

Summer 2015

This is exactly the question we asked ourselves in the summer of 2015, prior to the Paris summit, and, we actually decided to do something about it. So we started **Zero Emission Think Tank**, and, we asked a very simple question:
How can we help?

NGO for Paris

So, we registered as an NGO with the German delegation that was preparing the summit with the French one. We participated at the preparatory meetings, and, surprisingly found out that everybody in the delegation was focused on **carbon reductions** and its associated **costs**.

Costs, Costs, Costs

Well, wait a minute, **why costs?**

So, we asked the crucial question: Why are we actually talking about costs? Given the fact that renewable energy has developed so fast in recent years, and, importantly, renewables were already cheaper in Germany than any other new fossil generation! Why costs? Why not **profits** with **renewables**?!

Give us Data!

The head of the German delegation acknowledged that we may have **cheap renewables** in Germany already, but “help us convincing other countries, because nobody is going to believe us.”

So, we asked him how can we help you? He requested research “give us **data**, examples of cheap renewables in other countries, so we can argue”.

And that`s what we did, researching the results of the latest bidding prices for wind and solar energy auctions in **South Africa, Brazil, the US and Germany**.

In a second step, we looked at the **world wind map**, and, the **world solar map** to extrapolate the results globally. Our findings were astonishing.