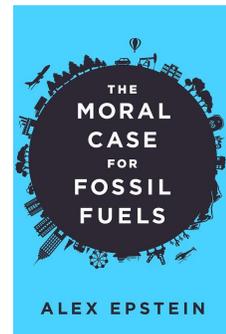


# Alex Epstein

In 2007, as a philosopher with no connection to the energy industry, I became concerned that popular thinking about energy issues was severely biased against fossil fuels and nuclear. I decided to study our energy choices with as much evenhandedness and precision as I could, with the goal of identifying the choices that most advanced human flourishing.

I found myself coming to the surprising conclusion that human flourishing requires more fossil fuel use, not less. To test and refine my arguments I publicly debated representatives from Greenpeace, the Sierra Club, and 350.org.

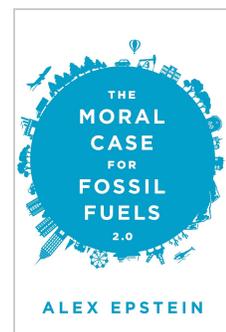
In 2014, I shared my findings in *The Moral Case for Fossil Fuels* (Penguin), which became a *New York Times* bestseller. Since the book was published I've addressed diverse audiences from Harvard to the EPA to Google. I've spoken to dozens of Fortune 500 energy companies about how the moral case can inspire their employees and empower their communicators.



## New for 2019! The Moral Case For Fossil Fuels 2.0

In Summer 2019 Penguin will release the completely updated and dramatically improved *Moral Case for Fossil Fuels 2.0*. After almost five years of discussing the moral case at the highest levels and keeping on top of the latest data and developments, I'm convinced there's a stronger moral case for fossil fuels than ever. In 2.0 I share my latest findings, including analysis of today's leading energy controversies:

- The rise of Tesla and EVs
- The Trump EPA
- "Peak oil demand"
- US energy dominance
- The "100% renewable" push
- Fossil fuel divestment
- "Keep it in the ground" protestors
- Climate lawsuits
- Carbon taxes
- The Paris Climate Accords



## Popular Speeches

<p><b>The Moral Case for Fossil Fuels 2.0</b></p> <p>In this speech I share the new "2.0" version of the <i>The Moral Case for Fossil Fuels</i>. Learn the latest frameworks, arguments, and data supporting the conclusion that human flourishing requires more fossil fuels use, not less.</p>	<p><b>How to Win Hearts and Minds</b></p> <p>In this speech about <i>energy persuasion</i> I share my battle-tested "arguing to 100" framework for neutralizing attackers, turning non-supporters into supporters, and turning supporters into champions. My most popular talk.</p>	<p><b>Talk to Anyone About Energy</b></p> <p>One common challenge throughout the fossil fuel industry is talking to friends, family, and communities. I share 3 tactics team members can use to communicate the value of their work to stakeholders, friends, and family.</p>
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Custom speeches are available on any energy / environmental / persuasion topic.

## Get in touch!

Speaking fee: \$22K plus expenses.

Contact Alex to discuss dates & topics for your event: [alex@alexepstein.com](mailto:alex@alexepstein.com).

# New Speeches For 2019

## The “Transition to Renewables” Fallacy

Fossil fuel opponents are gaining ground by promoting the narrative that the energy industry is undergoing a rapid "transition" from fossil fuels to renewables. Learn the two essential flaws in their argument--and get the latest ammunition in favor of a different narrative: the "expansion" narrative.

## Energy Heroes

Today's employees are told by the culture that they work for an industry that's at best a necessary evil. Hear the story of how I, despite growing up in a conventional Washington DC environment, came to regard the fossil fuel industry as heroic.

## The Moral Case Against EV subsidies

EVs are all the rage among elites and policymakers. But policies subsidizing and mandating them are tremendously harmful to the average American driver. Learn how to argue effectively for the virtues of the gasoline automobile--and how to put EV advocates on the defensive.

## The "Peak Oil Demand" Fallacy

Whereas 10 years ago peak oil supply was all the rage, today it's peak oil demand. Learn how both peak oil supply and peak oil demand are based on the same thinking errors. And learn how to differentiate good projections from bad ones. This talk is particularly well-suited for boards of directors.

## The Oil Industry's Millennial Problem—And How to Solve It

In a competitive job market, how do you attract and retain the best people--when so many have been taught that what you do is immoral? Based on new research and my personal experience working with dozens of companies, I share three best practices of companies that motivate millennials.

## The Moral Case for Fossil Fuel Investment

Activists and institutional investors are increasingly promoting the idea that fossil fuel investment is immoral. Learn how to answer their arguments and how to make the case that fossil fuels are not just a profitable but a moral investment.

## Countering Carbon Taxes

Democrats and some Republicans--along with the largest international oil companies--are pushing a US carbon tax. Learn why this is a lose-lose proposition for the American public--and how the fossil fuel industry can take the high ground on emissions by supporting truly free market policies such as the decriminalization of nuclear power.

## Climate Clarity

Bias and exaggeration by the media--and the media's favorite climate commentators--makes it incredibly difficult to know the truth about climate. I share my method for separating truth from falsehood--and the true state of everything from temperature to sea levels to “ocean acidification” to climate-related deaths.

## Energy Progress and Human Flourishing

In speaking about the moral case for fossil fuels since it launched, I've noticed that with every audience, from Google to Harvard, the most powerful argument is that fossil fuels promote *human flourishing*. Learn how to argue for your industry in a way that's not anti-renewables but pro flourishing and progress.

## Countering Climate Lawsuits

Opportunistic activists and municipalities are using climate lawsuits to cash in. To counter these it's crucial to be able to make the case that these lawsuits are not only legally problematic, but morally wrong. Learn the three most important moral arguments to use against climate lawsuits.