

The **KEY POINT** to take on Climate Change is **100% cheap! renewables**.
Now that renewables are **cheaper!**, what is the NEXT STEP?

NEXT? go zero!

WHITE PAPER Zero Emission Think Tank

3 key missing elements were identified on the route to Paris, for a zero emission world:

1) Talk about it! *press*

The first key missing element is media coverage - If everybody knew how cheap renewables/superinsulated homes/affordable EVs were, everybody would buy in.

Everybody can help to spread the word!

WE NEED TO 'BREAK THE SILENCE'

2) Consumer choices



If we had a label for carbon free, zero emission products (ZEPs) – we could choose.

We invented it, the zero-footprint Label!

3) Pop stars

Pop stars and Celebrities to join in and sing about the vision of a zero emission world! We need to create a **culture** for Paris, for 100% **cheap!** renewables, for zero-footprint choices, for **zero emission people** – *people who care!*

Our story: We formed **Zero Emission Think Tank** in summer 2015 to think about how we can contribute to **make Paris a success** and not yet to become the 21st failing climate change summit. We registered as NGO with the **German delegation** that prepared the summit together with the French delegation in Bonn at the time. We were surprised to learn that the german delegation had no idea of how cheap renewables were, nor had we, fair enough, at the time, so we researched this topic for them, and, presented the surprising results to the german Secretary of Environment **Barbara Hendricks** who lead the german delegation to Paris. We had found a **game changer**, worldwide “**extremely cheap renewables**”. She was so excited that she even wanted to change the speech of Chancellor Merkel for Paris, to spread this critical message, the **KEY POINT**, „**renewables are cheaper now**“, the self-seller for Paris, finally a **for profit** solution to climate change! Every politician can sell **this!**

www.zepface.it/self-seller-for-paris-extremely-cheap-renewables

Details:

www.zepface.it/paris-cop21-a-self-seller-extremly-cheap-renewables

Now that renewables are cheaper, what is the NEXT STEP?



THE SOLUTIONS – PHEVs

We have high appreciation for **Al Gore, Amory Lovins, Mike Bloomberg, Jerry Brown** and **Leonardo DiCaprio** for their leadership in climate change.

The solutions to climate change are easy now, because they are **for profit** - PHEVs:

- i) **POWER: 100% cheap renewables**
- ii) **HEAT: cheap 5 inch superinsulated homes** with triple glass windows, living in a truly Zero Emission Place (ZEP) – without a furnace (!) and no need for AC (!) anymore, see the new Rocky Mountain Institute Innovation Center in Basalt, CO, for example, for decades to come carbon free!
- iii) **EVs&TRANSPORT: EVs** charged with 100% cheap renewables

And there is more on lifestyle like **vegetarian** and vegan diets with local foods reducing greenhouse gas emissions.

However, there are at least **3 key missing elements** to make Paris work. With economics at our back now, politics are slow.

The first key missing element is **media coverage** – if everybody knew how cheap renewables/superinsulated homes/EVs are, everybody would do it.

The second key missing element is for **people to participate**. Is there a label for carbon free, zero emission products? We did not find one, so one of us has (independent of the Think Tank) invented a „zero-footprint“ label for carbon free, zero emission products (ZEP), i.e. products made with 100% renewable energies. This will give us consumers a choice. And, think about it: Because renewables are cheaper now, a zero emission product (ZEP) made with 100% cheap renewables - should actually be **cheaper** than comparable products! **For profit** solution to climate change - absolutely critical, to make Paris work.



The new „zero-footprint“ label

for zero emission products (ZEPs).

www.zero-footprint.com

The third key missing element is for **pop stars** and **celebrities** to finally join in and sing about the vision of a zero emission world! We need to create a culture for Paris, for renewables, for zero-footprint choices, for **zero emission people – people who care!**

Call to action – **TALK ABOUT** it

The good part of it is that everybody can easily help with these **3 key missing** elements:

- 1) **Spread the news!** TALK ABOUT 100% **cheap!** renewables, find and promote -
- 2) **zero-footprint** products or convince companies to make them (if you find one, you can email it to foundit@zero-footprint.com), be a leader and calculate your own carbon footprint and how to reduce it down to zero.

Call to action – **gozero!**

85% of our lifestyle is still based on carbon emissions, causing a daily carbon footprint, almost like a shadow trailing behind me. However, with **economics** at our back, with **cheap! renewables** ahead, it is **easy** to change now:

Go for 100% **cheap! green power**.

Go for an **EV** and charge it with 100% renewables.

Go for 5 inches **superinsulated homes** with triple glass windows and no need for a furnace or AC anymore – a Zero Emission Place! LIFETIME DECISION

Go for **LED lights** and **energy efficient appliances**, especially fridges.

Go for and organize **zero-footprint parties and events**.

Go for **zero-footprint products** – consumer choices - **choicezero**.

And, most importantly, **TALK ABOUT** it. The holy grail is **100% cheap! renewables**. TALK ABOUT 100% **cheap! renewables**. Change is easy now.

Go zero! *within 10 years!*

This is easily a decade-long project for each of us, we will not change overnight, but whenever there are choices for a **new car** or for a **new home** or a **new fridge** – **think zero**. And, more importantly - **go zero!**

It is easy to change the world, but it takes all of us.

It takes all of us to profit from CHEAP RENEWABLES!

Join **zero emission people** – people who care.

www.zero-footprint.com