



City of Barrie  
February 29, 2016  
Rob Shirkey



OUR  
HORIZON

[www.ourhorizon.org](http://www.ourhorizon.org)



## Climate Change & Air Pollution Info Labels on Gas Pumps



## **WARNING**

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

To learn more, go to [WeCanDoBetter.Me](https://www.wecanodobetter.me)

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





## **WARNING**

Use of this fuel product contributes to ocean acidification which puts much marine life at risk of extinction.

To learn more, go to [WeCanDoBetter.Me](http://WeCanDoBetter.Me)

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



## **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](http://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.

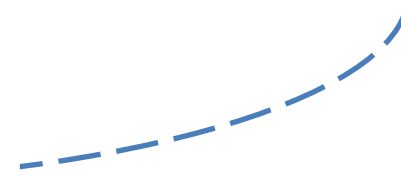
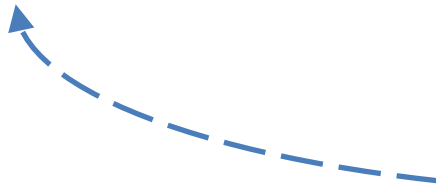
[www.ourhorizon.org](http://www.ourhorizon.org)

~~No Feedback~~

Builds Feedback

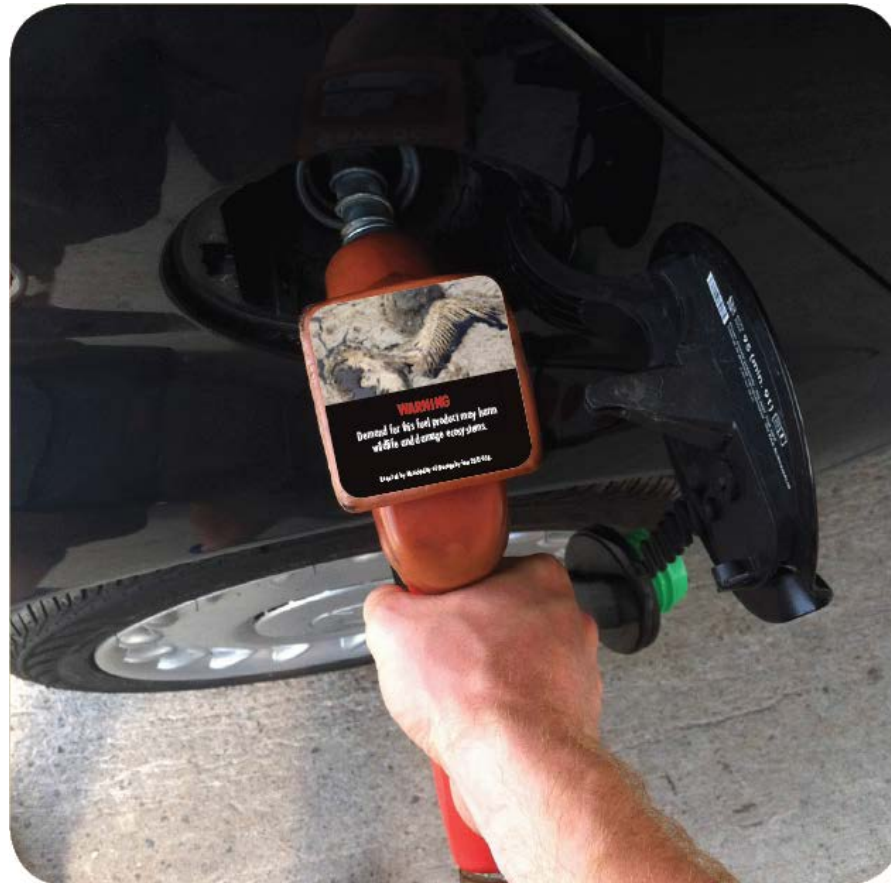
CAUSE

EFFECT



~~Diffusion of  
Responsibility~~

Locates Responsibility





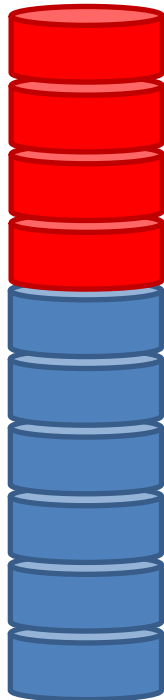
~~Externalities~~

Communicates  
Externalities

Quantitative

Qualitative

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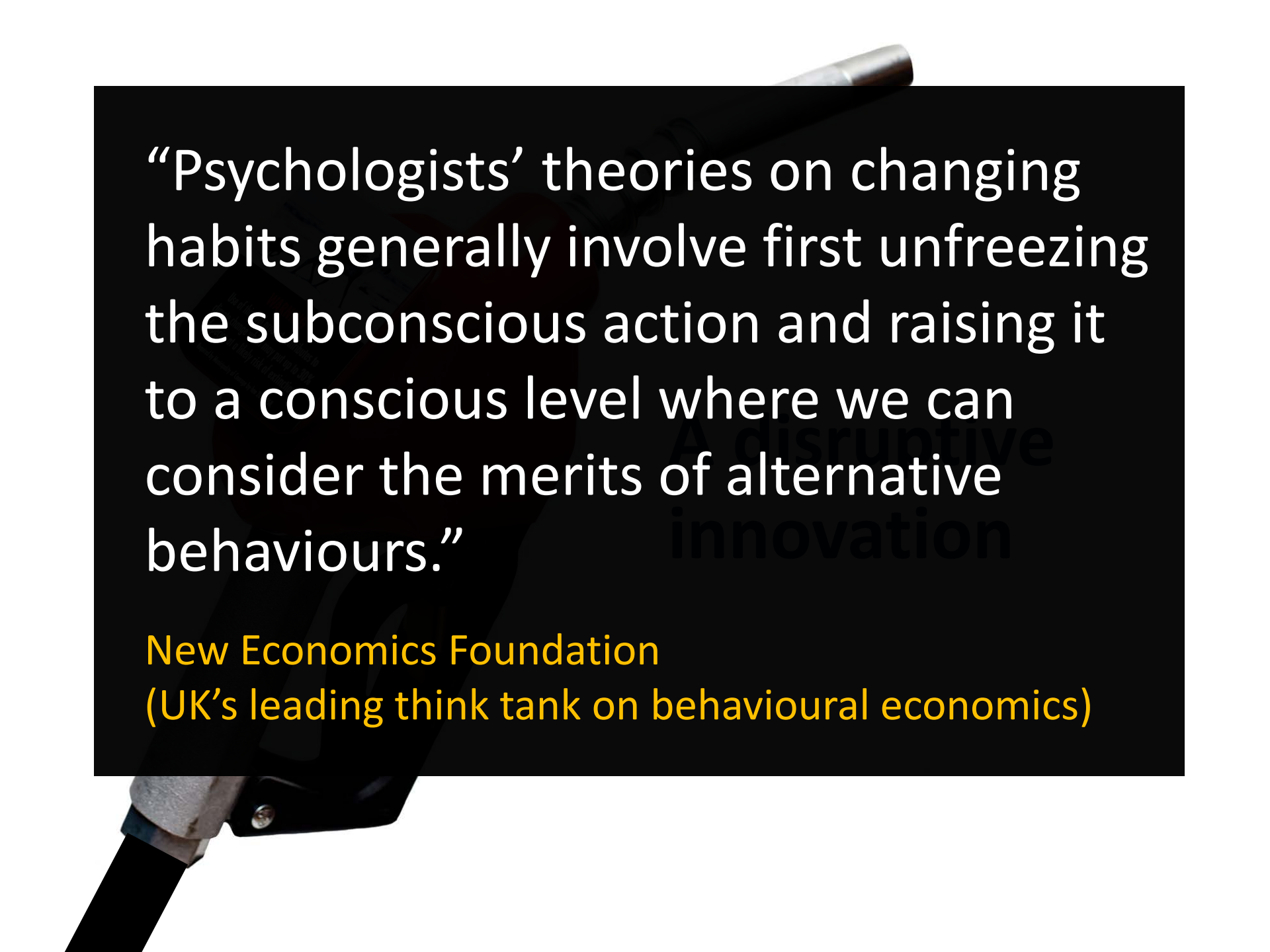
Marshall McLuhan

***“The medium is the message because it is the medium that shapes and controls the scale and form of human association and action.”***



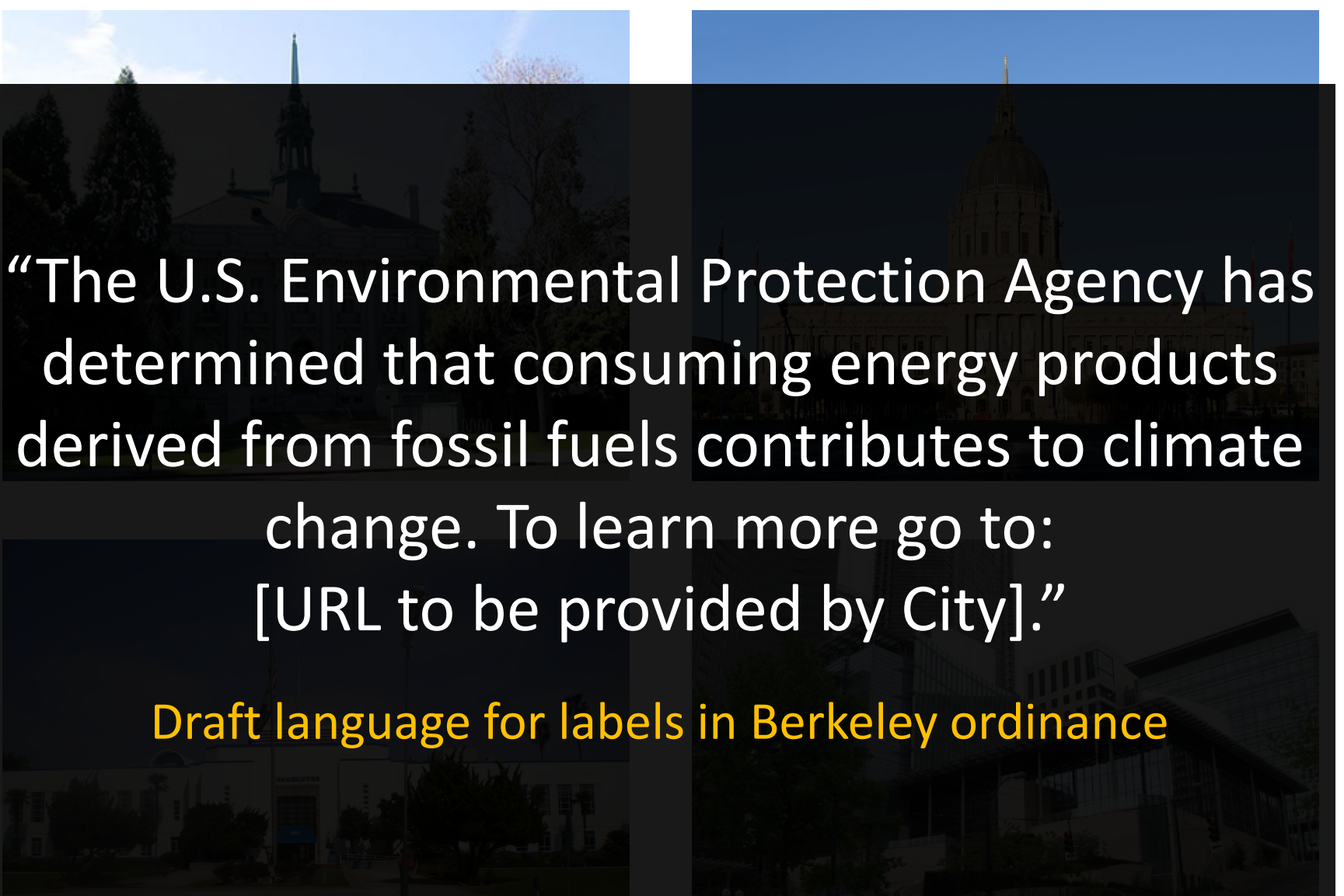
~~Passive Observer~~

**Active Participant**



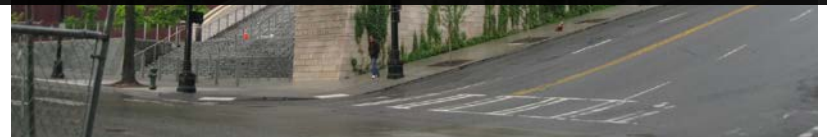
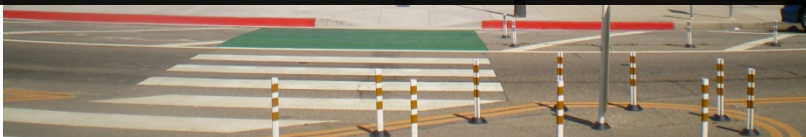
“Psychologists’ theories on changing habits generally involve first unfreezing the subconscious action and raising it to a conscious level where we can consider the merits of alternative behaviours.”

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



“The U.S. Environmental Protection Agency has determined that consuming energy products derived from fossil fuels contributes to climate change. To learn more go to:  
[URL to be provided by City].”

Draft language for labels in Berkeley ordinance



“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**





PROEFABONNEMENT? 3 EURO PER WEEK

- Buitenland**
- Zikavirus in China
  - Treinongeval menselijke fout
  - Granaat niet om vluchtellinghaat
  - Terugroepactie Dalmier in VS over airbage
  - 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 N59
  - Hannik nonchalant over

Home » Buitenland



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Required by Municipality of Coorsge by-law 2013-053.

Foto: Our Horizons

Deel op FB 135 | Tweet | G+1 0

do 10 dec 2015, 16:03

### Waarschuwingstickers op benzinepomp

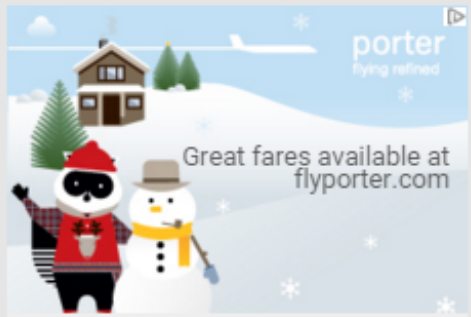
**VANCOUVER** - De Canadese stad Vancouver gaat vanaf volgend jaar stickers plaatsen op brandstofpompen die waarschuwen voor klimaatverandering.

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

**Verdere daling energieprijzen**

**Vergelijk energietarieven Februari 2016**

Vergelijk actuele tarieven »

Telegraaf Update nieuwsbrief

Mis nooit het dagelijkse nieuws. Schrijf je nu in.

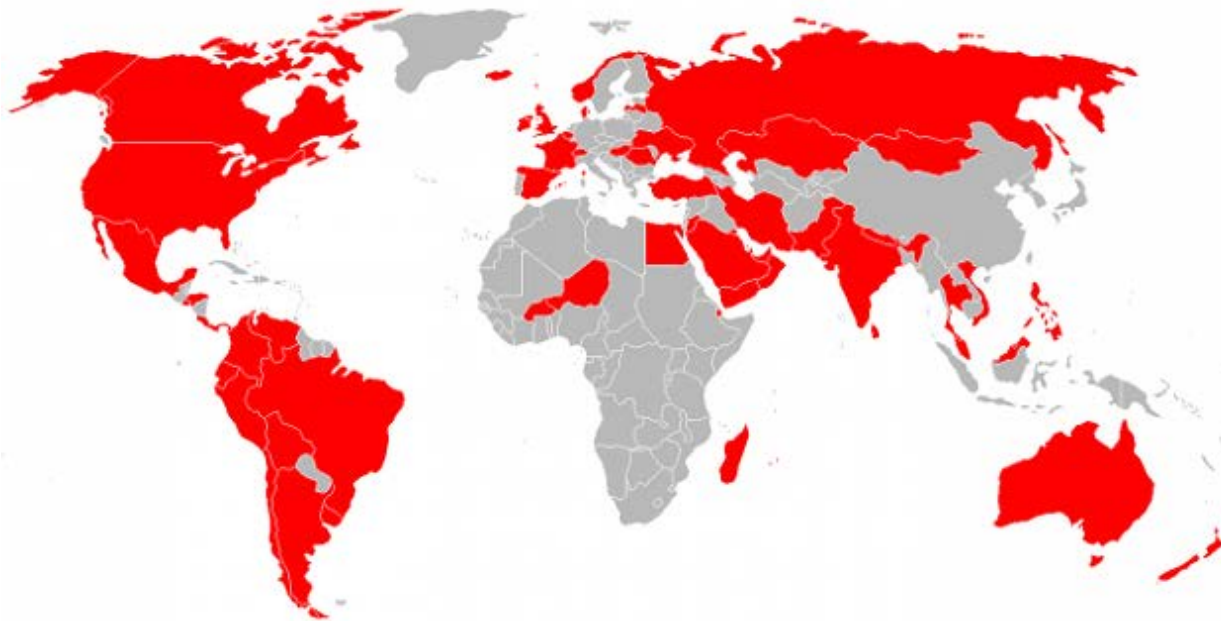
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Geslacht  Man  Vrouw

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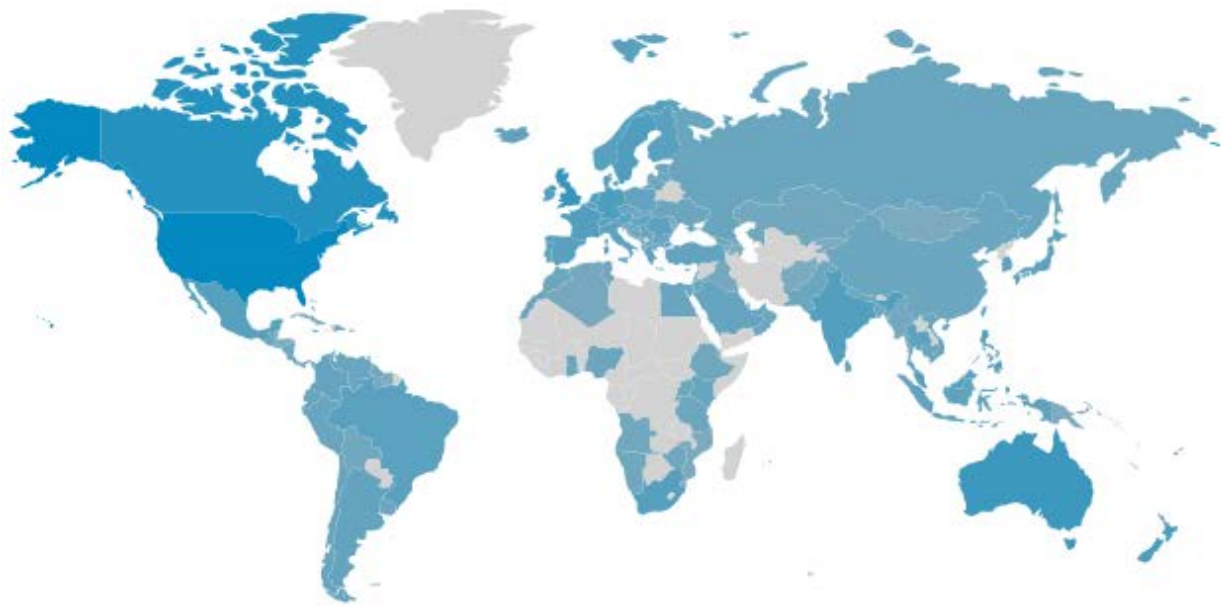
t  
kt."

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**WARNING**  
**This is what dying of lung cancer looks like.**  
Barb Tarbox died of lung cancer caused by smoking.  
You can quit. We can help.  
1-888-488-0344  
www.quit.ca  
Health Canada

**Cigarettes**





Barrie can take a leadership position with a simple, inexpensive idea that will change the world. Thank you! 😊

