

FAQ

What is Live Earth?

Live Earth is a for-profit organization founded by Emmy-winning producer Kevin Wall, in partnership with former U.S. Vice President Al Gore. Live Earth seeks to leverage the power of entertainment through integrated events, media, and the live experience to ignite a global movement aimed at solving the most critical environmental issues of our time.



What is the climate crisis?

No human challenge is so potentially uniting as the climate crisis. Our human drive to invent and build has led to extraordinary advances and great technological promise. It's also had grave, unintended consequences. And unless we face the climate crisis with ingenuity, resolve, and a sense of urgency, much of the world as we know it will begin to unravel before our eyes.

The warning signs are plain to see. The 10 warmest years on record have all occurred since 1990. Mountain glaciers are fading on every continent and the sea ice is melting. The seas have begun a slow but menacing rise.

This explanation and the below subsections can be found at www.wecansolveit.org

What is global warming?

The science behind global warming is often portrayed as enormously complex, but some of it is quite simple. It begins with a ray of light, shot through space from the staggering inferno of our sun. That sunbeam delivers energy to earth, giving us light and warmth and life.

As some of this energy radiates back toward space as heat, a portion is absorbed by a delicate balance of heat-trapping (or "greenhouse") gases in the atmosphere that create an insulating layer. Without the temperature control of this greenhouse effect, the Earth's average surface temperature would be 0°F (-18°C), a temperature so low that the Earth would be frozen and could not sustain human life as we know it.

The most abundant of the greenhouse gases is water vapor. In addition, there are other powerful greenhouse gases like carbon dioxide (CO₂), methane, and nitrous oxide. Each of these is a natural part of the never-ending cycle of life, death, and decomposition on Earth. But since the onset of the Industrial Revolution humans have been pumping out more and more of these and other greenhouse gases. Scientists are clear: human activities are contributing to global warming by adding large amounts of heat-trapping gases to the atmosphere. Our fossil fuel use is the main source of these gases. Every time we drive a car, use electricity from coal-fired power plants, or heat our homes with oil or natural gas, we release carbon dioxide and other heat-trapping gases into the air. The second most

important addition of greenhouse gases to the atmosphere is related to deforestation, mainly in the tropics, as well as other land-use changes.

The concentration of CO₂ in the atmosphere is now 380 parts-per-million (ppm), 100 ppm higher than at the beginning of the Industrial Revolution. But we can look back even further. By drilling into the deepest glacial ice we can measure CO₂ deep into time. And this ice library shows more carbon dioxide in the atmosphere than at any time in last 650,000 years.

As a result of the build up of gases, the temperature is beginning to rise. Adults today have already felt the average global temperature rise more than a full degree Fahrenheit (0.8°C) during our lifetimes. We expect another degree F by 2020 due to past emissions. Based on modeling by an international body of experts studying the climate crisis, the Intergovernmental Panel on Climate Change (IPCC), the temperature could increase by more than 7°F (4°C) by the end of the century in the absence of meaningful efforts to rein in global warming pollution.

What happens when the global temperature rises?

For a global system that is delicately balanced, the rise in temperatures will pose serious threats:

- Rising sea levels, leading to more coastal erosion, flooding during storms, and permanent inundation
- Increased drought and increased incidence of wildfires
- Severe stress on many forests, wetlands, alpine regions, and other natural ecosystems
- Impacts on human health as mosquitoes and other disease-carrying insects and rodents spread diseases over larger geographical regions
- Disruption of agriculture in some parts of the world due to increased temperature, water stress, and sea-level rise in low-lying areas such as Bangladesh or the Mississippi River delta

Other projected impacts include increased intensity of hurricanes; the long-term destabilization of the Greenland and West Antarctic ice sheets, leading to much greater sea level rise; the acidification of the world's oceans; and a vastly increased rate of species extinction. Wonders such as the Great Barrier Reef and the Amazon could collapse under the weight of just a few more degrees. And hundreds of millions of people may be forced from their homelands as the climate shifts, creating increased political and economic instability.

What are the economic costs of the climate crisis?

The projected economic costs of the climate crisis are extraordinary. By mid-century, extreme weather alone could cost 0.5 - 1% of the global economic production. A seminal study led by a distinguished British economist, Sir Nicholas Stern, suggests that under business-as-usual scenarios climate change

could reduce overall economic activity in the range of 5 to 20%-more likely on the high side of this range. Think Great Depression, or world war.

Can we solve it?

We can - and must - act urgently if we are to limit and eventually halt the impacts of global warming on human communities and natural ecosystems. The greater the magnitude and rate of warming, the greater the chances are for truly devastating - and potentially irreversible - changes in the Earth's climate system. Even by acting today to reduce our emissions from cars, power plants, land use, and other sources, we will see some degree of continued warming for a period of time because past emissions will stay in the atmosphere for decades or more. But, the window for effective action is closing fast and responding to the climate crisis will take commitment and ingenuity. The actions we take in the next several years will determine the kind of world our children and grandchildren will inherit. [Click here to read about solutions.](#)

How much will it cost to solve?

The IPCC has estimated that stabilizing the concentration of greenhouse gases in the atmosphere at levels that will limit long-term temperature rise to a few degrees will slow the rate of global economic growth by only about a tenth of a percent per year. Based on the expected growth rate of the global economy, that is about equivalent to the world reaching the expected 2030 economic levels in 2031 in return for preventing the worst effects of the climate crisis.

Fortunately, we have the tools we need to start on the path to a stable climate. Fuel-efficient vehicles and higher efficiency appliances; [advanced wind turbines](#), [next-generation solar photovoltaics and other renewable energy technologies](#); proven strategies to protect threatened forests; communities making it easier for people to walk and bike. These are just a few of the common sense solutions that will not only reduce global warming, but can save us money and create new business opportunities.

What should I do to help?

We have lacked full global leadership and political will to implement these solutions as if our future depended on it. But now we need to insist that businesses and governments all over the world join individuals in taking the steps needed to get the job done. We need to help citizens everywhere understand how the choices they make in their daily lives can make a real difference, and we need to provide incentives for all of us to make better choices.

The climate forces we have set loose are great indeed. But the world we build as we move forward to meet this challenge will be a sight to behold. This is our opportunity to come together to make a real difference. [Add you voice today.](#) Or start [taking action for solutions.](#)

What is Live Earth's history?

It began with a concert heard – and seen – around the world! On 07.07.07, “[Live Earth: the Concerts for a Climate in Crisis](#)” created unprecedented global awareness for the climate crisis and was the “Most Watched Online Entertainment Event Ever.” The concerts were hosted on seven continents, broadcast in 132 countries, and inspired 2 billion people worldwide to engage with the issues and solutions surrounding the global climate crisis.

What is Friends of Live Earth?

Friends of Live Earth gives local communities, NGOs, and individuals the opportunity to join in by hosting small or large, public or private events, with Live Earth content including broadcast feeds and video and graphic assets.

Last year, there were 10,413 events in 132 countries. This year, Friends of Live Earth is returning, for our India concert. Upon sign-up, you will receive a toolkit, updated and enhanced from the 2007 version. Our hope is that you will host a green event in your community, at your school, or at your home with friends and family. Some think you can do to take part:

- A free public screening of the Live Earth concerts
- A local concert for the community
- A “Green Talk” discussion group among the community/ organization
- A viewing parties or pot-luck on the day of the concerts
- A letter writing party, sending messages to local politicians, news outlets, or utility companies about the need for more green practices
- A presentation of “The Inconvenient Truth” slideshow from the Climate Project
- Plant a tree – organize a tree-planting event / get resources through an organization like the Isha Foundation

How can I get involved with Live Earth/ Friends of Live Earth?

Registering an event with Friends of Live Earth is a great way to help our cause. By hosting an event, you can spread our message and get others involved. To register please visit: <http://liveearth.org/friends>. Another way to participate is by donating to our charity organizations like Lighting a Billion Lives. See below for donation details.

How do I register my Friends of Live Earth event?

Having trouble or need help registering? Below is the step-by-step process of signing up for Friends of Live Earth India. Complimenting pictures are under each direction.

1. To register your event, visit on <http://liveearth.org/2008/09/friends-of-live-earth-terms/> and click “Register your event here”



LIVE EARTH
GET UPDATES AND BE PART OF THE SOLUTION

Mumbai, December 7, 2008

INDIA
LIVE EARTH

email Choose your country

Friends of Live Earth: Terms

Welcome to the registration site for “Friends of Live Earth”. In order to proceed through our registration process, you must agree to the following terms and conditions. You may print the terms and conditions by clicking [here](#), and you will also be able to print them as part of your “Friends of Live Earth” organizing materials. You may not download “Friends of Live Earth” materials unless you agree to these terms and conditions during the event registration process.

Here are some general guidelines for “Friends of Live Earth” events:

- All events using this info should be titled “Friends of Live Earth [specific event]” in your program title or lead messaging. You may add your city or organization name to the “Friends of Live Earth [specific event]” title, e.g. “Friends of Live Earth India: Bangalore”
- No one from your organizing team can claim to speak on behalf of Live Earth, act as a representative of Live Earth, or represent your event as anything other than a Friends of Live Earth event.
- Live Earth cannot, directly through visual or other communications, be linked with any organization other than that organizing the Friends of Live Earth event, including sponsors/broadcasters of your event. You must always reference “Friends of Live Earth [specific event]: [Your location or organization]”
- No events using this kit will be considered official Live Earth events, with any associated official or legal links.
- “Friends of Live Earth” cannot be used for any profit-seeking enterprise; you can develop an event as a fundraiser, using sponsorships or other revenues to underwrite the event cost, keeping in mind that any profits should be donated to a charitable organization.

REGISTER YOUR EVENT HERE

Please read these terms and conditions.

FRIENDS OF LIVE EARTH KIT TERMS OF USE AND END USER LICENSE AGREEMENT:

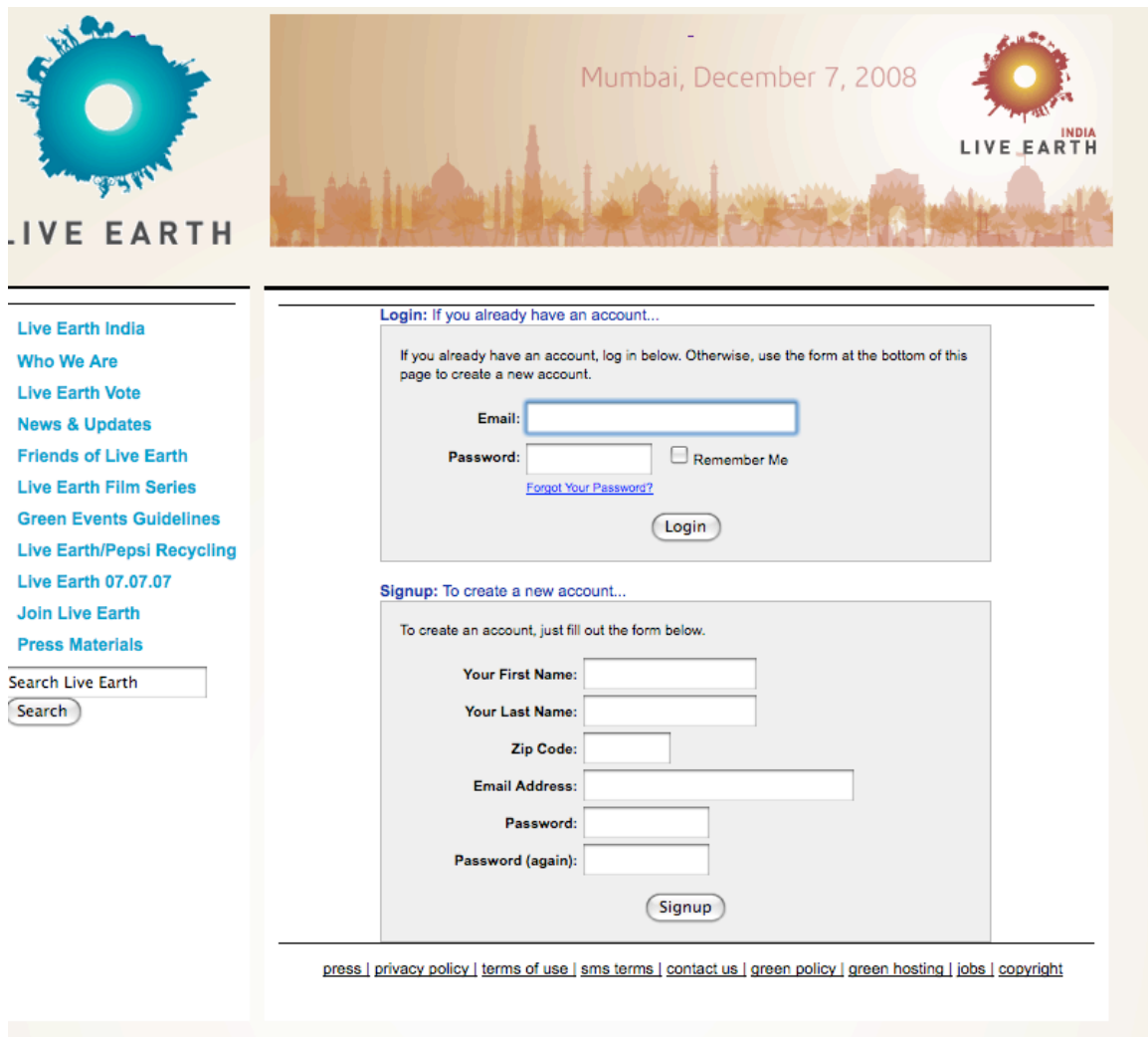
This Friends of Live Earth Kit Terms of Use and End User License Agreement (“**Agreement**”), including the Live Earth Privacy Policy (“**Privacy Policy**”) <http://liveearth.org/privacy.html> which is incorporated by reference herein, constitutes a legally binding agreement made between you, whether personally or on behalf of an entity (“**you**”) and Live Earth, LLC (“**Live Earth**”), concerning your access to and use of the any Friends of Live Earth Kit (as defined below) and the Live Earth website located at <http://liveearth.org> and <http://friendsofliveearth.org> (“**Website**”). *will there be a separate India kit and website?*

1. **General.** Live Earth’s purpose is to raise public awareness of the dangers posed to the environment and to create massive global movements to effect behavioral changes among consumers, companies and political leaders and parties to improve the environment (the “**Purpose**”). To achieve this Purpose, Live Earth is organizingorganizes a global events that will feature “live” concerts and other types of events at various locations throughout the world. You can actively participate in the movement and help

2. The next section is “Create Your Own Event” step 1 of 3. Simply select your country and enter ZIP or Postal Code.

The screenshot displays the Live Earth India website interface. At the top left is the Live Earth logo, a blue sun-like shape with the text "IVE EARTH" below it. The top right features a banner for "Mumbai, December 7, 2008" with a red sun logo and the text "INDIA LIVE EARTH". Below the banner is a navigation menu with links: "Live Earth India", "Who We Are", "Live Earth Vote", "News & Updates", "Friends of Live Earth", "Live Earth Film Series", "Green Events Guidelines", "Live Earth/Pepsi Recycling", "Live Earth 07.07.07", "Join Live Earth", and "Press Materials". A search bar is located below the menu with the text "Search Live Earth" and a "Search" button. The main content area is titled "Event Central" and includes sub-links: "Find An Event", "Plan An Event", and "Manage Your Events". The primary section is "Create Your Own Event — Step 1 of 3", which contains the following text: "Anyone can create an event. It's a quick and easy way to get other people involved in the things you care about. To get started, just fill out the form below." The form includes: "Choose the country where your event will take place:" with a dropdown menu set to "United States"; "Enter the zip code where your event will take place:" with an empty text input field; "Select the type of event you are creating:" with a dropdown menu set to "Friends of Live Earth India" and a "Continue To Step 2 »" button. Below the form, it asks "What type of event should I select?" and shows a preview: "Friends of Live Earth India Events on and around December 7th 2008 in support of Live Earth India." At the bottom, there is a footer with links: "press | privacy policy | terms of use | sms terms | contact us | green policy | green hosting | jobs | copyright".

3. The next page, you can either sign in if you already have an account or create a new account. The information should already be there, if you are creating a new account, just select a password to sign up.



The screenshot displays the Live Earth India website interface. At the top left is the Live Earth logo, and at the top right is the date "Mumbai, December 7, 2008" and the "INDIA LIVE EARTH" logo. A navigation menu on the left lists various site sections. The main content area features a login form with fields for "Email:" and "Password:", a "Remember Me" checkbox, and a "Forgot Your Password?" link. Below the login form is a "Signup: To create a new account..." section with fields for "Your First Name:", "Your Last Name:", "Zip Code:", "Email Address:", "Password:", and "Password (again):". A "Search Live Earth" box is located below the navigation menu. At the bottom of the page, there is a footer with links for "press", "privacy policy", "terms of use", "sms terms", "contact us", "green policy", "green hosting", "jobs", and "copyright".

LIVE EARTH

Mumbai, December 7, 2008

INDIA
LIVE EARTH

Live Earth India
Who We Are
Live Earth Vote
News & Updates
Friends of Live Earth
Live Earth Film Series
Green Events Guidelines
Live Earth/Pepsi Recycling
Live Earth 07.07.07
Join Live Earth
Press Materials

Search Live Earth
Search

Login: If you already have an account...

If you already have an account, log in below. Otherwise, use the form at the bottom of this page to create a new account.

Email:

Password: Remember Me

[Forgot Your Password?](#)

Login

Signup: To create a new account...

To create an account, just fill out the form below.

Your First Name:

Your Last Name:

Zip Code:

Email Address:

Password:

Password (again):

Signup

[press](#) | [privacy policy](#) | [terms of use](#) | [sms terms](#) | [contact us](#) | [green policy](#) | [green hosting](#) | [jobs](#) | [copyright](#)

4. In step 2 you can tell us the details of your event. What's the name of your event? Describe the event in a short paragraph and choose the appropriate date, time and contact information. Create event! You can always go back and change anything if needed.

LIVE EARTH

Mumbai, December 7, 2008

INDIA
LIVE EARTH

[Live Earth India](#)
[Who We Are](#)
[Live Earth Vote](#)
[News & Updates](#)
[Friends of Live Earth](#)
[Live Earth Film Series](#)
[Green Events Guidelines](#)
[Live Earth/Pepsi Recycling](#)
[Live Earth 07.07.07](#)
[Join Live Earth](#)
[Press Materials](#)

Search Live Earth
Search

Welcome to Friends of Live Earth!

This program and kit of information have been designed to enable and encourage individuals like yourself to create events in your own local community to combat our climate crisis. Our hope is that you can use these materials to support Live Earth India in your own way. Inside the Friends of Live Earth kit which you'll be able to download once you complete registration for your event, you'll find a "Friends of Live Earth" logo, general and green event guidelines, event ideas, information on satellite feeds, short films you can download, and background on Live Earth.

Did you read the general guidelines on the [previous page](#)? If not, please go back and do so to avoid problems with your event - PLEASE note that "Friends of Live Earth" cannot be your primary event title.

Email: *

First Name: * Last Name: *

Zip / Postal Code: *

Country: *
United States

Organization:

Organization Website (URL):

You must be at least 18 years old to register an event with :
 If this box is checked, you are indicating that you are 18 years old or older.

Terms and Conditions: PLEASE TYPE "YES" IF YOU AGREE TO THE TERMS OF USE FOR FRIENDS OF LIVE EARTH: *

Estimated event attendance: *

5. Your event should be created now and the information should be located in the blue box.

How do I log in/ manage my event?

1. To log in/ find an event or manage your event visit:
<http://www.joinliveearth.org/page/user/login?eu=L3BhZ2UvZXZlbnQvY3JlYXRlX2RldGFpbHM=>

The screenshot shows the Live Earth India website interface. At the top, there is a banner for "Mumbai, December 7, 2008" with the "LIVE EARTH INDIA" logo. On the left side, there is a navigation menu with links such as "Live Earth India", "Who We Are", "Live Earth Vote", "News & Updates", "Friends of Live Earth", "Live Earth Film Series", "Green Events Guidelines", "Live Earth/Pepsi Recycling", "Live Earth 07.07.07", "Join Live Earth", and "Press Materials". Below the menu is a search bar labeled "Search Live Earth" with a "Search" button. The main content area is divided into two sections: "Login: If you already have an account..." and "Signup: To create a new account...". The login section includes fields for "Email:" and "Password:", a "Remember Me" checkbox, a "Forgot Your Password?" link, and a "Login" button. The signup section includes fields for "Your First Name:", "Your Last Name:", "Zip Code:", "Email Address:", "Password:", and "Password (again):", along with a "Signup" button. At the bottom of the page, there is a footer with links for "press", "privacy policy", "terms of use", "sms terms", "contact us", "green policy", "green hosting", "jobs", and "copyright".

2. The top box is the sign in box. Your email should already be there, just go ahead and enter your password.
3. Here, you can manage your event and edit any content that you feel doesn't represent your event.

What if I lost my login/password?

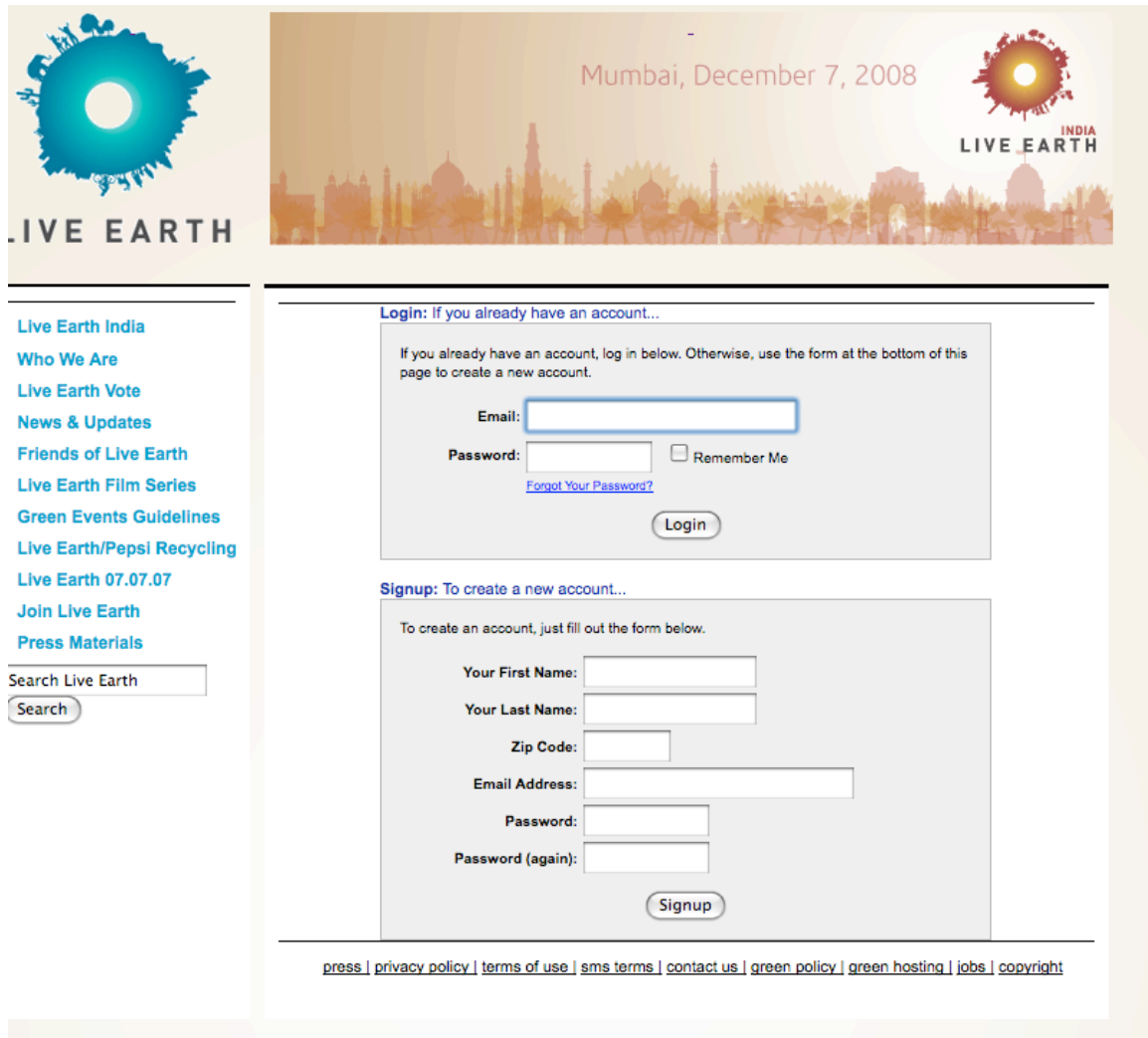
If you forget your password, just go to the login page

<http://www.joinliveearth.org/page/user/login?eu=L3BhZ2UvZXZlbnQvY3JlYXRlX2RldGFpbHM=>

and click "forgot my password." Enter required information and your password will be sent to the e-mail address you used to register

How do I cancel my event?

After you sign into the login page you have the option to cancel your event.



The screenshot shows the Live Earth India website interface. At the top, there is a banner for "Mumbai, December 7, 2008" with the Live Earth India logo. Below the banner, the page is divided into a left sidebar and a main content area. The sidebar contains a list of links: Live Earth India, Who We Are, Live Earth Vote, News & Updates, Friends of Live Earth, Live Earth Film Series, Green Events Guidelines, Live Earth/Pepsi Recycling, Live Earth 07.07.07, Join Live Earth, and Press Materials. Below these links is a search bar labeled "Search Live Earth" with a "Search" button. The main content area features a "Login" section with the heading "Login: If you already have an account..." and a form with fields for "Email:" and "Password:". There is a "Remember Me" checkbox and a "Forgot Your Password?" link. A "Login" button is at the bottom of the form. Below the login form is a "Signup" section with the heading "Signup: To create a new account..." and a form with fields for "Your First Name:", "Your Last Name:", "Zip Code:", "Email Address:", "Password:", and "Password (again):". A "Signup" button is at the bottom of the form. At the very bottom of the page, there is a footer with links: [press](#) | [privacy policy](#) | [terms of use](#) | [sms terms](#) | [contact us](#) | [green policy](#) | [green hosting](#) | [jobs](#) | [copyright](#).

Where can I watch the concert if I'm not in India?

You can view the event online at MSN and more broadcasts are coming soon. Please check back soon.

When and how can I purchase tickets to Live Earth India?

Please check back soon for announcements.

How do I subscribe to emails updates?

Underneath the logos on the main www.liveearth.org page there is a "get updates and be part of the solution" sign-up. When you sign up here you are requesting to receive our bi-weekly emails containing new events that are happening and what Live Earth has accomplished.

On the same page, down and to the right, you will find "LE blog updates." Signing up here will give you a daily blog that will be sent right to your email address.

How do I unsubscribe for emails?

Click on the “unsubscribe” link at the bottom of any email update you receive.

Where can I purchase Live Earth merchandise?

Please check back soon for announcements.