

Is Anyone Listening?

- Is the message of peak oil getting out?
- Is anyone doing anything as yet?
- The great price plunge of 2006
- PO is getting mixed in with global warming, middle east, and energy nationalism.

What Constitutes Progress?

- Recognition that worldwide oil depletion is likely to start within the next decade.
- Grasp at least some of the implications.
- Behave accordingly.

Euphemisms

- The peak oil message is so strong that it can't be spoken.
 - Think Harry Potter's "Voldemort"
 - Remember Jimmy Carter
- "Energy security" = Too much importing
- "Energy efficiency" = Conservation
- "Addicted to Oil"

Who should be taking action?

- Governments at all levels.
- Major Media.
- All types of economic activity.
- Educational institutions .

Governments – Starting to move

- Europe -- closer to shortages.
 - EU
 - Sweden
- US Government
 - “Addicted to Oil” & Advanced Energy Initiative.
 - GAO and NPC Studies –coming soon.
 - St Louis renewables conference.
- China – little publicity

State and Local Governments

- First stirrings of energy planning by states
 - Florida, Virginia, California
- Local governments publicly plan for PO
 - Portland, San Francisco, Bloomington

Media Treatment of PO

- Major endorsements of PO
 - NY Times Editorial Board
 - Bloomberg
- Most still not recognizing urgency.

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- The concept of PO is getting more coverage.
- The urgency is being lost.
 - Higher prices bring forth reserves
 - Large drop in gasoline prices
 - Jack 2 discovery