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To Save Climate, we have to
Reimagine Capitalism

Diana.

Rebecca Henderson
Economist.
business school prof.

Capitalism has morphed into a
monster.

Free + Fair markets are a great
invention but current markets
don't + reflect real costs.

Prices of Fossil Fuels (FF) don't
reflect harm they do.

\$10 electricity
from coal

↳ \$8 health

↳ \$8 climate
change

↳ \$10 cost

\$26

Burning oil + eating beef.
→ hidden costs.

Clean Energy is competitive
with heavily subsidized FF
because FF doesn't pay true
costs.

Govts should charge cos. who
emit G G (greenhouse gases)

↳ they don't. - enough.

Current markets don't reflect real costs

Business
should fix
capitalism.

Erik Osmundsen
equity → garbage
co.
"Norsk Aftenavis"

4 Pillars of Change

- Businesses set right price (includes all costs).
- Persuade competitors to do same
- Show investors you can make \$
- Push govts to proper pricing

Changing Capitalism can help address climate change