

HOT, FLAT AND CROWDED

Why We Need a Green Revolution – and How It Can Renew America

THOMAS FRIEDMAN

THOMAS FRIEDMAN is currently the foreign affairs columnist for *The New York Times*. He started working for the newspaper in 1981 as a financial reporter specializing in OPEC- and oil-related news and later served as the chief diplomatic, chief White House, and international economics correspondents. He has been awarded the Pulitzer Prize three times. Mr. Friedman, a graduate of Brandeis University and Oxford, is the author of *The World is Flat, Longitudes and Latitudes, The Lexus and the Olive Tree* and *From Beirut to Jerusalem*. He has served as a visiting professor at Harvard University and has been awarded honorary degrees from several U.S. universities.

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MAIN IDEA

Three trends have combined to create some very powerful dynamics which will profoundly shape the future of human civilization:

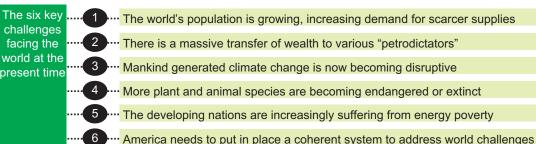
- Hot Global warming the man made climate effects which are resulting in some genuinely bizarre climate effects worldwide.
- Flat Globalization the rise of an affluent middle class anxious to enjoy the fruits of success, even if it hurts the environment.
- Crowded Population growth humanity's ongoing and relentless expansion sustained by medical advances and more.

The only way these challenges will be addressed satisfactorily is if a fundamentally newer and greener way to produce and use energy is developed and then deployed worldwide. This is the "biggest single peacetime project humankind will have ever undertaken". It also creates a huge commercial opportunity for the United States of America. If America can seize the initiative and come up with the new green energy sources which will replace fossil fuels, not only will the country's own economy expand but it will also solidify the United State's position as a business superpower.

The time is ripe for the United States to focus on the challenge of building a completely green power infrastructure. This is an incredible opportunity to create investment opportunities, generate new jobs and solidify global leadership.

"I am convinced that the best way forward for America to solve its big problem – the best way for America to get its 'groove' back – is for us to take the lead in solving the world's big problem. In a world that's getting hot, flat and crowded, the task of creating the tools, systems, energy sources, and ethics that will allow the planet to grow in cleaner, more sustainable ways is going to be the biggest challenge of our lifetime. The simple name for the new project I am proposing is 'Code Green'. What 'red' was to America in the 1950s and 1960s – a symbol of the overarching Communist threat, the symbol that was used to mobilize our country to build up its military, its industrial base, its highways, its educational institutions and its scientific capabilities – we need 'green' to be for today's America."

Thomas Friedman



3. How do we move forward from here?..... Pages 5 - 7

The best way for America to meet these challenges are:



If America were to embark on a national drive to build a sustainable clean energy infrastructure, China would have no choice but to follow America's lead. It would not be able to afford to miss out on the next great emerging global industry. Neither China nor the United States of America will be able to be financial powerhouses unless they are working systematically on greening their energy infrastructures. This is the pressing commercial imperative of the twenty-first-century and a key opportunity to redefine what it means to be an American.

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