



Environmentalism Hijacked by Woke Al Greta Jihadis

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Founder & CEO
KKrish Energy

Tom Nelson Podcast
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Who is behind KKrish?



Karthik Krishna
Founder and CEO

- 18+ years combined experience in Hospitality, Education, Manufacturing & Clean Tech
- Volunteer for Space Foundation & Cool Science



Dr. Lynnane George
Advisory Board Chair,
Outreach Director



Bob Armstrong
Chief Science Evangelist

What do we want to do?

Promote:

- Objective Green Metrics
- Sustainable Lifestyles
- Sustainability and Depoliticized STEM education



Why was KKrishh Created?

Lack of credible tools for businesses to:

- Diagnose their “green performance” using a standardized metric
- Communicate their current performance to customers using easy-to-follow green signals
- Counter deeply flawed "Adulterated Carbon Religion"



Source: X

Philosophy of Sustainability



“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”

- Brundtland Commission 1987

“what is not secure, is not sustainable”

- Karthik Krishna 2021

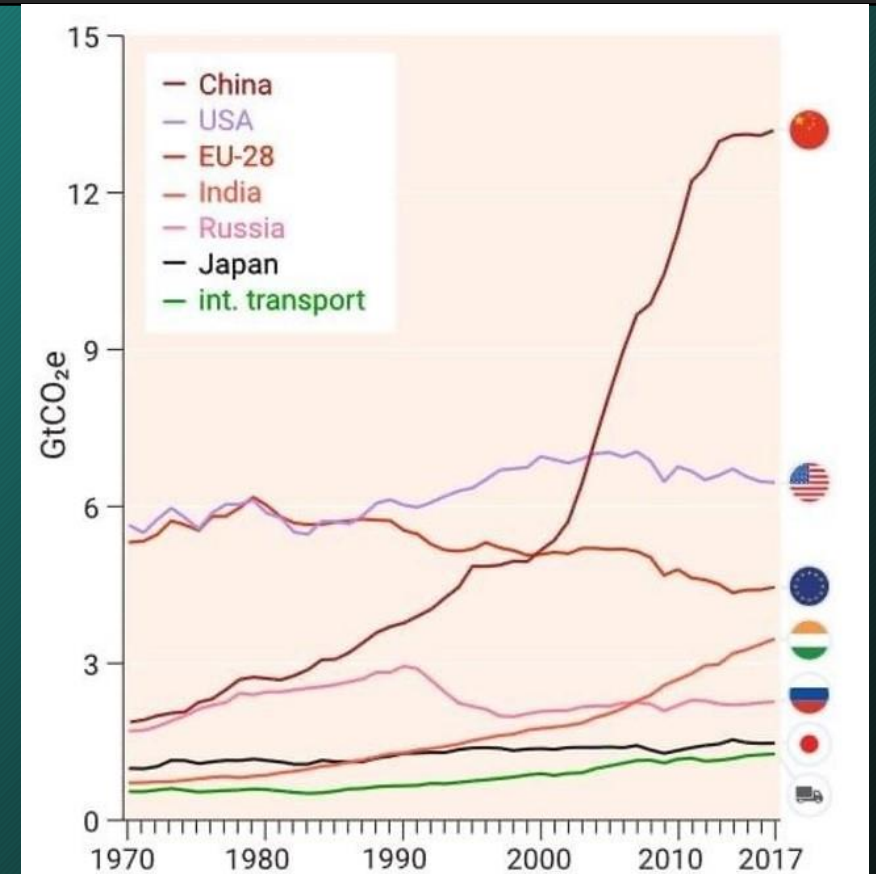
Sustainability ≠ Environmentalism ≠ Climate Action

Source: Colorado School of Mines

Thought Provoking Questions

1) Is Climate Risk the ONLY or the BIGGEST sustainability issue?

2) Is it bad to prioritize Sustainable Materials Management and/or Clean Air over Climate Risk Mitigation?



Source: United Nations Environment Programme

Asian Air Quality: Biggest Environmental Crisis??



- Delhi's air quality is 15 times worse than WHO guidelines
- Weak, incompetent, and often corrupt governments are also not responding adequately to the challenges posed by urbanization
- This has damaged the lung function of half of Delhi's 4.4 million children so severely that they **WILL NEVER FULLY RECOVER**



THE TIMES GROUP ePaper

Views: 67 Shares: 0

'At 2.4m in 2019, India led world in pollution deaths'

Air Pollution 101

Air Pollutants

[Criteria \(NAAQS\) Air Pollutants:](#)

- [Carbon Monoxide \(CO\)](#)
- [Lead \(Pb\)](#)
- [Nitrogen Dioxide \(NO₂\)](#)
- [Ozone, Ground Level](#)
- [Particulate Matter \(PM\)](#)
- [Sulfur Dioxide \(SO₂\)](#)

What is PM, and how does it get into the air?

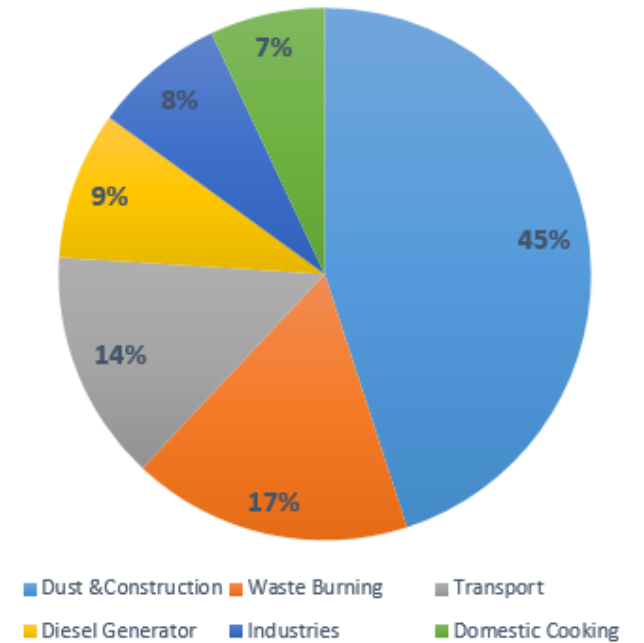
PM stands for particulate matter (also called particle pollution): the term for a mixture of solid particles and liquid droplets found in the air. Some particles, such as dust, dirt, soot, or smoke, are large or dark enough to be seen with the naked eye. Others are so small they can only be detected using an electron microscope.



Size comparisons for PM particles

Indian Scenario

Sources of Air Pollution



Source: U.S. Environmental Protection Agency

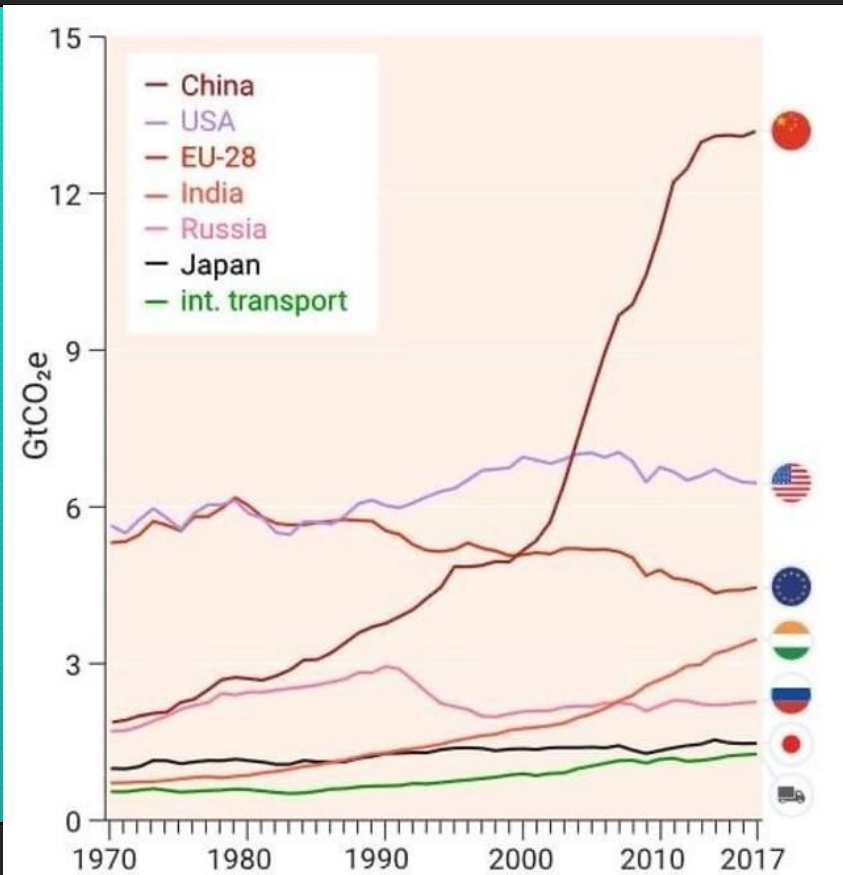
Source: Wikipedia

Paris Climate Agreement - What is it?



- An international treaty between 192 countries and the EU created to help limit global warming.
- Main goal is to keep global temperature rising below 1.5 degrees Celsius.
- Wants to achieve a “climate neutral” world by 2050.
- Human caused carbon emissions must fall to 45% or below that of 2010 levels by 2030.
- Each country has its own climate change-oriented goals which are reviewed and approved on a 5-year cycle.

Paris Climate Agreement - Biggest CONS



- Focuses primary on carbon emissions and hijacks other aspects of sustainability efforts.
- Western \$\$\$ to flow towards measurement, tracking and use of Carbon as a standard “green metric”.

Mitigating Pollutants Verses Climate Risk

- Mitigating pollutants
 - better respiratory health and clean air
- Mitigating Climate Risk
 - prevent extreme weather events (??)
- These issues directly impact each other. However, there are differences that need to be addressed
- Climate Action efforts have gaps and blind-spots when it comes to Environmental Protection

Are We Too Obsessed with Carbon?

- Carbon has hijacked the spotlight when it comes to sustainability and environmental protection discourse
- Serves as a “simplistic” metric of understanding human interferences with Mother Nature
- Does not provide an objective and holistic understanding of unfolding real environmental catastrophes
- Green-Washing and Blue-Washing have taken over Al-Greta Climate Jihad

Hello Blue-Washing!!

“No matter if the science of global warming is all phony...climate change [provides] the greatest opportunity to bring about justice and equality in the world.”

- former Canadian Minister of the Environment;
1988

WOKE

/wōk /informal •US

(adj.) A state of awareness only achieved by those **dumb** enough to find injustice in everything except their own behavior.



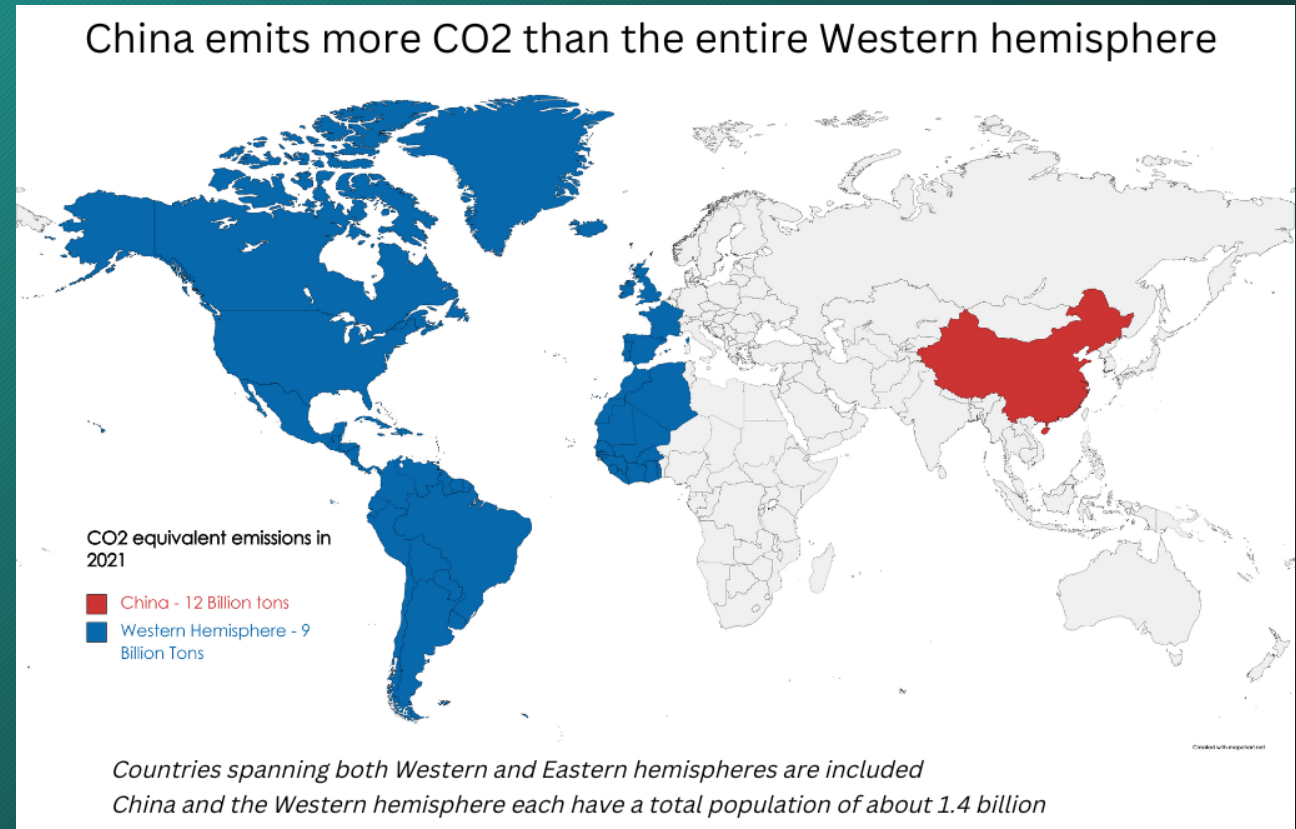
2022 United Nations Global Climate Summit
in Boulder, CO

AI Greta Climate Jihad – Woke Environmentalism??

“Fossils fuels are the real enemy” :
renewables vs reliable resources

“Carbon is a pollutant” : Carbon Dioxide
is critical for life

- Global North takes economic pain
 - Fancy carbon accounting
- Emissions from Asia will keep rising
 - Real environmental problems get overshadowed



Underreported CA & TX Grid Catastrophes

“Although the common story revolves around loss of power in California, the Los Alamos National Lab, which covers about the same land footprint as Washington DC, lost its California power supply without notice...the power shedding came with too little notice to allow the Lab to conduct a controlled shedding of its own power loads. As a result, it will take a while to assess any damage that might have been avoided...perhaps there will be little to report.... but we had to buy power for about two days from another provider to the tune of about \$2M.” – Email on 28th Aug 2020.

James Angelo, US Naval Academy Grad, Production Manager at the Pantex Nuclear Weapons Plant, and 19 years at the Los Alamos National Laboratory and responsible for the formal conduct of all nuclear operations at the Lab

Los Angeles Times [SUBSCRIBE](#)

CLIMATE & ENVIRONMENT

California blackouts are Public Utilities Commission's fault, grid operator says

INVESTING | NEWS | VIDEO | ETFS | REITS

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Fate of the Texas Power Grid Depends on Daily Whims of the Wind

Will Wade and Naureen Malik, Bloomberg News



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Texas' Power Grid Is Straining — And It's Not Even August

The state's energy provider has resorted to asking people to cut back on air conditioning, but bigger measures are needed to take pressure off the grid.

To Summarize...



The screenshot shows a Businessline article from January 12, 2018. The article is titled "Learn from Europe's mistakes with EVs: Folger" and is categorized under "Auto focus". It features a portrait of Roland S Folger, Managing Director of Mercedes-Benz India. The text discusses the challenges of electric vehicles in India, comparing them to the German experience and noting that the Indian market is not yet ready for EVs due to infrastructure and consumer behavior issues.

Mercedes-Benz India chief sounds a cautionary note

The Centre may be betting big on electric vehicles (EVs) but luxury car-maker Mercedes-Benz finds this goal a bit too ambitious given the German experience where similar efforts failed to yield the desired results.

"In Germany, which has an average income level that is at least twice as much as India, hardly anybody is buying EVs,"

Roland S Folger, Managing

- Using Carbon as a single green metric is **deeply flawed**
- We need better **education on differences** between environmental protection and climate action
- Politicians, big corporations and investors are **exploiting society's concern** for planet's well being
- **Asia is unwilling and/or incapable** of addressing its own environmental problems
- More Renewables in Texas and California will do close to **nothing to offset emissions rise from Asia**

Better Way Forward... Some Suggestions

1. Rebooting our education system and public discourse

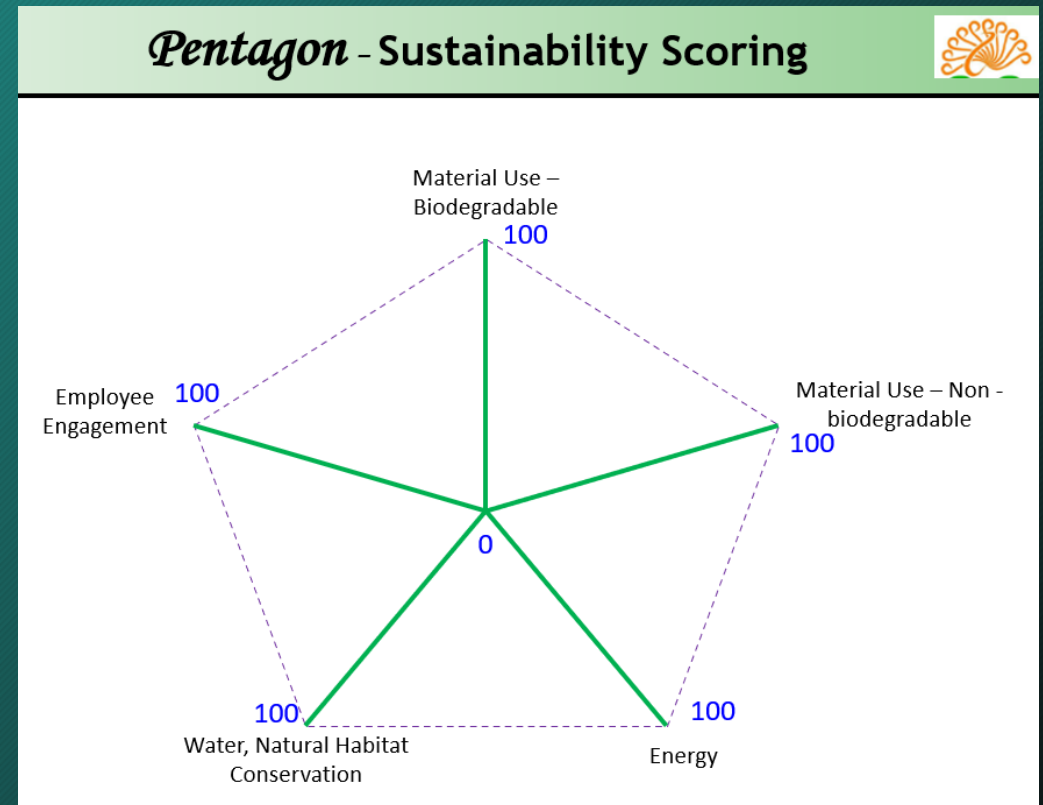
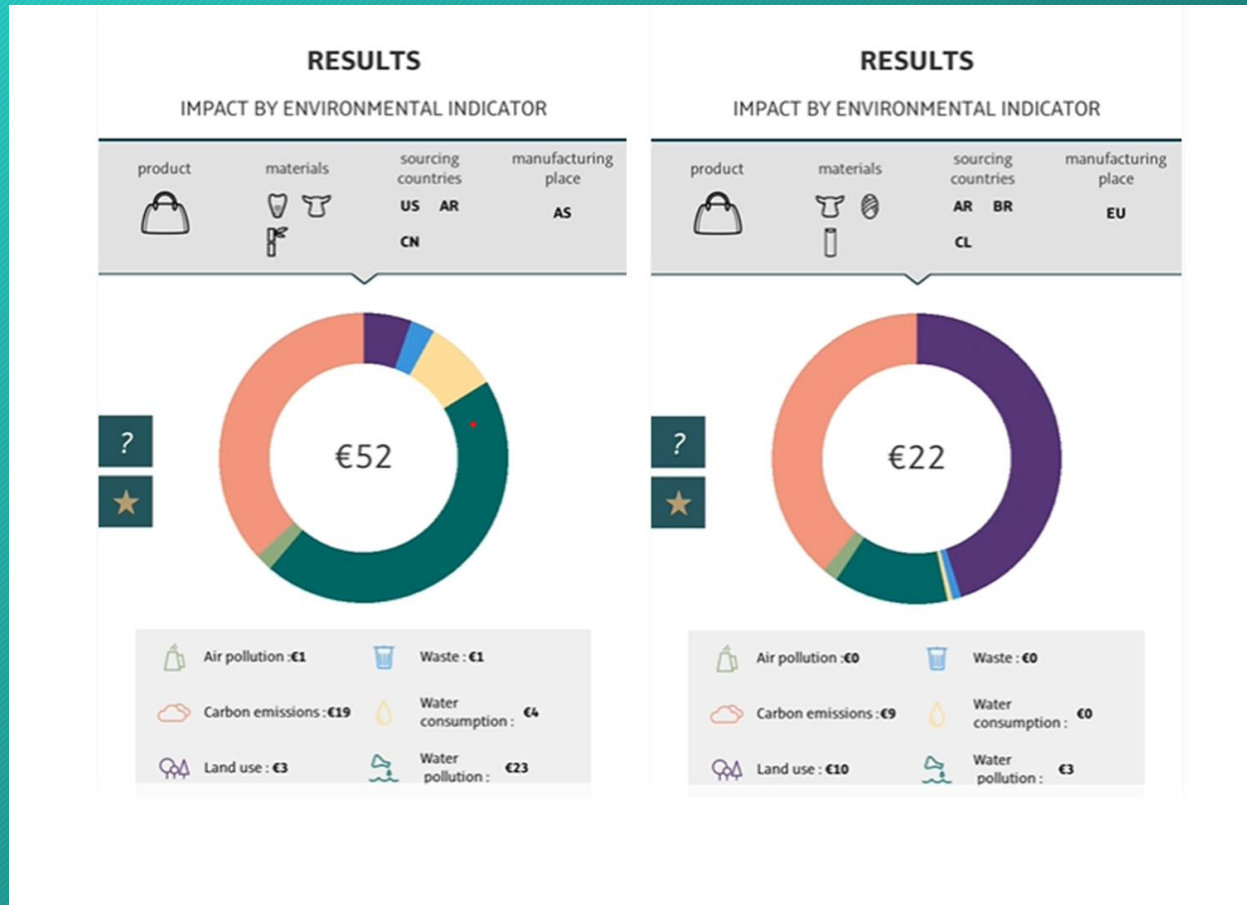
Remember

Sustainability \neq Environmentalism \neq Climate Action

2. Promote better Integrated Accounting Tools instead of carbon obsession



Integrated Accounting Tools



Royal Green Peacock

AWARD



“our contempt for the climate establishment is similar”
- William Happer, PhD

Presidential Appointee to
National Security Council

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Thank You!!



SIGNATURE