

**-Executive Remuneration and Stockmarkets**

"If we change things now, I won't get a bonus and the share price will go down."

This is similar in nature to the political expediency point, but since much of the GHGs are emitted by industry it must be shown and addressed separately.

**Standard of Living Expectations**

"I can't do without what I have today."

To reduce GHGs it is logical to assume that much of the transport and energy infrastructure cannot operate as it does today. In many cases, this means that for some individuals their standard of living will decrease. This may be through having to ride a bicycle or share a crowded bus, or it may mean that air conditioners or heaters can not be used as freely as today. There are likely to be many flow-on effects of reduced energy production and usage. Many will not want to accept these changes. This roadblock is significant to those in less developed countries that are just moving to a developed status and who do not want the long awaited living standard improvements slowed down in any way.

**Time to Change**

"New technology will fix it, so we just have to wait for it."

**Cost of Change**

"Whose fault is it anyway? If the other guy doesn't pay then why should I?"

New technologies and changes in existing technologies will cost money. Systems such as carbon trading and carbon sinks (where forests are established to consume carbon dioxide from the atmosphere) all cost money. There is a considerable debate already underway between the developed and developing world over who should bear the burden of these costs. There is also the fact that living standards will go down in many situations and in some cases this is not possible because the standard is so low now.

Since the developed world produced most of the GHG in the air today, and continues to produce more, why should any of the cost be carried by developing nations? This discussion has already appeared in China and India, and will be used across Africa in the coming years. Perhaps this argument is the one most likely to delay action being taken across the globe in a co-ordinated manner.

**Philosophical Differences of Acceptable Alternatives**

"Nuclear is the way to go." "Wind power is the way to go." "Ethanol is the way to go."

There are many different technologies and

A number of people and groups are Global Warming sceptics. This creates a large roadblock to inaction because they neither see a need to change and reduce GHGs nor will they support moves by others to make such changes. They may even protest against such moves being forced upon them – much as smokers initially opposed smoking bans in many situations.

The roadblocks shown above, and perhaps others, are real impediments to action. If they remain in place for a long time, GHG emissions will not be reduced by the amount required to limit the damage to the three items shown in the IPCC report.

If left unchecked the sea levels will rise by more than one metre, more storms will occur and disease will become more widespread. This will inevitably lead to problems with food supplies, power supplies and refugees. There are many who would present a case that there may be wars fought over food and water supplies. Certainly many lives and businesses will be disrupted, and not all will survive.

These roadblocks must be dismantled and fast, if not then managers should develop plans to manage the inevitable consequences which will range from increased storm damage, increased worker absences, flooding, forced relocations and even possibly to loss of market share or loss of entire markets. ■

*Coverage Ltd provides services in Thailand and the wider Asian region to all groups in the areas of Risk Management, Business Continuity, Disaster Recovery, Crisis Management and Contingency Planning. Coverage can also provide testing, training or auditing of any of the above, either for new or existing plans.*

*Coverage is now offering a desktop simulation exercise for businesses in Bangkok. The exercise typically takes three hours to run and tests management team's preparedness for risks such as those that may be caused by Global Warming, as well as the "normal" risks such as fire, flood, or terrorist bomb attacks. At the end of the exercise managers will be better prepared for a crisis.*

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One solution to the reduced living standard roadblock is that new technologies can be used to replace the GHG emitting energy generation systems of today. This is certainly viable, but even the subsequent IPCC reports about the capability of response have indicated that there is little chance of bringing these systems online to the capacity levels required to limit the damage to the minimum levels. This solution also has the significant problem of having to dismantle the existing facilities such as coal and gas power plants and petrol stations around the world.

other solutions to reducing GHG emissions. However, because there are many ways, there are also many different supporters of each way. An example is that one of the quickest and most efficient is to use nuclear power. However there are staunch anti-nuclear activists in many areas who have a philosophical concern with this option.

**Uncertainty/Probability**

"It will never happen. The scientists are wrong."

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Mazda Sales  
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