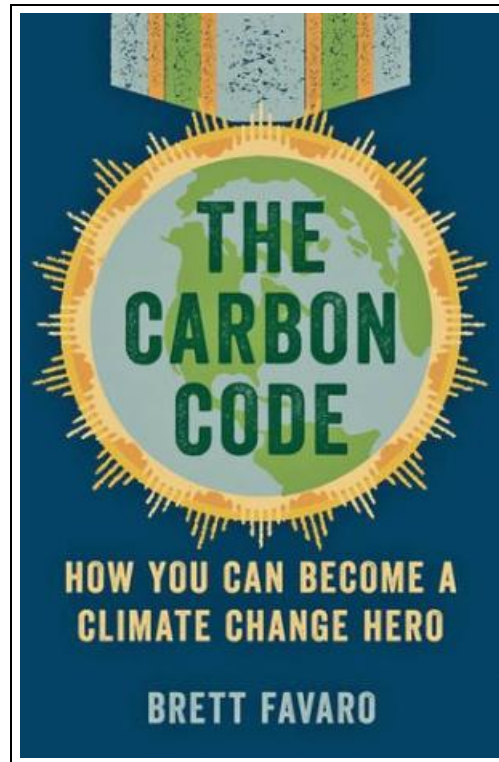


The Carbon Code: How You Can Become a Climate Change Hero (Hardback)



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THE CARBON CODE: HOW YOU CAN BECOME A CLIMATE CHANGE HERO (HARDBACK)



JOHNS HOPKINS UNIVERSITY PRESS, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. Our world is getting hotter, and it's our fault. Our addiction to fossil fuels is destroying not only our ancient planet, but our modern civilization. How can we protect our fragile ecosystems while preserving our way of life? How can we respond to climate change deniers who mock the fact that environmental activists use fossil fuels? In short, how can your average concerned citizen live a normal life in a carbon-based economy without being justifiably called a hypocrite? In *The Carbon Code*, conservation biologist Brett Favaro answers these thorny questions, offering simple strategies to help you reduce your carbon footprint-without abandoning common sense. Favaro's Carbon Code of Conduct is based on the four Rs: Reduce, Replace, Refine, and Rehabilitate. After outlining the scientific basics of climate change and explaining the logic of the code he prescribes, the author describes carbon-friendly technologies and behaviors we can adopt in our daily lives. However, he acknowledges that individual action, while vital, is insufficient. To achieve global sustainability, he insists that we must make the fight against climate change go viral through conspicuous conservation. The Carbon Code is a tool of empowerment. People don't need to be climate change experts to be part of the solution! In this book, Brett Favaro shows you how to take ownership of your carbon footprint and adopt a lifestyle of conspicuous conservation that will spur governments and corporations to do the same. Climate-friendly action is the best decision on every dimension-economics, health and well-being, and social justice. Saving the planet is, after all, about saving ourselves. The Carbon Code provides a framework to do this, and helps you to become a hero in the fight against climate change.



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