

The Green New Deal Can Work

Global warming has rightly been called history's "greatest market failure." Correcting it cannot be left to the market. Mobilization for the Green New Deal is an emergency that, like mobilization for World War II, requires powerful governmental agencies dedicated to the purpose that can plan and implement the transition to a climate-safe economy.

Use government to plan the transition. In 1942, President Franklin Roosevelt banned the production of passenger cars to allow the reorganization of industry for war production. Standards should be developed for conversion of transportation, buildings, industry, and all other greenhouse gas-producing sectors.

Establish Green New Deal agencies for reorganizing economic sectors. Under President Obama's economic recovery plan, auto corporations and the UAW agreed to a large, long-term increase in energy efficiency to cut carbon emissions. Similar programs are necessary for electricity, transportation, agriculture, forestry, manufacturing, waste management, finance, and many other industries.

Use Keynesian/New Deal tools. To fight unemployment and support programs the New Deal used fiscal policy, such as budget deficits, and monetary policy, such as low interest rates. The Green New Deal should apply policies that ensure full employment to reduce the fear that climate protection may threaten prosperity, and also to give working people a greater stake in the transition.

Use the powers of government to rectify past and present injustices. Jobs protecting the climate will be made available to those individuals and groups who have been denied equal access to good jobs. Job recruitment should include strong racial, gender, age, and locational affirmative action to counter our current employment inequalities. Green New Deal projects will remedy the concentration of pollution in marginalized and low-income communities and counter the deprivation of transportation, education, health, and other facilities in poor neighborhoods.

Protect low-income energy consumers. The Green New Deal should ensure that the energy bills of low-income families are affordable – generally defined as 6 percent of gross household income. All new public and publicly subsidized low-income housing should be net-zero with solar panels onsite and/or offsite.

Empower community-led initiatives. Today, community-based, and regional programs are already engaged in promoting the transition to a climate-safe economy and society. They can provide popular participation in the transition to climate protection.

Democratize democracy. The Green New Deal should encourage local community groups, coalitions, and governments to develop and implement their own climate action plans at the community level and require such plans for all projects it funds.

Mobilize labor. A Green New Deal mobilization will require millions of workers. Today, a labor reserve of more than 20 million people who are unemployed, underemployed, or outside the labor force could be available to go to work protecting the climate. During World War II, the War Labor Board actively recruited workers to regions and industries where they were most needed and government took the leading role in the rapid expansion of education, training, child care, and housing for the new workforce.

Leave no worker behind. It is unjust that any worker should suffer through no fault of their own because of a policy that is necessary to protect society. A Green New Deal must create alternative jobs and/or livelihoods. All impacted workers and communities should be included in a deliberative process and have a voice in shaping transition plans

Guarantee jobs for all. Government should serve as the employer of last resort for all who want to work, putting them to work on climate protection and other socially needed activities. The jobs provided by this program will pay an estimated \$15 per hour plus benefits,

including health insurance.

Ensure worker rights and good union jobs.

Reinforcing the rights of workers to express themselves freely, organize, bargain collectively, and engage in concerted action on the job should be an explicit part of the Green New Deal, as it was for war industries during mobilization for World War II.

Mobilize money and material resources. The GND will use the financial benefits of fossil-free energy, the trillions of dollars given away to corporations and the wealthy in tax breaks and subsidies, and the wealth of the fossil fuel industry itself to ensure that ordinary Americans are far better off as a result of the transition to climate safety.

Capture the benefits of the transition to fossil free energy. Fossil-free energy is now cost-efficient—it is cheaper and provides more benefits than burning fossil fuels. In the long run climate protection will pay for itself. Likewise all the money that would have been spent on coal, oil, and gas can go into the pockets of consumers and help pay for the Green New Deal.

Make the polluters pay. The Green New Deal should include litigation and legislation to hold fossil fuel producers and emitters responsible for their colossal damage to the atmosphere—and the colossal cost of remediating it.

Cut wasteful and unnecessary military spending. Transfer of funds from the military budget to the Green New Deal would enhance the security of individuals and our country.

Mobilize investment. The Green New Deal will establish a program of climate bonds for the public like the war bonds of World War II.

Support and fund a Global Green New Deal.

Globalization, neoliberalism, and free-trade agreements have pitted the workers of the world against each other in a fight for climate-protecting jobs. A Green New Deal will pursue mutually managed trade that encourages all countries to develop their climate protection industries and technologies as rapidly as possible, while allowing the benefits to be shared in a way that protects workers in both developing countries and developed countries—not to mention the planet as a whole.

The original New Deal of the 1930s was part of a process of social change that included experimentation at a state, regional, and local level; organization among labor, unemployed, rural, urban, elderly, and other grassroots constituencies; and lively debate on future alternatives that went far beyond the policies actually implemented.

Like the original New Deal, the Green New Deal is trying to do something that has never been done before; we will have to learn from experience and experiment and correct the mistakes we will inevitably make along the way. But with these strategies we can make a start in the right direction.

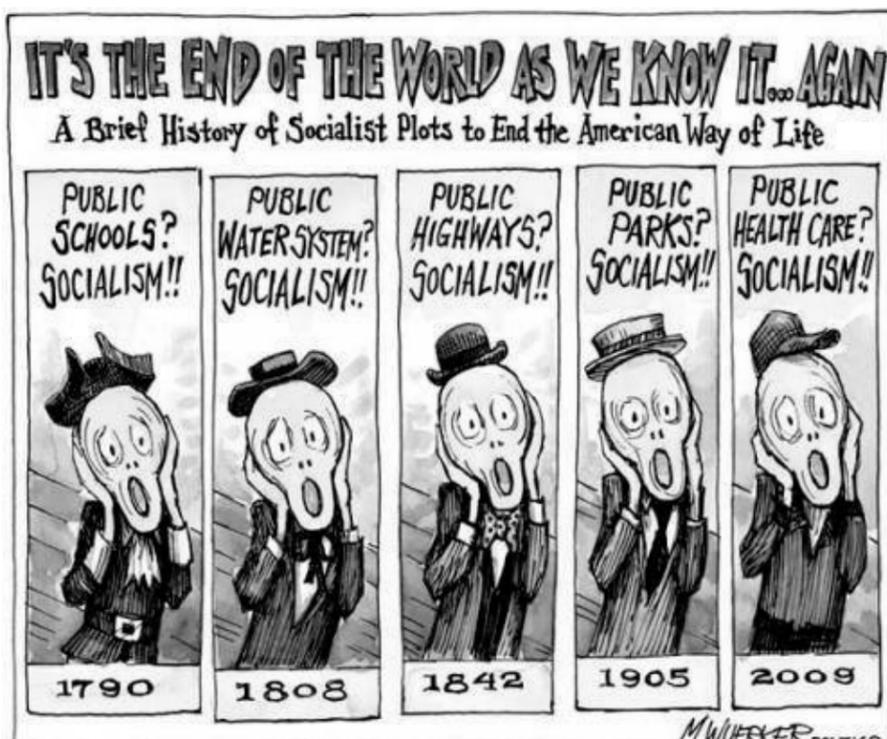
Jeremy Brecher

Historian, author, & co-founder of the Labor Network for Sustainability.

His most recent book is

'Climate Insurgency: A Strategy for Survival'

jeremybrecher.org.



www.greenfuse.work

What is Propaganda?



The term 'propaganda' originated in 1622 from a Christian commission for the 'propagation of the faith.' The Roman Catholic 'Propaganda Fide' emerged as a key institution, missionary ministry, and center for specialized ideological and administrative training in response to the threat of the Reformation.

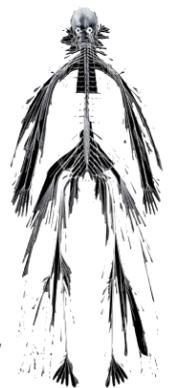
During the 20th and 21st century propaganda emerged as a pervasive, often unavoidable feature of daily life in mediated, 'Information Age' economies worldwide. Today the term has increasingly come to be used to describe persuasion processes that involve, at least to some degree, coercive manipulation of beliefs and behavior, particularly when used in pursuit of sectional interests.

In countries with relatively democratic media traditions, the term propaganda is most often employed either pejoratively, in order to dismiss an opposing point of view, or to characterize persuasive communication in states defined in the process as authoritarian or theocratic and hostile political movements. At the same time, many activities in democratic states that would previously been described as propaganda are now labelled with euphemistic terms such as **public relations, strategic communication, psychological operations (psy ops), marketing and advertising.** Indeed, as Edward Bernays, the founding father of public relations, famously explained:

"Propaganda got to be a bad word because of the Germans ... using it [during WW1]. So what I did was to ... find some other words. So we found the words Counsel on Public Relations."

Thus, although frequently called by other names, propaganda is also a key feature of liberal democratic states.

Propaganda is not usually understood as a consensual, two-way, process of persuasion among equals. However, it also involves far more than lying. Rather, it is a complex and frequently subtle manipulative process in which a power centre of one sort or another leads an individual or a group of people to believe something, or, perhaps without believing, to act in a particular way, that goes against free will or genuinely informed consent. Propaganda techniques frequently involve linguistic and visual communication (e.g. advertising campaigns) that make emotional and/or rational appeals in order to manipulate beliefs and behavior. Fears and desires may be typically exploited and, importantly, both incentives and threats can become part of propaganda campaigns. Meanwhile, forms of deception involving lying, omission, distortion and misdirection are also frequently found in propaganda campaigns.



-The Organization for Propaganda Studies (OPS) conducts rigorous academic research and analysis of propaganda, both historical and contemporary. Propaganda is a manipulative form of persuasion that is frequently found across political, economic, and security domains in authoritarian states as well in liberal democracies.

propagandastudies.ac.uk