



## Brits urged to get clued up on Climate Change with new Rough Guide book for 2008

### In the next five minutes...

- Two people in the world will die due to illnesses related to global warming.
- 300,000 tonnes of carbon dioxide will enter the atmosphere due to fossil fuel burning.
- The Arctic will lose up to five square kilometres of its multiyear ice (if the recent rate of loss were to continue and be spread throughout the year).
- Greenhouse gases (from fossil fuels) will trap enough energy from the Sun to power more than 13 trillion 60-watt light bulbs.
- The Amazon will lose about 200,000 square meters of climate-preserving rainforest.

Rough Guides, Britain's best-known guidebook publisher, is bringing out its second edition of *The Rough Guide to Climate Change* today (28 January 2008).

The 366-page guide tackles the single biggest issue facing the planet - climate change. It cuts through swathes of scientific and political debate and lays out the facts in a straightforward, easily digestible way, ensuring people can find out more about the symptoms, the science and the solutions to climate change.

Given our climate is changing by the minute and the issue is becoming a political minefield, *The Rough Guide to Climate Change* has been completely updated since originally published in October 2006. It now includes up-to-the-minute information including:

- updates on such major 2007 developments as the new US Congress and the dramatic melting of the Arctic sea ice in summer;
- highlights from the 2007 Intergovernmental Panel on Climate Change reports;
- an updated politics section to reflect post-Kyoto developments;
- an expanded 'What You Can Do' section, with tips to help people reduce their footprint and spotlights on such issues as the huge carbon footprint of bottled water.

It also provides a carbon calculator, a list of online links that can help readers learn how much carbon each activity in their life generates and also how that compares to people in other countries.

The book's author, meteorologist Robert Henson, is a highly respected American science writer who works for the National Centre for Atmospheric Research, in Colorado.

Henson says: "Climate change has drawn massive global attention in the last year, but there is still much confusion and misinformation surrounding the topic. Critical decisions will be made in the next several years. The more clearly each of us understands climate change, the better prepared we are to tackle long-term sustainable solutions. *The Rough Guide to Climate Change* is a wake-up call for society to change and adapt its behaviour."

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Andrew Lockett, Reference Director of Rough Guides says: “This is core Rough Guides territory: a big issue that needs explaining on a popular level. People have grown to trust our information and balanced approach, and I think this is a book that can play a huge role in raising awareness of the issue and clarifying the actual science without unnecessary hysteria or bias. It also offers clear steps as to what we as individuals can and must do, in our own lives and in the companies that we work for. This is absolutely the key issue of our time – and if we don't act now, there is a real and urgent danger to the viability of our planet, within our own children's lifetimes.”

Shortlisted for the Royal Society Prize for Science Books, *The Rough Guide to Climate Change* has been described as “a must read for anyone who wants to learn more about what could be the most important economic, social and political issue of the 21<sup>st</sup> Century”.

**Ends**

#### **NOTES FOR EDITORS**

- Rough Guides publishes 300 travel titles and 60 books on reference subjects from music to computing.
- Meteorologist Robert Henson grew up in Oklahoma City, surrounded by the wild weather of the US Great Plains. He joined the National Centre for Atmospheric Research and its parent organisation, the University Corporation for Atmospheric Research in 1989. He has used his expertise in meteorology and journalism to write for *Nature*, *Scientific America*, *Discover*, *Audubon* and *Sierra*, and work as a contributing editor for the magazine *Weatherwise*. He is also author of the *Rough Guide to Weather*.
- The *Rough Guide to Climate Change*; ISBN 978-1-85828-1056 is published 28 Jan 08 and costs £10.99.
- This *Rough Guide* is a “climate neutral” book; emissions created by every aspect of the book’s production have been offset by [Climatecare.org](http://Climatecare.org) at Rough Guides’ expense.
- Rough Guides’ Climate Change campaign, printed in every *Rough Guide*, is worded as follows:

#### **Fly less – stay longer! Travel and climate change**

Climate change is the single biggest issue facing our planet. It is caused by a build-up in the atmosphere of carbon dioxide and other greenhouse gases, which are emitted by many sources – including planes. Already, flights account for around 3–4% of human-induced global warming: that figure may sound small, but it is rising year on year and threatens to counteract the progress made by reducing greenhouse emissions in other areas.

Rough Guides regard travel, overall, as a global benefit, and feel strongly that the advantages to developing economies are important, as are the opportunities for greater contact and awareness among peoples. But we all have a responsibility to limit our personal “carbon footprint”. That means giving thought to how often we fly and what we can do to redress the harm that our trips create.

#### **Flying and climate change**

Pretty much every form of motorized travel generates CO<sub>2</sub>, but planes are particularly bad offenders, releasing large volumes of greenhouse gases at altitudes where their impact is far more harmful. Flying also allows us to travel much further than we would contemplate doing by road or rail, so the emissions attributable to each passenger become truly shocking. For example, one person taking a return flight between Europe and California produces the equivalent impact of 2.5 tonnes of CO<sub>2</sub> – similar to the yearly output of the average UK car.

Less harmful planes may evolve but it will be decades before they replace the current fleet – which could be too late for avoiding climate chaos. In the meantime, there are limited options for concerned travellers: to reduce the amount we travel by air (take fewer trips, stay longer!), to avoid night flights (when plane contrails trap heat from Earth but can't reflect sunlight back to space), and to make the trips we do take “climate neutral” via a carbon offset scheme.

#### **Carbon offset schemes**

Offset schemes run by [www.climatecare.org](http://www.climatecare.org), [www.carbonneutral.com](http://www.carbonneutral.com), and others allow you to “neutralize” the greenhouse gases that you are responsible for releasing. Their websites have simple calculators that let you work out the impact of any flight. Once that's done, you can pay to fund projects that will reduce future carbon emissions by an equivalent amount (such the distribution of low-energy lightbulbs and cooking stoves in developing countries). Please take the time to visit our website and make your trip climate neutral.

[www.roughguides.com/climatechange](http://www.roughguides.com/climatechange)

**For review copies, reader giveaways, author interviews, and requests to run extracts, please contact:**

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**Ten tips for a healthier climate**  
by Robert Henson, author, *Rough Guide to Climate Change*

**1. Avoid bottled water**

More than 150 billion litres of bottled water are sold worldwide each year. That's 1.4 million litres every five minutes. It takes fossil fuel to manufacture these bottles, ship them around the world, and keep the water cold. Most of these emissions can be avoided simply by using the tap, along with filters and a purpose-made reusable bottle.

**2. Skip the red-eye and fly by day**

The clouds formed by aircraft contrails help trap heat radiating from Earth around the clock. These clouds can also help cool Earth by blocking sunlight—but only during daylight hours. You could reduce the total climate impact of your air travel by up to 50 per cent or more if you fly at midday instead of at night.

**3. Cut back on meat-eating**

The United Nations estimates that 18 per cent of the total human impact on the climate is related to livestock. It takes far less petroleum-based agriculture, and fewer greenhouse emissions, to get your protein directly from grains and vegetables than indirectly from meat.

**4. Change your light bulbs**

It'll soon be impossible to buy old-fashioned incandescent bulbs in many countries. Why wait? You can save energy and money right now by replacing your old bulbs with compact fluorescents. The new models generate less heat, produce almost four times more light per unit energy and last ten times as long.

**5. Bring your own bag to the shops**

Each year we get 500 billion plastic bags from shops and groceries around the world. It takes fossil fuel to make each bag, and most of them end up in the bin in minutes. Get in the habit of bringing one or two cloth or reusable bags each time you shop.

**6. Make sure your house is well insulated**

More energy goes to heat, cool, and illuminate buildings than to power all of the world's transportation. Insulating your house is one easy and money-saving way to help lower that burden.

**7. Mellow out on the road**

Even if you can't afford a hybrid car, you can cut your petrol mileage by up to 30 per cent just by changing the way you drive. Brake and accelerate gradually, stay under the speed limit on motorways, and turn off the car if you're parked for more than a few seconds.

**8. Replace old fridges**

Often it's more climate-friendly to make do with things you have than to buy new stuff. However, if your refrigerator is more than 15-years-old, you'll almost certainly save energy and money by replacing it. Make sure you ditch the old one properly, though, since it could have ozone-depleting chemicals.

**9. Cut the phantom power**

Up to 15 per cent of the energy in your house is consumed by appliances and gadgets running on standby, from TV sets to mobile phones. Unplug these items when they're not in use, or use power strips/plug boards to turn off the juice when it's not needed.

**10. Fly less and stay longer**

Try to spend more time seeing sights on the ground and less time putting greenhouse gases in the air. You can avoid multi-leg flights, use trains and buses once you're at your destination, and take fewer but longer and more satisfying trips.

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