



CAN A SIMPLE STICKER HELP US ACT ON CLIMATE CHANGE?

CLIMATE CHANGE INFORMATION
LABELS ON GAS PUMPS.

The first step in addressing any challenge is to honestly face it. That's why we're asking municipalities to require gasoline retailers to place climate change and air pollution information labels on gas pumps.



CLIMATE CHANGE
IS THE GREATEST CHALLENGE
OF OUR TIME.

[#FaceTheChange](#)

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AS SEEN AT

TED^x

UPWORTHY

BUSTERS

AJ

treehugger

THE
HUFFINGTON
POST

MACLEANS.CA

THE GLOBE AND MAIL

TORONTO STAR

Municipal World
CANADA'S MUNICIPAL MAGAZINE

DW Deutsche
Welle

THE
Nation.




WARNING
Use of this fuel product contributes to climate change which may cause drought and famine.

Required by Municipality of Courage by-law 2013-058.



WARNING
Use of this fuel product contributes to ocean acidification which puts much marine life at risk of extinction.

Required by Municipality of Courage by-law 2013-058.



WARNING
Use of this fuel product contributes to smog which may cause asthma and other respiratory problems in children.

Required by Municipality of Courage by-law 2013-058.

WE FIND OURSELVES in an unprecedented moment in human history. Our burning of fossil fuels has changed the basic chemistry of our planet and we're running out of time to act. Ban Ki-moon, the Secretary-General of the United Nations, has called climate change the greatest challenge of our generation.

The first step in addressing any problem is to honestly face it. We talk about climate change, tar sands and pipelines, but

we never question the simple act of pumping gas. There is a complete disconnect. The warning labels draw attention to this unexamined act. They disrupt the status quo and stimulate demand for alternatives. Businesses and governments will respond. It is a simple yet powerful way to shake us out of our sense of complacency and help move communities in a more sustainable direction. With warning labels already on cigarette packages all over the world, this idea has been primed to go global.



TEDx

x = independently organized TED event

www.ourhorizon.org/TEDx

Please watch our TEDx talk and download our legal report to learn more about our campaign. Share our idea with your councillors to help pass it into law in your own community. Let us have the courage to honestly face what we're up against so we can begin to move forward in meaningful ways. Let us **#FaceTheChange**.

“Take the first step in faith. You don’t have to see the whole staircase, just take the first step.” – Martin Luther King Jr.




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Think Global. Act Municipal.

Our Horizon is a non-profit organization.

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#FaceTheChange

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