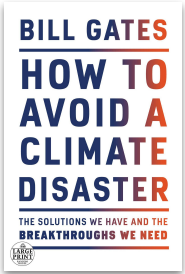
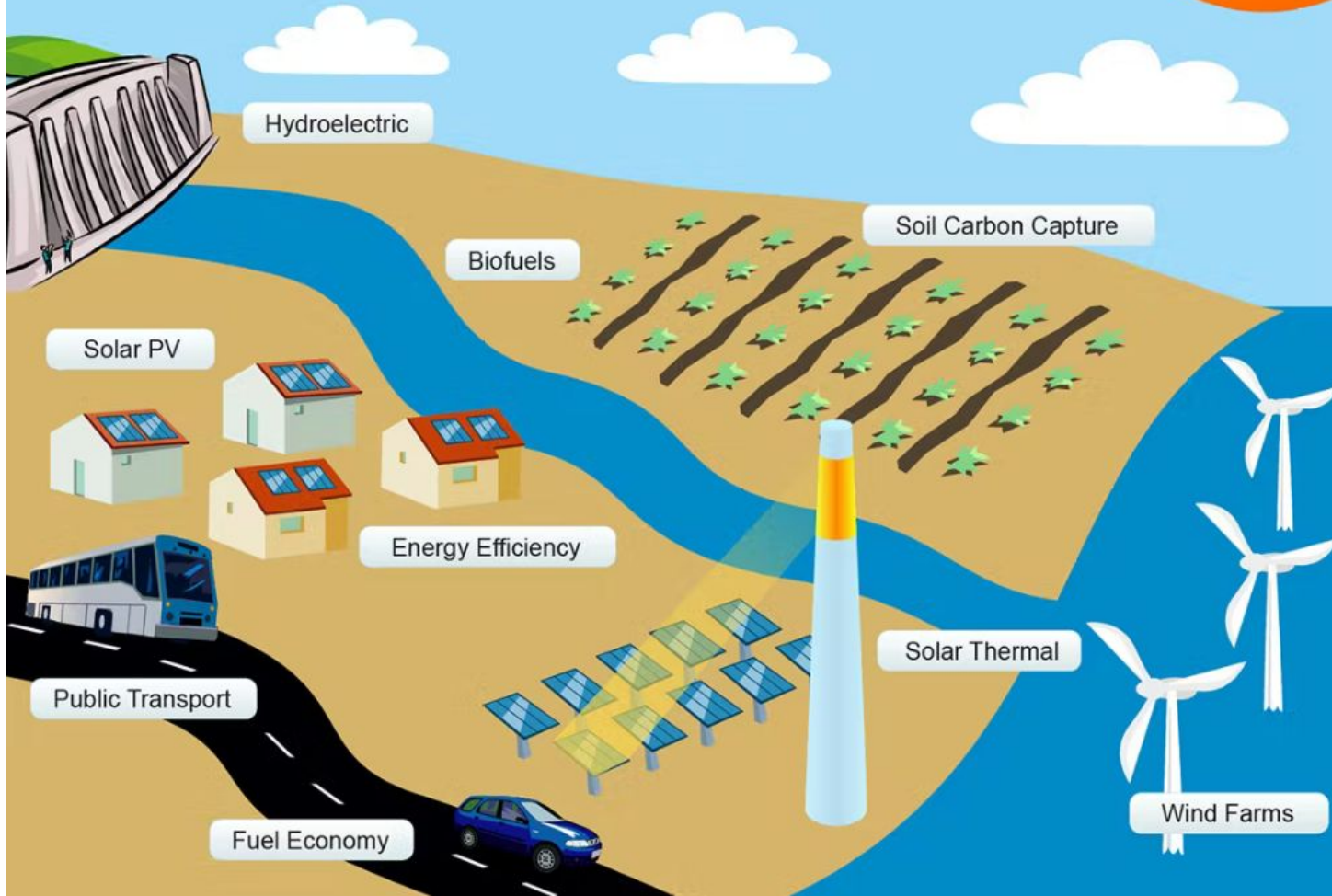




51 Billion Tons of CO₂
per year

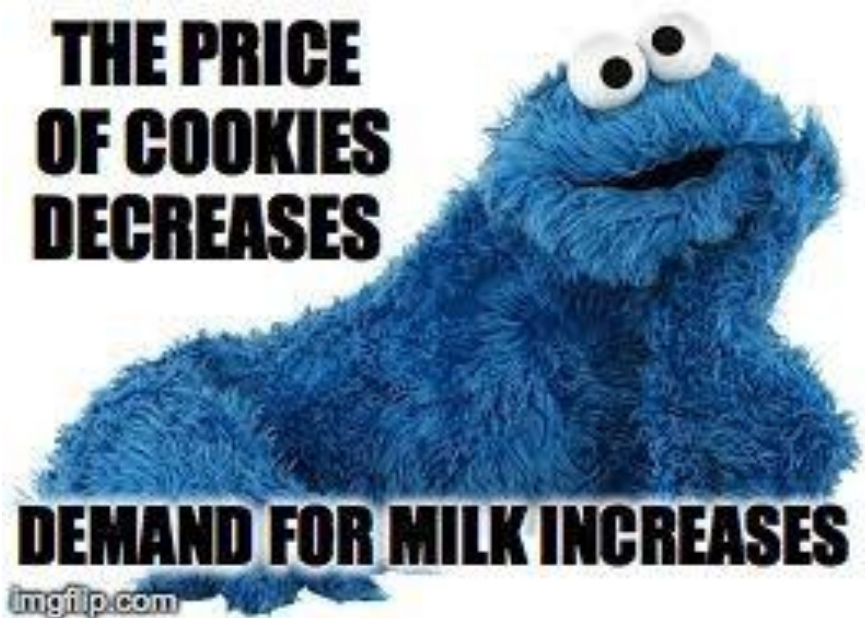
We have the technology to solve climate change



World Leaders in Paris Agree to 'Historic' Deal on Climate Change

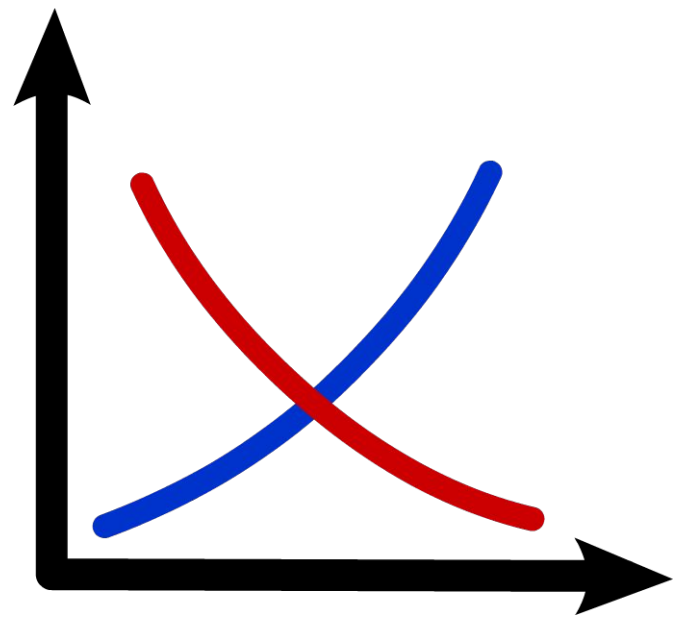


**THE PRICE
OF COOKIES
DECREASES**



DEMAND FOR MILK INCREASES

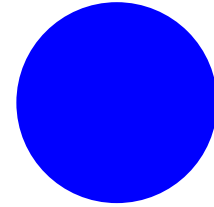
imgflip.com



**Supply side
of CO2 reduction**
\$Trillions “ready to go”



**Demand side
of CO2 reduction**
Hugs (and a few \$B)



**ONE DOES NOT SIMPLY IGNORE THE LAW
OF SUPPLY AND DEMAND**

**AND THEN ACT SURPRISED BY THE
RESULTS**

The pragmatic Q: How to create demand-side CO2 reduction?

**Supply side
of CO2 reduction**
\$Trillions “ready to go”



**Demand side
of CO2 reduction**
\$Trillions

