# Boiled Frog Website – Climate Change – An Alternative Approach

* Time is of the essence – engaging in climate denial arguments is not working
* Wilful ignorance should be libelous, both civil and criminal
* <https://www.inverse.com/article/26429-michael-mann-climate-change-denial-defamation-libel>
* Who should be held accountable:
  + Governments
  + Companies
  + Institutes of learning
* Tools:
  + Legal action (sue)
  + Sanctions - product and company boycotts and buycotts
  + Social media - widespread protests using social media to urge others to abandon companies that refuse to act in responsible ways.
* <https://www.cbc.ca/radio/thecurrent/the-current-for-october-16-2018-1.4863715/by-suing-u-s-government-over-climate-change-young-people-take-some-of-that-control-into-our-own-hands-1.4864575>
* <https://climateclock.net/>
* Call to action
* [https://www.google.com/imgres?imgurl=https://cdn-images-1.medium.com/max/700/1\*cqJMnxDZKWk6oKVD42-P3g.jpeg&imgrefurl=https://medium.com/psychology-secrets-for-marketing/the-boiling-frog-4ef1d66c9b35&h=491&w=700&tbnid=HUH8ZrR5sULlHM:&q=boiling+frog&tbnh=140&tbnw=199&usg=AI4\_-kSrlzZxHMJZUHX1H8-SlVP\_3Br0eA&vet=12ahUKEwjG2-6MzrnfAhUhMn0KHTsWD90Q\_B0wG3oECAMQBg..i&docid=Mg7OMWsdmw4NLM&itg=1&sa=X&ved=2ahUKEwjG2-6MzrnfAhUhMn0KHTsWD90Q\_B0wG3oECAMQBg#h=491&imgdii=pAgRE-T8VjoG3M:&tbnh=140&tbnw=199&vet=12ahUKEwjG2-6MzrnfAhUhMn0KHTsWD90Q\_B0wG3oECAMQBg..i&w=700](https://www.google.com/imgres?imgurl=https://cdn-images-1.medium.com/max/700/1*cqJMnxDZKWk6oKVD42-P3g.jpeg&imgrefurl=https://medium.com/psychology-secrets-for-marketing/the-boiling-frog-4ef1d66c9b35&h=491&w=700&tbnid=HUH8ZrR5sULlHM:&q=boiling+frog&tbnh=140&tbnw=199&usg=AI4_-kSrlzZxHMJZUHX1H8-SlVP_3Br0eA&vet=12ahUKEwjG2-6MzrnfAhUhMn0KHTsWD90Q_B0wG3oECAMQBg..i&docid=Mg7OMWsdmw4NLM&itg=1&sa=X&ved=2ahUKEwjG2-6MzrnfAhUhMn0KHTsWD90Q_B0wG3oECAMQBg#h=491&imgdii=pAgRE-T8VjoG3M:&tbnh=140&tbnw=199&vet=12ahUKEwjG2-6MzrnfAhUhMn0KHTsWD90Q_B0wG3oECAMQBg..i&w=700)
* “Raise your words, not your voice. It is rain that grows flowers, not thunder.” —Rumi, ancient poet
* “Don't raise your voice, improve your argument." – Desmond Tutu
* “Nothing in all the world is more dangerous than sincere ignorance and conscientious stupidity.” – Martin Luther King
* <https://www.gi-escr.org/latest-news/opportunities-to-enforce-corporate-accountability-enforcing-extra-territorial-obligations>
* <https://wp.nyu.edu/compliance_enforcement/2017/09/01/how-to-punish-a-corporation-insights-from-social-and-behavioral-science/>
* <https://earther.gizmodo.com/idaho-legislators-dont-want-science-teachers-teaching-c-1822875176>
* Thus, while wilful ignorance or wilful blindness is often described figuratively as closing one's eyes to the truth,' connivance is usually defined, somewhat differently, as winking.
* <https://www.nature.com/articles/d41586-017-07508-x>
* <http://www.oecd.org/education/ceri/The%20Nature%20of%20Policy%20Change%20and%20Implementation.pdf>