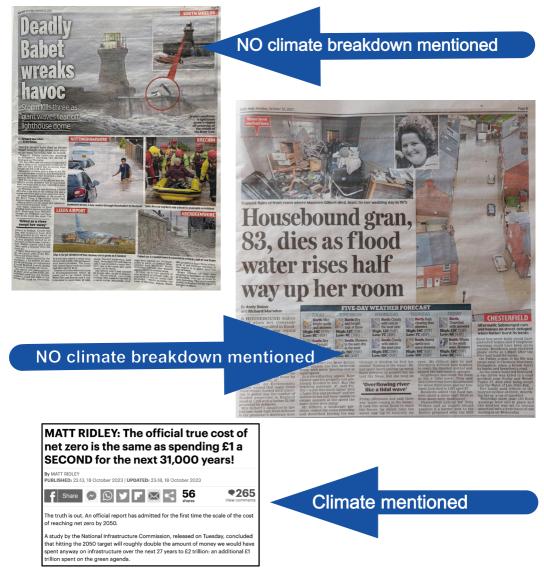


What your paper reported...



Please see over for an explanation

What your paper did not report...

The Daily Mail opposes measures to reach Net Zero on the basis that it will cost too much for the working people. Given the cost of living crisis, it sounds like a worthy argument. What they don't report is the much bigger cost of not reaching Net Zero quickly, and the massive loss of life that comes with it. This is not a balanced view.

The science: as the planet gets warmer, more water evaporates into the atmosphere and then in cooler air, condenses as rain, dumping much larger volumes of water in a shorter time, causing floods. We always had occasional floods, of course, but they are getting heavier and more frequent, causing more harm and damage because of climate breakdown.

Who will pay for the damage caused by Storm Babet and climate breakdown?

Extreme weather events cost \$2.8 Trillion from 2000 until 2020 and it has got much worse in the last 3 years. This is why experts have clearly advised that the sooner we transition to Net Zero, the cheaper and safer the future will be.

Who on earth, would stand in the way of a cheaper, safer future?

Obviously the coal, oil and gas companies want to maintain their obscene profits at the expense of everyone else. But then there are the banks that invest heavily in fossil fuels like JP Morgan and Barclays Bank; the lawyers, the insurers, the PR and advertising companies that support new fossil fuel extraction.

Finally, there are the billionaires, people like 4th Viscount Rothermere who owns the Daily Mail, the Murdoch family who own the Sun and the Barclay family who own the Telegraph/Spectator. **The richest 1% of people produce double the carbon emissions of the poorest half of the world's population (according to Oxfam).** They are profiting massively from polluting industries and have a clear motive for delaying transition to clean energy.

The Daily Mail recently used a survey (commissioned by Don't Cry Wolf) to criticise the climate movement. They failed to mention that the same survey found that Conservative voters earning over £150K were the group least willing to change to address climate breakdown.

1. When the Daily Mail reports on the cost of Net Zero, could it also mention the massive financial cost and loss of life that comes with NOT reaching Net Zero?

2. When the Daily Mail reports on extreme weather events like Storm Babet, could it mention how climate breakdown is a factor on frequency and severity?

3. When the Daily Mail reports on such disasters, could they include the significant cost of rescue and repair - cost which can be reduced by transitioning to renewable energy and reducing carbon emissions?

This would give a more balanced view