




The TRUTH about
Climate Complacency

A satirical look at comfortable attitudes

A detailed botanical illustration of several wildflowers. The plants are shown from the roots up to the flower heads. The flowers vary in color, including shades of pink, purple, and white. Some have multiple petals, while others are single-petaled. The stems are thin and green, with some showing small, pointed leaves. The overall style is that of a classic botanical drawing, with fine lines and soft shading to depict the texture of the petals and leaves.

Wild flower drawing classes
at Rogueborough village hall.
First Saturday of every month.
£640 a day, coffee not included

The Truth

about Climate Complacency

Illustrated by
Araminta de Toxicó

Artist-in-Residence at InstEG Centre for Climate Change Arts

The Institute for Economic Greening
Global Leaders in Climate Optimism

Introduction by celebrity activist

TUKN Faye-Slift

Green is absolutely what I AM. All my homes are green, my Ferrari is green, my clothes are green, and guess the colour of my shoes!!!

I go on green marches and sign any petition I'm paid to. I feel privileged to promote your publication with my photo. I have been criticised for my carbon footprint, but that is SOooo unfair! I do world tours rather than expect thousands of people to fly to see me. And ethics, OMG! — my organic cotton sweatshirts, naturally dyed scarves, and hand-woven rugs provide employment to women and just the cutest children in disadvantaged villages. So buy my products! Do right by planet earth.

Head to www.tukensavingtheplanet.com, click and spend, and you too will be saving our SOooo precious world!!!

TUKN

This is me wearing a bomber
jacket hand-made by poor
children in rural Pakistan.

#tuknsavingtheplanet

#ethicalpurity

#geniusclothes

#welovetukn



Natural wildfires blamed on climate change by climate scaremongers

Acknowledgements

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through the kind support of*

The Petrofaith Foundation
Prestige Animal Feeds Trust
Hungry Patent Seeds Charity

THE INSTITUTE FOR ECONOMIC GREENING

Believers in Optimism

We at InstEG are climate optimists.

As leaders of technological change we are conducting groundbreaking research into the Transmutation of Ice. Our highly paid scientists can now deliver breakthroughs that mean no changes in society or our personal lifestyles are needed to reduce carbon emissions to zero by 2050.

So we can carry on flying round the world, driving our cars, drilling for oil, eating our beef, and most importantly, expanding our beloved economy.

The future is safe with InstEG.

Dr. Mark E.T. Fawces
Director of InstEG Research Institute

Polar Ice

Greenland, the Arctic, Antarctica ... they claim the ice is melting: but ice does not melt! It simply transmutes into water, a totally NATURAL process. Stop oil exploration, and we'll be back to living in caves — an UNnatural process. InstEG believes the world is big enough for both ice and carbon.



The eco-community demands carbon taxes, endless research, and state funding for renewables — but where's the money for these to come from? Talk of ecocide and human extinction won't pay the bills. *We* will become extinct if we squander our resources on mickey-mouse alternatives! There's still plenty of ice out there.



Floods

Instead of feeling guilty as Westerners, InstEG believes we should celebrate our civilization. Having selflessly endowed the world with science to conquer nature, we also have the will to create unprecedented wealth to serve the purest philosophical ideals of self-interest.



Edge of Life Cultural Tours

Thrill to the edgy living conditions in some of the most remote areas of our planet on our luxury tours.

Book early for best prices from £23,000 for three days.

There have always been floods, and it is only mainstream scientific opinion that claims increased flooding is due to human activity. Nitpicking about carbon emissions and acidification of the oceans unnecessarily complicates global trade. It is sad that whole islands will disappear. InstEG regrets that 10% of the world's population has been unwise enough to settle in areas at risk of flooding. But these countries are far away. Action must be taken at an international level by China and the USA. The UK must be protected from rising global poverty.



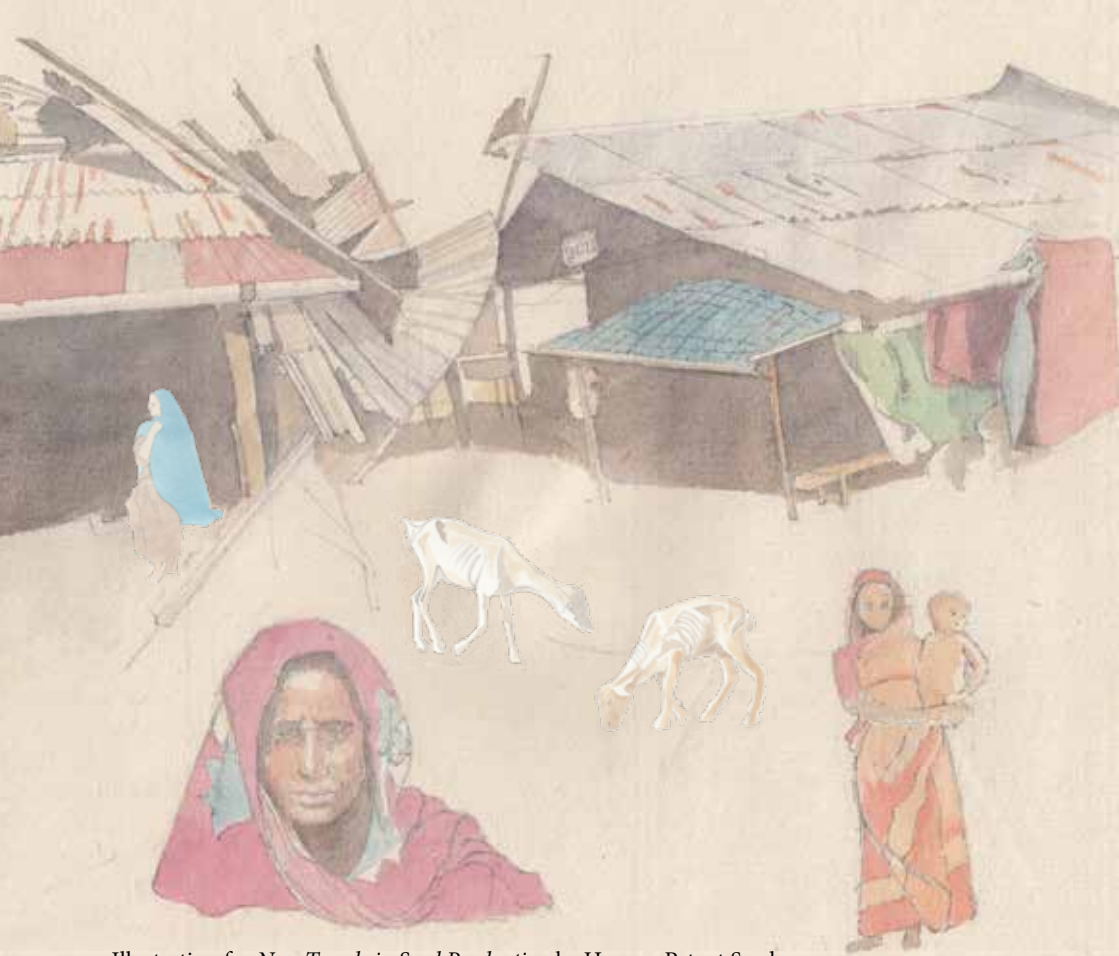


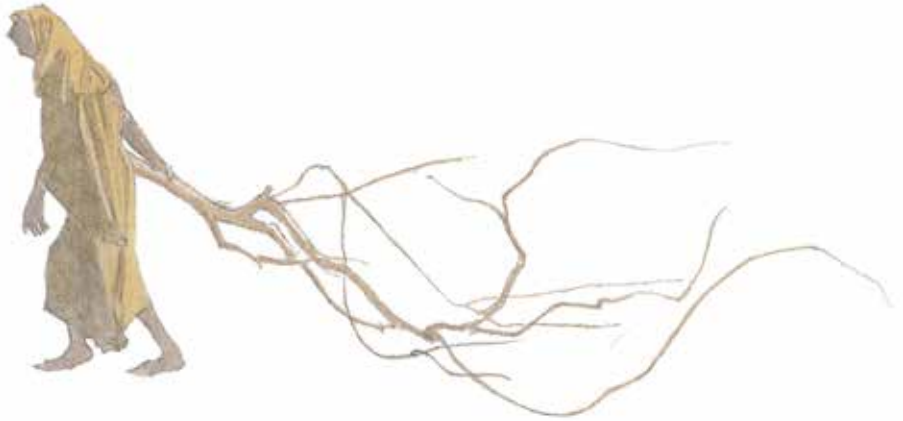
Illustration for *New Trends in Seed Production* by Hungry Patent Seeds.

We have replaced huge numbers of local seed varieties with a few laboratory-created single-harvest ones. Once we and companies like ours have full control over seed supply, poverty will have become truly an engine of wealth creation.

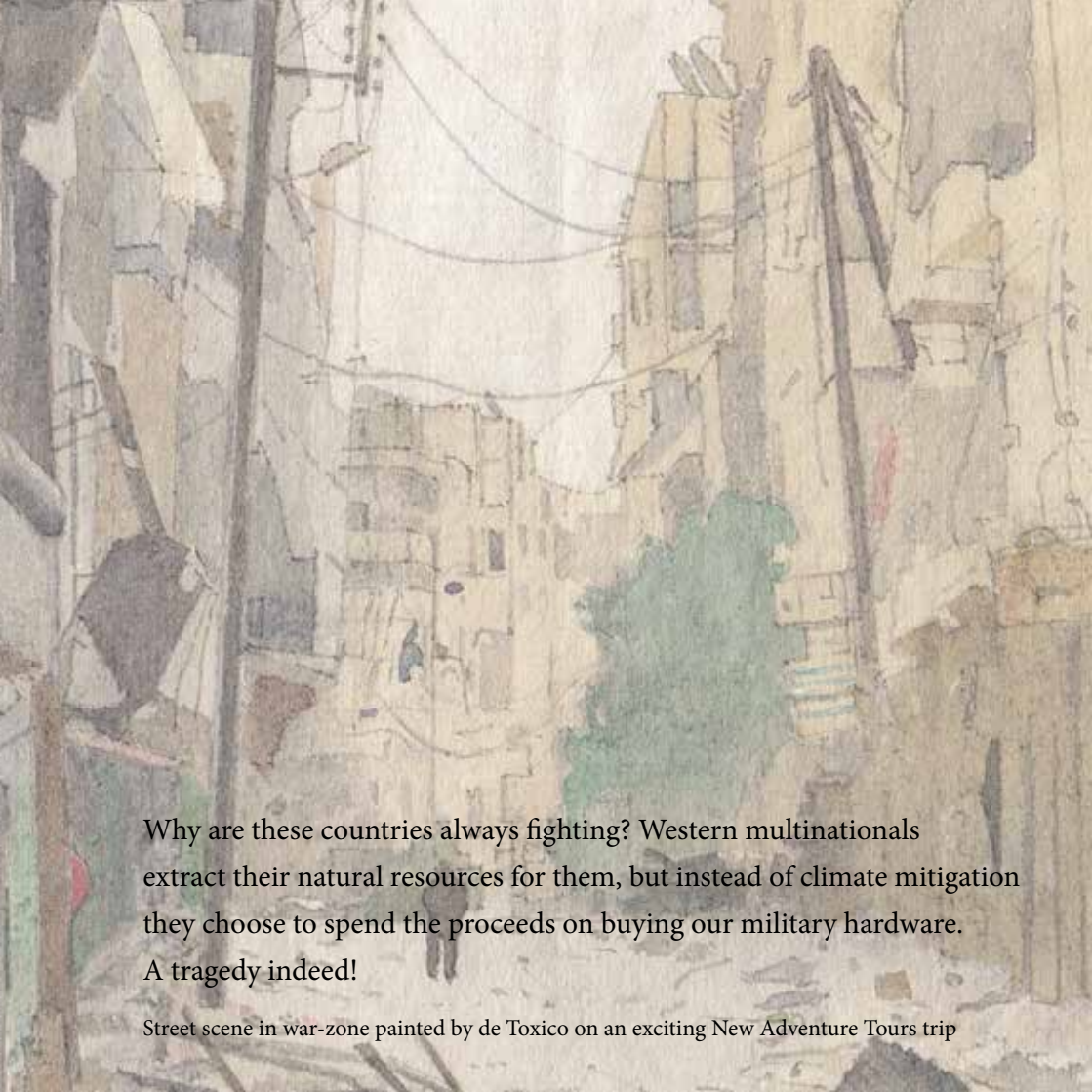
Drought ... is nature's way of challenging the human species to evolve new techniques of survival. InstEG sees new opportunities to reach out with loans and technology. These will bind stricken nations more effectively into the economic dependency that is their greatest security for the future. By adapting to the solutions of major multinational companies, communities will discover whole new ways of living with absolute destitution.



Refugees and War



Climate 'refugees' envy the life we in the West have worked so hard to achieve. If it's not a hurricane it's a tornado or typhoon ... Sadly their local buildings are not quite up to the job. Blinkered by their own problems, they seem not to realise we in the West also suffer from winds and floods that threaten to bring down even our most venerable insurance institutions. And of course, race has to come into it — people of colour are supposedly disproportionately affected. But the wind is colour-blind! Next they'll say women are worst hit!!!!



Why are these countries always fighting? Western multinationals extract their natural resources for them, but instead of climate mitigation they choose to spend the proceeds on buying our military hardware. A tragedy indeed!

Street scene in war-zone painted by de Toxico on an exciting New Adventure Tours trip

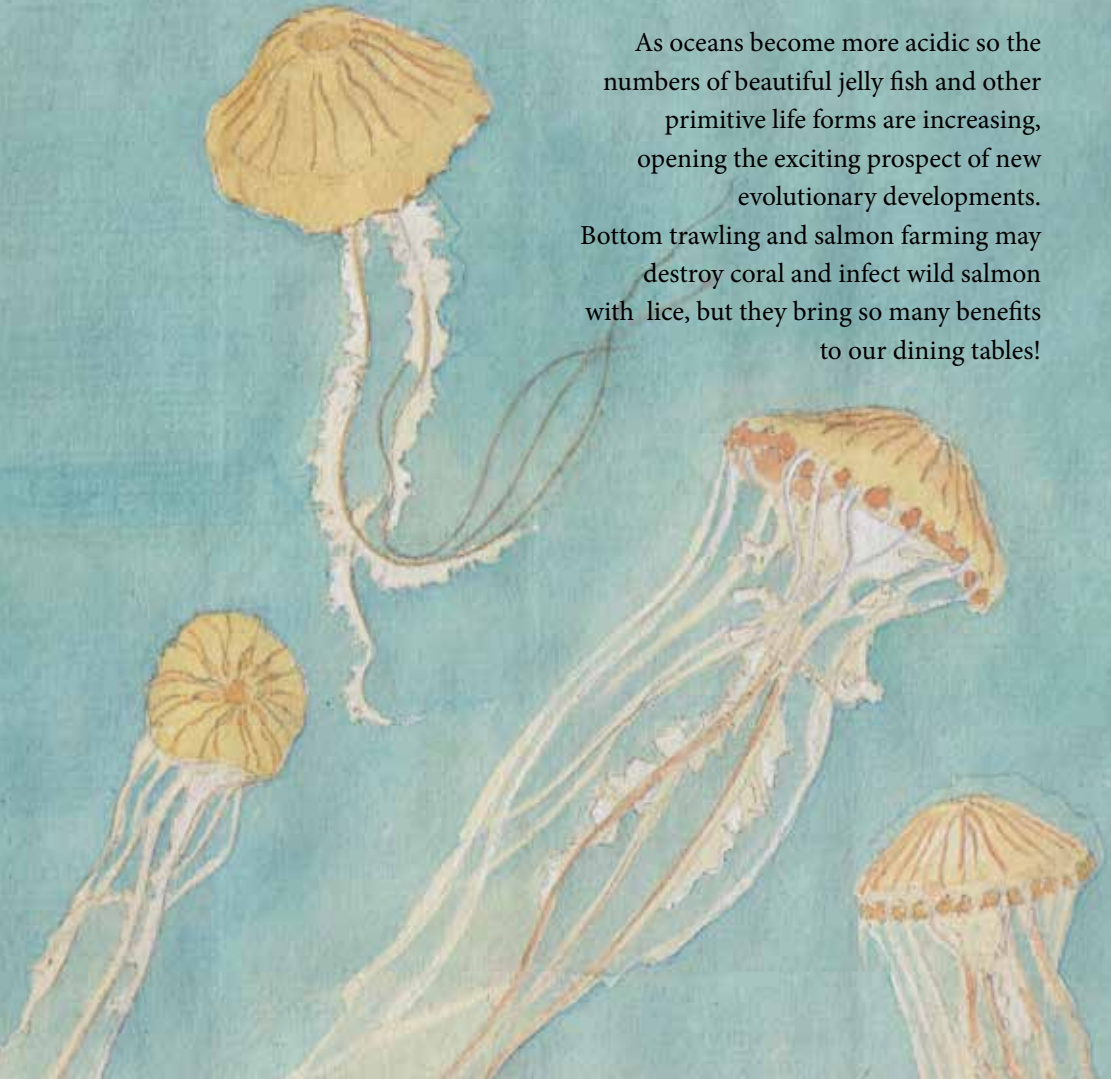
The Oceans

Go to any of our beautiful beaches and see for yourself: people swimming, surfing, children having fun, enjoying the traditional pleasures of a seaside holiday. Yet they tell us the sea is becoming more acidic and full of plastics ... Well it doesn't seem to affect the quality of people's tans! 'Drowned' villages are tourist attractions, and houses falling into the sea make brilliant social media content.

None of us likes to see a seal caught in plastic netting, so we at InstEG encourage everyone to dispose of their plastic waste responsibly. But when it comes to microplastics, realistically can they harm anyone? Loss of marine biodiversity? Well, half the inhabitants of our oceans have yet to be identified, we're hardly going to miss them!

Marine chemicals and waste should of course be controlled — not by legislation, however, but by the manufacturers and shipping lines, with their watertight audits and great environmental record.

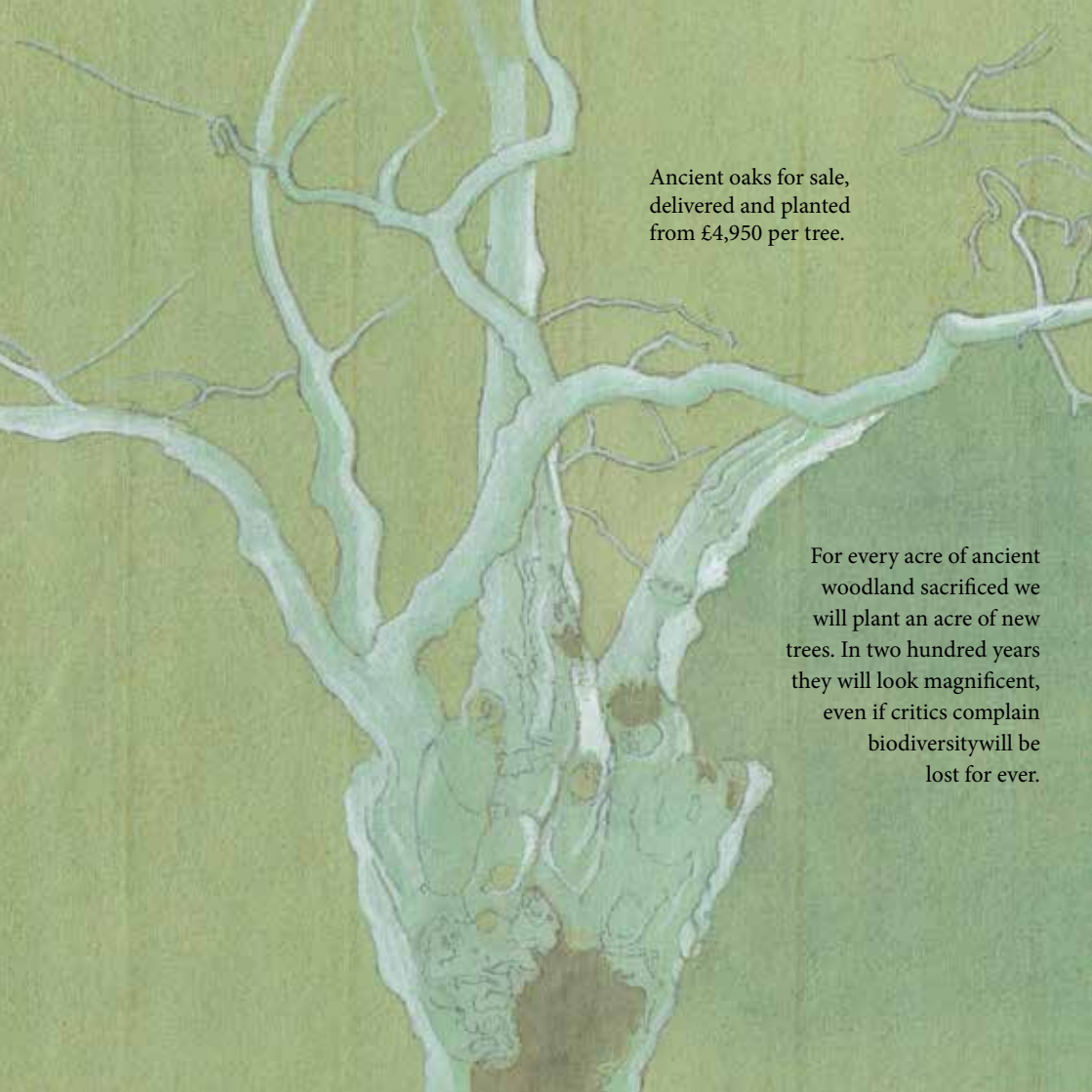
As oceans become more acidic so the numbers of beautiful jelly fish and other primitive life forms are increasing, opening the exciting prospect of new evolutionary developments. Bottom trawling and salmon farming may destroy coral and infect wild salmon with lice, but they bring so many benefits to our dining tables!



Powering the World


We all need energy — in our homes, places of work, schools, hospitals, and above all to power the economy. But where is it to come from? The T-shirt slogan brigade would have us all go around with little windmills on our heads and spend our leisure hours on treadmills generating electricity. But realists know the experts are the major energy companies. These companies must be given time to adapt to the potential of solar and other renewables: their hard-won monopoly leverage guarantees both low production costs and consumer prices that will ensure continued maximum profit for shareholders.

Coal still has its place. Created over millenia, to leave it in the ground would be criminal waste. Coal is not the only CO₂ villain, and it is a reminder of our glorious industrial past. However, times change, and whether shale gas or nuclear we must also move with the times.



Ancient oaks for sale,
delivered and planted
from £4,950 per tree.

For every acre of ancient
woodland sacrificed we
will plant an acre of new
trees. In two hundred years
they will look magnificent,
even if critics complain
biodiversity will be
lost for ever.

A watercolor illustration of several pink roses with green leaves on a light beige background. The roses are in various stages of bloom, with some showing deep pink and others lighter shades. The leaves are a vibrant green with visible veins. The overall style is soft and artistic, typical of watercolor painting.

Rose notelet design for
InstEG's next Study Day
Roses and Champagne: The New Britain
Only £999. Bargain rate for under-25s signed up
for *Creative Interpretations of Statistics*: £817

Our ever developing nuclear capacity will be clean and super-safe. Naysayers mumble about radioactive waste ... but do they not trust our great British scientists to dream up great British solutions? Whatever happened to optimism?

Head-in-the-clouds campaigners demand funding for unproven forms of energy generation research. But research must be led by the big players in the energy field: only they have the perspective to know what the consumer genuinely needs. Whether in tidal energy or large windfarms, it is them we must listen to, not elitist cranks who talk to plants and waffle on about ecosystems!

Our love for the English Countryside is as great as the next man's. We hide our landfill sites tastefully from view. Yet eco-activists still protest. And then they object to us outsourcing our recycling abroad. Can anything ever satisfy these people? Perhaps they expect us to consume less!!???

Feeding the Nation

Eco-warriors, who have never done a day's work in their lives, and who fail to understand the struggle of hard-working taxpayers, preach about the evils of the foods we all love. Supposedly our carbon footprint would be reduced by epigenetics and growing less animal fodder, with fewer methane-emitting cattle. They will be wanting us to go vegan next!!! If God had intended us to be vegetarian he would not have given us incisor teeth! They quibble about our advertising and want endless details about ingredients and ENVIRONMENTAL LABELLING on everything — as if a bag of rice on a British supermarket shelf could cause nitrous dioxide emissions in Bangladesh!!!

Support our farmers. What other nation offers its deserving households such a range of subtly identical cheeses? Where else are fruit and vegetables so photogenic and plastic-wrapped, with no annoying mud or flavour?



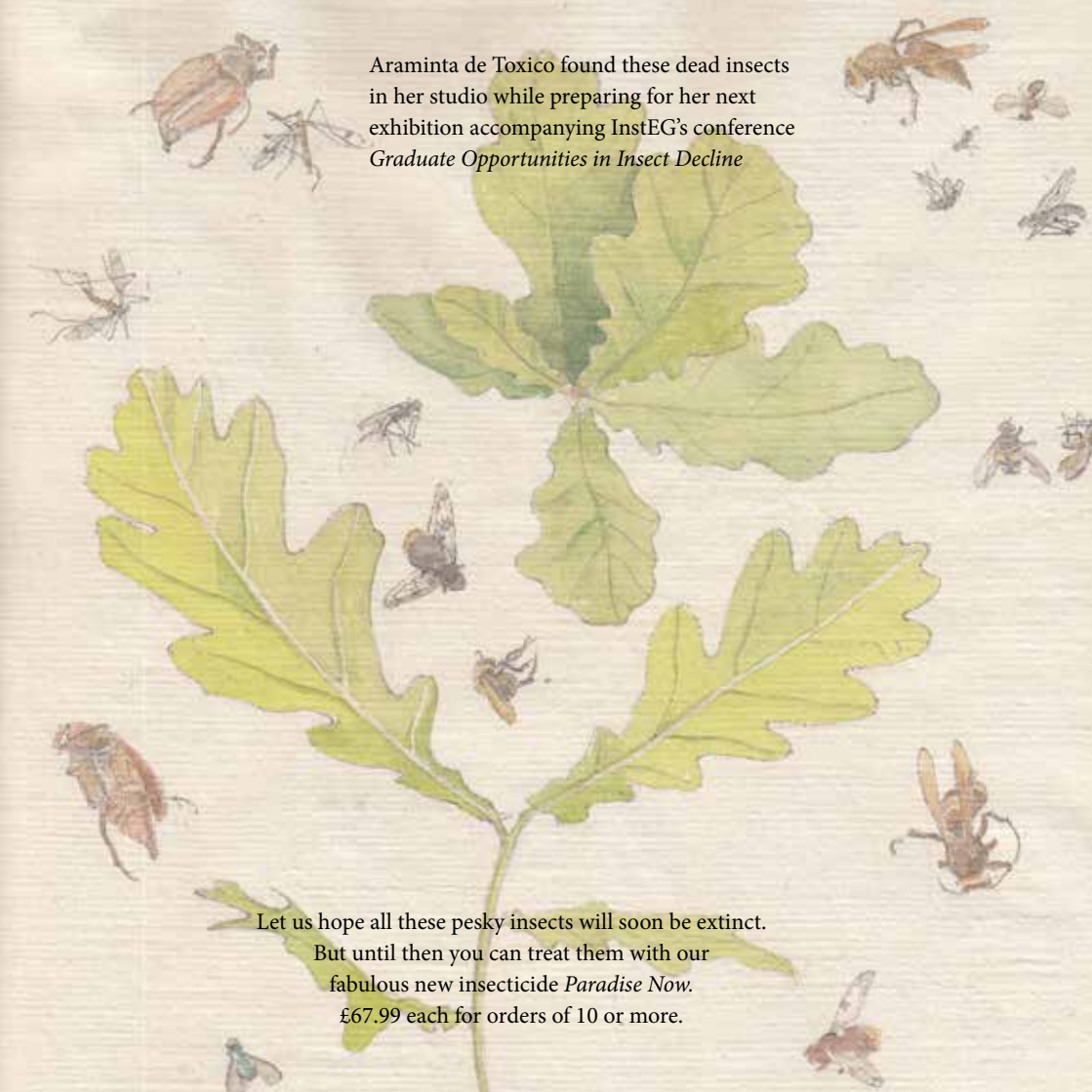
Man cannot live by lettuce alone.
Buy British meat, economically produced on farms large
enough to bring you affordable prices. Our farm animals like to
be inside, in close contact with their friends.

Quality first! Farm-gate prices must come second to the consumer experience and a corporate bottom line. Agribusiness makes better economic sense than small, absurdly diversified farms.

A swathe of monoculture is a pleasure to behold, once one appreciates the profits generated by industrially exploiting the land. Soil erosion and depleting water resources are simply a cost of profitable intensive farming. As for pesticides, who wants to return to having to wash dead insects off the windscreen all summer? A great relief that creepy-crawlies are declining!

Finally, ban ads for processed foods and sugary drinks on television before 9 pm? Ridiculous! Obesity is a personal consumer right.





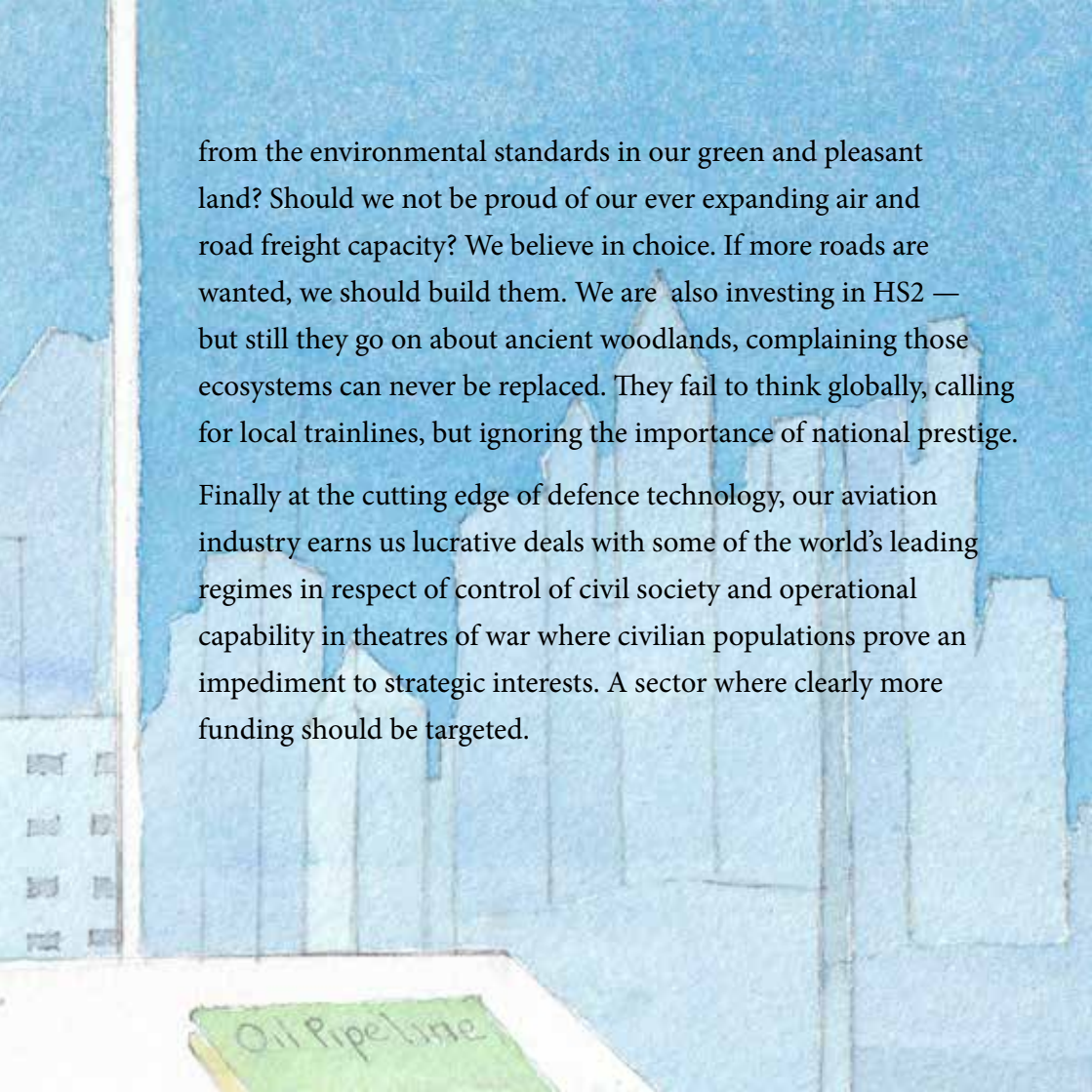
Araminta de Toxicó found these dead insects
in her studio while preparing for her next
exhibition accompanying InstEG's conference
Graduate Opportunities in Insect Decline

Let us hope all these pesky insects will soon be extinct.
But until then you can treat them with our
fabulous new insecticide *Paradise Now*.
£67.99 each for orders of 10 or more.

Transport

The UK is a world beater in global connectivity. Eco-whingers demand top executives stop flying around the world, but do not understand the importance of one-to-one meetings that secure untold benefits for deal-makers. And shouldn't hard-working families be able to fly to exotic sunspots for their well-earned holidays? Should the good folk of other nations be stopped from coming to learn





from the environmental standards in our green and pleasant land? Should we not be proud of our ever expanding air and road freight capacity? We believe in choice. If more roads are wanted, we should build them. We are also investing in HS2 — but still they go on about ancient woodlands, complaining those ecosystems can never be replaced. They fail to think globally, calling for local trainlines, but ignoring the importance of national prestige. Finally at the cutting edge of defence technology, our aviation industry earns us lucrative deals with some of the world's leading regimes in respect of control of civil society and operational capability in theatres of war where civilian populations prove an impediment to strategic interests. A sector where clearly more funding should be targeted.

Oil Pipeline

Fashion

Our fashion industry is attacked as unethical. However, it regularly expresses deep regret at the conditions under which the workers who sew their garments scratch a living. It sincerely laments the environmental cost of cotton production, and honestly admits to using polluting chemicals. But realists understand fashion brands are not charities. Ethical agonisers ignore the fact that big labels offer the British public the chance to enjoy style and luxury at eye-wateringly low cost. And is it for us, in the privileged UK, to lecture other countries on how they should regulate their industries and environment? Britain offers the most stylish ethic in the world: competition on our tailored-to-suit terms.

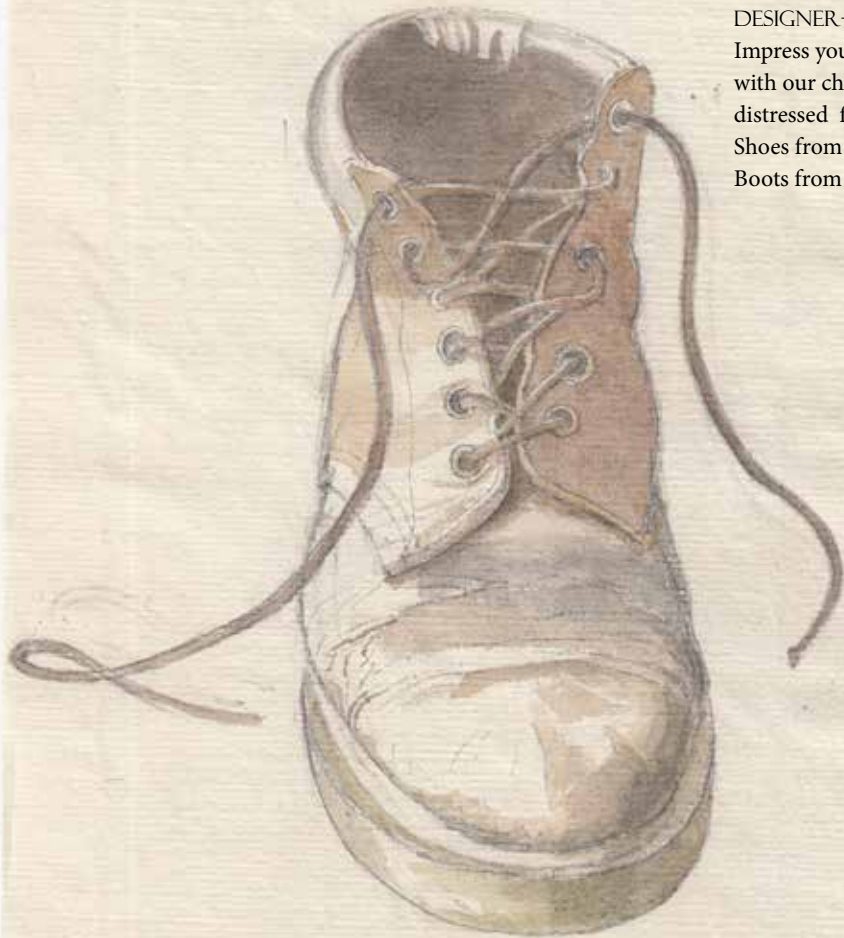


Luxury textile design.
Hand-printed onto organic cotton,
Summer dress £3.75
Chiffon scarf £1.50
Hand-embroidered purse 99p
All our workers are paid appropriately.

The Committed Consumer

It is you, the Committed Consumer, who can save the planet! Only by committed consumerism can great British businesses thrive, to generate the funding we so urgently need to secure the green future we all want for our grandchildren. Greenies tell us we have too much 'stuff'. But InstEG believes you, the people, know best and deserve the widest possible range of consumer goods, available for purchase, disposal, and replacement as YOU choose!

So trust InstEG and you will never again worry about poverty, refugees, melting ice, disappearing mangrove swamps, and moaners' endless tales of woe. Remember, a shopping person is a happy person. Consumer action is Climate Virtue and will stop our ice melting! With this mantra, all shall be well.



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with our chemically
distressed footwear.

Shoes from £583

Boots from £637

*Be optimistic, and all shall be well.
Research demonstrates that people thrill to the drama
of a major conflagration.
Explore the burning issues of our day
with this timely book.*



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