

PUTTING
A PRICE
ON CO₂

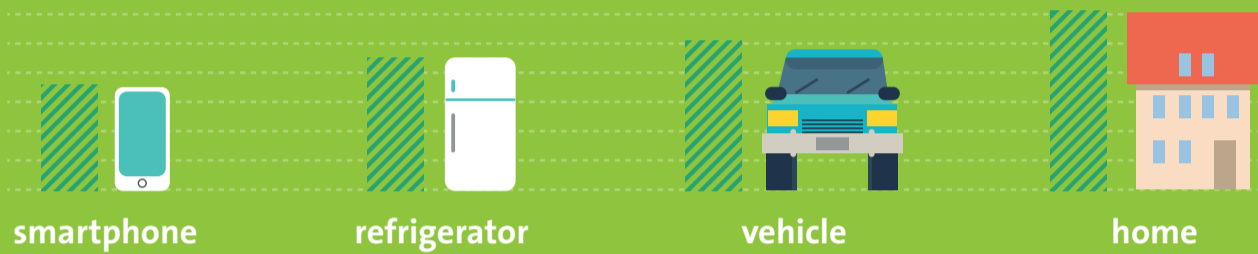
THE KEY TO A LOW CARBON ECONOMY

**Today, polluting
costs less than
not polluting**

What is the solution?



Measure the level of greenhouse gas (GHG) emissions generated to produce and sell all goods and services.



smartphone

refrigerator

vehicle

home

**Set a robust and
predictable price
per ton of carbon**



**This price makes
producing and using
products emitting a lot
of CO₂ more expensive**



Therefore, those who pollute pay the price:
pollute > pay

**This will make low carbon solutions
more competitive and more attractive,**
encouraging institutions, cities, businesses,
and individuals to choose them and ensuring
their large-scale deployment!



40
countries
currently use a
carbon pricing
system



The concerned
territories
represent over
22%
of
global emissions