



# Breakthrough Politics for Global Warming

Presentaton and book signing with  
**Michael Shellenberger and Ted Nordhaus**

Wednesday, February 27, 2008, 4:00 - 6:00 p.m.  
3001 PES (Plant and Environmental Sciences Building)  
University of California, Davis

*Michael Shellenberger and Ted Nordhaus are senior fellows with the Breakthrough Institute and managing directors of American Enviroics, a social values research and political strategy firm. Michael works on and writes about everything from energy to technology innovation to changing social values. He received his B.A. from Earlham College in Indiana, and received a Masters Degree in cultural anthropology from the University of California. Ted is an author, researcher and political strategist. He holds a B.A. in history from the University of California.*

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**"Bracing."**

- Michael Pollan, author,  
*Omnivore's Dilemma*

**"Fearless."**

- Ariel Levy, author,  
*Female Chauvinist Pigs*

**Ted Nordhaus & Michael Shellenberger**



From the Death of Environmentalism  
to the Politics of Possibility

**“. . .Environmentalists must stop congratulating themselves for their own willingness to confront inconvenient truths and must focus on building a politics of shared hope rather than relying on a politics of fear.”**

- *New York Times*

Three years ago, in an article that sent shockwaves through the environmental movement, Michael Shellenberger and Ted Nordhaus called for “The Death of Environmentalism;” we need a new movement, they argued, one capable of tackling the planet’s most pressing issue: global warming. In their book, *Break Through*, they articulate this new politics, one focused not on limits or complaints, but on aspirations and possibility.

Treating global warming as purely “environmental” in nature and framing the solutions required as technical ones, is, they argue, at the heart of the movement’s political failings. This threat requires a new kind of politics, which returns to the ecological roots of early environmentalism and doesn’t treat the environment as some “thing” outside of human civilization.

Nordhaus and Shellenberger provide audiences with new ideas and fresh new perspectives on problems that many have come to regard, sadly, as insurmountable. There is hope and a vision for the future, and one great place to start is with these two young iconoclasts.

For more information visit <http://johnmuir.ucdavis.edu>.