



Free Workshop



RAMON ALATORRE

Climate & Energy Coordinator
for the City of Flagstaff
Sustainability Program

DATE & TIME

February 22, 2022

Noon-1pm

LOCATION

NACET - Accelerator Building
Building B
2201 N Gemini Drive
Room 125
Flagstaff, AZ 86001



INNOVATE WASTE CHALLENGE: THE EMERGING BUSINESS OPPORTUNITY IN CARBON DIOXIDE REMOVAL

The global demand for Carbon Dioxide Removal (CDR) is exploding. Will supply be able to keep up?

In 2020 the City of Flagstaff adopted a Resolution declaring a Climate Emergency and set the goal of achieving carbon neutrality by the year 2030. And Flagstaff is not alone - at the end of 2021, over 2,000 jurisdictions and local governments representing over one billion citizens have made similar Climate Emergency Declarations.

This workshop will explore the emerging business opportunity in Carbon Dioxide Removal. As the insurance giant Swiss Re stated in a July 2021 paper, "If it takes a trillion-dollar industry to provide for all the oil and gas that causes 20 billion tons of emissions today, it will take the next trillion-dollar industry to remove that same amount from the atmosphere."

While some assume that Carbon Removal projects will be dominated by multi-million dollar mega-projects, others are looking at another model that has shown the ability to thrive and grow within a trillion-dollar industry: distributed solar energy. While utilities provide the majority of the electricity delivered, smaller solar systems have been providing value to homes and businesses for years while supporting over 230,000 jobs (and growing) in the U.S. alone. Given that utility scale Carbon Dioxide Removal has yet to be established, the opportunity is especially abundant for distributed CDR approaches to gain traction, provide value and meet the exploding demand.

The Innovate Waste and Carbon Removal Challenge is a call to local entrepreneurs and problem solvers in Flagstaff. By 2030 our community is projected to need a portfolio of CDR projects capable of removing nearly 500,000 tons of atmospheric carbon dioxide. Will your project/venture be part of the portfolio that satisfies this demand?

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