

## ‘Sexy’ Coal’s Pin-ups of 2012

This is about the lie in reducing carbon emissions. The lie in Gillard’s carbon reduction plan and the lying policies by Governments and environment groups world-wide.



(<http://www.treehugger.com/corporate-responsibility/great-moments-in-green-advertising-ges-sexy-coal-miners-commercial.html> )

Condoleeza Rice once talked about ‘cutting the Gordian Knot’ between economy and global warming. But in the tussle between economy and the environment, the economy wins. This is the lie: That every policy action proposed or enacted to reduce carbon emissions actually reduces carbon emissions.

The truth is that every policy proposed or enacted is a feel-good, motherhood, action. The truth is that every policy proposed or enacted is, in the end, really about increasing the wealth of the wealthy. Every, say, 5% reduction in carbon emissions allows mining companies to expand, mine more coal and make more profit.

Like many complex problems the bottom line is simple... it is about the bottom line: profit. It is an easy equation: Swings and round-a-bouts. Reducing end-user emissions allows for greater industrial production of CO<sub>2</sub>, which allows the economy to keep on growing. It is even simpler than that – the global economy must continue to grow to provide employment, education, houses, infrastructure, health, personal services and consumer goods for a rapidly growing world population. So even in the face of climate change the global economy must grow and the global consumer society that relies on fossil fuels will keep going on with ‘business as usual’.

Below are the new faces of ‘King Coal’ sourced from an excellent paper, Mine Coal, Sell Coal, Repeat until Rich, by Guy Pearse, a research fellow at the University of Queensland’s Global Change Institute, and presented at the Woodford Folk Festival, December 2011.

Remember this – the global economy must continue and expand Capitalism and a growing population of the ‘aspiring’ middle-classes hoping for the ‘good life’ demand this: so any policies reducing end-user emissions allows for the expansion in production and emission of greenhouse gases. Even if it didn’t, the expansion in production and emissions of greenhouse gases would still occur, because the economy and the population demand it. Our society, from global to local, is now, irrevocably, growth-oriented Capitalism (even in China, Cuba, and Venezuela etc.), this growth relies on fossil fuels and the use of fossil fuels will continue and grow until they (or a lesser known limiting resource) are exhausted.

Once, in ‘off-table’ conversations with environmentalists and climate scientists, there was a hope that peak oil, peak coal, peak uranium and peak lithium would halt this growth before the really devastating nastiness of global warming would destroy ecosystems and human society. All the current real-world observations, studies, and modelling that the best available science can generate says that global warming is happening faster, sooner, and worse than anyone expected.

The world is on-track for a four degrees Celsius global temperature rise by 2070; a long time away in human years, but devastation for our children. I won’t even mention the feedback magnifications to global warming that four degrees will cause, but eight degrees by the end of the century is on the cards.

There is no foreseeable way of preventing this. Add in peak oil, rare metals depletion, widespread and accelerating extinctions, ocean acidification (happening now, completely unstoppable, and irreversible for 300,000+ years) and your children and grandchildren will live in a poor, damaged world that is a shadow of what we experience now – and what we experience now is but a shadow of the diversity, richness, and splendour of the world just a century ago.

I will end with the comments made by the world-famous palaeontologist, Geerat Vermeij, in an interview with Susan Freinkel:

‘Vermeij fears that we could be approaching “a tipping point that we have not seen for a very, very long time in geologic history”. The question now is how we humans will adapt to coming environmental change. Our choices will be vastly broader than a threatened snail’s, but, according to Vermeij, the guiding principle remains the same: redefining what it means to thrive. Whatever the prospects for Homo sapiens over geologic time, our well-being in historical time demands that we change our ways. We cannot continue to expand our economies, swell our population, and exploit the world’s resources at present-day rates. “Our only hope is a change in values,” he says. “Instead of wanting more material possessions, we need to find other ways of achieving happiness and satisfaction in life.” Those seem like odd words from a resolute non-activist.

But Vermeij insists that his views are based on scientific evidence, not political beliefs. The fossil record shows, over and over again, that “to cope with radically new situations, you have to change your criteria of what it means to be successful,” he says. “That’s where we are. We need to do that.” He pauses and adds, “It will more easily said than done.”  
(onearth, Volume 34, Issue 2, 2012, pp 37 – 41. NRDC: New York)

Scientists get it, some environmentalists are getting it, but very few ‘average’ and ‘aspiring’ people are getting it, and even fewer politicians get it. Corporations get the opportunity for product branding and profit, while their sycophants in PR and right-wing lobbyists get the money. The people in power are the corporations, their sycophants and the poodle politicians who are at their beck-and-call.

**Note:** For the pin-ups, Dr Pearse created the 'Gillard'; the Government estimates that the 'Clean Energy Future' and associated emission reduction programmes will reduce Australia's greenhouse gas emissions by 159 million tonnes at the end of 2020. The contribution of the new coal mines is then measured against the Gillard. A Gillard measure of 2.0 means that the new mine will emit twice the reductions gained through the Government's emission plans. A Gillard of 1.0 means that the mine emits exactly what Australia's planned reduction is, and so on.



...Presenting the movers and shakers in  
your and your children's lives...

'Sexy' Coal's Pin-ups 2012

**Pin-up #1 GVK/HANCOCK**





GV Khrisna Reddy Gina Rinehart



**+84mt**  
coal per year

**+226mt**  
CO<sub>2</sub> per year

**Like: 6% more cars... worldwide!**

Along with Gina Rinehart, meet Indian billionaire, GV Khrisna Reddy. Their companies plan to build three mega mines in the Galilee Basin producing 84 million tonnes of coal a year. So what is the impact on the climate? On their own the new GVK/Hancock mines will produce about 1½ times as much greenhouse pollution as the Gillard Clean Energy Future package promises to save. Put another way, try to imagine the emissions of 63 million more cars; that's what the emissions from the new GVK/Hancock mines will add to the atmosphere – the equivalent of 6% more cars worldwide

**Pin-up #2 WARATAH**

Clive Palmer

**+82mt**  
coal per year

**+221mt**  
CO<sub>2</sub> per year

**Like: a third more planes... worldwide!**

The first of Clive Palmer's new projects, a 40 million tonne a year mega-mine is aptly called the China First Project, as most of the coal will go to China, and the project will be funded, built and managed in very large part by Palmer's Chinese co-investors. Palmer has another two projects in mind nearby; the Alpha North project which he also hopes will produce 40 million tonnes a year, and the Carmichael 6 East project, the scale of which has not yet been announced. He also has smaller coal permits near Rockhampton, northern New South Wales, and on Cape York. The carbon footprint of these new mines? The emissions from the mega-mines we know about would add over 220 million tonnes of greenhouse pollution annually – that's equivalent to increasing international aviation emissions by about a third!

**Pin-up #3** **XSTRATA**



Ivan Glasenberg

**+72mt**  
coal per year

**+194mt**  
CO<sub>2</sub> per year



**Like: doubling coal fired power in Australia**

Meet Ivan Glasenberg. He debuted this year at number two on the BRW Australia's Rich List with an estimated fortune of nearly \$9 billion. Much of that comes from his investment in Glencore, which in turn owns over 34 per cent of Xstrata. Xstrata and its partners plan to add nearly a dozen new coal mines in the next few years—increasing production by a further 72 million tonnes of coal per annum—with much of it coming from the proposed Wandoan Coal project northwest of Toowoomba. The CO<sub>2</sub> impact? Well imagine all of the coal fired power stations currently operating in Australia. Now double it, because Xstrata's extra production will add CO<sub>2</sub> roughly equivalent to over 30 new coal fired power stations; more than the number currently used in Australia.

**Pin-up #4** **ADANI**



Gautum Adani

**+60mt**  
coal per year

**+162mt**  
CO<sub>2</sub> per year



**Like: doubling Queensland's carbon footprint**

Meet Gautum Adani – with \$10 billion dollars, he is reportedly India's seventh richest man. The conglomerate named after him is building a vertically integrated energy supply chain which depends on coal mega-mines in Indonesia and Australia. In Australia, he plans a 60 million tonne per year mine in the Galilee Basin called the Carmichael Coal project. The emissions impact? Well, with just one mine, if it proceeds, his company will add more CO<sub>2</sub> to the atmosphere annually than the State of Queensland does today.

**Pin-up #5** **MEIJIN**



**Yao Junliang**

**+60mt**  
coal per year

**+162mt**  
CO<sub>2</sub> per year

**61.0**

**Like: doubling the CO<sub>2</sub> emissions of over 60 countries**

Algeria; Argentina; Australia; Bangladesh; Belgium; Brazil; Canada; China; Colombia; Costa Rica; Czech Republic; Denmark; Egypt; France; Germany; Greece; India; Indonesia; Italy; Japan; Kazakhstan; Korea; Kuwait; Kyrgyzstan; Laos; Lebanon; Lithuania; Luxembourg; Malaysia; Mexico; Morocco; Myanmar; Netherlands; New Zealand; Norway; Oman; Pakistan; Peru; Philippines; Poland; Portugal; Romania; Russia; Saudi Arabia; Singapore; Slovakia; South Africa; Spain; Sweden; Switzerland; Taiwan; Thailand; Turkey; Ukraine; United Kingdom; United States; Uzbekistan; Vietnam; West Bank; Yemen; Zambia; Zimbabwe

Meet Chinese billionaire, Yao Junliang. He wants to build another huge mine in the Galilee basin that will produce 60 million tonnes of coal for export annually. It adds another 162 million tonnes of CO<sub>2</sub> – and what does that equate to? It’s like doubling the annual emissions more than 60 countries (listed in image).

**Pin-up #6** **PEABODY**



**Greg Boyce**

**+50mt**  
coal per year

**+135mt**  
CO<sub>2</sub> per year

**60.85**

**Like: Doubling Pakistan's CO<sub>2</sub> emissions**

Meet Greg Boyce, Peabody Energy’s CEO, which is the world’s largest privately owned coal mining company. Peabody doesn’t exactly have an obvious pin-up as it is mostly owned by financial institutions. But Peabody has done more to market the idea that coal is a clean green source of energy than just about any company, with Boyce leading the sales pitch. Peabody had big plans to expand in Australia even before it recently bought Macarthur Coal. In total the company plans to add close to 50 million extra tonnes of new coal in Australia annually. The extra 135 million tonnes of CO<sub>2</sub> annually is getting close to as much as is produced by Pakistan.

**Pin-up #7 BANDANNA**



**Jeremy Barlow**  
**+ 34mt**  
coal per year

**+94mt**  
**CO<sub>2</sub> per year**



**60.6**

**Like: Doubling Australian agricultural emissions**

Meet Jeremy Barlow. He made most of his fortune in coal seam gas with Arrow Energy, but has since got into coal. His company, Bandanna Energy, is said to be up for sale, with various Chinese interests running a ruler over it. Bandanna is planning to build new mines in the Bowen and Galilee Basins that will add 35 million tonnes. Now – try to imagine the greenhouse pollution generated across Australia by agriculture—by millions of cows, sheep, and pigs etc. Because the extra CO<sub>2</sub> from Bandanna’s new coal mines is equivalent to doubling the emissions of Australia’s entire agricultural sector!

**Pin-up #8 YANCOAL**



**Jiang Daming**  
**+23mt**  
coal per year

**+62mt**  
**CO<sub>2</sub> per year**



**60.4**

**Like: 5 times the CO<sub>2</sub> that Queensland’s “ClimateSmart” programs save.**

Meet Jiang Daming -- Governor of the province of Shandong in China’s north-east. Yancoal is ultimately controlled by his government, thus he is the closest thing to a prominent shareholder. Yancoal has been snapping up existing and new coal mines in Australia. Not so long ago it snapped up Felix resources, buying three new projects in New South Wales in the process. Recently it bought a mine in Western Australia from Wesfarmers, and now it wants to buy Gloucester Coal too. To understand the impact of their new mines here, try to imagine the emissions saved in Queensland by the Bligh government’s ClimateSmart initiatives. Last time I looked that involved 750 Solar Schools, 420 Solar Kindies, the ClimateSmart home service, Anna Bligh’s ‘Low Carbon Diet’, the solar panels at UQ, Cararra Stadium, Kogan Creek power station, and much, much more. Well, Yancoal adds 5 times as much CO<sub>2</sub> on its own as all those wonderfully well promoted ClimateSmart initiatives combined save!

Company	Person	Coal Production	CO <sub>2</sub> Emissions
QCoal	Chris Wallin	+20mt coal per year	+54mt CO <sub>2</sub> per year
Aston Whitehaven	Nathan Tinkler	+20mt coal per year	+54mt CO <sub>2</sub> per year

**Like: twice the CO<sub>2</sub> annually as hybrid cars have saved worldwide so far.**

Meet Chris Wallin, the former government mines department coal mapping bureaucrat who got out of government, set up his own company, Qcoal, and is now worth over \$3 billion. Also meet former mine electrician, Nathan Tinkler who, having punted everything on a coal project, reportedly very nearly lost it all, then sold it to Macarthur Coal and made hundreds of millions. Rather than walk away as you might expect a cashed-up sparky to do, he repeated the dose and through his company Aston Resources is now worth over a \$1 billion. The other day Aston merged with Whitehaven – stand by for BRW to revise Tinkler’s net worth upward. There are plenty of similar stories—bureaucrats, sparkies, engineers, accountants, even ex-politicians. It’s ‘Who Wants to be a Billionaire’ in the coal industry and anyone can play. There are plenty of similar stories. Yet, even with these smaller scale projects, the emission consequences are still staggering. Put the carbon footprint of Wallin and Tinkler’s new mines together for example, and you are talking about adding more CO<sub>2</sub> than has been saved by all the hybrid cars sold worldwide in over a decade!

Company	Person	Coal Production	CO <sub>2</sub> Emissions
Jellinbah	Sam Chong	+6mt coal per year	+16.2mt CO <sub>2</sub> per year

**Like: 100 times the CO<sub>2</sub> that solar panels save on Australian households**

Sam Chong is another one of these ‘Who Wants to be a Coal Billionaire’ stories. Through Jellinbah Coal, the former mining engineer is now worth close to a billion dollars as well. Jellinbah is only looking to add 6 million tonnes of new production annually, but the emissions are still significant. Many of you probably have solar panels on your house. Try and imagine how much CO<sub>2</sub> is saved by all the solar panels installed on homes across Australia. Well, that’s wiped out by the CO<sub>2</sub> from Jellinbah’s new mines not once, but nearly 100 times!