

MAY, 2016

CARBON TAX

ELON MUSK

Conversation avec Elon Musk à Paris 1 Panthéon-Sorbonne
Slides based on video: <https://www.youtube.com/watch?v=BMSkl6G9ty0>



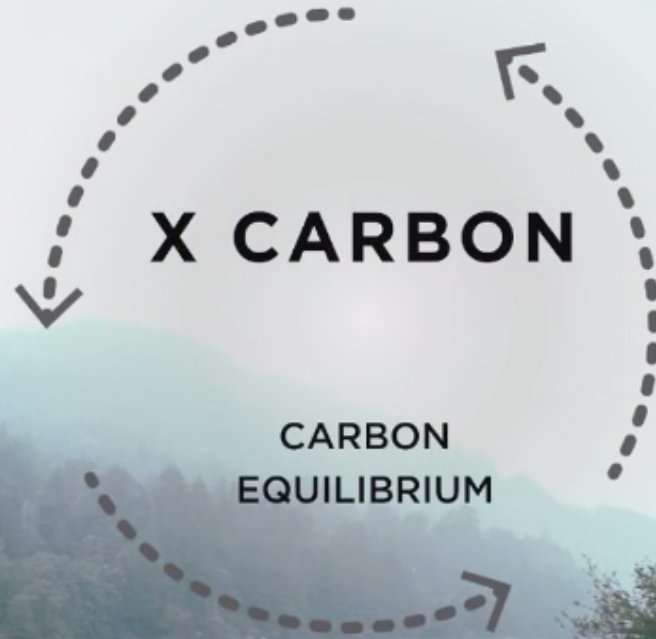
THE PRESENT

THE FOSSIL FUELS ERA

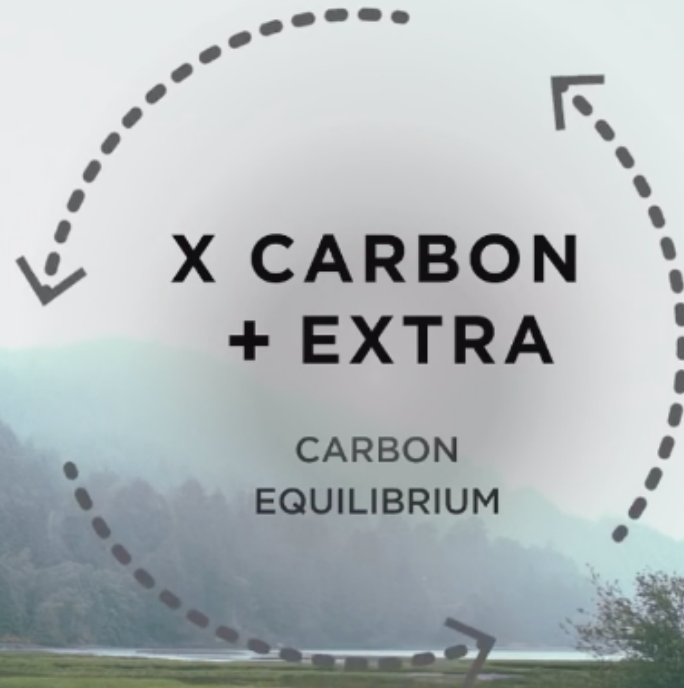
THE CARBON CYCLE



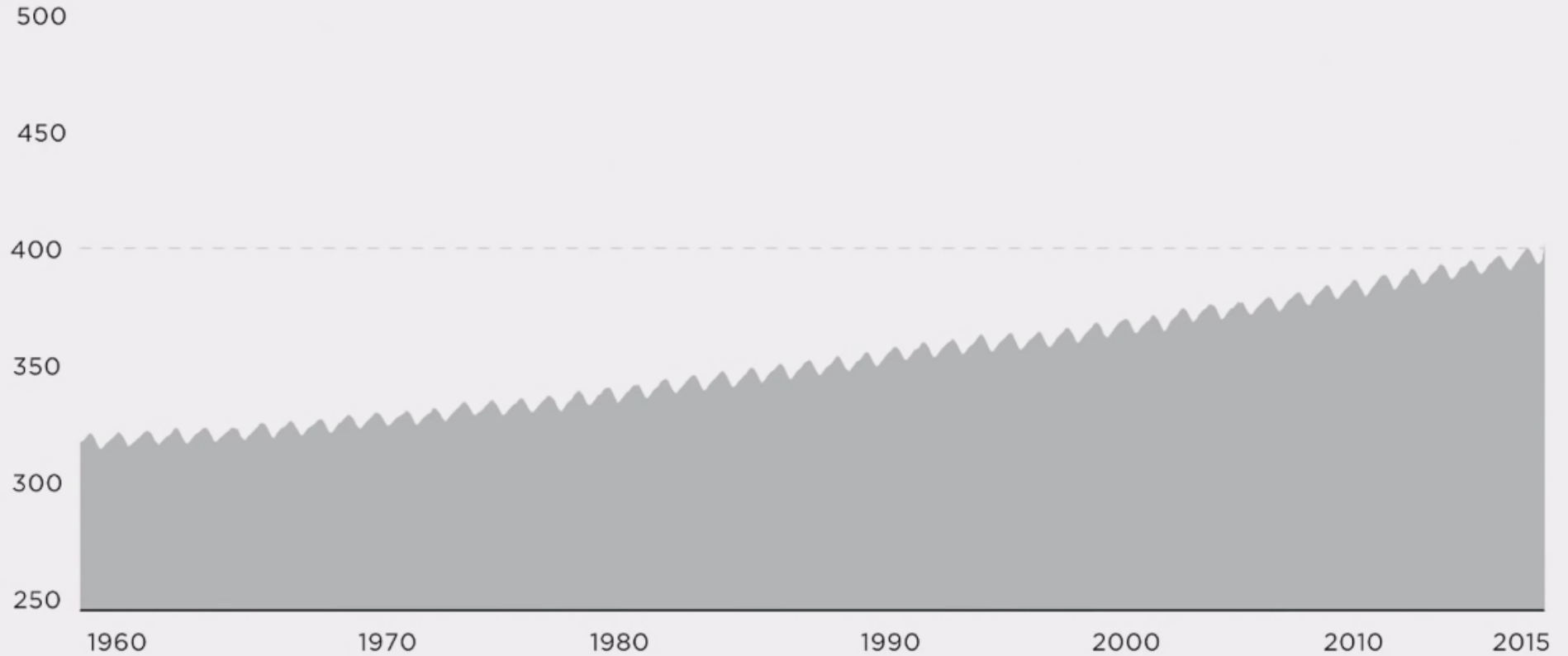
THE CARBON CYCLE



THE CARBON CYCLE

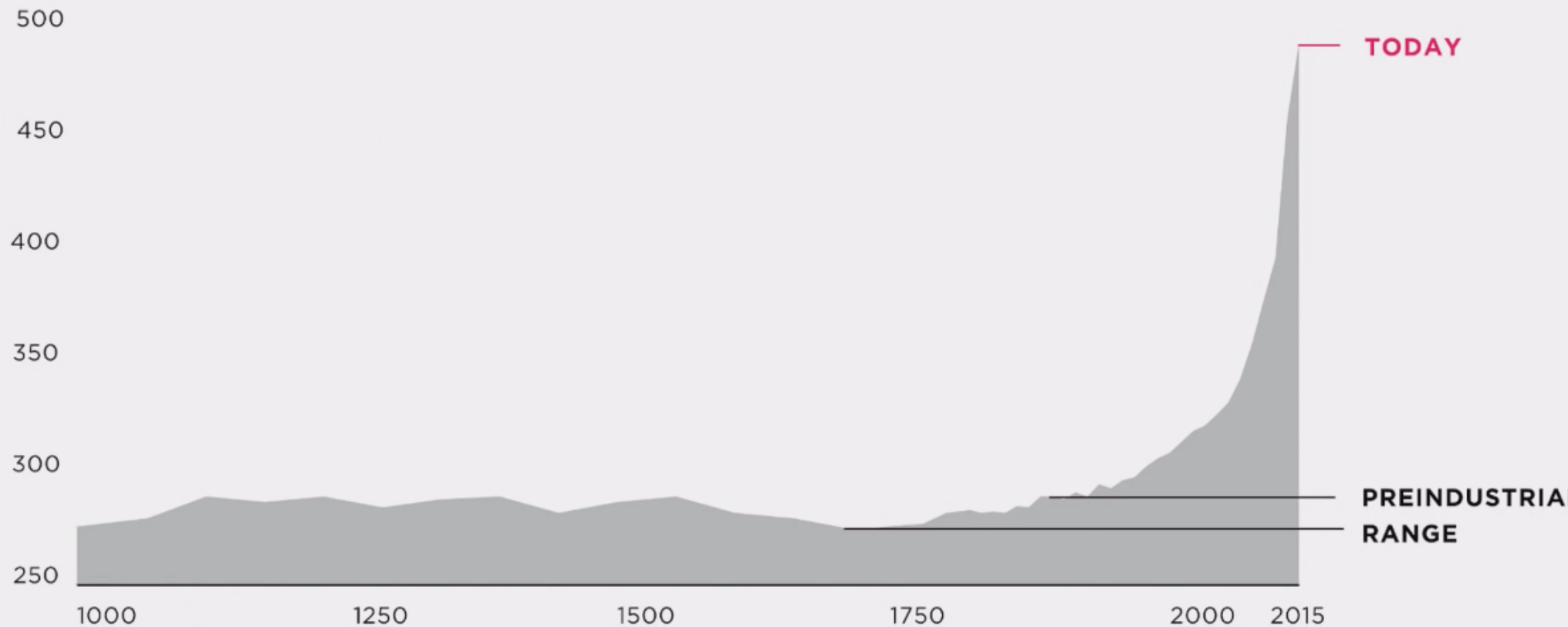


ATMOSPHERIC CO₂ (PPM)



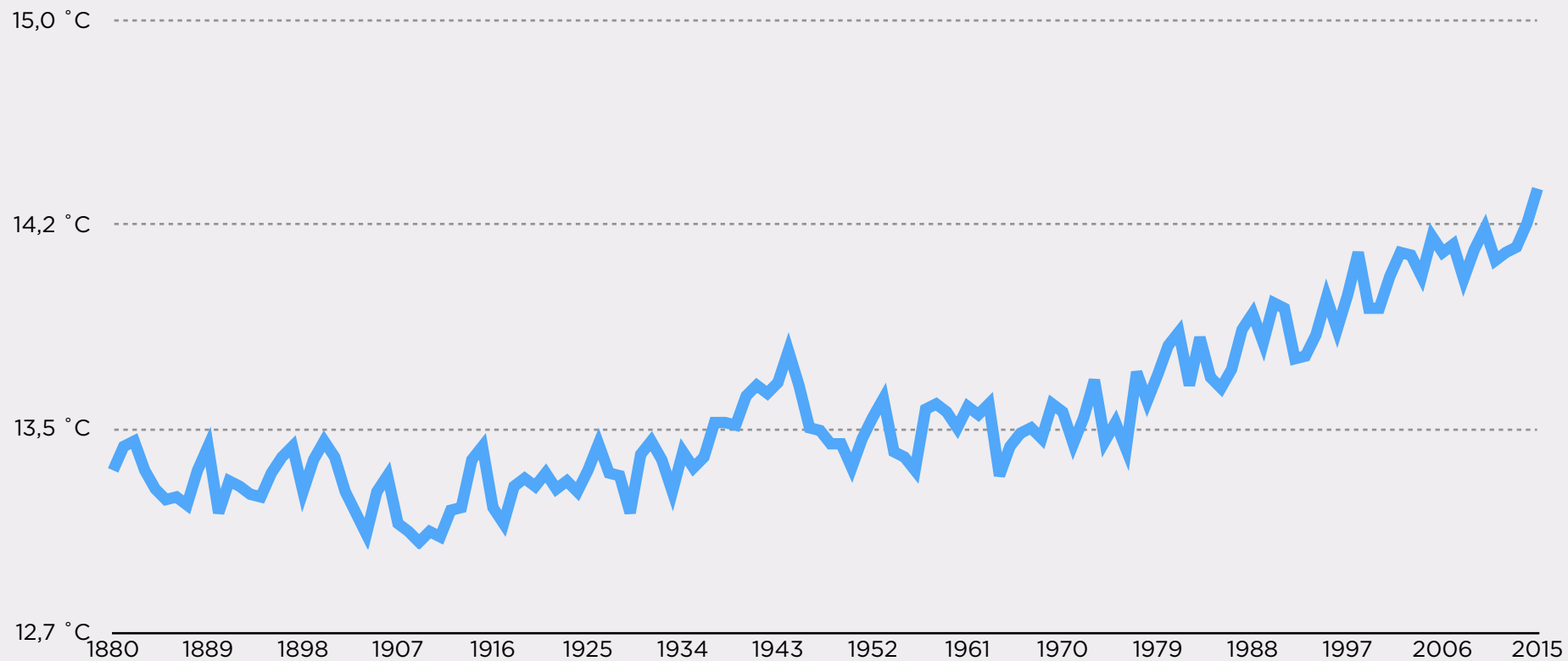
SOURCE: SCRIPPS CENTER OF OCEANOGRAPHY, UCSD—HOME OF THE KEELING CURVE—READINGS AT MAUNA LOA OBSERVATORY

ATMOSPHERIC CO₂ (PPM)

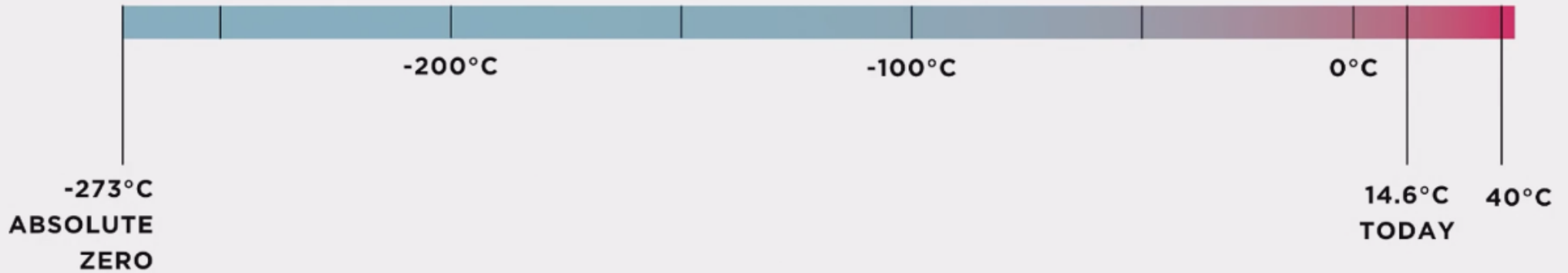


SOURCE: SCRIPPS CENTER OF OCEANOGRAPHY, UCSD—HOME OF THE KEELING CURVE—READINGS AT MAUNA LOA OBSERVATORY

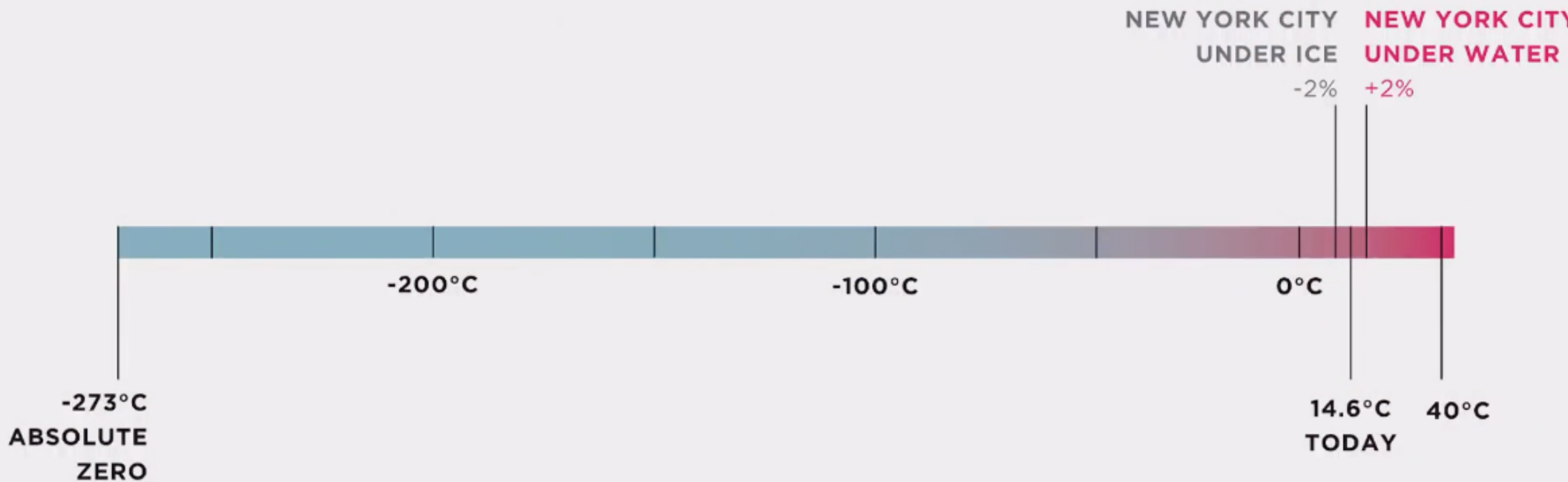
ANNUAL AVERAGE GLOBAL TEMPERATURE



AVERAGE GLOBAL TEMPERATURE



AVERAGE GLOBAL TEMPERATURE

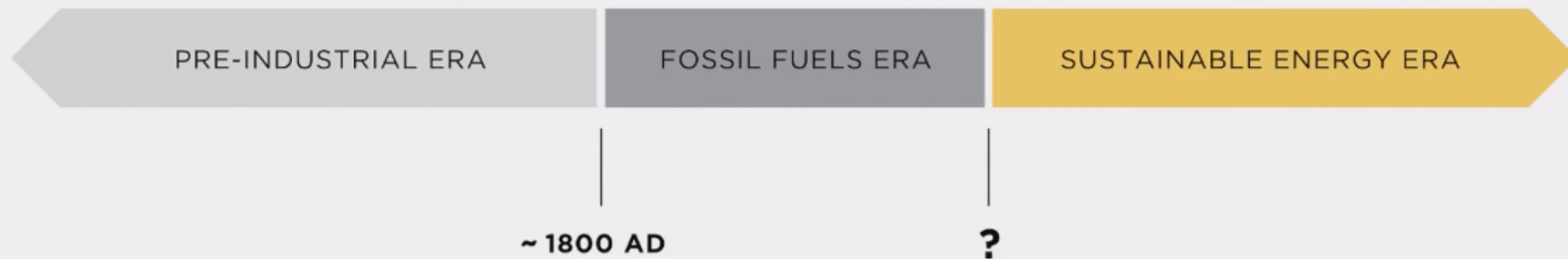


● COASTAL CITIES OF MORE
THAN ONE MILLION PEOPLE



SOURCE: ROCKEFELLER FOUNDATION

[HTTPS://WWW.ROCKEFELLERFOUNDATION.ORG/APP/UPLOADS/VULNERABLE-NATURAL-INFRASTRUCTURE-IN-URBAN-COASTAL-ZONES.PDF](https://www.rockefellerfoundation.org/app/uploads/vulnerable-natural-infrastructure-in-urban-coastal-zones.pdf)



THE GOAL

EXIT THE FOSSIL FUELS ERA
AS SOON AS POSSIBLE



and Whale Oil.
2,000 GALLONS Spring pressed
 SPERM OIL;
 1,000 Galls. refin'd WHALE OIL,
 superior quality, now landing direct from
 Nantucket, for sale at reduced prices by
JOHN G. CLASBY.
 June 15. 3ia. Bow-st.



NEW GOAL
→

PRE-INDUSTRIAL ERA

FOSSIL FUELS ERA

SUSTAINABLE ENERGY ERA


~ 1800 AD

?







HYDRO



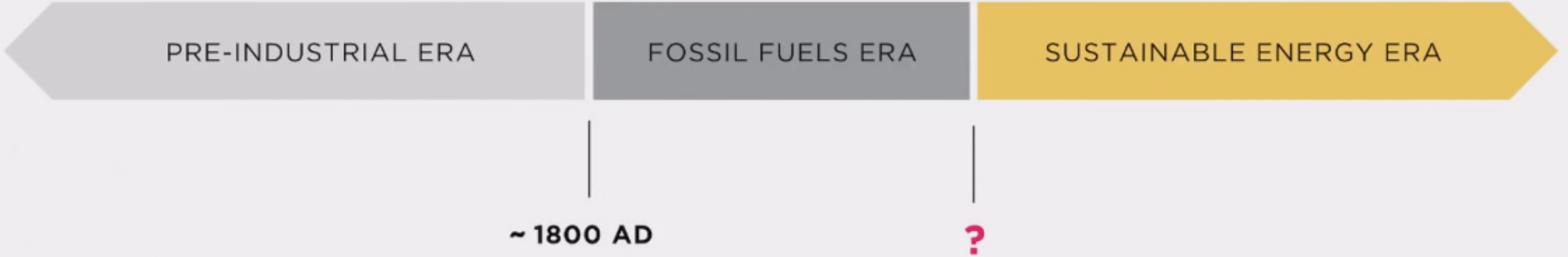
SOLAR



WIND



GEO THERMAL



A horizontal timeline diagram consisting of three arrow-shaped segments pointing to the right. The first segment is light gray and labeled 'PRE-INDUSTRIAL ERA'. The second segment is dark gray and labeled 'FOSSIL FUELS ERA'. The third segment is yellow and labeled 'SUSTAINABLE ENERGY ERA'. Below the first two segments, vertical lines mark the transitions. The first transition is labeled '~ 1800 AD'. The second transition is marked with a red question mark '?'.

PRE-INDUSTRIAL ERA

FOSSIL FUELS ERA

SUSTAINABLE ENERGY ERA

~ 1800 AD

?

IF WE WAIT...

BEST CASE

POSTPONE THE
INEVITABLE TRANSITION
TO SUSTAINABLE ENERGY

WORST CASE

MORE DISPLACEMENT AND
DESTRUCTION THAN ALL THE
WARS IN HISTORY COMBINED

IF WE WAIT...

BEST CASE

POSTPONE THE
INEVITABLE TRANSITION
TO SUSTAINABLE ENERGY

3%

OF SCIENTISTS

WORST CASE

MORE DISPLACEMENT AND
DESTRUCTION THAN ALL THE
WARS IN HISTORY COMBINED

IF WE WAIT...

BEST CASE

POSTPONE THE
INEVITABLE TRANSITION
TO SUSTAINABLE ENERGY

3%

OF SCIENTISTS

WORST CASE

MORE DISPLACEMENT AND
DESTRUCTION THAN ALL THE
WARS IN HISTORY COMBINED

97%

OF SCIENTISTS

IF WE WAIT...

BEST CASE

POSTPONE THE
INEVITABLE TRANSITION
TO SUSTAINABLE ENERGY

3%

OF SCIENTISTS

WORST CASE

MORE DISPLACEMENT AND
DESTRUCTION THAN ALL THE
WARS IN HISTORY COMBINED

97%

OF SCIENTISTS

**DUMBEST
EXPERIMENT
EVER**

THE PROBLEM

A HIDDEN SUBSIDY

HEALTHY MARKET

INCENTIVES ALIGNED WITH A GOOD FUTURE

€10

BENEFIT TO
SOCIETY

-€4

HARM TO SOCIETY

€6

HEALTHY MARKET

INCENTIVES ALIGNED WITH A GOOD FUTURE

**ECONOMIC
REWARD**
→

PRE-INDUSTRIAL ERA

FOSSIL FUELS ERA

SUSTAINABLE ENERGY ERA


~1800 AD

ASAP

UNHEALTHY MARKET

INCENTIVES ALIGNED WITH A BAD FUTURE





35

GIGATONNES OF
CO₂ EMISSIONS
PER YEAR FROM
FOSSIL FUELS


SOURCE: [HTTP://EDGAR.JRC.EC.EUROPA.EU/NEWS_DOCS/JRC-2015-TRENDS-IN-GLOBAL-CO2-EMISSIONS-2015-REPORT-98184.PDF](http://edgar.jrc.ec.europa.eu/news_docs/jrc-2015-trends-in-global-co2-emissions-2015-report-98184.pdf)



**UNTAXED
NEGATIVE
EXTERNALITY**

=

**HIDDEN
CARBON
SUBSIDY**



\$5.3T

**SUBSIDIES FOR
FOSSIL FUELS
INDUSTRY**

SOURCE: NATURAL CAPITAL AT RISK - THE TOP 100 EXTERNALITIES OF BUSINESS

[HTTP://WWW.TRUCOST.COM/PUBLISHED-RESEARCH/99/NATURAL-CAPITAL-AT-RISK-THE-TOP-100-EXTERNALITIES-OF-BUSINESS](http://www.trucost.com/published-research/99/natural-capital-at-risk-the-top-100-externalities-of-business)

WE'VE SEEN THIS BEFORE



According to repeated nationwide surveys,

**More Doctors
Smoke CAMELS
than any other
cigarette!**

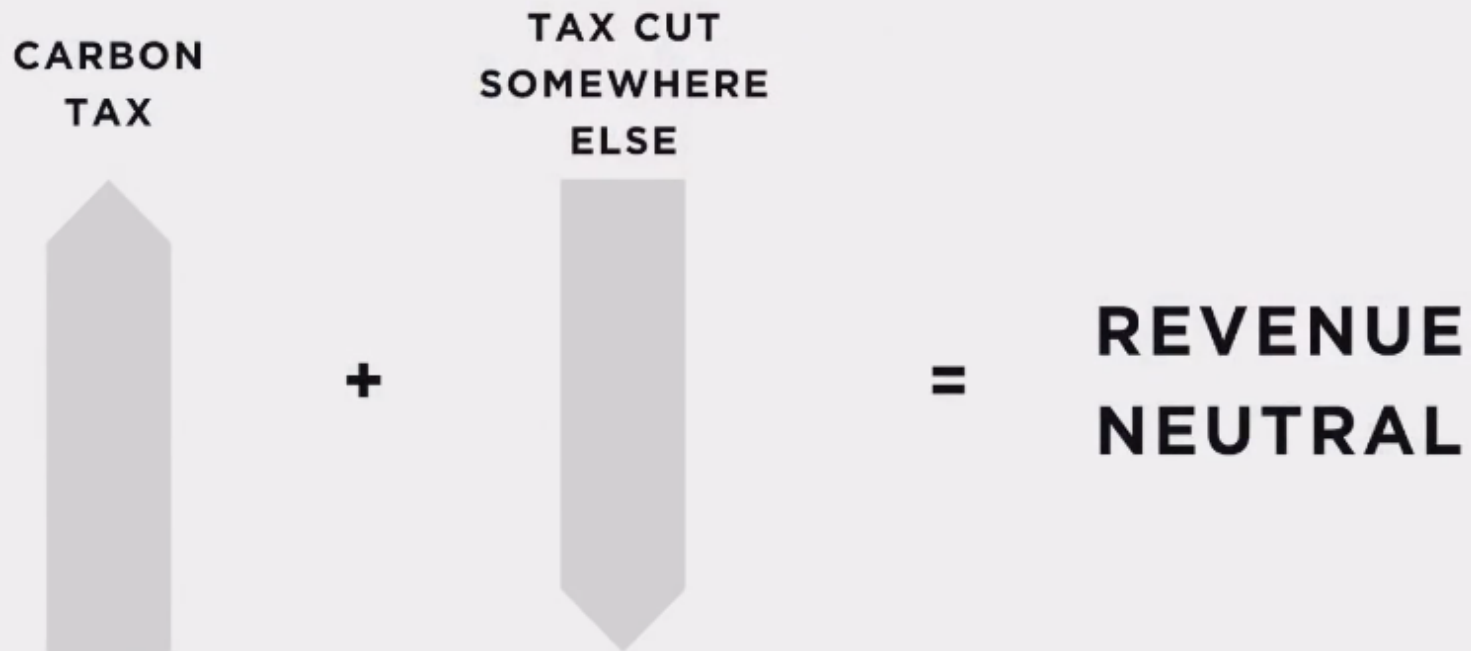
Doctors in every
branch of medicine
were asked, "What
cigarette do you smoke?"
The brand named most

You'll enjoy Camels for the same reasons
so many doctors enjoy them. Camels have
cool, cool mildness, pack after pack, and
a flavor unmatched by any other cigarette.
Make this sensible man: Smoke only
Camels for 30 days and see how well Camels
please your taste, how well they suit

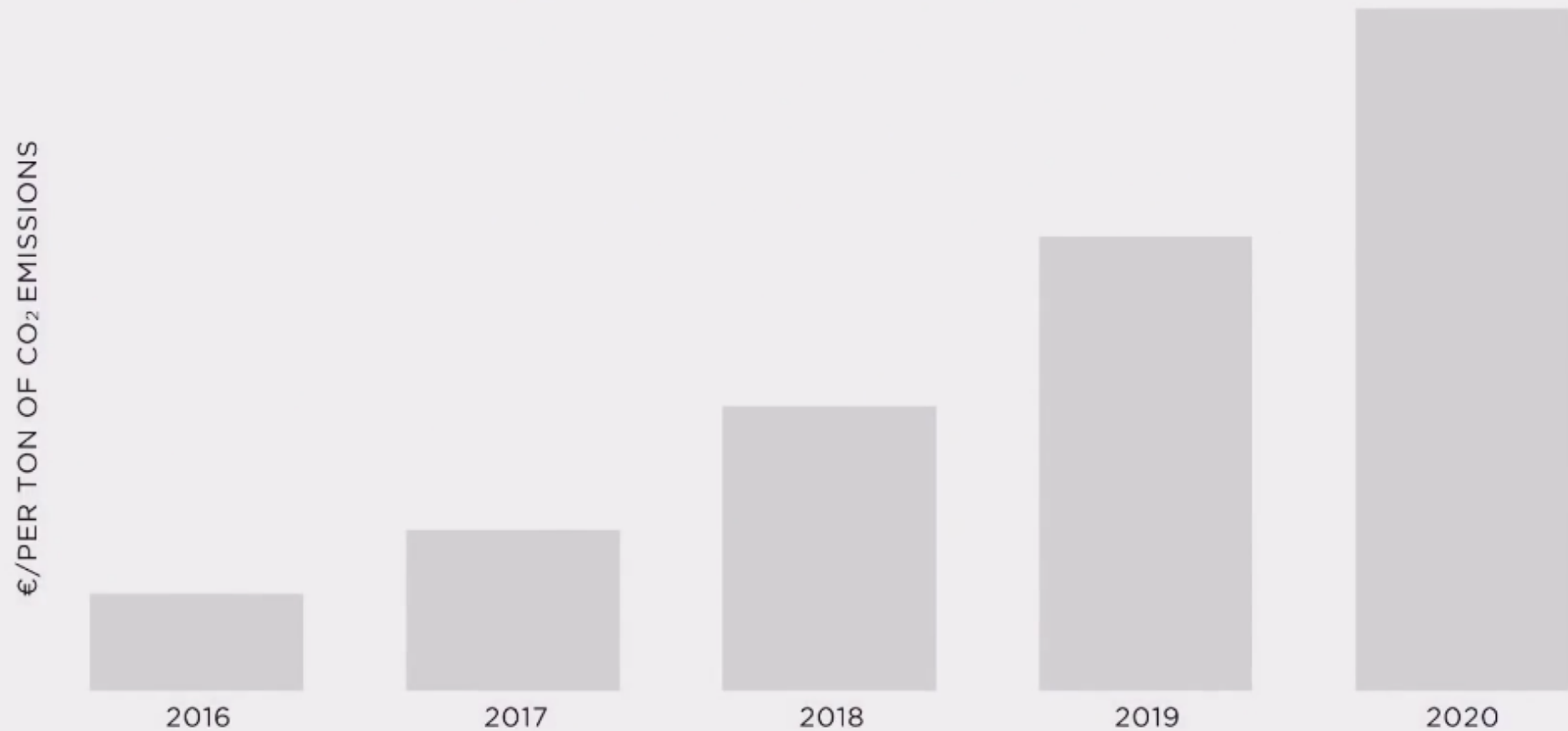


THE SOLUTION
REMOVE THE SUBSIDY

REVENUE-NEUTRAL CARBON TAX

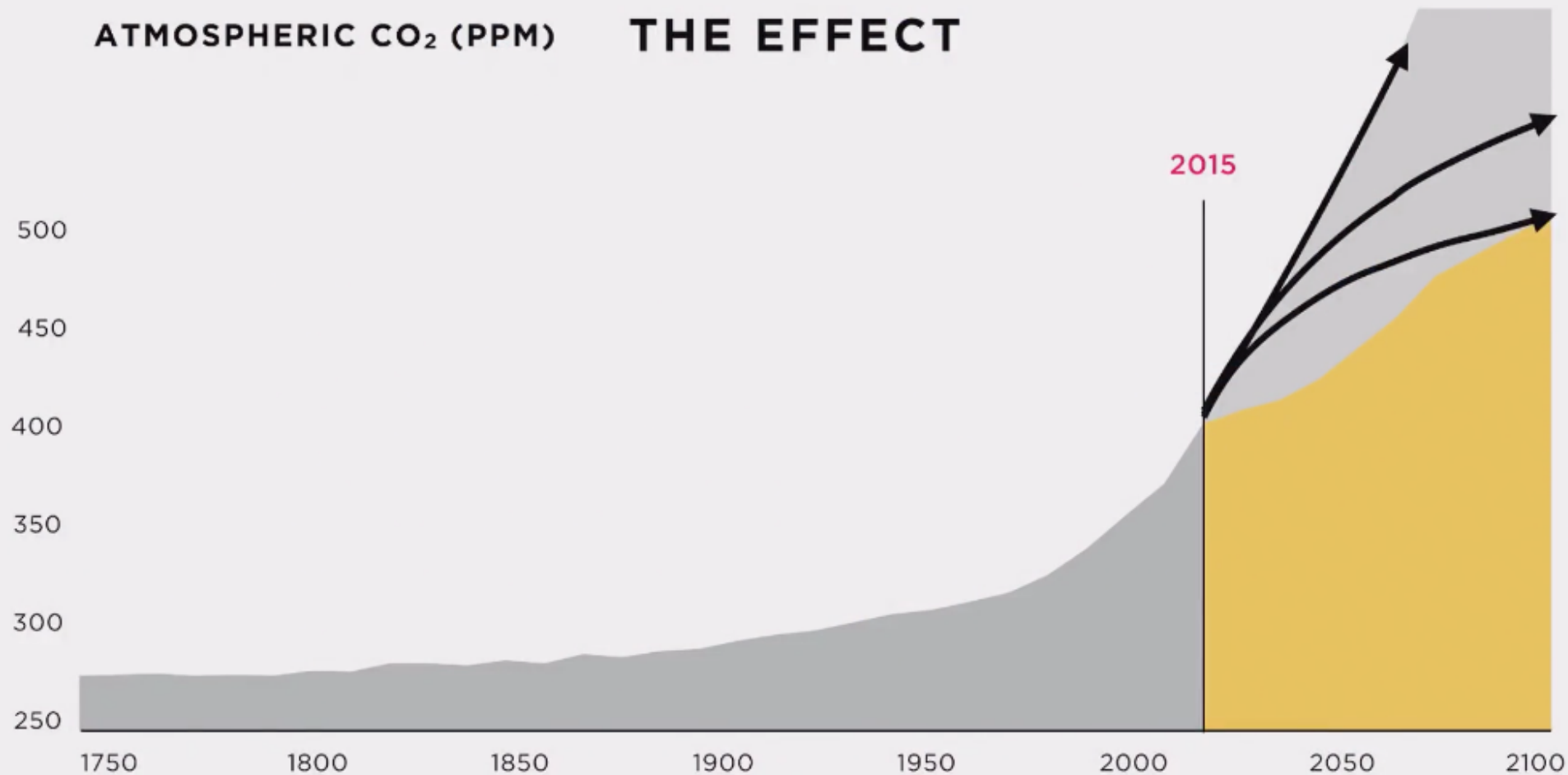


A PHASED-IN APPROACH



ATMOSPHERIC CO₂ (PPM)

THE EFFECT



SOURCE: SCRIPPS CENTER OF OCEANOGRAPHY, UCSD—HOME OF THE KEELING CURVE—READINGS AT MAUNA LOA OBSERVATORY

WHAT YOU CAN DO

ASK POLITICIANS
TO ENACT A
CARBON TAX

TALK TO YOUR
FRIENDS

FIGHT THE
PROPAGANDA