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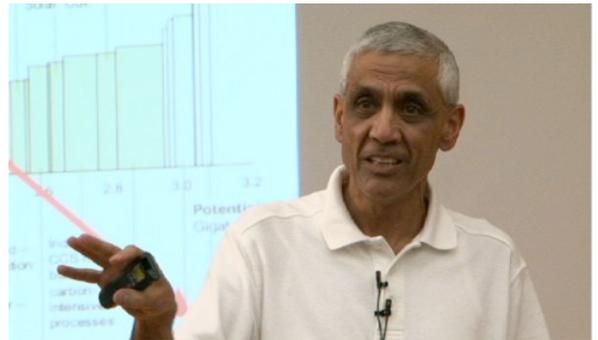
Broad Environmental Solutions Require Brawny Change

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Video URL: <http://ecorner.stanford.edu/videos/2081/Broad-Environmental-Solutions-Require-Brawny-Change>

Oil and coal account for 65-70 percent of our carbon emissions, followed by the carbon footprint of coal and steel, and these materials are among the most detrimental to the health of the planet, says Khosla Ventures founder Vinod Khosla. And too often, feel-good environmentalism gets in the way of truly solving the climate crisis. Khosla claims that most of what green-thinking activists do to try to help the environment is a mere gesture toward the planet, and that real solutions are going to require broader, more entrepreneurial, strokes of innovation.



Transcript

So, what is relevant? There's only two or three things that matter. This is not a complex question. You know I love to hear Sheryl Crow talk about use only one sheet of toilet paper. Sorry, you can all switch to one sheet of toilet paper; it's not going to make a difference to climate change. There's all these books about - David Bach wrote a book about it. The hundred things you can do to help the environment, 99 of the 100 make no difference at all. So, we got to separate what really matters and what's material, from what really is just feel good stuff. And there's a lot of feel good environmentalism that actually gets in the way of tackling real problems. We need to replace oil. Oil and coal, between them, are 65%, 70% of total global emissions.

If we solve that problem, replace coal, replace oil, we are done. Materials are important. Cement and steel are the next biggest emitters of carbon dioxide. If we make those four things low carbon, we will have solved the carbon problem. If we don't solve those four problems, no matter what else we do, how many of rolls of toilet paper we save, we're not going to solve the problem. So we should focus on the real issue. Efficiency of course is important only in that it reduces the need for oil and coal and helps us replace it, but let's keep that in mind. So, face the facts. How many people own a Prius here? A few hands. Costs you about \$5,000 extra to buy a Prius.

You can save much more - and it saves you about one ton of carbon per year. You can save 10 tons of carbon by just painting a 10 by 10-foot or small area of your roof white. You'll save more carbon than by buying a Prius. I wrote a blog called "Prius: More Green Wash than Green". Not that it's a bad car. I own a hybrid. I drive a hybrid, everybody in our family drives a hybrid. But it's a not a solution because it doesn't scale. It isn't the right cost and it doesn't save enough carbon. It saves about a ton a year.