



ANNUAL REPORT: 2008

YEAR IN REVIEW

This year was busy for Earth Policy Institute (EPI) partly because of the increased interest in the issues on which EPI works and partly because of the amount of research being funneled into a variety of publications. The increased interest in EPI's issues was reflected in the often overwhelming media clamor for interviews, in book translations and sales, in speaking requests, and more.

RESEARCH AGENDA

Throughout the year EPI's research team of five was constantly considering topics where the Institute could make a difference by providing its unique interdisciplinary and integrated global analysis. The team also vetted topics for timeliness with world events.

For instance, the issue of the year was food versus fuel. Having released four Updates on this issue, two in 2006 and two in 2007, EPI released an Update in January entitled "Why Ethanol Production Will Drive World Food Prices Even Higher in 2008," priming the media pump so that when food prices started rising, the dots had already been connected and the phones at EPI began ringing. Lester and Janet gave more than 120 interviews on this issue, turning down a substantial number. EPI subsequently worked on several more related Updates and an op-ed piece in the *Washington Post* on this issue. www.earthpolicy.org/index.php?/plan_b_updates

Renewable energy dominated the research agenda because it is the backbone of a Plan B energy economy. Updates reflecting this research were released on wind, solar, and geothermal power. Coal has long been a dominant energy player, but EPI in its usual research mode started seeing a number of activities opposing new coal-fired power plants in the United States. For the most part, these got little media attention and then only in the singular. EPI's analysis was released in an Update highlighting what was becoming a de facto ban on new coal-fired power plants in the United States.

Skyrocketing costs of energy and the presidential campaigns spurred EPI to research three additional topics. One was on why oil drilling is not the answer to lower oil prices. Another was on the flawed economics of nuclear power. While the pollution aspect was often covered in the media, i.e. what to do with radioactive waste and spent fuel rods, there was little about the full costs of nuclear power. EPI filled this gap.

With all of the information researched for the renewable energy Updates, EPI noted yet another gap. The team saw a huge shift toward renewable energy projects, but no one had put together these pieces. EPI presented this rather amazing picture in an Update showing how a new energy economy is emerging in the United States with details on some of the large projects underway and in planning.

Neglected, but vitally important, topics were also researched, such as the melting of the glaciers in the Himalayas that feed the major rivers in China and India and the negative effect this will have on food production in those countries.

A grant from the Rockefeller Brothers Fund provided the impetus for a substantial initiative: putting EPI's global energy analysis, contained mostly in Chapters 11 and 12 of *Plan B 3.0*, into an 8-page full-color report, entitled "Time for Plan B: Cutting Carbon Emissions 80 Percent by 2020." www.earthpolicy.org/index.php?/books/pb3/80by2020 The idea was to highlight this important piece of analysis so that it might get a larger circulation and more media and decision-maker attention. (See the Outreach section for more on this activity.)

The research team has already started researching *Plan B 4.0*. This edition is likely to abridge the chapters on the problems, getting more quickly to the solutions. A significant amount of work has already gone into a probable introductory chapter. The goal is to release this next edition in the fall of 2009.

Of the 12 Eco-Economy Indicators EPI tracks, it updated five in 2008: global temperature, ice melting, wind power, carbon emissions, and bicycle production. www.earthpolicy.org/index.php?/publications/C39/ It released 11 Plan B Updates, noted above, six of which were launched via press teleconferences.

The research team also compiled several special publications, other than "Time for Plan B." For instance, a few weeks after releasing the book *Plan B 3.0*, EPI released the datasets used in the book. This mammoth set of data underpins the analysis in the book. Following up on the Update on banning coal-fired power plants in the United States, EPI released a timeline detailing the actions taken in opposition to new coal-fired power plants. Data on why drilling for oil is not the answer, mentioned earlier, were released as a fact sheet.

OUTREACH

EPI's mission is to move the world onto Plan B. Thus, its research is channeled into various publications and released to a global audience. EPI disseminates its analyses through the combination of its global network of media contacts, publishers, and the Internet. EPI also utilizes press teleconferences to draw special attention to a topic. Additional outreach efforts go into speaking engagements, direct mail and electronic sales promotions, and its website. The Institute puts as much care and effort into outreach as it does its research.

Plan B 3.0: Launchings, Sales, and Outreach

The year started with the launching of *Plan B 3.0: Mobilizing to Save Civilization* by Lester at a well-attended press teleconference followed a week later by a splashy

book party. Four other DC-based presentations followed in the next two weeks at George Mason and Georgetown universities, at Politics and Prose (a well known DC-area bookstore), and via teleconference for a young CEO leaders conference. Interspersed were a plethora of media interviews including the *New York Times*, Reuters, *Business Week*, ABC, NPR, Fox Business News, and the Voice of America. The book tour then moved west to Los Angeles, Riverside, and San Francisco followed by Boston, Chicago, Denver, and New York.

In February, the English edition of *Plan B 3.0* was launched at the European Parliament in Brussels (where the working language is English) and in London. The latter included a meeting with the All Party Parliamentary Group on Climate Change. Lester also met with Italian billionaire Silvio Scaglia, who converted to the environmental cause after receiving a copy of *Plan B 2.0* from Ted Turner. He subsequently distributed 500 copies of *Plan B 2.0* and *3.0*. In London he proposed an Internet documentary based on the latter, which is in progress. In the various one-on-one meetings and presentations, Lester emphasized the need to reduce carbon emissions 80 percent by 2020.

Six language editions were launched in June: Chinese, Japanese, Korean, Hindi, Italian, and Turkish. Numbers reveal only part of this saga: 6 press conferences, 64 press interviews, 19 public addresses, and 10 meetings with political leaders. While the scale of this trip was impressive, so were the people in each country who translated and published the book, arranged the various events, and set up meetings with media and decision-makers.

September began with a two-week tour launching the German, Swedish, and Norwegian editions of *Plan B 3.0*. The Swedish edition began with Lars and Doris Almström, who translated both *Plan B 2.0* and *3.0* for online posting and subsequently found an enthusiastic publisher.

Some 160 television, radio, and print interviews were given on *Plan B 3.0* directly through October. A number of other interviews dealt with spin-off issues from the book, such as ice melting, renewable energy, and climate refugees.

Sales of the book started briskly with pre-release holiday sales in December 2007. Four direct mail promotions kept the volume moving. Sales through the online retailer Amazon.com surpassed all expectations with the book frequently hitting the 3-digit ranking in overall sales. Thus far, EPI has sold through its office nearly 28,000 copies. A number of large sales have been to conferences where EPI staff spoke. The book is now in its third printing.

Although reviews for a third edition of a book are generally rare, *3.0* received a fair number including the *Washington Post*, UK's *Guardian*, Reuters (wire service), *Science News* magazine, and Treehugger.

Throughout the year, EPI released nine Book Bytes, all excerpts from *Plan B 3.0*. Feedback from readers indicates these are widely read and appreciated for focusing on particular issues in the book that need global attention.

Filming for a two-hour documentary on Plan B has begun. Having acquired the necessary funding, Hal and Marilyn Weiner of ScreenScope accompanied Lester on his six-country book tour in June, shooting 26 hours of footage of the response to *Plan B 3.0* and Lester's interactions with heads of state, policymakers, and the media. The film is currently scheduled for release in the spring of 2010.

Languages

EPI books have now been published in 28 languages. Major languages (more than 50 million speakers) include Arabic, English (three publishers: US & Canada, UK & Commonwealth, India & South Asia), Chinese (two publishers: Mainland and Taiwan), Farsi, French, German, Hindi, Indonesian, Italian, Japanese, Korean, Marathi (India), Polish, Portuguese, Russian, Spanish (Latin America and Spain), Thai, Turkish, and Ukrainian. Other languages include Bulgarian, Catalan, Czech, Danish, Dutch, Norwegian, Romanian, Slovenian, and Swedish. Two additional languages are electronic only: Esperanto and Hungarian.

Press Conferences, Interviews, Lectures, and News Clips

EPI held a record number of eight press teleconferences in 2008, including one to release *Plan B 3.0*, and one environmental roundtable for a select group of journalists to discuss post-election energy strategy. The topics for the other teleconferences were on why high food prices will go higher, banning coal-fired power plants, ice melt in the Himalayas and food security, how the world is facing a huge new challenge on the food front, the new energy economy emerging in the United States, and the flawed economics of nuclear power. Attendance at these events was strong with a number of good media pieces following. EPI also posted the audio of each teleconference and often the transcript on its website afterwards.

Of special note was the release of EPI's energy blueprint, "Time for Plan B," mentioned earlier, at a well-attended press teleconference on July 2. EPI followed this by mailing a copy with a letter from Lester to nearly everyone to whom Ted Turner had sent a copy of *Plan B 3.0*. Dozens of recipients responded enthusiastically. The booklet has thus far been translated into German and French.

Thus far, EPI has given a record number of media interviews—350—the majority by Lester and Janet. Despite this large number, many interview requests had to be declined. EPI staff gave some 90 presentations, the bulk by Lester and many of which were conference keynotes. Of note was the increasing interest by financial firms, such as JP Morgan, Stanford Group, Noble Group, Kingside Partners, and CLSA (one of the largest investment houses in Asia), all of whom distributed copies of *Plan B 3.0*. Print and online clips totaled some 7,000 through October. In addition to being reprinted in magazines and newspapers, a number of websites regularly post EPI's pieces and many are translated. They are also circulated on other listservs and to friends and colleagues.

Plan B Teams

Plan B Teams are comprised of individuals who buy 5 or more copies for distribution to friends, colleagues, and political leaders. Over 700 individuals are members of the original Plan B Team, while the Plan B 2.0 Team has over 1,600. Thus far, the Plan B 3.0 Team numbers 800. As with the earlier editions, Ted Turner is the team captain. This year, he distributed some 5,500 copies with a personal letter to

heads of state and their ministers of energy, environment, and agriculture, the world's 900 billionaires, U.S. college and university presidents, Fortune 500 CEOs, environmental grantmakers, the UNEP Governing Council, U.N. organization heads, U.S. state governors, members of Congress, the heads of the environmental NGOs, international university presidents, members of the European Parliament, and others. Some Plan B members distribute the books in wonderful ways, like James Steele who ordered copies to give to the 100 celebrants at his 95th birthday party.

TEMA, an NGO in Turkey that focuses on reforestation and soil conservation efforts, published *Plan B 3.0* in Turkey and organized the June launch. Running a strong second to Ted Turner on the Plan B 3.0 Team, it has distributed 4,250 copies of the Turkish edition to members of Parliament, universities, political leaders, volunteers, the media, mayors, libraries, and NGOs.

People in Action

Each year, EPI receives numerous letters and e-mails from people who are eager to help save civilization. They have reached out to their communities, co-workers and peers, religious groups, and elected officials to outline the urgency of addressing the mounting pressures on our global environment. A few years ago, the Institute posted a number of these on its website.

www.earthpolicy.org/index.php?action_center/C27/ This year, the number of individuals doing extraordinary things has increased. To draw attention to this activity, EPI highlighted these efforts through a piece on its listserv. While EPI may be their inspiration, they are EPI's.

Website and Internet Action

Some 88,800 links have now been established to the Institute's website. On the day of its release, Earth Policy Institute (EPI) posted *Plan B 3.0* in PDF on its website for free downloading. Since then some 70,000 individual chapters have been downloaded with an additional 22,500 downloads of the entire book. EPI has also authorized several other websites to carry the PDF of the book for free downloading. Of note is that all other EPI books continue to be downloaded in PDF. EPI has also begun uploading audio recordings of its Updates. EPI disseminates its analyses through its public listserv of some 17,000 individuals and its media listserv of some 1,800. It also posts them on a variety of websites including social networking sites.

Meanwhile, progress on EPI's new website is moving along with much of the content already migrated. The new site will feature a data center allowing for easy searching of the data by topic and category. It will also offer more search functions for EPI's vast research library.

FINANCIAL OVERVIEW

Total income for 2008, including publication sales, royalties, honoraria, interest, grants, and gifts, was just over \$1 million. Earned income came in at nearly \$480,000, covering 42 percent of expenditures.