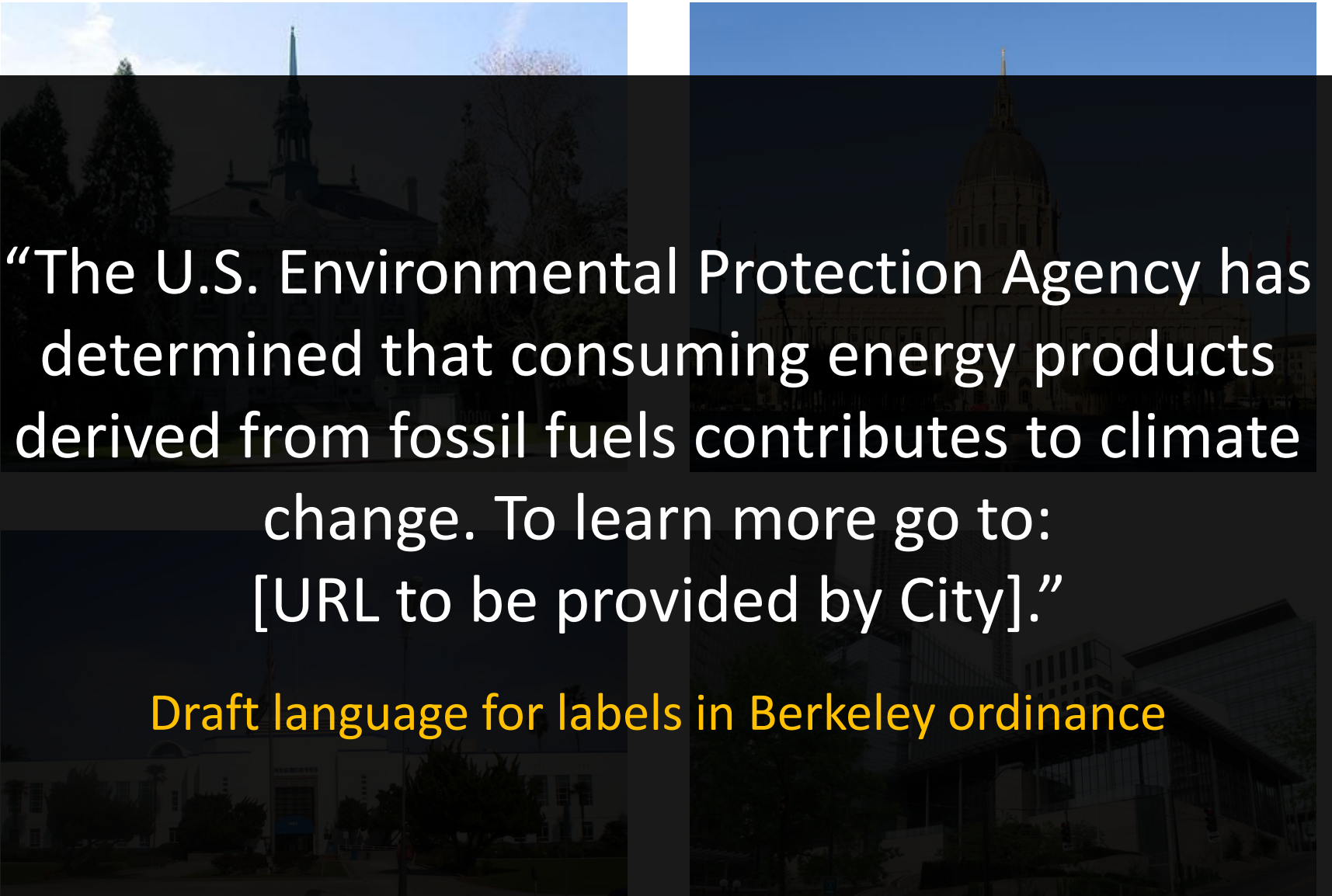
~~Passive Observer~~

Active Participant



“Psychologists’ theories on changing habits generally involve first unfreezing the subconscious action and raising it to a conscious level where we can consider the merits of alternative behaviours.”


New Economics Foundation
(UK’s leading think tank on behavioural economics)



“The U.S. Environmental Protection Agency has determined that consuming energy products derived from fossil fuels contributes to climate change. To learn more go to:
[URL to be provided by City].”

Draft language for labels in Berkeley ordinance



A group of people in dark suits are standing in a line, facing forward. They are positioned in front of a wooden wall that has some text on it, including the words "CORPORATION" and "THE DISTRICT OF WEST VA". The scene is dimly lit, with the people's faces mostly in shadow. The text on the wall is partially visible at the top of the image.

“It is 2015 and we need to talk about how we are going to move forward as a society on a reduced carbon or carbon-free diet and it is going to be a challenge.”

North Vancouver Mayor Darrel Mussatto



PROEFABONNEMENT? 3 EURO PER WEEK

- Buitenland**
- Zikavirus in China
 - Treïnongeval menselijke fout
 - Granaat niet om vluchtellinghaat
 - Terugroepactie Dalmier in VS over airbage
 - Ambassadeur VS op het matje
 - Obama moderniseert computers
 - Vader verkracht dochter
 - Gorillatweeling geboren
 - Negen jaar voor moordplan Mugabe
 - Dieven stelen heel bos

- Binnenland**
- Dit wordt een hele zware taak...
 - Legale route vluchtelingen
 - Vragen over klokkenluiderswet
 - Compromis over pgb
 - Meer steun voor Dullaert
 - Brabantse verongelukt
 - E-auto niet sneller
 - 15-jarige busovervaller gepakt
 - Dodelijk ongeval op N53
 - Hannia ontsluit over

Home » Buitenland



WARNING

Use of this fuel product contributes to climate change which may put up to 30% of species at a likely risk of extinction.

To learn more, go to WeCanDoBetter.Me

Required by Municipality of Coorsge by law 2013-058.

Foto: Our Horizons

Deel op FB 135 | Tweet | G+1 0

do 10 dec 2015, 16:03

Waarschuwingstickers op benzinepomp

VANCOUVER - De Canadese stad Vancouver gaat vanaf volgend jaar stickers plaatsen op brandstofpompen die waarschuwen voor klimaatverandering.

De stickers, een initiatief van nonprofit-organisatie Our Horizons, wijzen automobilisten op de negatieve effecten van fossiele brandstoffen op het milieu en de gezondheid.

De waarschuwingen doen denken aan die op sigarettenpakjes. "Gebruik van deze brandstof draagt bij aan smog die zorgt voor



Zoek in Telegraaf.nl Zoek



Great fares available at flyporter.com

Search Now

Some conditions apply.

Kracht van Microkrediet

Verdere daling energieprijzen

Vergelijk energietarieven Februari 2016

Vergelijk actuele tarieven »

Telegraaf Update nieuwsbrief

Mis nooit het dagelijkse nieuws. Schrijf je nu in.

E-mailadres *

Geslacht Man Vrouw

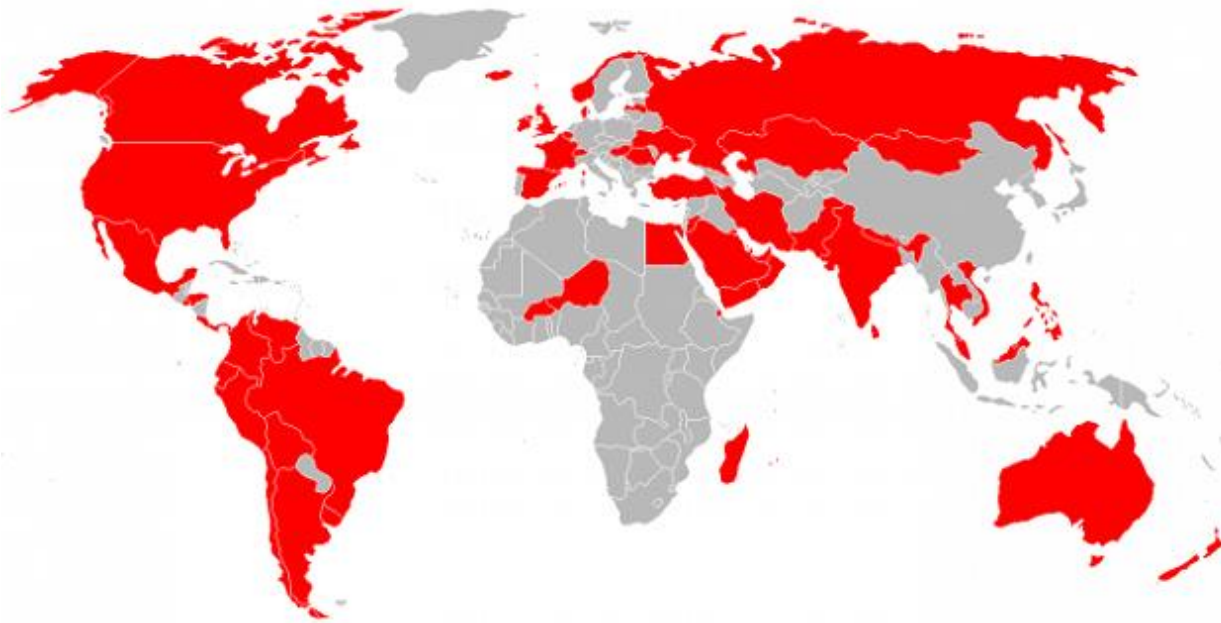
nidad

t
kt."

!

PC

infirm



WARNING
This is what dying of lung cancer looks like.
Barb Tarbox died at 42 of lung cancer caused by smoking.
You can quit. We can help.
1-877-838-8282
internet4.ca
Health Canada

Cigarettes

