

# **HOT, FLAT AND CROWDED**

## **Why We Need a Green Revolution – and How It Can Renew America**

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**MAIN IDEA**

Three trends have combined to create some very powerful dynamics which will profoundly shape the future of human civilization:

- Hot – Global warming – the man made climate effects which are resulting in some genuinely bizarre climate effects worldwide.
- Flat – Globalization – the rise of an affluent middle class anxious to enjoy the fruits of success, even if it hurts the environment.
- Crowded – Population growth – humanity’s ongoing and relentless expansion sustained by medical advances and more.

The only way these challenges will be addressed satisfactorily is if a fundamentally newer and greener way to produce and use energy is developed and then deployed worldwide. This is the “biggest single peacetime project humankind will have ever undertaken”. It also creates a huge commercial opportunity for the United States of America. If America can seize the initiative and come up with the new green energy sources which will replace fossil fuels, not only will the country’s own economy expand but it will also solidify the United State’s position as a business superpower.

The time is ripe for the United States to focus on the challenge of building a completely green power infrastructure. This is an incredible opportunity to create investment opportunities, generate new jobs and solidify global leadership.

*“I am convinced that the best way forward for America to solve its big problem – the best way for America to get its ‘groove’ back – is for us to take the lead in solving the world’s big problem. In a world that’s getting hot, flat and crowded, the task of creating the tools, systems, energy sources, and ethics that will allow the planet to grow in cleaner, more sustainable ways is going to be the biggest challenge of our lifetime. The simple name for the new project I am proposing is ‘Code Green’. What ‘red’ was to America in the 1950s and 1960s – a symbol of the overarching Communist threat, the symbol that was used to mobilize our country to build up its military, its industrial base, its highways, its educational institutions and its scientific capabilities – we need ‘green’ to be for today’s America.”*

– Thomas Friedman

**1. Where are we today? . . . . . Page 2**

The world is facing a problem of its own making as several trends are now converging to create unstable conditions. At the same time, America itself has a different problem. It has lost its way in recent years. The best way for America to solve its problem is for the country to take the lead in solving the world’s big problem. If America can create the tools, systems, energy sources and ethics that will allow the planet to grow in a sustainable way, it will retool itself to excel in the future.

**2. How we got here . . . . . Pages 3 - 5**

There are at least six unique energy, climate and biodiversity challenges which the world is facing at present:

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|-------------------------------------------------------------|---|-----------------------------------------------------------------------------|
| The six key challenges facing the world at the present time | 1 | The world’s population is growing, increasing demand for scarcer supplies   |
|                                                             | 2 | There is a massive transfer of wealth to various “petrodictators”           |
|                                                             | 3 | Mankind generated climate change is now becoming disruptive                 |
|                                                             | 4 | More plant and animal species are becoming endangered or extinct            |
|                                                             | 5 | The developing nations are increasingly suffering from energy poverty       |
|                                                             | 6 | America needs to put in place a coherent system to address world challenges |

**3. How do we move forward from here? . . . . . Pages 5 - 7**

The best way for America to meet these challenges are:

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|--------------------------------------------------------------|---|--------------------------------------------------------------------------------|
| How America should be working to meet the world’s challenges | 1 | Build the political will to make hard choices now before it becomes irrelevant |
|                                                              | 2 | Construct a platform for distributing clean energy – an Energy Internet (ET)   |
|                                                              | 3 | Shape the market differently – price energy higher and increase efficiency     |
|                                                              | 4 | Make green the new standard of behavior, not just a nice idea or option        |
|                                                              | 5 | Set up millions of “arks” to protect biodiversity one species at a time        |
|                                                              | 6 | Become the world leader in commercializing clean power solutions               |

**4. The two economic powerhouses – China and the United States of America . . . . . Page 8**

If America were to embark on a national drive to build a sustainable clean energy infrastructure, China would have no choice but to follow America’s lead. It would not be able to afford to miss out on the next great emerging global industry. Neither China nor the United States of America will be able to be financial powerhouses unless they are working systematically on greening their energy infrastructures. This is the pressing commercial imperative of the twenty-first-century and a key opportunity to redefine what it means to be an American.

