

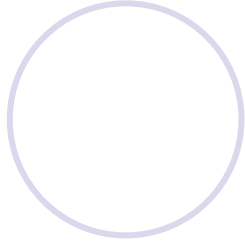
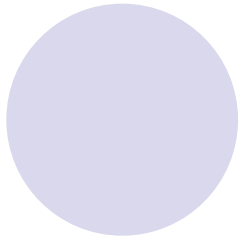
The title is centered and overlaid on a decorative graphic consisting of five circles. The top row has three circles: the first is an outline, the second and third are solid light purple, and the fourth is an outline. The bottom row has three circles: the first and second are solid light purple, and the third is an outline.

Education Assessment of Live Earth and the Environment

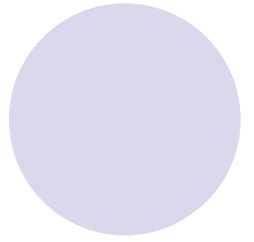
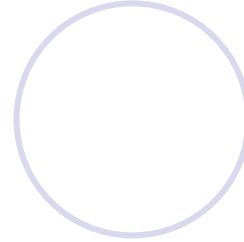
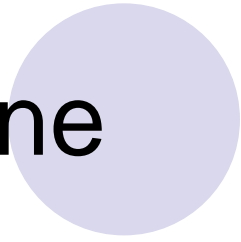
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Green Design

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Outline



- Introduction
- Issues
 - Political Bias
 - Environmental Impact
 - Other Negative Spotlight
- Setting a New Standard
- Conclusion

Introduction

- Initiated three year campaign on July 7, 2007, called *Live Earth Call to Action*
- Hosted over 150 musical acts in 11 locations
- Run by Save Our Selves, Al Gore, the Alliance for Climate Protection, Earthlab, MSN, and Control Room
- Based on the Live Aid and Live 8 concerts



<http://www.inhabitat.com/wp-content/uploads/live-earth.jpg>



Seven Point Pledge

- 1. To demand that my country join an international treaty within the next 2 years that cuts global warming pollution by 90% in developed countries and by more than half worldwide in time for the next generation to inherit a healthy earth
- 2. To take personal action to help solve the climate crisis by reducing my own carbon dioxide pollution as much as I can and offsetting the rest to become 'carbon neutral'
- 3. To fight for a moratorium on the construction of any new generating facility that burns coal without the capacity to safely trap and store carbon dioxide
- 4. To work for a dramatic increase in the energy efficiency of my home, workplace, school, place of worship, and means of transportation
- 5. To fight for laws and policies that expands the use of renewable energy sources and reduces dependence on oil and coal
- 6. To plant new trees and to join with others in preserving and protecting forests

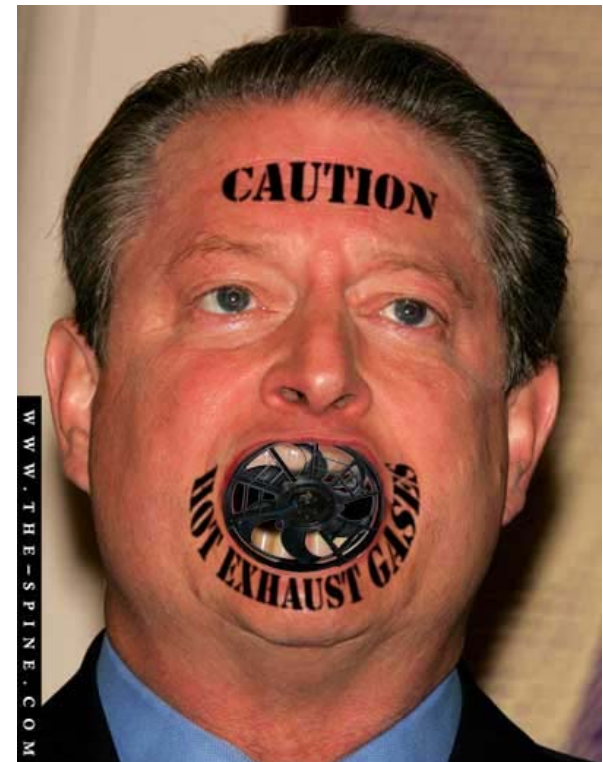


Live Earth's Intention

- Gore states the concerts are the “beginning of a three-year campaign worldwide to deliver information about how we solve the climate crisis” and that “the prospects for every future generation depend on us understanding, hearing and acting up this information.”
- Hit 3.1 million viewers and over 55 million video streams

Issues of Criticism: Political Bias

- The question of Gore's intentions
- Issues of American party bias
- Blogs



Issues of Criticism: Environmental Impact

- Leadership
 - Artists
 - The Event's impact
- John Buckley vs. Live Earth's data



http://www.c-pol.com/Fun/blog/LiveEarthFootprint_2007_0709.jpg

Issues of Criticism: Future

- “Live earth’s success will be measured not by the number of trees the initiative plants or the number of energy-efficient light-bulbs sold as a result, but by whether it motivate concertgoers to make climate-change their generation’s political priority, and press their leader to act on it.”
- Not a prioritized presidential issue
- What happened to the proceeds?

Walsh, Bryan. “What Live Earth Really Meant.” Time. July, 08, 2007.

<http://www.time.com/time/world/article/0,8599,1641046,00.html>

Setting a New Standard

- Slight changes decrease the amount of carbon emissions
- Should be example for larger events like the Olympics, World Cup, etc.





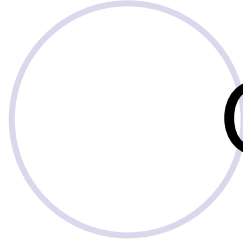
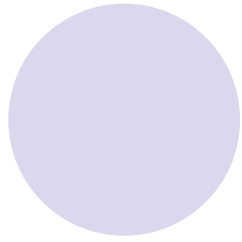
Conclusion

- All press is good press
- Live Earth needs to further follow up
- Still potential, but weakening as flooded with criticism and pessimism
- Has brought awareness, now need to focus on change



Sources

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Questions?

