



Written by [Raven Clabough](#) on October 7, 2010

## Another Violent Environmentalist Ad

As if the gruesome mini-film put out by the “10:10” Project was not disturbing enough, the group ACT-Responsible produced an equally horrifying advertisement featuring a young girl in a noose. The ad reads, “Climate change, human impact, creative challenge.”

The poster, shown below, right, shows a young girl with a noose wrapped around her neck. Her fate is in the hands of “global warming,” as she stands on a melting glacier.

The picture is actually an advertisement for ACT-Responsible’s 2009 ad exhibit in Cannes, France, where it was featured as an oversized banner. It includes the heading “Exhibition of the Best Social and Environmental Ads.”



Act-Responsible contends that its goal “is to federate, promote, and inspire responsible communication on sustainability, equitable development and social responsibility. ACT shows how advertising professionals from all continents can use their core talent-creativity-to play a significant role in addressing today’s crucial world issues.”



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*The Blaze* reports that Act-Responsible “appears to be French-based, although it has offices in both Switzerland and the United States.”

“To fulfill its stated goal, ACT promotes, publishes, and displays provocative art by individuals and companies looking to promote social issues. There’s no evidence that it creates the ads itself, but rather promotes the ones it considers the best,” *The Blaze* writes.

Similar goals were articulated by the “10:10” Project: “With climate change becoming increasingly threatening, and decreasingly talked about in the media, we wanted to find a way to bring this critical issue back into the headlines.”

To meet the goals set by the “10:10” Project, a London-based group whose movement encourages people to reduce their consumption of carbon by 10 percent in 2010, the group created a mini-film that featured global warming skeptics being obliterated through the use of explosives. The mini-film’s murdered skeptics ranged from young students to adult corporate employees.

The mini-film employs the use of fear tactics and peer pressure, while purporting to place “no pressure” on dissenters.

Britain’s *Telegraph* noted, “The environmental movement has revealed the snarling, wicked, homicidal misanthropy beneath its cloak of gentle, bunny-hugging righteousness.”

This notion was best exemplified in September by the gunman who held the Discovery Channel hostage for the alleged purpose of saving squirrels. James Lee was inspired by both Daniel Quinn’s *My Ishmael*, a book about a telepathic gorilla in captivity and by Al Gore’s “An Inconvenient Truth.” He took hostages at the Discovery Channel and voiced his demands in a letter. He demanded that the Discovery Channel air programs addressing solutions to save the planet put forth in *My Ishmael*, programs discouraging “the birth of any more parasitic human infants and the false heroics behind those actions,” and programs that encourage “ways to disassemble civilization and concentrate the message in finding solutions to solving global military mechanized conflict,” in addition to a variety of other bizarre requests.

Sadly, despite the Discovery Channel’s recent experience with eco-nazism, the website has embraced the poster of the young girl in the noose. The poster surfaced on a slideshow at Treehugger.com, which is owned by Discovery Channel. Treehugger.com rates the coolness of environmental advertisements and ranked the poster as the “coolest environmental advertising.”

The natures of the mini-film and above poster reflect the more violent “nudging” techniques that environmentalists have openly admitted to accepting. Climate Depot, an organization of global warming skeptics, addressed a variety of examples of the “wicked, homicidal misanthropy,” including the following:

A public appeal has been issued by an influential U.S. website asking “At what point do we jail or execute global warming deniers?” The appeal appeared on Talking Points Memo, an often cited website that helps set the agenda for the political Left in the U.S. The anonymous posting, dated June 2, 2009, referred to dissenters of man-made global warming fears as “greedy bastards” who use “bogus science or the lowest scientists in the gene pool” to “distort data.” The *Talking Points Memo* article continues, “So when the right wing f[\*\*\*]tards have caused it to be too late to fix the problem, and we start seeing the devastating consequences and we start seeing end of the world type events-how will we punish those responsible. It will be too late. So shouldn’t we start punishing them now?”



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Similarly, in 2008, NASA's James Hansen requested trials for global warming skeptics, claiming that they are "guilty of high crimes against humanity."

In 2007, Robert F. Kennedy Jr. alleges that global warming skeptics are guilty of "treason." As a result, according to Kennedy, "We need to start treating them as traitors." He also called coal companies "criminal enterprises" and advocated that CEOs of such companies "should be in jail for all of eternity."

In the same year, the Chief of the Environmental Protection Agency declared that he would probe the emails of global warming skeptics and dissenters, and threatened to destroy the careers of those individuals. He also called these dissenters "climate criminals," guilty of committing "terricide" (killing of Earth).

Apparently, however, none of these techniques has been as popular as exploiting the violent murders of young children, which might explain why such depictions have been featured in both the mini-film and the poster.

It prompts the question, what's next?



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