

Understanding the Neo-Greens: A Quick Guide to Some Major Players and their Playbook

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| The "Movement" | Key People | Institutions and Corporate Partners | Key words or phrases | Main Claims | Strategies | Goals |
|-------------------------------|-----------------------|-------------------------------------|---|---|---|--|
| "Anthropocene boosters" | Peter Kareiva | Breakthrough Institute | "Ecosystem services" | The "Anthropocene" has arrived and humans are now de facto planetary managers | Personal attacks on the original wilderness proponents and environmental scientists: Emerson, Edward Abby, Thoreau, Muir, Rachael Carson | Eliminate parks and protected areas and remove restrictions on land use by industry |
| "Neo-greens" | Erle Ellis | Santa Clara University | "Working Landscape" | If "pristine wilderness" ever existed, it is all gone now; moreover, focusing on wilderness preservation has poorly served the conservation movements | Convince people no limits are needed on consumption | Eliminate environmental regulation |
| "Ecopragmatists" | Stewart Brand | The Nature Conservancy | "Working wilderness" | | Convince people that technology can deal with any emergent problems | Eliminate any regulation of GMOs |
| "Pragmatic environmentalists" | Mark Lynas | The World Wildlife Fund | "Designer Ecosystem" | Nature is highly resilient, not fragile | Equate national parks and protected areas with "elites" | Undermine all opposition to industrial development and industrial technologies including: fracking, and other extreme fossil fuel extraction techniques, nuclear power, industrial agriculture (including, GMOs and CAFOs) |
| "Ecological modernists" | Ejorn Lomborg | Conservation International | "Ecosystem engineering" | To succeed, conservation must serve human aspirations, primarily regarding economic growth and development | Equate increase in income with increased love for nature and wildlife | |
| "Neo-environmentalists" | Emma Marris | The Long Now Foundation | "The new wild" | | Promote the myth of the "humanized pre-Columbian landscape" and idea of "humans as managers" | |
| "Neo-environmentalists" | Ted Nordhaus | Copenhagen Consensus | Anything humans do is "nature" | Maintaining "ecosystem services", not preventing human-caused extinction, should be conservation's primary goal | Convince people that resistance to industrialization and technology is useless | |
| The "New Environmentalists" | Michael Shellenberger | The Reason Foundation | Nature is a construct | Conservation should emphasize better management of the domesticated, "working landscape" rather than efforts to establish new, strictly protected natural areas | Convince people that destructive industries are part of the "solution" using greenwashing and false green standards (Eg. sustainable soy, sustainable palm oil) | |
| The "New Conservationists" | Richard D North | Goldman Sachs | There is no wilderness | Conservationists should not critique capitalism but rather should partner with corporations to achieve better results | "Partnerships" between non-profits and Industry | |
| "Green postmodernists" | Brian Clegg | Google Capital Group | "Used" planet | As wealth grows concern for nature grows | Markets and price tags on nature | |
| "Techno-optimists" | Wilfred Beckerman | General Atlantic | "We are as gods, and have to get good at it". | | Promote a "Big Science, Big Tech, Big Money" narrative: --large-scale risk-laden top-down technology: biotech, "synthetic biology", nuclear power, geoengineering | |
| | Robert Lalasz | Alibaba Group | The Age of Man | | | |
| | Michelle Marvier | Eagle River Inc | "Natural Capital" | | | |
| | Adrian Franklin | Meritage Capital | | | | |
| | Steven Vogel | Blackstone Group | | | | |
| | Charles Mann | Applied Materials | | | | |
| | William Balee | Duke Energy | | | | |
| | William Cronon | The Bridgespan Group | | | | |
| | Daniel Botkin | AP Holdings | | | | |
| | Fred Pearce | Hewlett Packard | | | | |
| | Paul Hawken | Etc. | | | | |
| | Allen Thompson | | | | | |

References for table: *Keeping the Wild: Against the Domestication of Earth*. Ed. George Wuerthner. Island Press, 2014; Crist, Eileen. "On the poverty of our nomenclature." *Environmental Humanities* 3 (2013):129-47; Kingsnorth, Paul. "The New Environmentalism: Where Men Must Act as 'gods' to save the Planet." *The Guardian* 1 Aug. 2012.