

Created for the United States Department of State

To promote the nation’s efforts to save energy, create green jobs, and combat climate change, the US Department of State needed a video to showcase in the American Pavilion at the UN Convention on Climate Change in Copenhagen (COP15). The challenge: to make America’s case to a skeptical world, the video would have to be educational, inspirational and compelling.

I wrote the winning proposal and, in consultation with White House and State Department experts, researched possible stories, helped design the content, wrote the treatment, and once the material was in hand, structured the video’s story and thrust. I also did final picture editing and wrote the narration. “America’s Response to Climate Change” was screened and quickly approved at both the State Department and the White House and then proudly displayed for an international audience at the American Pavilion.

America’s Response to Climate Change

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<u>VIDEO</u>	<u>AUDIO</u>
Opening international scenes	<u>PRESIDENT OBAMA:</u> No nation can escape the impact of climate change. The security and stability of each nation...our prosperity...our health... are in jeopardy... and the time we have to reverse this tide is running out.
Opening scenes of hope	<u>PRESIDENT OBAMA:</u> But this is a new day... it is a new era... and I'm proud to say that the United States has done more to promote clean energy and reduce carbon pollution than at any other time in our history... The journey is long... the journey is hard... so let us begin.
Main Title: America's Response to Climate Change	

Statue of Liberty, US Capitol
and White House

NARRATOR:

In this land of enterprise and innovation...
there's a new sense of purpose...

As government... business... and the
American people fashion a clean energy
future... committed to protecting the
environment and stimulating growth.

<u>VIDEO</u>	<u>AUDIO</u>
Congress	<p><u>NARRATOR:</u> When Congress passed the American Recovery and Reinvestment Act, they set aside \$80 billion for investments to support clean energy... new jobs... and new approaches to meeting our energy needs.</p> <p><u>LISA JACKSON -EPA:</u> American businesses need strong incentives and investments now, in order for this nation to lead the 21st century global economy.</p>
American cities at night	<p><u>NARRATOR:</u> This is the story of a changing America... and our determination to build a sustainable future.</p>
Wisconsin Weatherization	<p><u>NARRATOR:</u> The federal government is spending \$5 billion to help its citizens weatherize their homes. Here in Wisconsin, winters can be brutal. And the state makes good use of the federal dollars.</p> <p><u>GOVERNOR DOYLE:</u> We're a cold weather state and it's very important for us and very important for the people of Wisconsin if they can save energy, ah, not pay as much for their heating bills in the winter, that's a lot of money for people.</p>

VIDEOAUDIONARRATOR:

Project Home is one non-profit that helps implement the program.

PHILLIP DOWNS - PROJECT HOME:

We are state funded and we also have a lot of stimulus money. And we've hired an extra twenty people on our staff. They're allowing us to weatherize more homes, put people back to work and create a lot of green jobs in the energy field.

GOVERNOR DOYLE:

You know, we win on many different levels with a program like this. The amount of energy that we will save ... over the next two years is the equivalent of the electricity and heating use of 175,000 homes.

JEAN MOHR -HOMEOWNER:

I'm gonna save money. I'm gonna be healthier. so I'm really happy. And grateful.

Buildings

NARRATOR:

Across America, buildings account for 40% of carbon emissions. And while it may be easier to construct new buildings that are energy efficient... older buildings can be made more sustainable, too. Like New York's Empire State Building

<u>VIDEO</u>	<u>AUDIO</u>
Empire State Building	<p><u>DANA SCHNEIDER - JONES LANG LASALLE:</u> In the United States alone, 75% of buildings are 25 years old or older. And so it's critical, if we're to address the issue of carbon footprint reduction and climate change that we focus on improving the performance of existing buildings.</p> <p><u>PAUL RODE - JOHNSON CONTROLS :</u> We're going to reduce the energy consumption of this building by 40% at the end of a 36 month period.</p> <p><u>NARRATOR:</u> Management is spending \$550 million to improve the energy, water, and air control systems. And making this cultural icon more energy efficient will serve as a model for buildings all over America.</p> <p><u>DANA SCHNEIDER - JONES LANG LASALLE:</u> When we talk about a building of the magnitude of the Empire State Building, it's almost 3 million square feet... and if we can improve the performance of a building that's already performing very well, then we can achieve these kinds of results anywhere.</p>
New York	<p><u>NARRATOR:</u> The federal government will spend \$4.5 billion to modify their own workplaces to save</p>

<u>VIDEO</u>	<u>AUDIO</u>
New Orleans after Katrina	<p>energy. There are new energy-saving standards for home appliances, with more to follow. And new sustainable communities are being created.</p> <p><u>NARRATOR:</u> In New Orleans, those hit hardest by Katrina were still hoping to rebuild their lives. .</p> <p><u>ROBERT GREEN - HOMEOWNER:</u> this is the neighborhood that used to be full of families...there was a family right here, the Boltons... there was a family right here, the Cyruses... this is Tony's old house.</p> <p><u>NARRATOR:</u> The Make it Right Foundation is reconstructing the community... and building these homes to the highest standards of energy efficiency.</p> <p><u>MELBA LEGGETT - HOMEOWNER:</u> These are the 15 solar panels that does all the energy to the house..water bills are cheaper...the electric bills are cheaper</p> <p><u>ROBERT GREEN:</u> So basically, this house affords us a new way of living.</p> <p><u>NARRATOR:</u> Through Energy Star and other government programs, there are more than a million homes like these, reducing emissions and</p>

<u>VIDEO</u>	<u>AUDIO</u>
Cars	<p>saving money too.</p> <p><u>NARRATOR:</u> The government is catalyzing change in transportation, too. They forged an agreement with the G20 nations to end \$300 billion in fossil fuel subsidies. They've set tough new standards, for the first time combining fuel efficiency and emissions. And they're investing billions to redefine the car of the future. (alt) They've set the first-ever combined fuel economy and emissions standards.</p>
Detroit, Ford Plant	<p><u>STEVEN CHU - DOE:</u> I'm pleased to announce \$8 billion in conditional loan agreements that will help revolutionize the automobile industry in America. This package includes \$5.9 billion to help Ford Motor Company transform factories in five states including Michigan. (applause)</p> <p><u>JENNIFER GRANDHOLM - GOVERNOR:</u> As governor of a state of 10 million people, that have been struggling with the challenges of the restructuring of the auto industry and the manufacturing sector, this really gives us a gift of hope.</p>

<u>VIDEO</u>	<u>AUDIO</u>
Detroit, Ford Footage	<p data-bbox="716 239 1414 323"><u>JENNIFER GRANDHOLM - GOVERNOR:</u> It's the start of a new day for Michigan.</p> <p data-bbox="716 352 1463 751"><u>NARRATOR:</u> Ford, the largest producer of domestic hybrid vehicles, will make half it's cars ready to run on alternative fuels by 2012. And they're spending \$550 million to retool this SUV plant ... to make an all-electric Ford Focus and an all -electric van, too.</p> <p data-bbox="716 781 1468 989"><u>BILL FORD:</u> We believe building this vehicle here...will be a critical step toward the ... acceptance of electric vehicles.</p>
National Fuel and Vehicle Emissions Lab	<p data-bbox="716 1022 1443 1356"><u>NARRATOR:</u> But all-electric vehicles are still a work-in-progress. So government research is also focused on fuel efficiency. Like hydraulic hybrid technology, developed here at the National Fuel and Vehicle Emissions Lab.</p> <p data-bbox="716 1386 1474 1854"><u>NARRATOR:</u> With present-day technology, frequent stops and starts waste a lot of energy. But with hydraulic hybrid, this delivery truck can use a lot less fuel and cut emissions almost 40% ... The administration's policies are encouraging innovative thinking... and new ways to build better vehicles.</p>

<u>VIDEO</u>	<u>AUDIO</u>
NextEnergy	<p><u>KEITH COOLEY - NEXTENERGY:</u> The automobile industry's coming back, but it's coming back in green fashion.</p> <p><u>NARRATOR:</u> NextEnergy is a jobs and technology catalyst.</p> <p><u>KEITH COOLEY - NEXTENERGY:</u> Vice President Biden was here. Out of a 2.4 billion dollar package for battery systems, he provided more than half of that to this area...1.35 billion. And so people are looking toward the future....not very far off...the next 3,4,5 years at most. For automotive suppliers to come together, for battery manufacturers... and then, you've got the tens of thousands of engineers, scientists, technicians, skilled people, skilled in the expertise of making cars who live in this area, who now get a chance to go back to work and bring this community back up around something they love.</p>
Solar Energy	<p><u>NARRATOR:</u> Combating climate change also means developing new sources of clean energy. Like this solar plant now coming on line in Florida.</p> <p><u>PRESIDENT OBAMA:</u> With the flip of a switch, a large scale solar</p>

VIDEOAUDIO

power plant... the largest of its kind in the entire nation... will deliver electricity produced by the sun to the citizens of the Sunshine State.

MARTHA SYMKO-DAVIES - NATIONAL RENEWABLE ENERGY LAB:

Today, less than 1% of our electricity comes from solar. In the next 20 years, we'd like that to increase to 10%.

MARTHA SYMKO-DAVIES - NATIONAL RENEWABLE ENERGY LAB:

We're seeing hundreds of startups in this area... we also have government incentives that are helping drive this market... and so we're seeing momentum like we've never seen before because people see the growth, the potential of this technology today.

Sweetwater, Texas and Wind Power

NARRATOR:

Stimulus money is driving the change from a petroleum-based economy... with over a billion dollars awarded for renewable energy. Sweetwater was once a West Texas oil town. But now, wind is king.

Mayor driving

MAYOR GREG WORTHAM:

Well just in the Sweetwater area, there's as much wind energy production as in Denmark. I mean, we're the leading wind producer in the Western Hemisphere.

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Mayor on camera

MAYOR GREG WORTHAM:

It's been tremendous to the economy, as an economic force and, really to the region, it's much deeper than that. It's really comprehensive revitalization.

Wind turbines

MAYOR GREG WORTHAM:

In wind energy, it just keeps building out, the next town gets turbines, the next gets turbines... there's so many pieces to go around.

MAYOR GREG WORTHAM:

And wind energy's not going to stop. And the US Government analyses talks about 20% wind by 2020 or 2030. That's about 300,000 Megawatts... That's a hundred Sweetwaters.

Idaho and Nuclear Power

NARRATOR:

The Recovery Act provides the largest single boost to scientific research in history. Here in Idaho, government scientists are advancing the next generation of nuclear technology... to make it safer... more efficient... and designed to meet the special needs of industry.

DAVID PETTI - IDAHO NATIONAL LAB:

One third of the green house gases that are

<u>VIDEO</u>	<u>AUDIO</u>
Colorado and the National Renewable Energy Lab	<p>emitted in the United States come from the industrial sector. And so, if we could supplant all that coal and natural gas that they use to make energy and heat and instead use nuclear reactors, we can reduce the carbon footprint in that large sector. So this is a new mission for nuclear</p> <p><u>NARRATOR:</u> In Colorado, government scientists are helping develop the next generation of biofuels. Today it's just 9% of our fuel supply, but soon cars will be using ethanol made from grass, wood chips and other plant materials.</p> <p><u>ANDY ADEN - NREL:</u> The costs of this technology right now are estimated to be \$2.50 per gallon of ethanol, which is right on the cusp of being cost-effective.</p> <p><u>ANDY ADEN - NREL:</u> We are working with industry... Steel is going in the ground as we speak. So within the next three years they will be producing these fuels, they will be available to the general consumer and they will impact society.</p>

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Illinois and carbon capture and storage

NARRATOR:

To reduce CO2 emissions, the government and corporate partners are studying ways to capture, compress and store carbon dioxide deep underground.

PATRICIA WOERTZ - ADM:

We look at emissions from our plants, and say, "how can we reduce those emissions, but at the same time learn a new technology that can perhaps be applicable elsewhere?" And that's what this carbon sequestration project does.

PATRICIA WOERTZ - ADM:

Here in central Illinois, we have the opportunity for a deep basin to hold CO2 for many decades to come, and I think what we'll learn from that will be beneficial to a lot of other industries as well as ours.

ROBERT J. FINLEY -ENERGY AND EARTH RESOURCES CENTER:

The potential for carbon capture and storage is really quite large. For example, a mid-size, coal-fired power plant that may put out 4 million metric tons of carbon dioxide per year, you could essentially capture 90% of the carbon dioxide from that individual plant.

PATRICIA WOERTZ - ADM:

The US is on a forefront of a lot of different

<u>VIDEO</u>	<u>AUDIO</u>
West Virginia and AEP	<p>projects like this, and this is an example of one in our backyard.</p> <p><u>NARRATOR:</u> And here in West Virginia... a coal-fired power plant is also putting the technology to the test. American Electric Power will capture CO2 from this plant and store it more than a mile below the earth's surface. In the United States, power plants account for 40% of our CO2 emissions.</p>
Florida and Smart Grid	<p><u>NARRATOR:</u> In Miami, they're reshaping the way electricity gets delivered... into an intelligent energy network called "Smart Grid."</p> <p><u>BOB GILLIGAN - GE ENERGY:</u> Smart Grid is the energy internet. It brings more intelligence into the grid, enables better visibility to what's going on in the grid and automates more of the decisions within the operations of that grid.</p> <p><u>BOB GILLIGAN - GE ENERGY:</u> It provides consumers with more information... to change the way they use energy. And it will create opportunities we can't even imagine.</p> <p><u>PRESIDENT OBAMA:</u> I'm pleased to announce we are making the</p>

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largest ever investment in a smarter, stronger and more secure electric grid. This investment will come in the form of 100 grants totaling \$3.4 billion.

BRIAN OLNICK - FLORIDA POWER AND LIGHT:

It's a real win win... it's a win for the utility. It allows us a lot of new information, so we can operate more efficiently, but it's a win because it's great for the consumer too. If they can save energy, ultimately great for the environment.

BOB GILLIGAN - GE ENERGY:

This is our opportunity to really establish the United States as the preeminent source of new technologies for a smarter grid... we can create a great boon for our economy and create a new export business for the United States.

Washington DC and GEOSS

NARRATOR:

In an ever-changing world, how can nations plan for the future... stave off threats to ecosystems, health and our atmosphere? No nation can do it alone. Which is why the US helped create the international environmental network called GEOSS.

AHSHA TRIBBLE - NOAA:

GEOSS is the Global Earth Observation

<u>VIDEO</u>	<u>AUDIO</u>
Closing montage	<p>System of Systems. It is an infrastructure that is allowing us to leverage networks of earth observations across the globe.</p> <p><u>DANIEL IRWIN - NASA:</u> We share our science, and we work together as a global community to address critical issues such as biodiversity, climate change, disasters, energy and ecosystems.</p> <p><u>DANIEL IRWIN - NASA:</u> What's exciting about GEOSS is that over 70 countries have come together to make it a reality, to understand and protect our home planet.</p>
Closing montage	<p><u>NARRATOR:</u> Clean energy is here. And more is on the way. Creating jobs, making the world more secure...and moving us in the right direction.</p> <p><u>PRESIDENT OBAMA:</u> No one nation can meet this challenge alone. If we can resolve to work tirelessly in common effort then we will achieve our common purpose. A world that is safer, cleaner and healthier than the one we found. And a future that is worthy of our children.</p>