

THE MAKERS OF McLIBEL AND THE OSCAR-WINNING ONE DAY IN SEPTEMBER PRESENT PETE POSTLETHWAITE IN

# THE AGE OF STUPID

WHY DIDN'T WE SAVE OURSELVES WHEN WE HAD THE CHANCE?

FASCINATING  
THE GUARDIAN

FRIGHTENING  
THE NEW YORK TIMES

ABSORBING  
THE FINANCIAL TIMES

THE TIMES

NEWS OF THE WORLD

THE FINANCIAL TIMES



BOLD, SUPREME  
PROVOCATIVE, AND  
HUGELY IMPORTANT...  
A CRY FROM THE HEART  
AS MUCH AS A ROAR FOR  
NECESSARY CHANGE.

THE TELEGRAPH, UK

INVENTIVE...ABSORBING...  
INTRIGUING...THINK  
'AN INCONVENIENT  
TRUTH' BUT WITH A  
PERSONALITY...

LA TIMES

WWW.AGEOFSTUPID.NET

SPANNER  
FILMS

PASSION  
PICTURES



Family Checklist

1010global.org

- Fly less, holiday more**  
Swap plane for train, holiday nearer to home and take fewer but longer trips - same tanning time, dramatically less climate change emissions. Never fly or only one return flight a year? Tick the box right now.
- Save 10% on heating**  
Turn down your thermostat, turn off radiators in hallways and more jumpers all round. Then apply for a grant to insulate your loft & walls. Use your bill to see whether you cut 10% in 2010 and tick if you succeeded. Don't use gas or oil? Tick the box.
- Save 10% on electricity**  
Save big cash by changing lightbulbs, replacing old fridges & freezers and always turning stuff off. Use your bill to compare 2009 usage to 2010. Produce your own electricity from solar or wind? Tick box.
- Drive less**  
Leave your car at home one day a week. Walk, cycle or take public transport. Join a car-club rather than owning your own and share your ride to work with a colleague or two. No car? Tick the box.
- Eat better**  
Local, in-season fruit & veg produce the least emissions - and the less processed the better. Have one meat-free day per week - but don't replace with just-as-bad cheese. Don't eat meat or dairy? Tick away.
- Buy good stuff**  
Less stuff made = less emissions = less climate damage. So buy high-quality things that last, repair broken stuff rather than chucking, buy & sell second-hand and borrow your neighbour's mower. Never buy new? Really?
- Dump less**  
Avoid excess packaging and buying pointless stuff that goes straight in the bin, recycle everything possible and compost your food waste. No garden or scared of worms? Let you off the composting.
- Don't waste food...**  
The average British family throws away £50 worth of food every month. So don't buy or cook more than you need and eat up those tasty leftovers. With a smile on your face. Never ever waste a drop or morsel? Tick away.
- ...or water**  
Your tap water uses lots of energy - and then heating it in your home uses loads more - so take showers rather than baths, be careful when watering plants and only run full dishwashers & washing machines. Don't use water? What, you're an alien?
- Feel happier**  
It's Dec 2010... you're healthier for walking & cycling, you've made new friends from swapping stuff & car-pooling, you've saved a big chunk of cash... and you know that you're part of the global effort to prevent catastrophic climate change... Tick the box?



# COPENHAGEN PLEDGE



Dear WRITE YOUR POLITICAL LEADER'S NAME HERE

To avoid catastrophic climate change, the world's leaders must agree an international treaty which is:

- 1 AMBITIOUS** = as strong as the science demands. Total global emissions must peak by 2015 and then decline rapidly towards zero. (40% cut by 2020 for rich countries, compared to 1990 levels and 15%- 30% for developing countries, compared to continuing as they are. We must also stop destroying rainforests.)
- 2 FAIR** = at least \$160 billion per year transferred from rich to poor countries. Despite not causing the problem, people in poor countries will suffer most and need funds to adapt to the changing climate change and to generate clean energy
- 3 BINDING** = legally enforceable, with strong penalties.

If you fail to agree this deal and/or fail to even attend the Copenhagen summit in December, then I promise to:

- VOTE FOR ANY PARTY BUT YOURS AT NEXT ELECTION
- TAKE DIRECT ACTION TO STOP EMISSIONS AT SOURCE
- TAKE TO THE STREETS
- ADD YOUR OWN
- JOIN A GENERAL STRIKE

GREENPEACE

tck  
tck  
tck

Oxfam

NOT  
STUPID

350 MoveOn.org

**NOT STUPID**

# READY TO CHANGE HISTORY?

**Not Stupid** is the action campaign of the climate blockbuster, *The Age of Stupid*.

The aim is to inspire 250 million viewers to become climate activists, all focused on the crucial Copenhagen climate summit in Dec 2009. May as well aim high seeing as life on Earth is at stake. [www.notstupid.net](http://www.notstupid.net)

The £450,000 budget was raised via our cunning **crowd-funding** scheme: 228 people invested between £500 and £35,000 and each own a slice of the Stupid pie. As do the crew, who worked at pretty much minimum wage - some for five long, long years.

We have **zero advertising budget** - and it's extremely hard to get indie docs about serious subjects onto the big screen - so please please help spread the word and make the Stupid cinema release a success. Later in the year, anyone can buy a license to hold their own screening whenever wherever, raising cash for their climate campaign or selves. [www.indiescreenings.net](http://www.indiescreenings.net)

IndieScreenings

# GLOBAL PREMIERE

LIVE FROM NEW YORK TO 45+ COUNTRIES SEPTEMBER 21/22 2009

SUPPORTED BY



→ The UK People's Premiere on 15th March 2009 won the **Guinness World Record** for the biggest simultaneous film screening



→ Stupid hit **No 1 at the UK box office**, beating *Slumdog Millionaire* and Julia Roberts' new flick

→ The EU, UK, Scottish, Welsh, Swedish & Dutch parliaments have all screened Stupid - as have the UN, World Bank, EPA & European Commission

**I defy anyone to come out and not feel they have to make a difference**

CAROLINE LUCAS LEADER OF GREEN PARTY UK

**Makes you sit back and ask 'What is my role on this planet?'**

ASHOK SINHA STOP CLIMATE CHAOS COALITION DIRECTOR

**Can I just pretend I never saw it?**

WILLIAM NICHOLSON WRITER OF GLADIATOR

THE DVD

The double-disc extravaganza - and the less-emissions download version - will be released on 5th October '09 in the UK and soon after worldwide. [www.ageofstupid.net](http://www.ageofstupid.net)



## Cut your emissions by 10% in 2010

Regardless of whether the politicians at Copenhagen\* succeed spectacularly or fail miserably, every citizen in the rich world must start cutting their emissions - now.

Other generations came together to fight for civil rights or do their bit in the war. Our response to climate change - particularly our actions in the next few months - will come to define us. There is just about still time to stop future generations calling us a whole lot worse than "stupid".

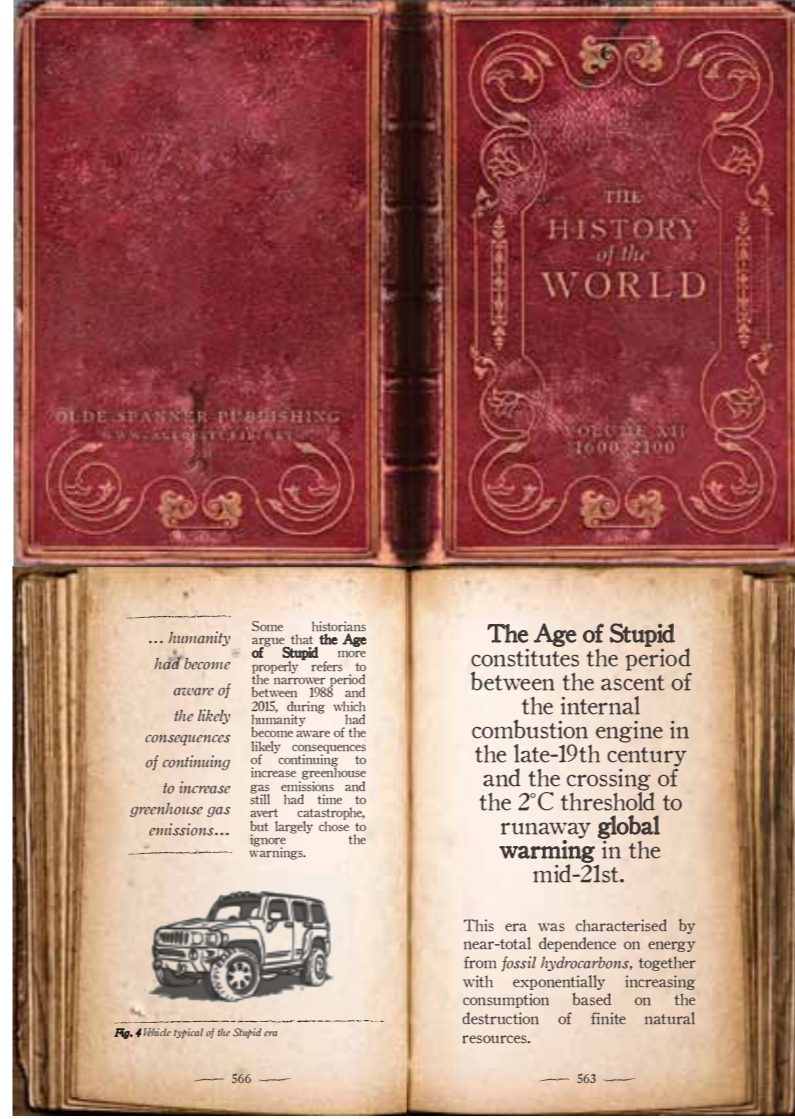
The sooner we start - and the faster we cut - the greater the chance of avoiding catastrophe.

Go to [www.1010.net](http://www.1010.net) and sign up to cut your emissions by 10% in 2010. Sign for yourself, your family, your school, your business, your choir, your church, your football team... whichever part of society you have influence over.

By the way... the first 10% is easy. It's just changing lightbulbs, insulating, cutting unnecessary driving and stuff. It only starts getting tricky around 30%. And, even more importantly, you will be part of the global effort to actually solve the problem.

\* The UN Climate Summit in Copenhagen in December 2009, when the world's leaders finalise the successor to the Kyoto Treaty

[1010global.org](http://1010global.org)



... humanity had become aware of the likely consequences of continuing to increase greenhouse gas emissions...  
Some historians argue that the **Age of Stupid** more properly refers to the narrower period between 1988 and 2015, during which humanity had become aware of the likely consequences of continuing to increase greenhouse gas emissions and still had time to avert catastrophe, but largely chose to ignore the warnings.



Fig. 4 Vehicle typical of the Stupid era

**The Age of Stupid** constitutes the period between the ascent of the internal combustion engine in the late-19th century and the crossing of the 2°C threshold to runaway **global warming** in the mid-21st.

This era was characterised by near-total dependence on energy from *fossil hydrocarbons*, together with exponentially increasing consumption based on the destruction of finite natural resources.

Dear WRITE YOUR LEADER'S NAME HERE

**I am sending you this pledge because you will be deciding my future at the UN Climate Summit in Copenhagen in December.**

As you know, the world's biggest polluters - the G8 countries - have now recognised that global warming should not exceed 2 degrees C. This is to prevent us triggering unstoppable runaway climate change, which would make vast parts of our planet uninhabitable and kill hundreds of millions of people. However, the best plan they are putting on the Copenhagen table gives us less than a 50% chance of achieving this.

I will not accept these odds. I feel that humanity deserves more than a coinflip chance. The Copenhagen agreement must be based on what the science says is necessary, not on what is deemed politically possible. Anything less will be a suicide pact.

I understand that, once the new international deal is in place, national legislation will be ready for this change, but that I believe the low-carbon future will be a happier and more fulfilling place for all of us. With lots more jobs.

Other generation's leaders ended apartheid, outlawed slavery and even took spaceships to the moon. I sincerely hope you recognise that this is your moment in history.

Yours sincerely, NAME & SIGNATURE

Email WRITE CLEARLY

City & Country

IN MOST COUNTRIES, INCLUDING YOUR ADDRESS MAKES THIS A FORMAL LETTER AND YOU SHOULD THEN RECEIVE A RESPONSE

STICK STAMP HERE

NOT STUPID CAMPAIGN

BLAH BLAH BLAH

BLAH BLAH

WE'LL FORWARD TO THE RIGHT PEOPLE.

DON'T WANT TO BE ADDED TO THE NOT STUPID MAILING LIST?

DON'T WANT US TO SHARE YOUR EMAIL WITH OUR CAMPAIGN PARTNERS?