

APRIL 2013

False Flags: Greenwashing and Frackademia

We must be doing something right, when “their side” starts to disguise itself as “our side”. The theme for this edition is “*False Flags: How the fracking industry tries to pass for a friend of the environment.*”

“Making Peace”? — The Center for Sustainable Shale Development

PITTSBURGH: When the *Center for Sustainable Shale Development (CSSD)* was announced on March 21, we didn’t get it. How can shale be made sustainable? We know that *sustainable* is the must-have corporate buzzword nowadays. [What’s next, ads for “sustainable beer”?] Still, “sustainable shale”??

But now we understand.

It’s not the shale they’re making “sustainable;” it’s the development. This is to be a *Center for Sustaining the Development of Shale* – a public-relations countermeasure to divert us from real environmental protection, and to keep an awakened citizenry from interfering with the fracking juggernaut.

Overwhelmingly, the news was reported as “environmentalists and drillers declare peace.” That’s because CSSD’s press release began by touting their “environmental organizations, philanthropic foundations and energy companies”—in that order.

Read on, though, and you find that their Board of Directors is dominated by industry executives and consultants, with ICF International [See page 2] providing “technical support.” Those “environmental organizations,” however, are relegated to “strategic partners”. So, when the reporters are gone and CSSD gets down to business, any impact it has upon fracking will be of the industry, by the industry and for the industry.

CSSD didn’t quite have its documentation together on launch day. (Maybe they rushed the announcement, in hopes of neutralizing headlines about the Pennsylvania DEP?) Still, we were able to read a copy of their first publication, “Performance Standards.” CSSD has said that any ‘operator’ who signs-up to these standards (and pays \$30,000) will receive their seal-of-approval as one of fracking’s good guys.

But CSSD’s “Standards” miss the point. They meticulously specify a few technical matters where the industry came to agreement on “best practices.” (For example, specs on diesel

engines fill three of the Standards’ eleven pages.) On the other hand, they are silent about the effects of fracking operations. No matter what it actually does to the environment, CSSD won’t get in the way of the industry’s freedom-to-frack. Just as long as an ‘operator’ agrees to follow the industry norms, they’ll have CSSD’s blessing. (Well, any norms that CSSD has been able to codify. CSSD says it spent two years of behind-the-scenes meetings to come up with those eleven pages.)

Meanwhile, CSSD’s environmental ‘strategic partners’, haven’t said why they put their names to this announcement. (We’ve asked; they don’t answer.) So we can’t tell you:

- *What does a ‘strategic partner’ really get to do at CSSD? (And what have they agreed to stop doing?)*
- *What are the ‘partners’ getting for the use of their names?*

The “environmental community” isn’t monolithic. Many environmental groups jumped up to disassociate themselves from CSSD’s claimed “peace” settlement. But by then the news cycle had moved on, and they didn’t get much attention.

Yet the opposition to fracking is powerful, and growing. The formation of the CSSD shows that this industry needs every trick it can find in order to confound and confuse opposition.

Some sincere environmentalists still hope to ‘regulate’ fracking – although we at Marcellus Protest do not. But CSSD’s new environmental ‘partners’ should not have squandered their influence so cheaply. They haven’t “made peace” (as the headlines tell us); they’ve just been co-opted, getting nothing in return but to see their names appear on the fracker’s cookbook.

Earth Day (April 22): Join us at the DEP

Michael Krancer is leaving Pennsylvania’s Dept. of Environmental Protection, after two years as its Secretary. That’s good news! Mr. Krancer has bent DEP into a tool for the fracking industry. But Gov. Tom Corbett will still choose his successor.

A state-wide “Day of Action” has been declared for this Earth Day, April 22, with rallies at each of the DEP regional offices—Harrisburg, Meadville, Norristown, Pittsburgh, Wilkes-Barre, and Williamsport. The coalition, which already includes 40 environmental organizations, is demanding that DEP fulfill its mission to “protect Pennsylvania’s air, land and water” and “provide for the health and safety of its citizens.”

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‘Marcellus Protest’ is a project of the Thomas Merton Center (Pittsburgh, PA): www.thomasmertoncenter.org

We encourage you to print copies of this newsletter and to distribute it freely. You can download it from our website: www.marcellusprotest.org/news.

Obama's Choice for DOE: A Frackademician

WASHINGTON: To replace the outgoing Secretary of Energy, Dr. Steven Chu, President Obama has nominated another physicist, Professor Ernest Moniz of MIT. A multifaceted insider, Dr. Moniz has been Undersecretary of Energy (in the Clinton Administration), and a member of the President's Council of Advisors on Science and Technology.

Dr. Moniz directs MIT's "Energy Initiative," which he started in 2006. Corporate "members" (sponsors) of the Energy Initiative include: BP, Shell, Chevron and Total (the French company who partners with Chesapeake Energy in the Marcellus shale and has a major stake in LNG import/export terminals). Together, they've put tens of millions of dollars into Dr. Moniz's program.

For himself, Dr. Moniz received over \$400,000 (in 2011 alone) for serving on the Boards of Directors of two public companies, one of which (also a member of the Energy Institute) is ICF International. ICF is a billion-dollar consulting firm, focused on corporate- and government-funded work in energy, finance and defense.

Dr. Moniz joined ICF's Board in 2011, just three days before his Energy Institute released a glowing report on *The Future of Natural Gas*. ICF had been a financial and intellectual contributor to the report, along with other energy companies, over the two years of its creation.

When Dr. Moniz testified publically about the "MIT report", he was silent about the position he was already playing on ICF's Board. But he touted the report's "findings", among which were: that environmental impacts of fracking are "challenging but manageable"; that natural gas is "a bridge to a low-carbon

future"; and that the US government should favor natural gas exports (such as LNG).

Under Dr. Moniz's leadership, the Energy Institute has been the scene of other questionable dealings between its corporate clients, its senior staff, and government agencies who deal with those industry clients and who are advised by Dr. Moniz and his colleagues. For example, John Deutsch (former head of the CIA) co-wrote *The Future of Natural Gas* while also serving on the Board of Cheniere Energy. Subsequently, Cheniere was the first company to receive DOE approval to export US LNG.

We're familiar with industry propaganda masquerading as university research. Arguably, the Marcellus "boom" itself was given birth by the now-notorious "Penn State Studies". More recently, however, some institutions of higher learning have come clean: SUNY Buffalo and the University of Texas have closed institutes, and other faculties (if not administrators) have spoken out. But MIT and Dr. Moniz remain unrepentant.

That's a low ethical standard for a cabinet appointee.

[See our [website](#) for more on ICF International]

Earth Day ...

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In Pittsburgh, we'll march to the DEP office on Washington's Landing, beginning from the North Shore Trail along the Allegheny River. The march is scheduled to begin at 2:00pm, on Monday, April 22, with a rally to follow at DEP.

For updates, and details about actions across Pennsylvania, email info@shadbushcollective.org or check our calendar at www.marcellusprotest.org.

A Range of Resources

A few of the publications and presentations that we recommend: (Click the links or see our [Resource page](#).)

["Frackademia Strikes Again"](#): Steve Horn's latest update adds USC to the rogue's gallery, issuing California's own version of the Big Lie: "Jobs, Jobs, Jobs". (Have Californians never heard of Penn State?)

["Industry Partner or Industry Puppet?"](#): The Public Accountability Initiative has catalogued and footnoted its bill of particulars on Ernest Moniz, the Energy Initiative, and the Massachusetts Institute of Technology.

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Upcoming Events in April:

(Full details, with latest updates, and a more extensive list of events, on-line at www.marcellusprotest.org/event_calendar.)

April 6 (Pittsburgh): [Health Summit on Fracking](#). At the Carnegie Science Center, 8:00 am—5:00 pm. Human and animal health impacts are increasingly documented, principally through the efforts of citizens and community-based action groups,

April 15 (Whitehall): [South Hills Area Against Dangerous Drilling \(SHAADD\) Meeting](#). At the Whitehall Borough Bldg., (Allegheny County, PA). Concerned citizens educating ourselves and advocating for our right to protect our communities.

April 22 (all over the world): [Earth Day](#). In 2012, a Pittsburgh delegation from Marcellus Protest was hosted by our 'sister city' of Mont Saint-Hilaire, with 300,000 people in Montreal. This year, join our rally at PaDEP (see story above) or check our [calendar](#).

Updated information on these topics (with links to original sources), along with our calendar of upcoming events, and other resources, can be found at www.marcellusprotest.org.