

### 3 key missing elements to make Paris work

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 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 for Paris. She was so excited that she even wanted to change the speech of Chancellor Merkel for Paris, to spread the critical message „**renewables are cheaper now**“, a self-seller for Paris, finally a **for profit** solution to climate change!

[http://www.zepface.it/index.php?option=com\\_djcatalog2&view=item&id=81:part-4-self-seller-for-paris-extremely-cheap-renewables&cid=0:all&Itemid=489#.Wx4AYiB4o2w](http://www.zepface.it/index.php?option=com_djcatalog2&view=item&id=81:part-4-self-seller-for-paris-extremely-cheap-renewables&cid=0:all&Itemid=489#.Wx4AYiB4o2w)

Details:

[http://www.zepface.it/index.php?option=com\\_djcatalog2&view=item&id=63:paris-cop21-a-self-seller-extremely-cheap-renewables&cid=0:all&Itemid=489#.Wx4AlyB4o2x](http://www.zepface.it/index.php?option=com_djcatalog2&view=item&id=63:paris-cop21-a-self-seller-extremely-cheap-renewables&cid=0:all&Itemid=489#.Wx4AlyB4o2x)

**Next steps:            talk about it!**

We have a high appreciation for **Al Gore, 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**:

- i)     **100% cheap renewables` power,**
- ii)    **cheap 5 inch superinsulated homes** with triple glass windows, living in a truly Zero Emission Place (ZEP) – often without a furnace (!) and not needed AC (!) anymore, for decades to come carbon free, and,
- iii)   **affordable EVs** charged with 100% renewables

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

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

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 consumers a choice. And, because renewables are cheaper now, a zero emission product (ZEP) should actually be **cheaper** than it`s pier. A **for profit** solution to climate change - absolutely critical, to make Paris work!



*The new „zero-footprint“ label for zero emission products (ZEP).*

[www.zero-footprint.com](http://www.zero-footprint.com)

The third key missing element is for **pop stars** 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:** The good part is that everybody can help to spread the news: Talk about 100% cheap renewables, find zero-footprint products or convince companies to make them (if you find one, you can email it to [foundit@zero-footprint.com](mailto:foundit@zero-footprint.com)), be a leader and calculate your own carbon footprint ([www.ZeroEmissionCalculator.com/de](http://www.ZeroEmissionCalculator.com/de)), and, reduce it down to zero: **go zero!**

In other words, join us, join **zero emission people** – *people who care*.

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