



Grantham Research Institute on Climate Change and the Environment public lecture

# Hot, Flat and Crowded

Thomas L Friedman

*Foreign affairs columnist for The New York Times*

Professor Eric Neumayer

*LSE, Chair*

*German engineering, Swiss innovation,  
American nothing.*

- Advertising slogan used on a billboard in South Africa by Daimler to promote its Smart “forfour” compact car

*Today's Date: 1 E.C.E*

*Today's Weather: Hot, Flat,  
and Crowded*

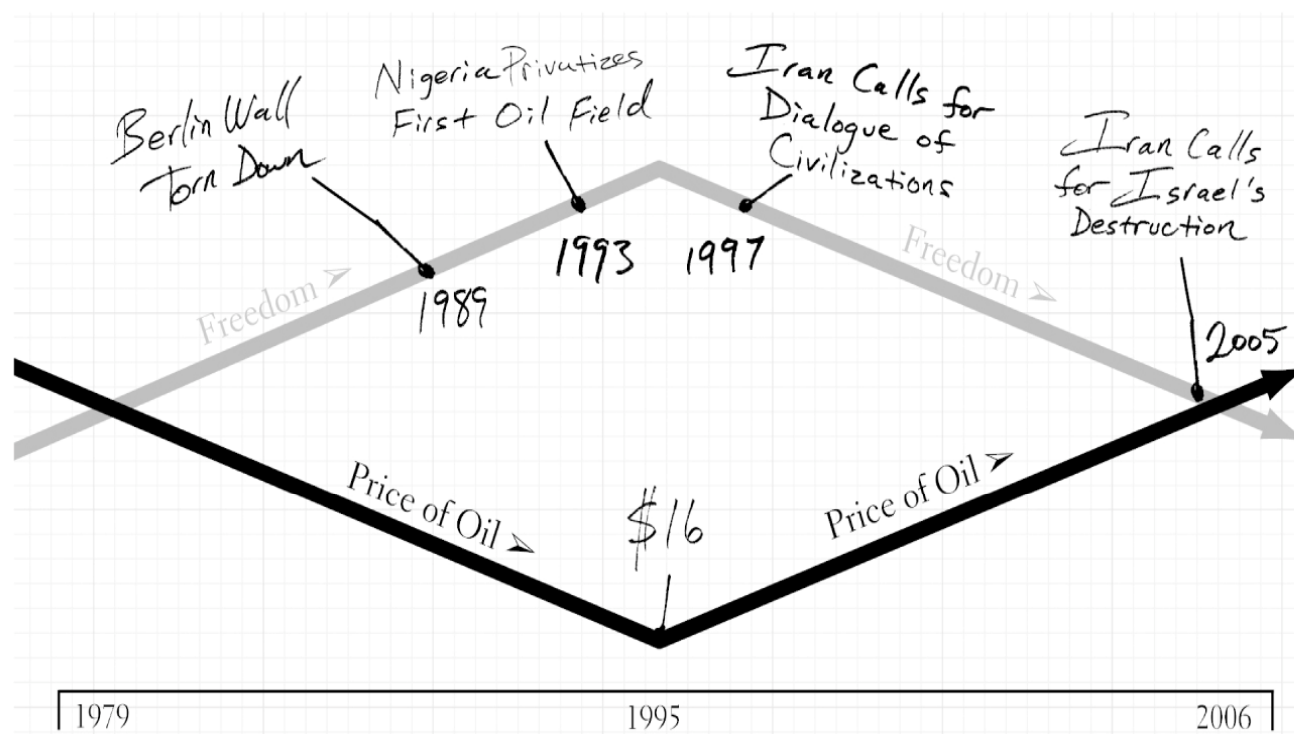
- Energy and Natural Resources  
Supply and Demand
- Petrodictatorship
- Climate Change
- Energy Poverty
- Biodiversity Loss

*Affluenza is a term used by critics of consumerism, a portmanteau of affluence and influenza. Sources define this term as follows:*

*affluenza, n. a painful, contagious, socially transmitted condition of overload, debt, anxiety and waste resulting from the dogged pursuit of more. (de Graaf)*

*affluenza, n. 1. The bloated, sluggish, and unfulfilled feeling that results from efforts to keep up with the Joneses. 2. An epidemic of stress, overwork, waste and indebtedness caused by the pursuit of the American Dream. 3. An unsustainable addiction to economic growth. (PBS)*

*—Wikipedia*





**1.6 Billion**

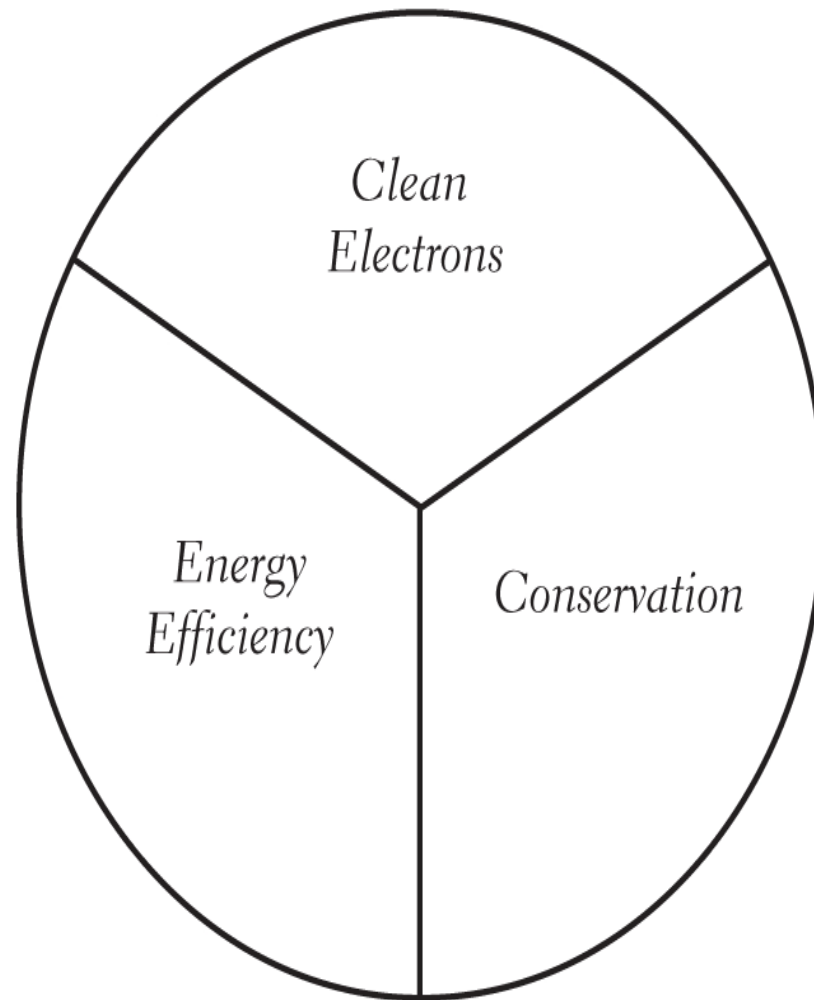


# *Plan A: Code Green*

Plan A is our five year, 100-point plan to tackle some of the biggest challenges facing our business and our world. It will see us working with our customers and our suppliers to combat climate change, reduce waste, safeguard natural resources, trade ethically and build a healthier nation.

We're doing this because it's what you want us to do. It's also the right thing to do. We're calling it Plan A because we believe it's now the only way to do business. There is no Plan B.

–British retailer Marks & Spencer's sustainability statement, May 4, 2007



“RE < C – renewable energy cheaper than coal”

“REEFIGDCPEERPC < TTCOBCOG  
– a renewable energy eco-system  
for innovating, generating, and  
deploying clean power, energy  
efficiency, resource productivity, and  
conservation < the true cost of  
burning coal, oil, and gas”

*A recent study found the average American golfer walks about 900 miles a year. Another study found American golfers drink, on average, 22 gallons of alcohol a year. That means, on average, American golfers get about 41 miles to the gallon.*

*Kind of makes you proud.*

–From the Internet

# *The Energy Internet: When IT Meets ET*

*Revolution is not a dinner party, not an essay, nor a painting, nor a piece of embroidery; it cannot be advanced softly, gradually, carefully, considerately, respectfully, politely, plainly, and modestly.*

—Mao Tse-tung

*Recently reports have been current in certain newspapers that Mr. Thomas A. Edison, the inventor, has at last perfected the storage battery, and that within a few months electrically propelled vehicles, costing little to buy and next to nothing to maintain, will be on the market. The same story has appeared regularly for years and yet matters do not appear to have advanced much.*

*—International Herald Tribune, November 1, 1907*

*When we leave Iraq, it will be the  
biggest transfer of air conditioners  
ever known to mankind.*

–Dan Nolan, energy consultant to the  
U.S. Army

*A Democratic China, or  
a Banana Republic?*

**B A N A N A**

**Build Absolutely Nothing Anywhere Near Anything**