

Who killed the fire?

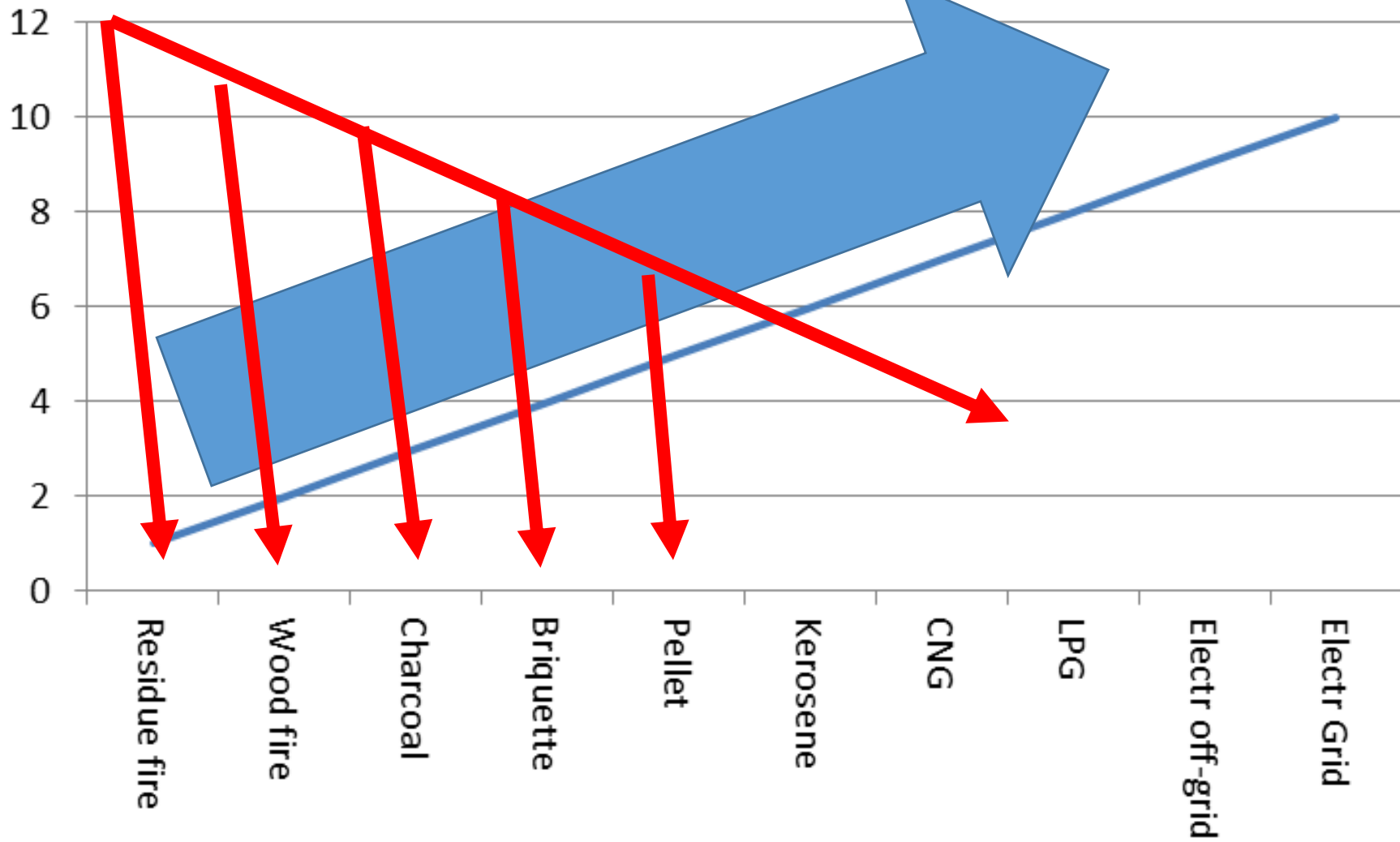
Stock take

- > 1.8BN people in east cook on solid fuels (3BN total)
- = 1.8BN trees (family = 5 trees)
 - = carbon release
 - = loss of carbon sink
- = Liquid and gas fuels are carbon based
- = Electricity has imbedded carbon too.....(renewables ex)
- = increased fuel pressure (natural & carbon)
- = rise in prices of fuel
- = ENERGY POVERTY

What do we do?

- Nothing: Just do the same thing and get the same answer
- We mass manufacture questionable efficiency and quality
- Try to sell it to people who can't really afford it, but use health, gadgets and clever marketing to lure them to make the "right" choices
- So SAME SAME with a red coat of paint

Energy Evolution



Macro landscape?

- Level the playing field on subsidies
- Let all fuels account for their full environmental costs
- Policy is no good, unless executed and pump priming in place
- Educate people on their environmental impact.

Micro landscape?

- Invest in change / new business models and products
- Find new models to make new tech affordable
- Better aligned supplier value chains
- New distribution models.

Remarks

- When you are in the taxi game watch out for UBER
- Evaluate your and your supply footprint
- Be a responsible business
- Are you investing in the right business?