

Global Climate Coalition (GCC)

Started up by the US fossil fuel and automobile corporations in 1989, the GCC was comprised of fossil fuel based US corporations. The attitude of the US government (2010) in the UN climate negotiations is much the same as promoted by the GCC (see GCC website extract below).

With respect to the greatest crime we now know that the GCC was advised by its own scientists that global warming and climate change was real in 1995.

Industry Ignored Its Scientists on Climate *April 24, 2009* The New York Times

A document filed in a federal lawsuit demonstrates that even as the coalition (GCC) worked to sway opinion, its own scientific and technical experts were advising that the science backing the role of greenhouse gases in global warming could not be refuted.

"The scientific basis for the Greenhouse Effect and the potential impact of human emissions of greenhouse gases such as CO2 on climate is well established and cannot be denied," the experts wrote in an internal report compiled for the coalition in 1995.

The corporations

Air Transport Association, Allegheny Power, Aluminum Association, Inc., American Automobile Manufacturers Association, American Commercial Barge Line Co., American Farm Bureau Federation, American Forest & Paper Association, American Highway Users Alliance, American Iron and Steel Institute, American Petroleum Institute, American Portland Cement Alliance, Amoco, Association of American Railroads, Association of International Automobile Manufacturers, Atlantic Richfield Coal Company, Baker Refineries, Bethlehem Steel, BHP Minerals. Chamber of Shipping of America, Chemical Manufacturers Association, Chevron, Chrysler Corporation, Cinergy, CONRAIL, Consumers Energy, Council of Industrial Boiler Owners, CSX Transportation Inc., Cyprus-Amox, Dow Chemical Company, Drummond Company, Duke Power Company, DuPont, Eastman Chemical, Edison Electric Institute, ELCON, ExxonMobil, Fertilizer Institute, Ford Motor Company, General Motors, Goodyear Tire & Rubber Co., Greencool, Hoechst Celanese Chemical Group, Illinois Power Company, Kaiser Aluminum and Chemical Corp., McDonnell-Douglas, Mobil Corporation, National Association of Manufacturers, National Lime Association, National Mining Association, National Ocean Industries Association, National Petrochemical and Refiners Association, Natural Rural Electric Cooperative Association, Norfolk Southern, Northern Indiana Public Serv. Co., Ohio Edison, Parker Drilling Company, Process Gas Consumers, Shell, Society of the Plastic Industry, Southern Company, Steel Manufacturers Association, TECO Energy Inc., Texaco, U.S. Chamber of Commerce, USX Corporation, Union Carbide, Union Pacific, Virginia Power, Western Fuels Association.

Information from Source Watch

Personnel

- Glenn Kelly, Executive Director
- Gail McDonald, President
- William O'Keefe, Chairman, an executive for the American Petroleum Institute
- Frank Maisano, Media Contact- a member of the Potomac Communications Group, whose other clients include Con Edison, the Edison Electric Institute, the Nuclear Energy Institute, the U.S. Department of Energy and the U.S. Environmental Protection Agency

History

In 1989, the United Nations created the Intergovernmental Panel on Climate Change (IPCC). The members of the IPCC are governments. At approximately five-year intervals, the IPCC assembles a group of some 2,500 climate scientists from throughout the world to evaluate the evidence linking anthropogenic greenhouse gas and other emissions (such as particulates) to global climate change. The Global Climate Coalition was created in 1989, shortly after the IPCC's first meeting.

The GCC operated until 1997 out of the offices of the **National Association of Manufacturers**. Its early members included **Amoco, the American Forest & Paper Association, American Petroleum Institute, Chevron, Chrysler, Cyprus AMAX Minerals, Exxon, Ford, General Motors, Shell Oil, Texaco, and the United States Chamber of Commerce**.

For PR and lobbying, the GCC has employed "Junkman" Steven Milloy's former employer, the EOP Group, as well as the E. Bruce Harrison Company, a subsidiary of the giant Ruder Finn PR firm. Within the public relations industry, Harrison is an almost legendary figure who is ironically considered "the founder of green PR" because of his work for the pesticide industry in the 1960s, when he helped lead the attack on author Rachel Carson and her environmental classic, *Silent Spring*.

GCC activities have included publication of glossy reports, aggressive lobbying at international climate negotiation meetings, and raising concern about unemployment that it claims would result from emissions regulations. It distributed a video to hundreds of journalists claiming that increased levels of carbon dioxide will increase crop production and help feed the hungry people of the world. In the lead up to the Earth Summit at Rio de Janeiro in 1992, the GCC and other industry interests successfully lobbied the US government to avoid mandatory emissions controls.

In 1997, the GCC responded to international global warming treaty negotiations in Kyoto, Japan by launching an advertising campaign in the US against any agreement aimed at reducing greenhouse gas emissions internationally. This was run through an organization called the Global Climate Information Project (GCIP), which was sponsored by the GCC and the American Association of Automobile Manufacturers, among others.

When the US Senate overwhelmingly passed a resolution against ratifying the Kyoto Protocol, the industry had funded a \$13 million industry advertising blitz in the run-up to the vote. In 1998 the New York Times published an American Petroleum Institute (API) memo outlining a strategy aiming to make "recognition of uncertainty ... part of the 'conventional wisdom.'" The memo has been compared to a late 1960s memo by tobacco company Brown and Williamson, which observed: "Doubt is our product since it is the best means of competing with the 'body of fact' that exists in the mind of the general public. It is also the means of establishing a controversy." Those involved in the memo included Jeffrey Salmon, then executive director of the George C. Marshall Institute, Steven Milloy, a prominent skeptic commentator, and the Competitive Enterprise Institute's Myron Ebell. In June 2005 a former API lawyer, Philip Cooney, resigned his White House post after accusations of politically motivated tampering with scientific reports.

The GCIP was represented by Richard Pollock, a former director of Ralph Nader's group, Critical Mass, who switched sides to become a senior vice president for Shandwick Public Affairs, the second-largest PR firm in the United States. (Recent Shandwick clients include Browning-Ferris Industries, Central Maine Power, Georgia-Pacific Corp., Monsanto Chemical Co., New York State Electric and Gas Co., Ciba-Geigy, Ford Motor Company, Hydro-Quebec, Pfizer, and Procter & Gamble.)

GCIP's ads were produced by Goddard*Claussen/First Tuesday, a California-based PR firm whose clients include the Chlorine Chemistry Council, the Chemical Manufacturers Association, DuPont Merck Pharmaceuticals, and the Vinyl Siding Institute. Goddard Claussen is notorious for its "Harry and Louise" advertisement that helped derail President Clinton's 1993 health reform proposal. Its anti-Kyoto advertisements falsely claimed, "It's Not Global and It Won't Work." They also claimed that "Americans will pay the price. . . 50 cents more for every gallon of gasoline." Actually, there was no treaty at that point, and no government proposals, then or now, have suggested a "50 cent" gallon gas tax.

By 1997, the growing scientific and public consensus regarding global warming forced a number of GCC supporters to reconsider the negative PR implications of their involvement in a group that was increasingly recognized as a self-serving anti-environmental front group. [BP/Amoco](#) withdrew from GCC after BP's chairman admitted that "the time to consider the policy dimensions of climate change is not when the link between greenhouse gases and climate change is conclusively proven, but when the possibility cannot be discounted and is taken seriously by the society of which we are part. We in BP have reached that point." Other prominent companies that have publicly abandoned GCC include American Electric Power, Dow, Dupont, Royal Dutch Shell, Ford, Daimler Chrysler, Southern Company, Texaco and General Motors.

In March 2000, GCC announced a "strategic restructuring" designed to "bring the focus of the climate debate back to the real issues." Under the restructuring, individual companies were no longer asked to join the GCC. Instead, membership would be limited to "only trade associations" and "other like-minded organizations." By seeking support from trade associations instead of individual companies, GCC hoped to create a layer of deniability so that affected industries could continue to support its campaign of global warming denial while avoiding boycotts and other public campaigns against individual companies.

The GCC disbanded in early 2002, explaining that it "has served its purpose by contributing to a new national approach to global warming. The Bush administration will soon announce a climate policy that is expected to rely on the development of new technologies to reduce greenhouse emissions, a concept strongly supported by the GCC." After years spent denying that greenhouse emissions were a serious environmental problem, the organization's parting shot at history combined a tacit admission that it had been wrong all along, along with an endorsement of the George W. Bush administration's proposal for ineffective "voluntary" industry measures to address the problem.

Excerpts from the GCC web site

The Global Climate Coalition has been deactivated. The industry voice on climate change has served its purpose by contributing to a new national approach to global warming.

The Bush administration will soon announce a climate policy that is expected to rely on the development of new technologies to reduce greenhouse emissions, a concept strongly supported by the GCC.

The coalition also opposed Senate ratification of the Kyoto Protocol that would assign such stringent targets for lowering greenhouse gas emissions that economic growth in the U. S. would be severely hampered and energy prices for consumers would skyrocket. The GCC also opposed the treaty because it does not require the largest developing countries to make cuts in their emissions.

At this point, both Congress and the Administration agree that the U.S. should not accept the mandatory cuts in emissions required by the protocol.

What is the GCC?

The Global Climate Coalition is an organization of trade associations established in 1989 to coordinate business participation in the international policy debate on the issue of global climate change and global warming.

Currently, GCC members collectively represent more than 6 million businesses, companies and corporations in virtually every sector of U.S. business, agriculture and forestry, including electric utilities, railroads, transportation, manufacturing, small businesses, mining, oil, and coal.

As a leading voice for business and industry, both domestically and internationally, GCC volunteers and staff attend all international climate change negotiations. They also closely monitor the activities of the Intergovernmental Panel on Climate Change (IPCC)

and contributes to the IPCC's scientific assessment documents.

Domestically, the GCC represents the views of its members to legislative bodies and policymakers. And it reviews and provides comments on proposed legislation and government programs.

Businesses and industries that make up the GCC's member trade associations are active participants in voluntary programs for reducing greenhouse gas emissions that are part of the federal government's U.S. Climate Action Plan.

Funding

The GCC was not registered as a non profit organization and was not required to make public disclosures of its IRS tax filings,. According to the Los Angeles Times (December 7, 1997) the GCC spent \$13 million on its 1997 anti-Kyoto ad campaign, an amount roughly equivalent to Greenpeace's entire annual budget. Common Cause has documented more than \$63 million in contributions to politicians from members of the Global Climate Coalition from 1989-1999. CC's efforts were coordinated with separate campaigns by many of its members, such as the National Coal Association, which spent more than \$700,000 on the global climate issue in 1992 and 1993, and the American Petroleum Institute, which paid the Burson-Marsteller PR firm \$1.8 million in 1993 for a successful computer-driven "grassroots" letter and phone-in campaign to stop a proposed tax on fossil fuels. In 1997, the year an international climate agreement that came to be known as the Kyoto Protocol was negotiated, its budget totaled \$1.68 million, according to tax records obtained by environmental groups.

