

Sample Republican climate messaging for 2020

By Alex Epstein (Last updated April 15, 2020)

One messaging challenge for 2020 is that Democrats are perceived as far better on climate than Republicans. Here is some messaging that challenges that narrative.

My team at the Center for Industrial Progress is eager to help Republican candidates create winning messages on climate and other energy-related issues. Feel free to contact me at alex@industrialprogress.net.

Democrats think we can lower global emissions through “renewables-only” policies that would make American energy completely unaffordable.

Republicans recognize that the only practical way to lower global emissions is to encourage innovation that makes low-carbon energy cheap for everyone.

Global CO2 emissions are on the rise, mostly due to developing countries.

- Fossil fuels--oil, coal, natural gas--provide 80% of the world’s energy.¹
- Fossil fuels are also the world’s fastest-growing source of energy.²
- People around the world choose fossil fuels because they are by far the lowest-cost way to meet most people’s energy needs—whether for transportation, agriculture, or electricity.
- The US currently only generates less than 1/6th of the world’s emissions and that number will only get lower as China, India, and other underdeveloped countries continue to develop.³
- Even if the US got its emissions to zero it would make little difference unless other countries lowered their emissions, too.

Most countries will not lower their emissions as long as it is expensive to do so.

¹ [BP Statistical Review of World Energy](#)

² *Ibid.*, [Data from The Moral Case for Fossil Fuels by Alex Epstein](#)

³ [U.S. Environmental Protection Agency Global Greenhouse Gas Emissions Data](#)

- Are China, India, and others going to stop using fossil fuels? Not a chance, as long as fossil fuels are the lowest cost option.
- Solar and wind are nowhere near close to replacing fossil fuels.⁴
- Because the sun doesn't shine most of the time and the wind doesn't blow all the time, solar energy and wind energy depend on reliable energy sources like coal, gas, and nuclear.
- After Germany started heavily promoting wind and solar, it saw its energy prices more than double since 2000.⁵
- Another renewables leader, Portugal, has among the highest energy prices in Europe, causing 19% of Portuguese families to be unable to heat their homes in winter.⁶
- There is no self-sufficient solar or wind generation system at utility scale anywhere in the world or under development.
- That's why China, India, and other developing countries didn't commit to any meaningful emissions reductions in the Paris Climate Accords. And even if they did, their pledges would be non-binding.⁷

Republicans recognize that the only way to lower emissions and benefit America is to promote innovation in lower-cost, lower carbon energy.

- Democrats think we can lower global emissions through “renewables-only” policies that would make American energy completely unaffordable.
- Unilaterally making American energy unaffordable would do little to nothing to lower global emissions but it would cripple our economy, as businesses flee to countries like China that have low-cost energy.
- Republicans recognize that the only way to lower emissions and benefit America is to promote innovation in lower-cost, lower carbon energy.
- Republicans support win-win policies that lower the cost of energy and lower emissions.

Republicans support freedom and innovation for affordable, reliable, emissions-free nuclear energy—while Democrats want to criminalize it.

⁴ [BP Statistical Review of World Energy](#)

⁵ [BDEW Strompreisanalyse, January 2020 \(p. 3\)](#)

⁶ Margarida Vaqueiro Lopes, “[Portugal: um país onde se morre de frio](#),” *Viagem*

⁷ [UNFCCC Intended Nationally Determined Contributions \(INDCs\)](#)

- That's why we support the decriminalization of abundant, reliable non-carbon nuclear power.
- As South Korea's experience demonstrates, with the right policies, nuclear power is cost-effective.⁸
- Sweden gets almost 40% of its electricity from nuclear, and its electricity prices are below the European average.⁹
- In the U.S., nuclear has been held back for decades by Democrat policies that make it almost impossible to build a nuclear reactor.
- How can Democrats claim to support emissions reductions if they oppose nuclear?

Republicans support freedom and innovation for lower-carbon natural gas—while Democrats oppose it.

- Republicans have supported policies that protect the freedom to frack, which made us the world leader in lower-carbon natural gas.
- We also support expanding our nations' pipeline capacity, which reduces emissions from flaring and venting while ensuring plentiful, low-cost energy.
- If Democrats had succeeded in banning fracking, the US would have had more expensive energy and more CO2 emissions.

Republicans support innovation in low-cost carbon capture and storage--while many Democrats oppose it.

- Republicans support innovation in low-cost carbon capture and storage.
- Low-cost carbon capture and storage would give us the benefits of low-cost fossil fuels without the side effect of carbon emissions.
- Many Democrats oppose carbon capture innovation because it discourages getting off fossil fuels. What matters to them more: reducing emissions or opposing fossil fuels?

⁸ [Lovering et al. - Historical construction costs of global nuclear power reactors](#)

⁹ [Eurostat Energy Main Tables, Swedish Energy Agency - Facts and Figures](#)

Democrats support America-last policies that commit America to damaging emissions reductions while the rest of the world commits to nothing.

The Democrats ignore reality and pretend that if the US tries to lower its emissions using taxes or expensive, unreliable power from solar and wind, other countries will follow suit.

Democrats vs. Republicans on the Green New Deal

Democrats support the Green New Deal, an un-American policy that would:

- Give the government total control over our energy economy
- Outlaw reliable, affordable energy from fossil fuels and nuclear
- Bankrupt us with levels of government spending we could never repay
- Have no meaningful impact on our climate

Republicans have opposed the totalitarian Green New Deal, which would give the government total control over our energy economy, outlaw reliable, affordable energy from fossil fuels, and bankrupt us with levels of government spending we could never repay--yet still wouldn't have a meaningful impact on our climate.

Democrats vs. Republicans on The Paris Climate Accords

Republicans rejected the America-last Paris Climate Accords, which demanded that America increase the cost of living for every citizen while the biggest emitters did nothing.

Democrats wanted Americans to pay hundreds of billions of dollars to countries who made non-binding "pledges" to do exactly what they had already planned on doing.

Democrats vs. Republicans on a carbon tax

Democrats support a carbon tax, which by making American energy more expensive, would make everything more expensive.

If America passed a carbon tax, even more industry would flee the country to places

without a carbon tax. That's not being a leader, that's being a sucker.

Republicans reject a carbon tax and support low-carbon innovation instead.

Democrats vs. Republicans on the Clean Power Plan

The Obama administration's so-called Clean Power Plan would have shut down power plants decades before the end of their useful life, driving up energy costs, and threatening our access to reliable power.

We replaced the "Clean Power Plan" with the "Affordable Clean Energy Rule," that gave the states the flexibility to reduce power plant CO₂ emissions in the most cost-effective way possible.