

ABOUT THIS BOOK¹

Welcome to *Plan A: A Short Guide to a Secure Future*. This is a transdisciplinary guide to tackling climate change and interconnected problems, in a realistic manner as regards politics and technology.

Summary of The Book

This book deals with three major sets of global problems relating to the economy, energy supply, and the environment. I focus specifically on the problems associated with human emissions of greenhouse gases, such as global climate change.

Generally, I argue for two design principles for successful solution to these problems:

- Do *enough* to solve the climate change problem
- Do it in a way that has *positive value* to individuals, companies and nation states

These principles have the following practical expression

- *Reducing* carbon emissions is not enough; we need a *zero carbon economy* as quickly as possible.
- *Saying yes*: we need all the ultra-low carbon technologies available to us, including renewable, nuclear and carbon capture electricity.
- We need a *politically realistic* approach, which takes account not only of the interests of individuals, companies and nation-states as *economic agents* but also as *political agents*.

A set of policy responses to those crises is put forward:

1. “The Energy Refund for the Climate Cub”: *A carbon tax of \$100-200/tCO₂, imposed by a club of nations, with the revenues refunded so that no major group is worse off.*

“Energy Price, Carbon Price, and Energy Tax Guarantees”: *financial guarantees of minimum carbon prices for investors in low-carbon power and energy efficiency.*

Developments of already existing proposals created to encourage investment and make credible commitments to reduce greenhouse gas emissions. These guarantees attempt to be what might be termed 'universal positive incentives', in other words, financial means of encouraging a desired course of action that provide only benefits to agents relative to the status quo but which are complete and economically efficient.

2. “The Good Investment Bank”: *a new international bank to fund investment to decarbonize the world economy over the course of the next twenty years.* This proposal is likely to get the economy going again and stimulate investment in clean technologies.

Treatment

This book is intended to be scientifically rigorous and well structured. In this way it is hoped that some of the chapters may be suitable for peer-reviewed journals such as *Energy Policy*. In order to ensure that each chapter is ready and suitable for such a form, the language used must be scientific in style. The first two chapters are a little different. Chapter one is the introduction, and summarizes the whole book. Chapter two is a summary of climate science and is more broad than is normal for a scientific paper.

Intended Audience

It is important that the book is pitched at a consistent level. This book is intended for researchers in this interdisciplinary field, and the intelligent layman who *thinks for him/herself*, and is *critical* about what he hears. In general this book is intended to tell the simplest story that is reasonably complete about tackling the global triple crisis. The book outlines the key conceptual features of the situation as required by the policy maker or active citizen. No more detail is given than is needed from the point of view of *what we should do* at the same time as having in mind, in broad terms, *how the (Earth) system works*.

Market

The book could engage the public in a similar way that David Mackay's book did. It could also be a textbook of Environmental policy for environmental sciences courses.

Chapters

The book is split into chapters, which are available separately. Each chapter has an 'executive summary', which summarizes the main points; and a statement of those arguments or conclusions which may be novel or not widely known. Most chapters also have a conclusion and are followed by a list of references.

Language Conventions & Equations

The language used is intended to be plain but precise. Spelling conventions in general conform to British English. Words ending in '-ise'/'-ize', are spelt ('-ize')². Mathematical representations will be used where necessary: physics will be described with equations and approximate numbers.

Format

This document is originally written in *Open Office Writer*, using the native open document (.odt) format. I use *footnotes* (as opposed to *endnotes*) throughout the text. This is then published using portable document format (.pdf). Source files are available on request.³

For references I use *Zotero*. The referencing style is '*Harvard Reference Style format-1 (Author-Date)*', and I use OpenOffice 'reference marks', which can be saved in .odt

2 Note that, contrary to popular belief, '-ize' is an acceptable option in British English, as well as being standard US usage and is close to the original root. '-ise' is acceptable only in British English.

3 Open office is available free from <http://www.openoffice.org> and Adobe Reader from <http://www.adobe.com>.

format and are not compatible with Microsoft Word⁴.

Companion Spreadsheets

Most of the chapters are illustrated with spreadsheets which either set out the calculations in the chapters, or contain a simplified mathematical description of the model in question. Throughout the book, I aim to give clear numbers to justify the points made.

Communication & Marketing

Along with this book, I propose a comprehensive communications strategy to put across the ideas in the book. This includes

- I propose to present each section of my work, with power point presentation⁵
- Recording these seminars and placing them on YouTube

In these communications, I will make use of the *pyramid of information*.

Word	Title	Icon
Phrase	Abstract	Picture
Sentence	Briefing Sheet	Graph
Elevator Pitch	Scientific Paper	Table

Publisher

I intend to approach the publishers of David Mackay's book, UIT Cambridge (<http://www.uit.co.uk>) as my first port of call.

Black and White or Colour?

My book is mostly in black and white, and so this could be consistently published as such. A black and white book will cost around 1 pound a copy to print; colour would cost more. Black and white is also more economical for short print runs.

Next Step: Generate a 'blurb'

This section will be developed into a 'blurb'. This will include:

- A introduction to the topic addressed
- A treatment - how you are going to treat the subject
- An indication of the market and any competition
- A detailed table of contents

Executive Summary

The scientific conclusions and policy recommendations of the book are summarised.

4 Zotero is available free from <http://www.zotero.org> . All of my references are available online.

5 I could possibly translate each presentation into a box, similar to the Stern review.

This book deals with three major sets of global problems: economic, energy, and environmental; focussing specifically on the problems associated with human emissions of greenhouse gases, such as global climate change. A set of policy responses to those crises are put forward: a carbon tax of \$100-200/tCO₂, imposed by a club of nations and with the revenues refunded so that no major group is worse off; financial guarantees of minimum carbon prices for investors in low-carbon power and energy efficiency; and a new bank to fund investment to decarbonize the world economy over the course of the next 20 years.