

Human Dynamics of Climate Change

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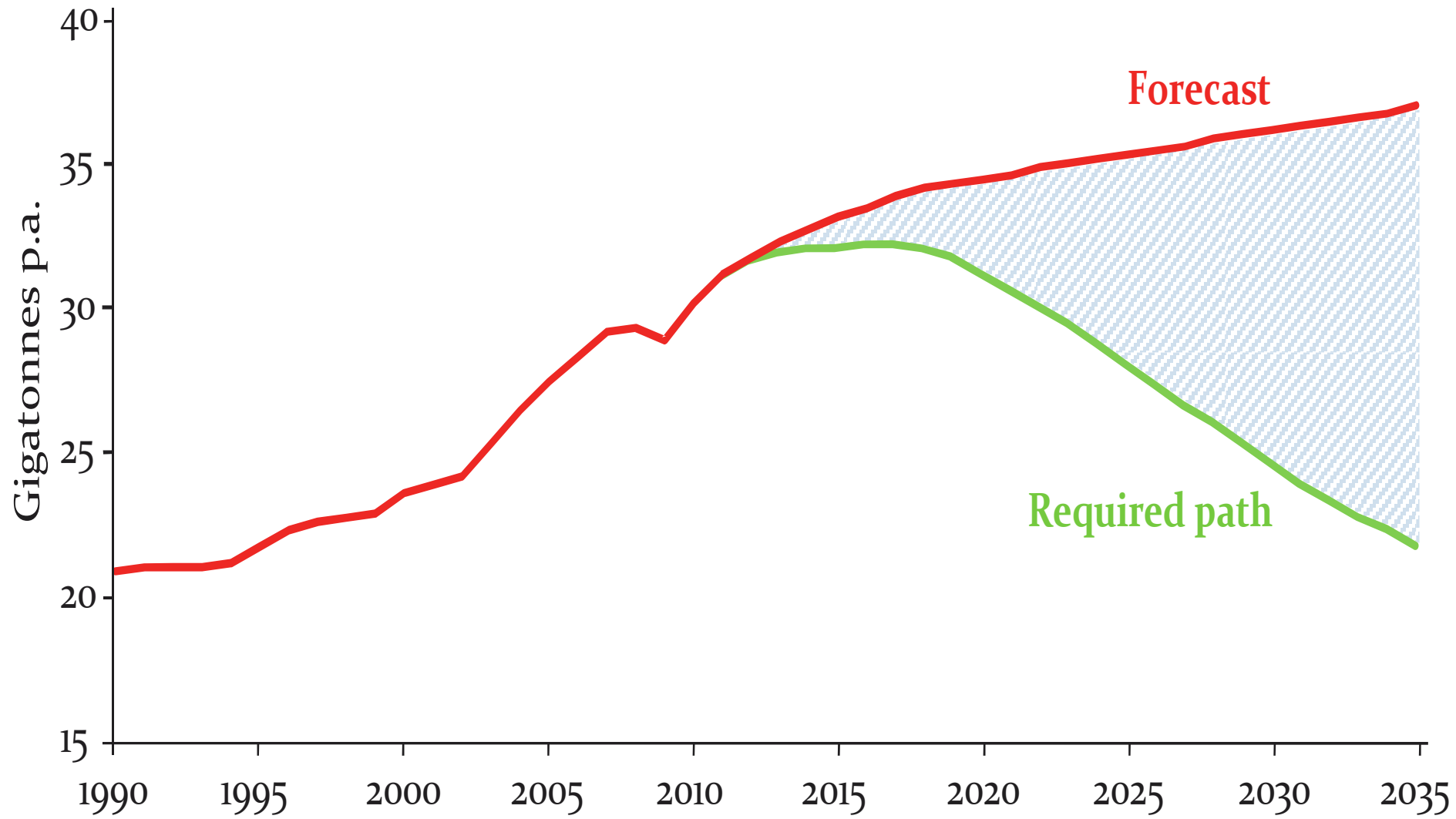
Q : " can radical technological innovation
reduce the cost of supply?"

A : **Yes, but we need to target our
innovation support**

I'd put my money on the sun and solar energy.

What a source of power! Edison, 1931

- Actions are urgently needed to reduce energy use, and actions to make energy clean.
- One thing would be enough to make this happen: if clean energy became less costly to produce than energy based on coal, oil or gas.
- This requires a major focus from scientists, engineers and entrepreneurs.
- We need a new Global Apollo Programme.



A GLOBAL APOLLO PROGRAMME TO COMBAT CLIMATE CHANGE

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Martin Rees, Nicholas Stern, Adair Turner



The Global Apollo Programme Proposals

- **Scale:**

Member Governments of the Programme pledge to spend 0.02% of GDP on the Programme from 2016 to 2025.

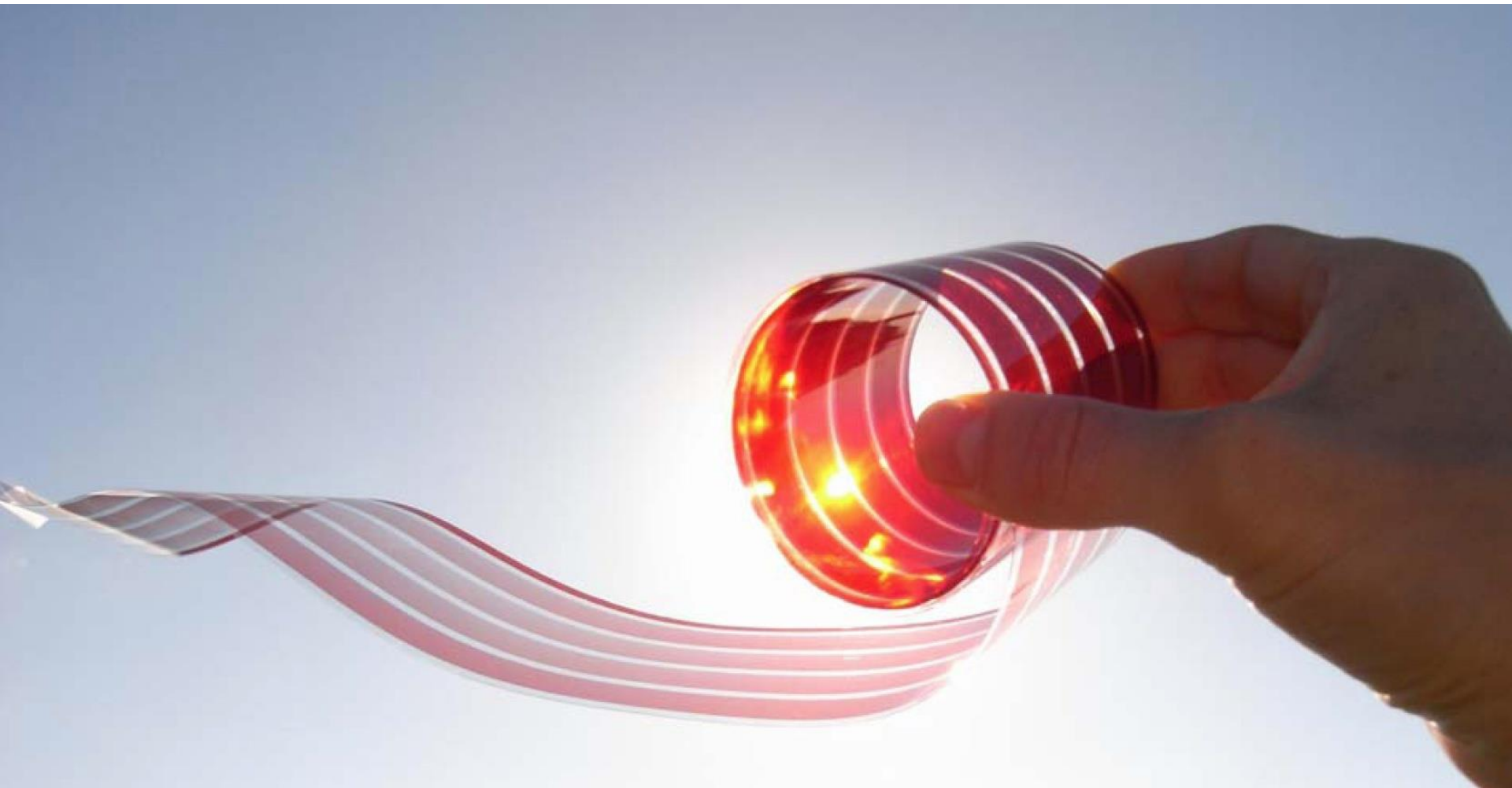
- **Roadmap:**

Consortium of scientific and industry experts to identify bottlenecks to be tackled by RD & D and Deployment activity.

- **Target:**

New-build renewable energy to become cheaper, including energy storage, than new build coal in sunny regions of the world by 2020, and in all the world by 2025.

Plastic photovoltaics



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