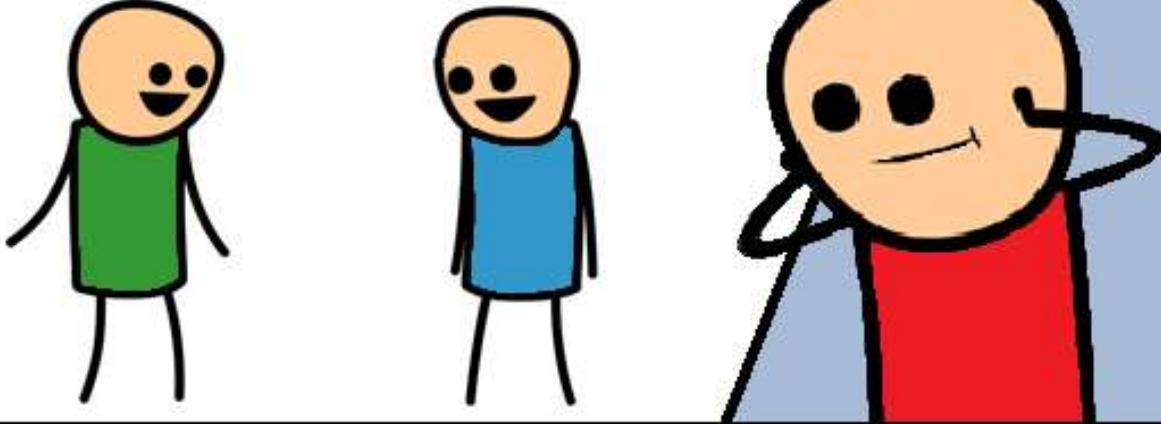


GUYS! I'VE JUST BEEN PROMOTED TO CEO!

HEY, DOES THAT MEAN... YOU DECIDE THE COMPANY'S CLIMATE POLICY?

AWESOME!



YEAH, I'M LOOKING FOR GOOD IDEAS

WELL, I HAVE A FRIEND FROM UNIVERSITY WHO THOUGHT ABOUT STARTING A COMPANY FOR HIS CO<sub>2</sub> REDUCTION PROJECT BUT WAS *WORRIED* ABOUT THE *HIGH FAILURE RATE* OF START-UPS

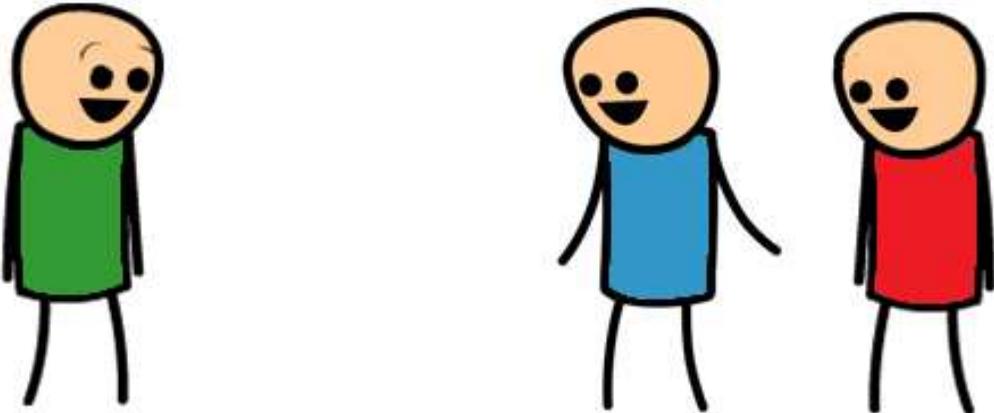
LAST I HEARD, HE WAS *STILL INVENTING*, RIGHT?



INVENTING? THAT'S SO COOL!

YEAH, HE FOUND THIS WONDERFUL COMPANY WHERE HE NOW WORKS WHO HELP HIM WITH PATENTS AND THINGS, AND I JOINED LAST WEEK!

WE HAVE THIS GREAT PLAN FOR COMBATING CLIMATE CHANGE...



WE CALLED IT...

**A THOUSAND WAYS  
TO DO  
A MILLION TONNES**  
OF CO<sub>2</sub> REDUCTION A YEAR

WE ARE FINDING *GREAT NEW SOLUTIONS* THAT ARE *BIG ENOUGH* TO SOLVE THE CLIMATE PROBLEM AND BUILDING A NEW ROUTE TO *GET THOSE SOLUTIONS OUT THERE!*

WOW! NOW THAT'S SOME **BIG THINKING!**

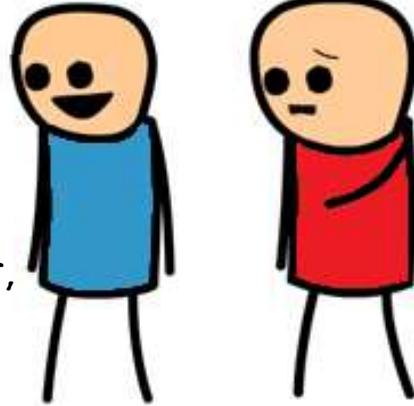


I KNOW, RIGHT? HE SAYS WE NEED TO FIND MASSIVE, NEW SOLUTIONS IN **EVERY SECTOR**

RENEWABLES AND REFORESTATION **CAN'T FIX IT ALONE...**

3/4 OF THE PROBLEM IS FROM AGRICULTURE, STEEL, MANUFACTURING, ALL FORMS OF TRANSPORT, DEFORESTATION AND CONSTRUCTION

OUCH, THE PROBLEM IS **EVEN BIGGER** THAN I THOUGHT



AS **GRETA THUNBERG** SAID:

**"WE ARE DEPENDING ON INVENTIONS THAT HAVE NOT YET BEEN INVENTED AT SCALE..."**

**IF SOLUTIONS WITHIN THE SYSTEM ARE IMPOSSIBLE TO FIND, WE SHOULD CHANGE THE SYSTEM ITSELF."**



← **GRETA THUNBERG**, 16-YEAR OLD CLIMATE ACTIVIST

SO THAT'S WHAT WE'RE DOING

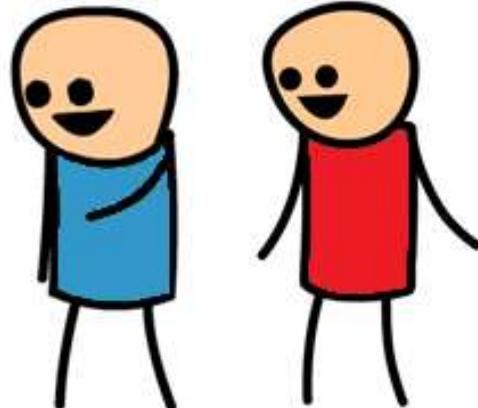


WELL, AS A **CEO** I CAN DO A LOT, BUT I'M JUST RUNNING **ONE COMPANY**. WHAT CAN WE REALLY DO ABOUT CLIMATE CHANGE?

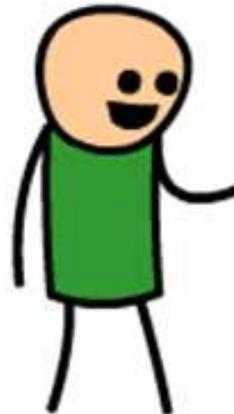


YOU'RE IN LUCK! WE ARE ACTUALLY **LOOKING FOR COMPANIES** TO WORK WITH!

ARE YOU INTERESTED?



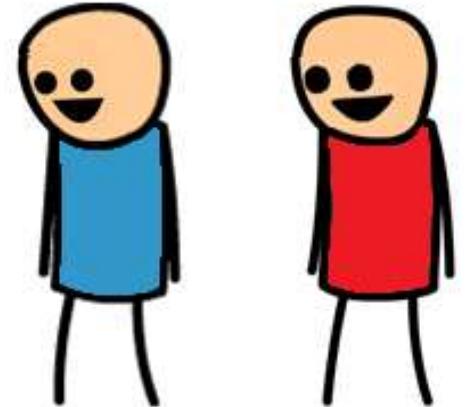
SURE, HOW DOES IT WORK?



WE ASK OUR MASSIVE COMMUNITY OF INVENTORS FOR SOLUTIONS TO MAKE YOUR OPERATION **PROFITABLY LOW CARBON**

WE **PATENT** AND **DEVELOP** THE BEST SOLUTIONS **TOGETHER** AND DEPLOY THEM

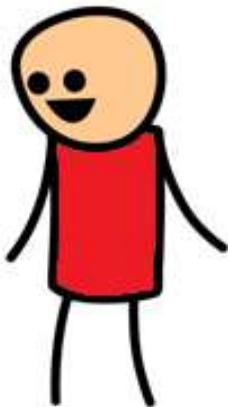
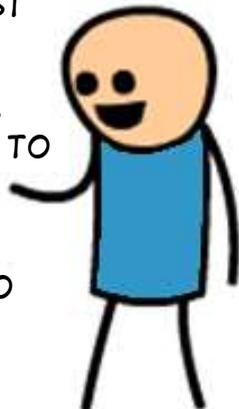
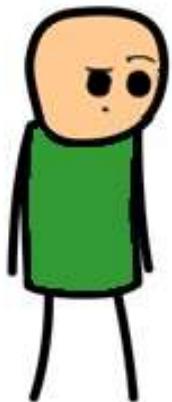
FOR GLOBAL IMPACT, WE ALSO LICENSE THESE TO **OTHER COMPANIES** TO REDUCE THEIR EMISSIONS, AND YOU SHARE IN THOSE **LICENSE FEES**



SO YOU REALLY THINK MY COMPANY CAN BECOME **LOW, ZERO** OR EVEN **NEGATIVE CARBON**?

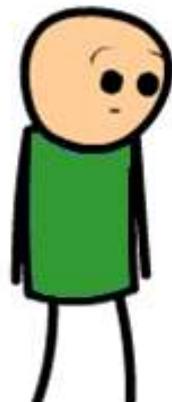
IN MANY CASES, YES! BIG IMPROVEMENTS CAN BE MADE EVERYWHERE!

THE MOST CARBON REDUCING ACTIVITIES WILL HAVE TO CARRY THOSE THAT ARE HARDER TO CHANGE



APART FROM FINANCIAL SAVINGS AND EMISSION REDUCTIONS, HOW DOES MY COMPANY **BENEFIT**?

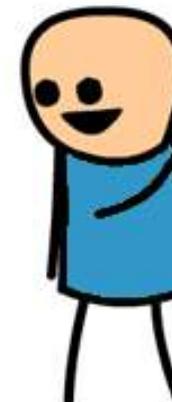
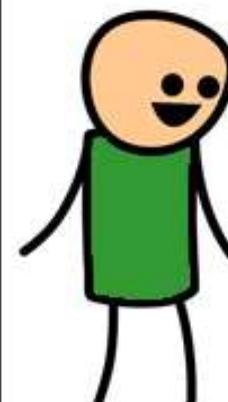
YOUR COMPANY ALSO GETS A LICENSE FEE FOR TECHNOLOGIES DEVELOPED AS PART OF YOUR **RFS\***, SO YOU BENEFIT EVEN WHEN YOUR COMPETITORS USE IT



\*RFS: REQUEST FOR SOLUTION

THAT'S GOOD, I WAS WORRIED ABOUT THAT

ISN'T IT **AWESOME**?



SO, WHO ARE ALL THESE **INVENTORS**?

THEY ARE **ENTHUSIASTIC PEOPLE** FROM ALL OVER THE WORLD, INCLUDING ENGINEERS, SCIENTISTS, BUSINESSPEOPLE, PROFESSORS, STUDENTS, AND PLENTY OF **EXPERIENCED** RETIRED PEOPLE FROM A WIDE **RANGE OF INDUSTRIES**



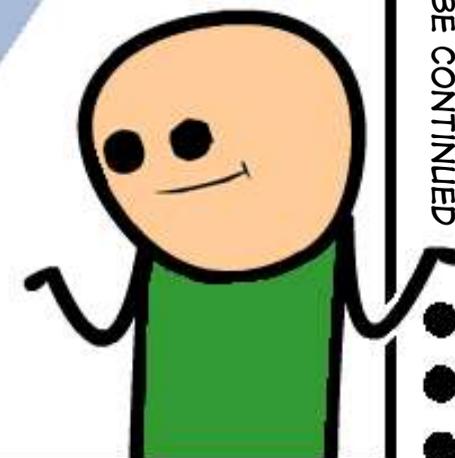
BUT CAN YOU HELP WITH **OUR PARTICULAR INDUSTRY**?

ABSOLUTELY!

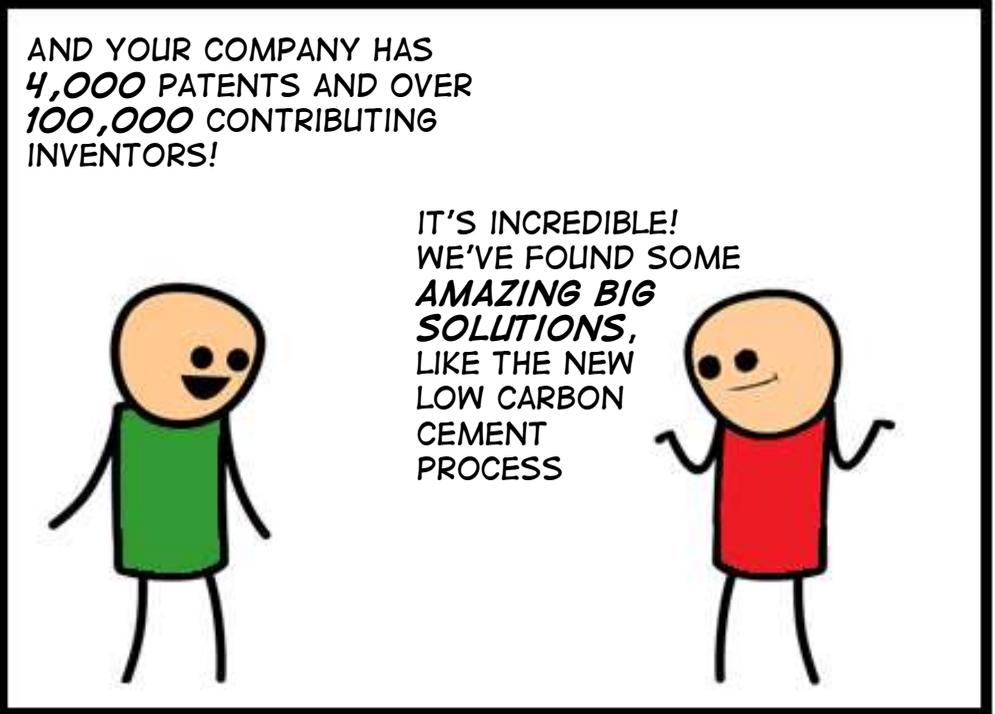
WE CAN PREPARE AN RFS THAT **FOCUSES** ON YOUR **SPECIFIC CHALLENGES**



OK, THAT SOUNDS EXCITING, I WANT TO KNOW **MORE!**

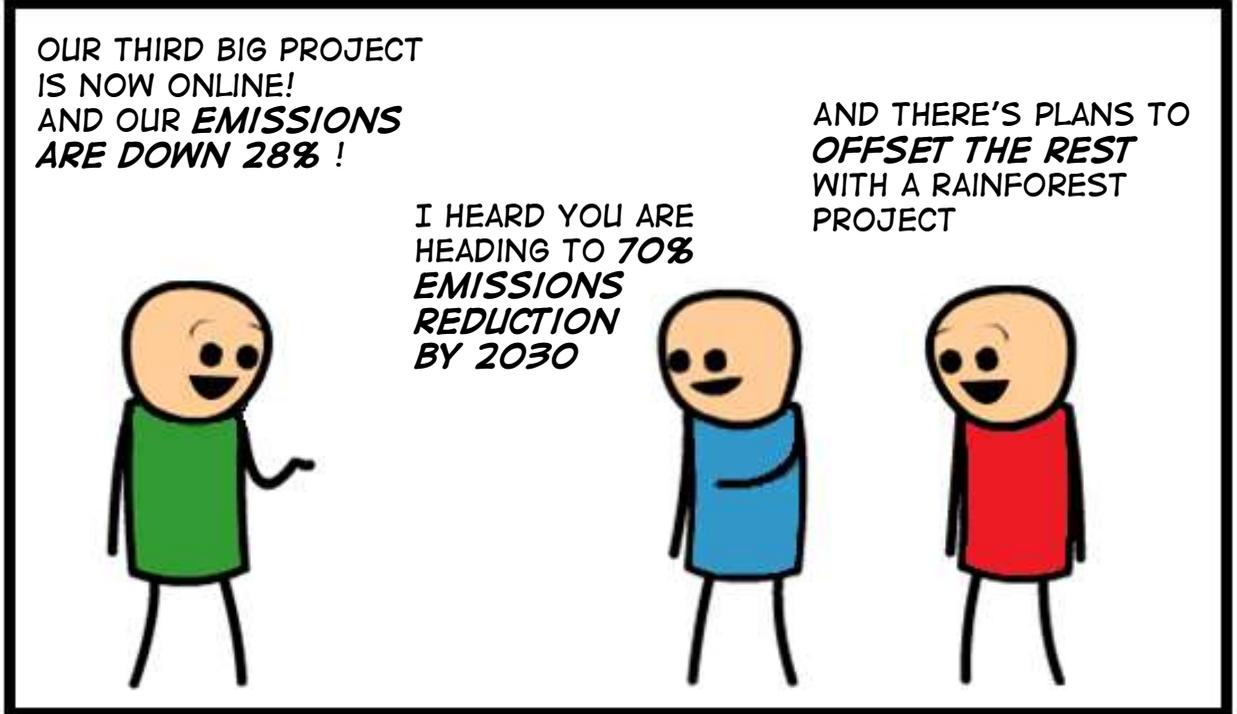


TO BE CONTINUED



AND YOUR COMPANY HAS 4,000 PATENTS AND OVER 100,000 CONTRIBUTING INVENTORS!

IT'S INCREDIBLE! WE'VE FOUND SOME AMAZING BIG SOLUTIONS, LIKE THE NEW LOW CARBON CEMENT PROCESS



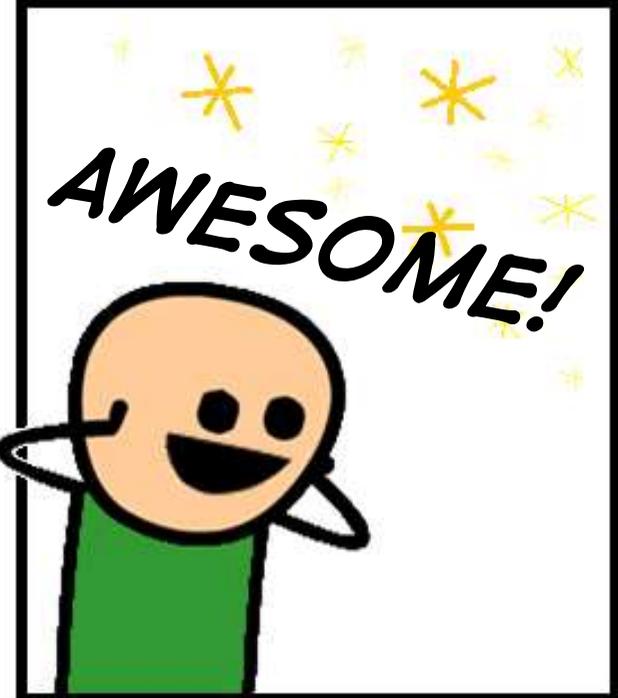
OUR THIRD BIG PROJECT IS NOW ONLINE! AND OUR EMISSIONS ARE DOWN 28% !

AND THERE'S PLANS TO OFFSET THE REST WITH A RAINFOREST PROJECT

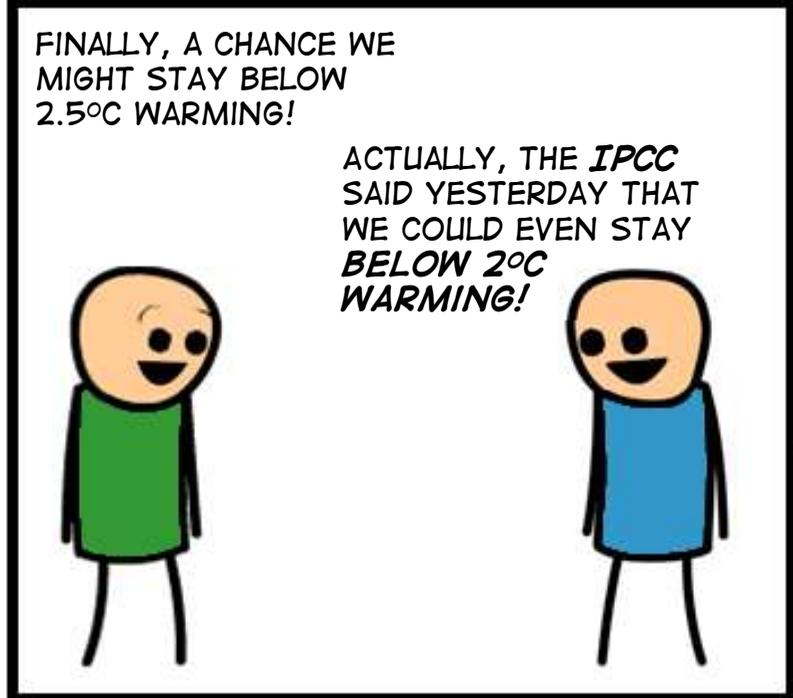
I HEARD YOU ARE HEADING TO 70% EMISSIONS REDUCTION BY 2030

THE STORY CONTINUES!

5 YEARS LATER

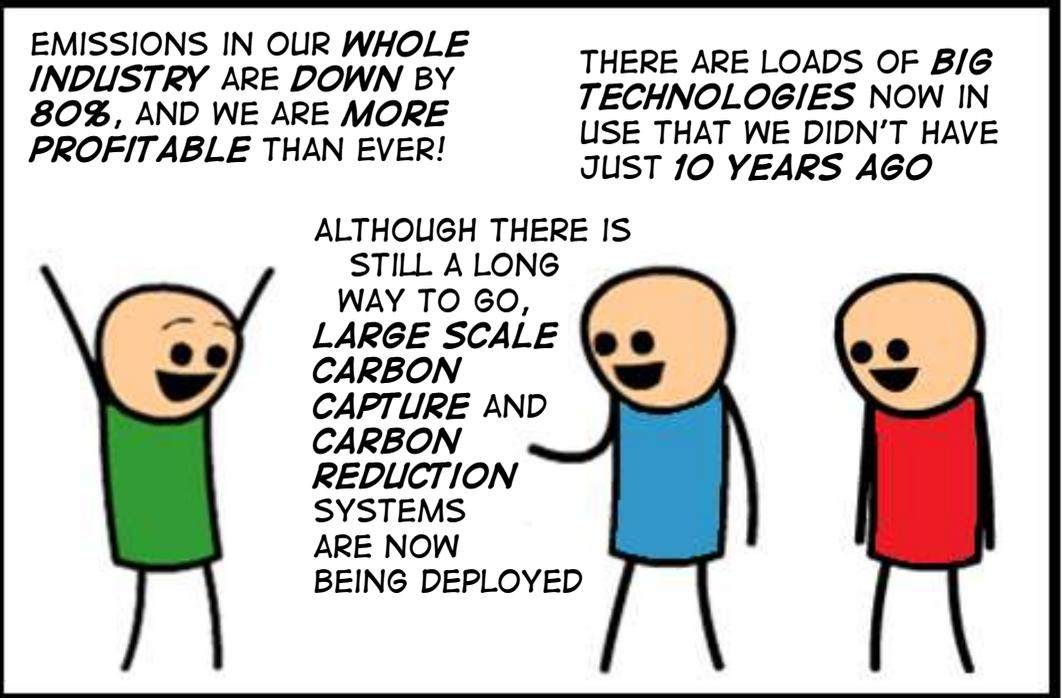


AWESOME!



FINALLY, A CHANCE WE MIGHT STAY BELOW 2.5°C WARMING!

ACTUALLY, THE IPCC SAID YESTERDAY THAT WE COULD EVEN STAY BELOW 2°C WARMING!



EMISSIONS IN OUR WHOLE INDUSTRY ARE DOWN BY 80%, AND WE ARE MORE PROFITABLE THAN EVER!

THERE ARE LOADS OF BIG TECHNOLOGIES NOW IN USE THAT WE DIDN'T HAVE JUST 10 YEARS AGO

ALTHOUGH THERE IS STILL A LONG WAY TO GO, LARGE SCALE CARBON CAPTURE AND CARBON REDUCTION SYSTEMS ARE NOW BEING DEPLOYED

AND IN 2030