

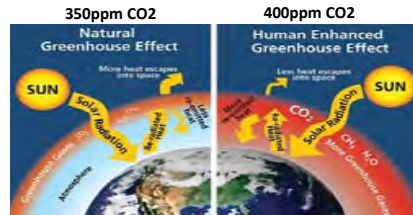
The Economic Mindset to Global Warming

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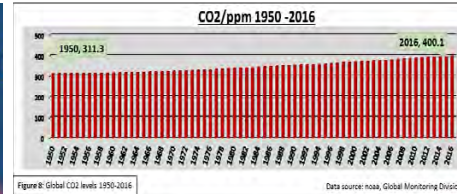
Global warming is not up for debate, its happening. Sea levels are rising, annual temperatures are climbing, and storms are increasing in severity. We know that Carbon Dioxide gases are building in the atmosphere trapping solar energy causing rising temperatures. This action is called the greenhouse effect. This is impacting everything living on our planet currently and in the future.

Oil is a critical driver for the increase of CO2 in the atmosphere but its consumer demand that drives its production. Society blames the corporate level, and expects the governmental level to create change. This poster will expose how the increase in CO2 is due to societies spending habits that are driven by the price of oil.

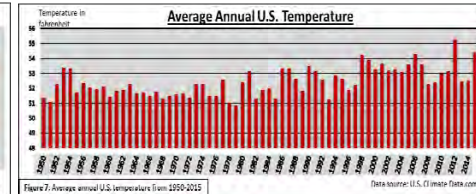
The natural greenhouse effect has an upper safe limit of 350ppm CO2. The human enhanced effect begins above 350ppm. We are currently at 400.1ppm.



Current atmospheric CO2 levels are at 400 parts per million. It is argued that the earth will start to reach recoverable levels one it hits 450ppm. If the growth rate continues from 1950 to 2016, we will hit 488ppm by 2082.



U.S. average annual temperature is used because we can better translate how it feels. Average temps have increased by 2.57% in 66 years. 2.20% of that has happened in the last 26 years.



Oil drives CO2 emissions, demand drives oil production.



Population growth is steady but oil production to support it is off the chart.



Walmart is a grassroots level of how oil price dictates our spending.



Daily examples of petroleum based products.

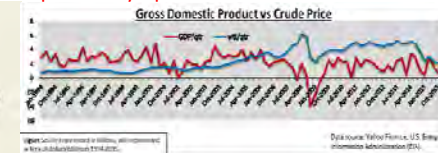
- Cosmetics
- Synthetic Rubber
- Lubricants
- Medicines
- Cleaning Products
- Asphalt
- Synthetic Fabrics
- Food
- Plastic
- Fuel
- Pesticides
- Fertilizers
- Computer Products
- Shoes

Oil is the puppet master over our spending choices.

Our spending habits are highly correlated by the price of oil.



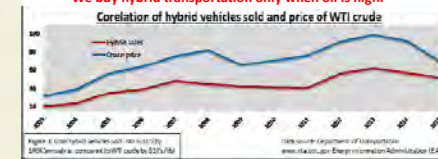
Oil price is directly responsible for U.S. GDP. It rules economic health.



Oil prices directly influence auto purchases.



We buy hybrid transportation only when oil is high.



Greater demand leads to greater production, ending up with greater waste.

Not only do these discarded monitors affect the environment but the metals are stripped from inside with harmful chemicals.



In the remains of a decomposing Albatross, we see what happens to much of our litter.



Tires pose a danger to the environment because of dangerous toxins released when they decompose and also when they are incinerated.



Increased wildfires are a direct result of climate change.



All of our demanded products eventually get thrown away, but where is away?



Our society is quick to point the accusatory finger outward in the search for global warming solutions. Clearly the data shows that the main contributors to global warming are you, me, us. In the end, the solution to global warming comes down to choices. Don't demand more just because you can.

Economic wealth = Social wealth + Environmental wealth

How has this project enriched our experience at the UofA and the long term impact it will have on our behavior and outlook with respect to sustainability.

We now realize that solutions for global warming can be much more effective at the social level than at the managed level. To achieve this, the social level must recognize that there is an underlying driver to its excess spending habits. Starting at the managed level won't help unless mindsets are changed at the social level. Once the social environment recognizes and corrects this behavior, responsible actions at the built level will ensure preservation of the natural system.

Economically we have been encouraged to see how sustainable practices can be applied to our global supply chain system from sourcing to consumption.

How has the project contributed to one or more of the systems?

Built system - reducing waste and preserving more land for the natural environment

Managed system - consumers realize they are the drivers for what the agriculture, business and other industries produce. If we don't demand it they will not produce it.

Social system - reduces ecological degradation, resource depletion, and impacts on human health.

