



**THE HEARTLAND INSTITUTE**  
FREEDOM RISING

**Welcome!**

Fred Palmer  
Senior Fellow  
The Heartland Institute

# What is The Heartland Institute?



A nonprofit organization devoted to discovering, developing, and promoting free-market solutions to social and economic problems.



David Padden and Joseph Bast  
founding The Heartland Institute in 1984.

*Dave's  
big idea:*

*freedom*



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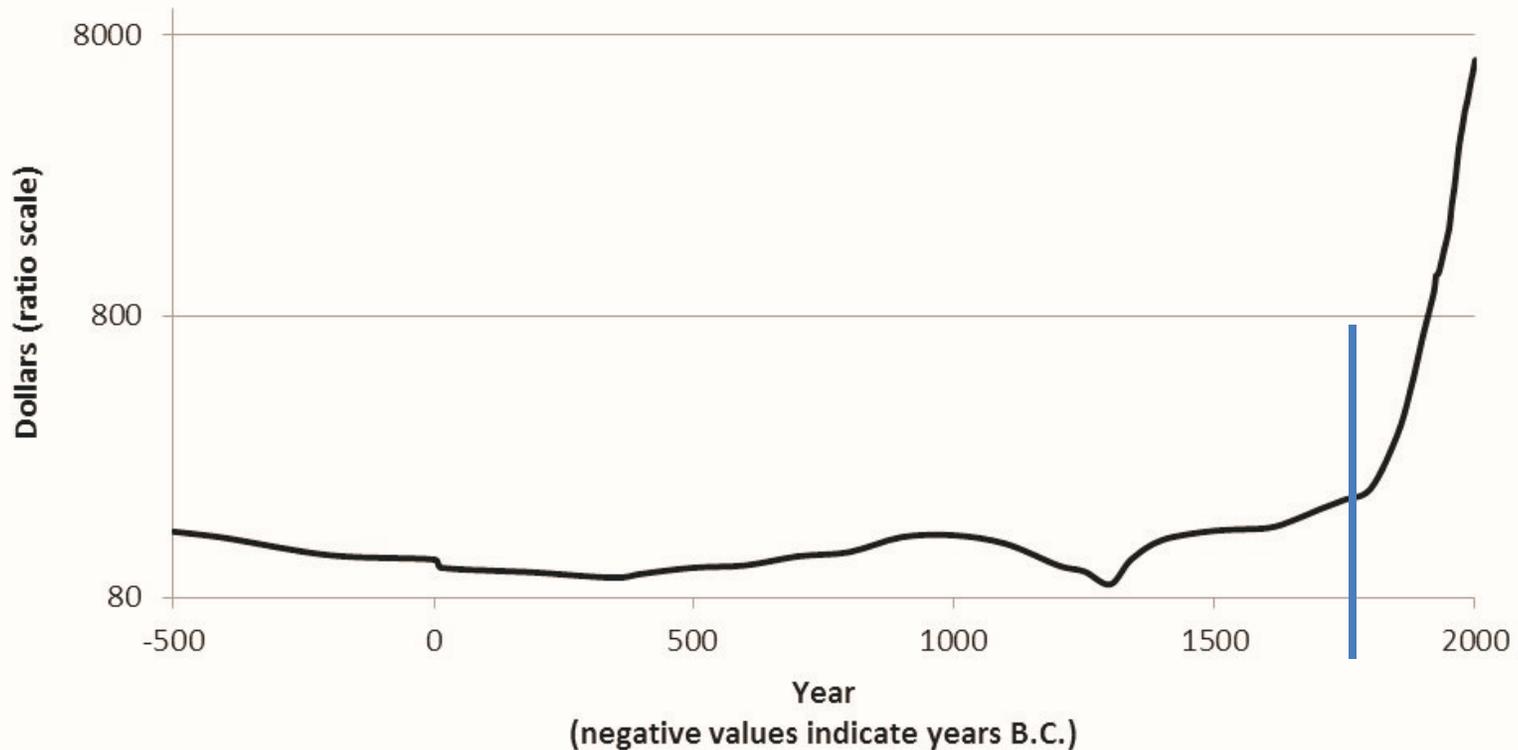


Man's "natural" condition  
is slavery, not freedom.

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***Per capita Annual World GDP, 500 B.C. - 2000 A.D.***

(1990 international dollars)



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Man's "natural" condition is extreme poverty,  
not prosperity.

# What Happened?

- ❖ Cultural change: Freedom
- ❖ Institutional change: Markets
- ❖ Technological change: Fossil fuels

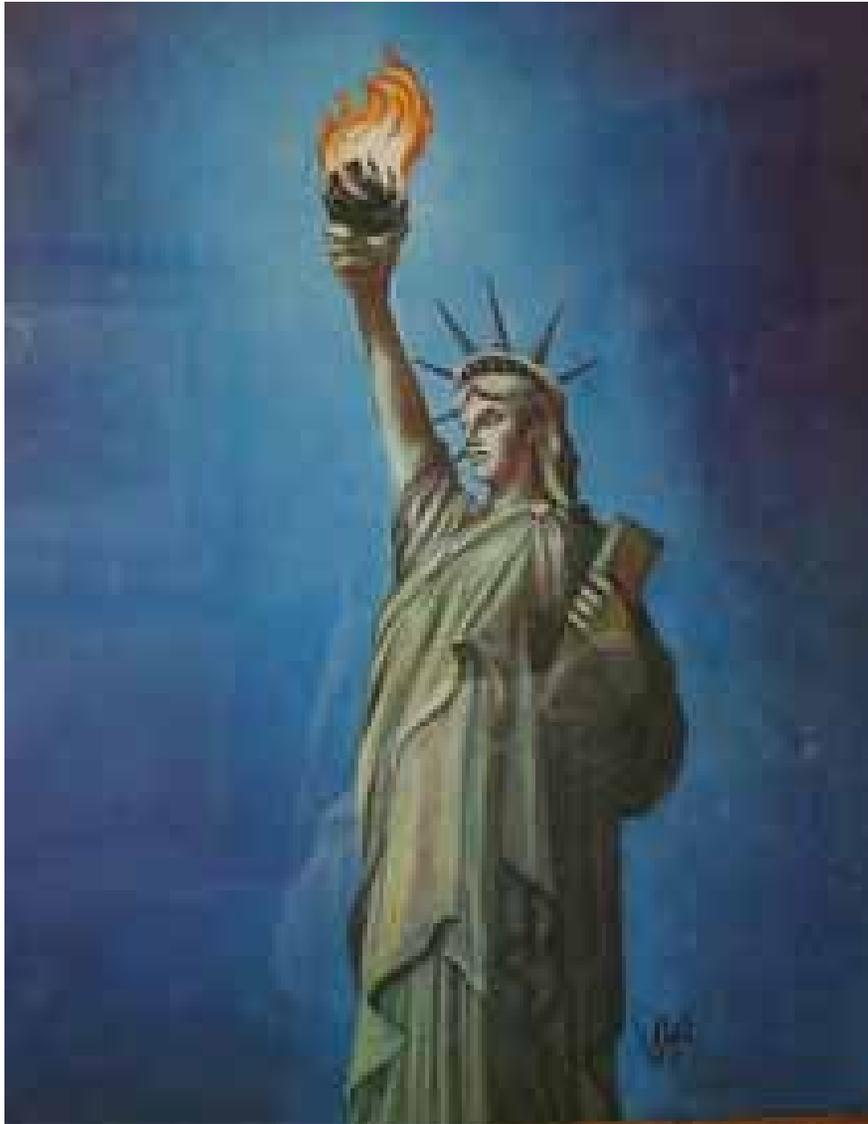
# The Master Resource

“Energy is the master resource, because energy enables us to convert one material into another.

“As natural scientists continue to learn more about the transformation of materials from one form to another with the aid of energy, energy will be even more important.

“Therefore, if the cost of usable energy is low enough, all other important resources can be made plentiful.”

– Julian Simon, *The Ultimate Resource*



**COAL IS  
FREEDOM**

# Center on Climate and Energy Policy



At the **Arthur B. Robinson Center on Climate and Environmental Policy at The Heartland Institute**, we are producing the research and conducting the effective advocacy needed to help restore sound science and common sense to efforts to protect the environment.

# The World Leader

“The world’s most prominent think tank supporting skepticism about man-made climate change.”

– *The Economist*,  
May 26, 2012



# The Left Agrees

## ThinkProgress

“The Heartland Institute offers a model of what the EPA red team might look like. Their contrarian Nongovernmental International Panel on Climate Change — often referred to as a red team — publishes regular volumes of a report called *Climate Change Reconsidered*.”

— *July 26, 2017*

# Survey Data Proves It

- **82%** of the state elected officials surveyed read one or more Heartland newspapers “sometimes” or “always.”
- **79%** of the state elected officials surveyed recognize Heartland.
- **45%** of state elected officials reported a Heartland newspaper “influenced my opinion or led to a change in public policy.”
- **43%** of state elected officials surveyed consider Heartland to be a “very” or “somewhat” valuable source of information.

# Bipartisan Appeal

- **Not only Republicans:** 78 percent of Democratic state legislators recognize The Heartland Institute, 77 percent read one or more Heartland newspapers “sometimes” or “always,” and 33 percent reported a Heartland newspaper “changed my opinion or led to a change in public policy.”
- **Heartland outperforms** three of the four benchmarked conservative and liberal think tanks in the survey in terms of being a valuable source of information and being used to help change opinions of colleagues or constituents.

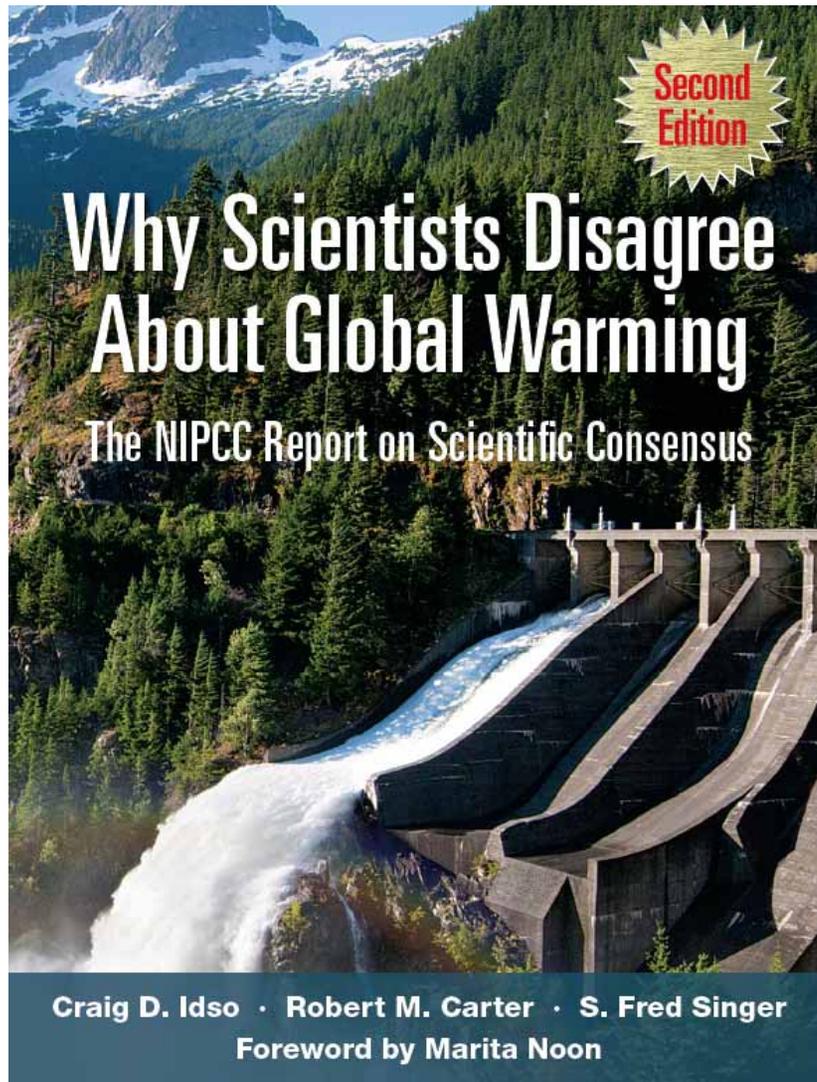
# NIPCC

The Climate Change Reconsidered series: 2009 - Present



More than 4,000 pages with 20,000-plus citations from the scientific literature showing human activity is *not* causing a climate crisis.

# No consensus

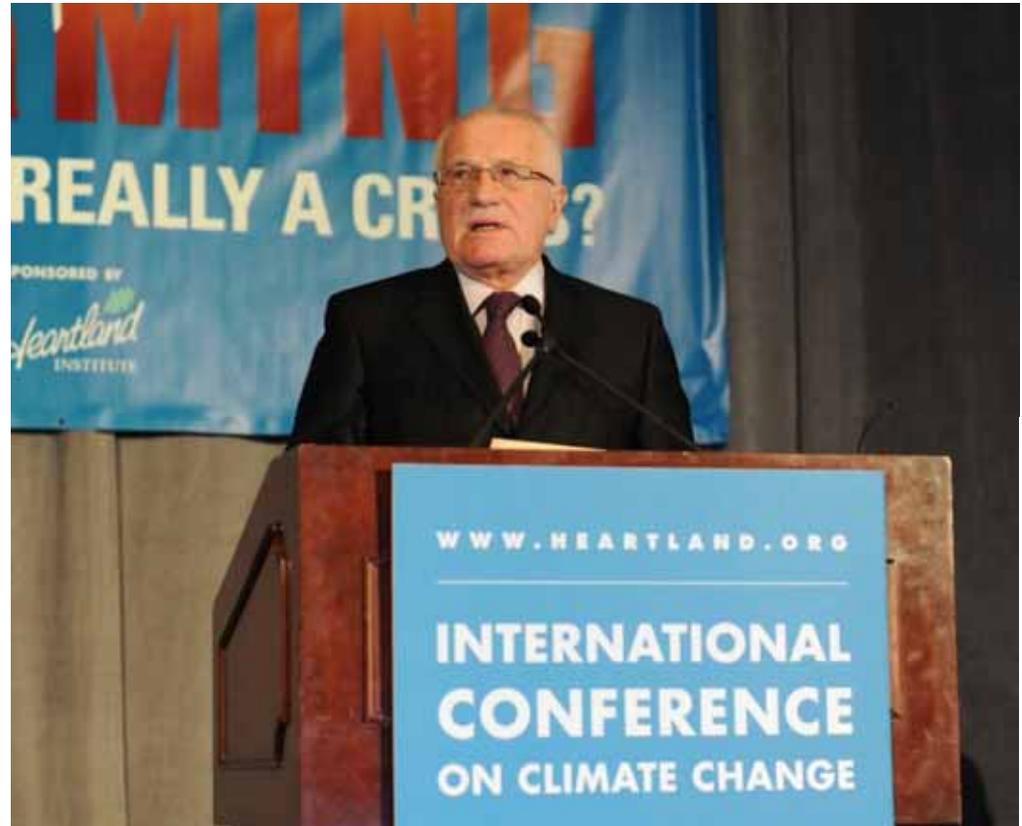


More than 350,000 copies sent in 2016 and 2017 to Fortune 500 CEOs, meteorologists, science teachers, college professors, reporters, editors, producers, hosts, and others who influence public opinion on global warming.

# Climate Conferences

Twelve International Conferences on Climate Change since 2008.

Extensive media attention and attendance of more than 4,000 people.



**Photo:** Vaclav Klaus, former president of the Czech Republic at ICC-2 in 2009.

# Who We Are

- ❖ 6,000 donors, volunteers, and friends
- ❖ 39 full-time staff
- ❖ 500 policy advisors
- ❖ 265 elected officials
- ❖ 30 senior fellows



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# America First Energy Conference



**AFEC**

*JOIN  
AMERICA'S  
ENERGY ★  
REVOLUTION*

*HOUSTON  
11-09-17*

[americafirstenergy.org](http://americafirstenergy.org)

# The Coal Project

- Goal: Stop the premature retirement of coal-powered electrical generation capacity.
- Research, commentary, testimony.
- Targeted outreach to specific elected officials, public utility commissions, and media.

# San Juan Generating Station



# What We Do

- ❖ books – big and small
- ❖ policy studies
- ❖ public policy newspapers
- ❖ videos
- ❖ events



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# What We Do

- ❖ 18 websites
- ❖ podcasts (2.4 million downloads in 2017)
- ❖ effective marketing
- ❖ contact elected officials  
(More than 1 million times in 2017)



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# Join Us!

- ❖ Promote our work
- ❖ Host or sponsor an event
- ❖ Become a donor
- ❖ Stand up for coal!



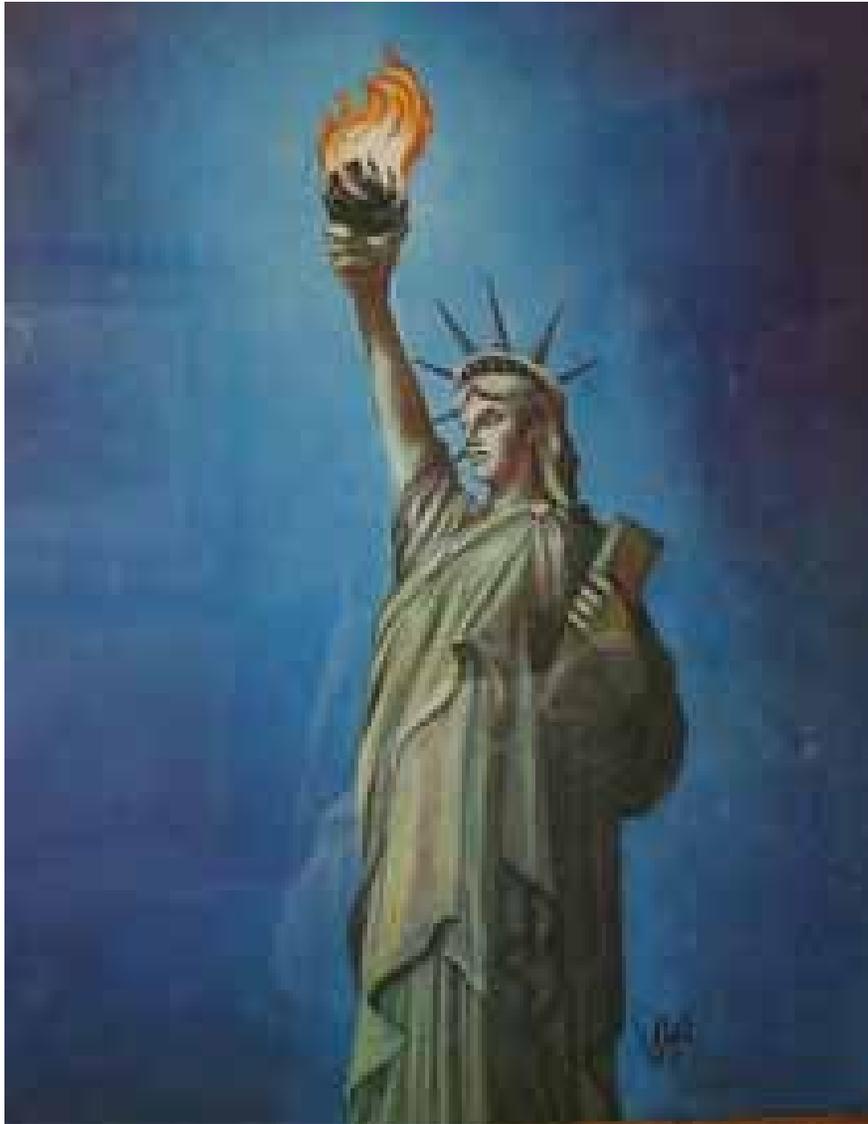
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**Thank you!**

Fred Palmer  
Senior Fellow  
[fpalmer@heartland.org](mailto:fpalmer@heartland.org)



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