I. Which of these drivers are we addressing?
A. We are not addressing two of the drivers
   1. Population - No
   2. Affluence - No
   3. Technology – Yes
B. I don’t think improving technology alone can get us there
C. Can we invent new technology?
D. If we do, can we get people to use it?

II. Changing Behavior: How Hard Can It Be?
A. If I told you I had a new technology that could increase your car’s fuel efficiency by 20% and reduce your CO2 emissions by 20%, would you use it?
B. How much would you pay for it?
   1. It’s the gas pedal
   2. Most people drive 75 mph on freeways
   3. Slowing to 65 mph decreases emissions by ~10%
   4. Slowing to 55 mph decreases emissions by ~20%
   5. No law is required!

III. Changing Affluence Growth
A. Some policies do influence consumption patterns
   1. Buddhist monks
   2. Jewish observance of Shabbat
   3. Mormon tithing
   4. Voluntary simplicity: “frugality of consumption”
B. So do social norms
   1. “More, More, More said the baby.”
   2. “I want a better life for my kids.”
   3. “I need a raise.”
   4. “I need a vacation.”
C. Yet affluence also appears “off limits” politically (though see “Confronting Consumption”)

IV. Population and affluence: the role of government
A. Population and affluence reflect deep-seated values
B. Democracies usually see values as inputs to government policy not targets of government policy
C. Democracies tend NOT to see “shaping values” as an appropriate role for government
D. Population and affluence: alternatives to government
E. Many people DO see “shaping values” as an appropriate role for other institutions
   1. Religions
   2. Families
   3. Corporations
   4. Social movements
   5. Conscious communities