

5<sup>th</sup> World Conference on

# CLIMATE CHANGE AND GLOBAL WARMING

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## *Tim Kaelin*

*Impact Analytics, USA*

### **The energy net – A two-phased approach using free enterprise solutions to solve climate change**

**Statement of the Problem:** Global climate change in recent times has been characterized as an excess of carbon dioxide which cause the greenhouse effect to change the Earth's climate, with the potential to radically inhibit the ability of humans survive. The primary source has been identified as the burning of fossil fuels, e.g., oil, shale and natural gas. While several strategies have been proposed to attack this problem, none to this date have had the enthusiastic endorsement of the primary generators of carbon dioxide. It has become a political football.

**Methodology & Theoretical Orientation:** It is proposed that the psychology in the past for solving global climate change has been misguided. The current “blame, punish and sacrifice” agenda, when examined through the lens of mass influence science, has no possibility of success, and was, in fact, stillborn. The most powerful (non-military) engine of change has always been free enterprise. We approach this using Jacque Ellul's symbology theory of public opinion.

**Findings:** A two-phased approach is proposed, first a “farmers market” consisting of 2500 square miles of currently unused land, is designed to push down the price of solar energy by about 80%. Second, the implementation of universal “net metering” in the US solidifies and increases the market and increases participation. This is a de facto deregulation of the energy industry. The paper examines the motivations of all stakeholders, domestic and foreign (including the current administration) and proves an alignment that will displace fossil fuels and thereby solve global climate change in the fastest possible time.

### **Biography**

Tim Kaelin has his interest in Psychology and Mass Influence since his days as an Intelligence Officer in the 1980's and 90's. Currently, he is the CEO of a marketing and publishing company. He has completed his Master's degree in Electrical Engineering (1984) and International Business (1995) and is a serial entrepreneur.

[timkaelin@impactanalytics.com](mailto:timkaelin@impactanalytics.com)

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