



Climate Change & Air Pollution Info Labels on Gas Pumps



OUR
HORIZON

City of Nanaimo
May 30, 2016

Melissa Tomlinson
and Robert Shirkey



WARNING

Use of this fuel product contributes to smog which may cause asthma and other respiratory problems in children.

To learn more, go to WeCanDoBetter.Me

Required by Municipality of Courage by-law 2013-058.

The concept has been endorsed
by over 100 leaders in their field
and numerous NGOs.

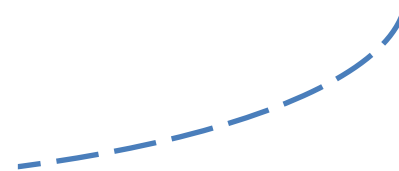
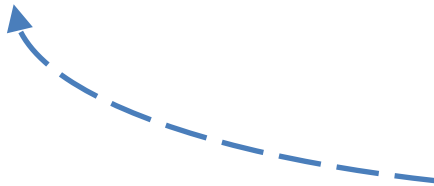
www.ourhorizon.org

~~No Feedback~~

Builds Feedback

CAUSE

EFFECT



~~Diffusion of Responsibility~~

Locates Responsibility



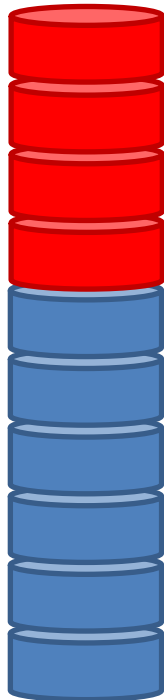
~~Externalities~~

Communicates
Externalities

Quantitative

Qualitative

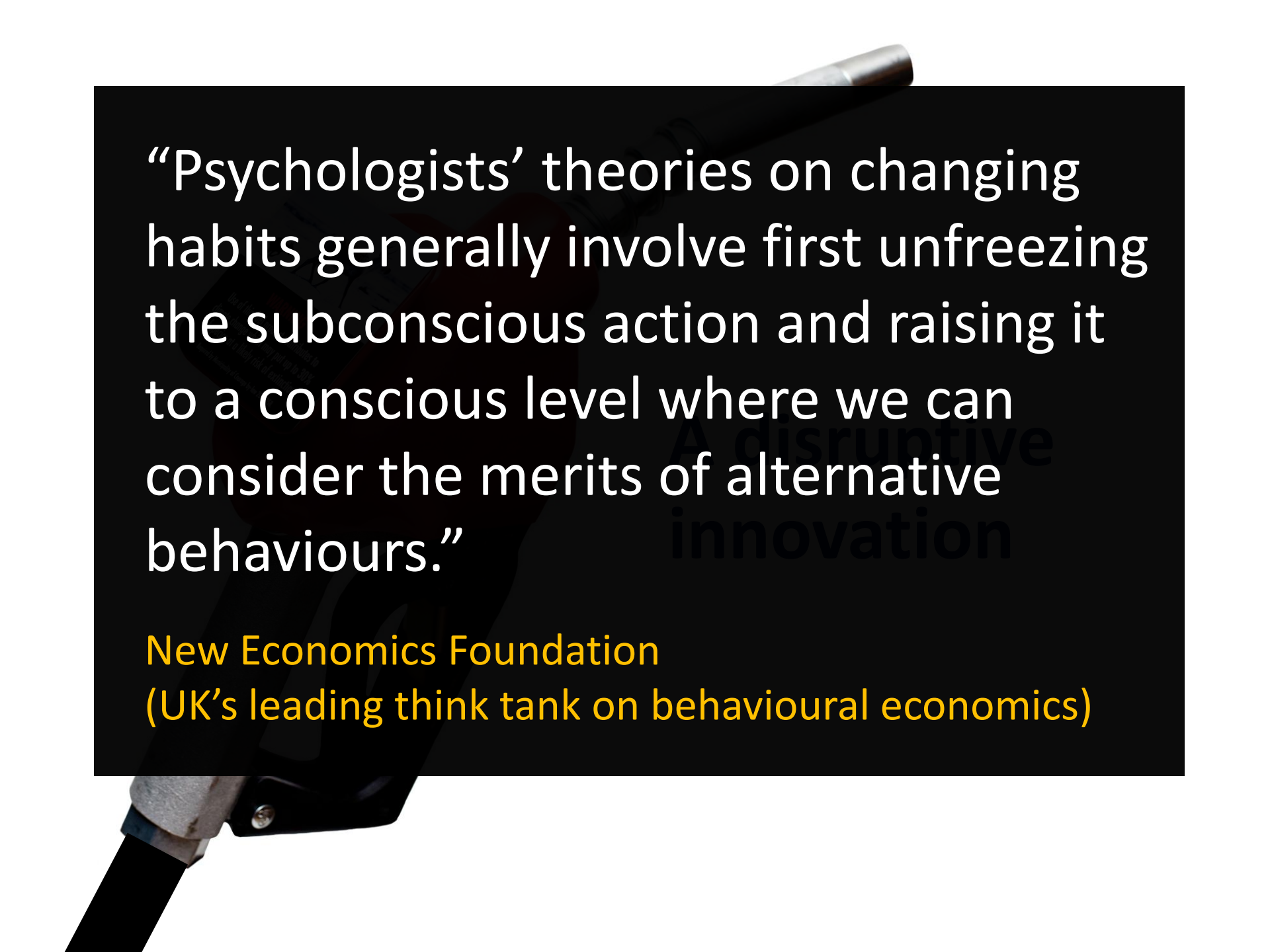
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WARNING


Use of this fuel product contributes to climate change which may put up to 30% of species at a likely risk of extinction.

Required by Municipality of Courage by-law 2013-058.

A hand holding a pen is visible in the background, positioned as if writing on a dark surface. Faint, large text is visible in the background, including the words "A disruptive innovation".

“Psychologists’ theories on changing habits generally involve first unfreezing the subconscious action and raising it to a conscious level where we can consider the merits of alternative behaviours.”

New Economics Foundation
(UK’s leading think tank on behavioural economics)

A group of people, including men and women in business attire, are standing in front of a wooden wall. The wall has the text "CORPORATION OF THE DISTRICT OF WEST VA" visible. The image is dark and serves as a background for the text.

“It is 2015 and we need to talk about how we are going to move forward as a society on a reduced carbon or carbon-free diet and it is going to be a challenge.”

North Vancouver Mayor Darrel Mussatto

Buitenland

Home » Buitenland

- Zikavirus in China
- Treinongeval: menselijke fout
- Granaat niet om vluchtellinghaat
- Terugroepactie Dalmier in VS over airbags
- Ambassadeur VS op het matje
- Obama moderniseert computers
- Vader verkracht dochter
- Gorillatweeling geboren
- Negen jaar voor moordplan Mugabe
- Dieven stelen heel bos

Binnenland

- Dit wordt een hele zware taak...
- Legale route vluchtelingen
- Vragen over klokkenluiderswet
- Compromis over pgb
- Meer steun voor Dullaert
- Brabantse verongelukt
- E-auto niet sneller
- 15-jarige busovervaller gepakt
- Dodelijk ongeval op N53
- Hannu nootief over



WARNING
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To learn more, go to WeCanDoBetter.Me

Required by Municipality of Cooroo by law 2013-058.

Deel op FB 135

Tweet

G+ 0

Foto: Our Horizons

do 10 dec 2015, 16:03

Waarschuwingstickers op benzinepomp

VANCOUVER - De Canadese stad Vancouver gaat vanaf volgend jaar stickers plaatsen op brandstofpompen die waarschuwen voor klimaatverandering.

De stickers, een initiatief van nonprofit-organisatie Our Horizons, wijzen automobilisten op de negatieve effecten van fossiele brandstoffen op het milieu en de gezondheid.

De waarschuwingen doen denken aan die op sigarettenpakjes. "Gebruik van deze brandstof draagt bij aan smog die zorgt voor



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Kracht van Microkrediet

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Vergelijk energietarieven
Februari 2016

[Vergelijk actuele tarieven »](#)

Telegraaf Update nieuwsbrief

Mis nooit het dagelijkse nieuws.
Schrijf je nu in.

E-mailadres *

Geslacht:

☐ Man ☐ Vrouw

