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A clean climate must be a consumer commodity

by **Daniel M. Kammen**

Without a doubt, this week's United Nations Climate Summit in New York City is a venue for important scientific releases highlighting the now well-established consensus on the severe consequences of inaction on global warming. These statements will bolster proposals to move nations toward common ground on a framework for action.

While these efforts are critically needed, they are not enough. Without greater attention to individual consumers, we are likely to continue down the ineffective path we've wandered for decades. Simply put, we must engage a national movement around the real benefits of a secure climate to each and every person.

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Research on carbon footprints by my laboratory and many others presents a very clear conclusion: Reducing carbon emissions saves money. Numerous companies now offer rooftop solar leases that reduce utility bills immediately. On Wall Street, the WilderHill Clean Energy Index is up 50 percent in per share value in the past 24 months.

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