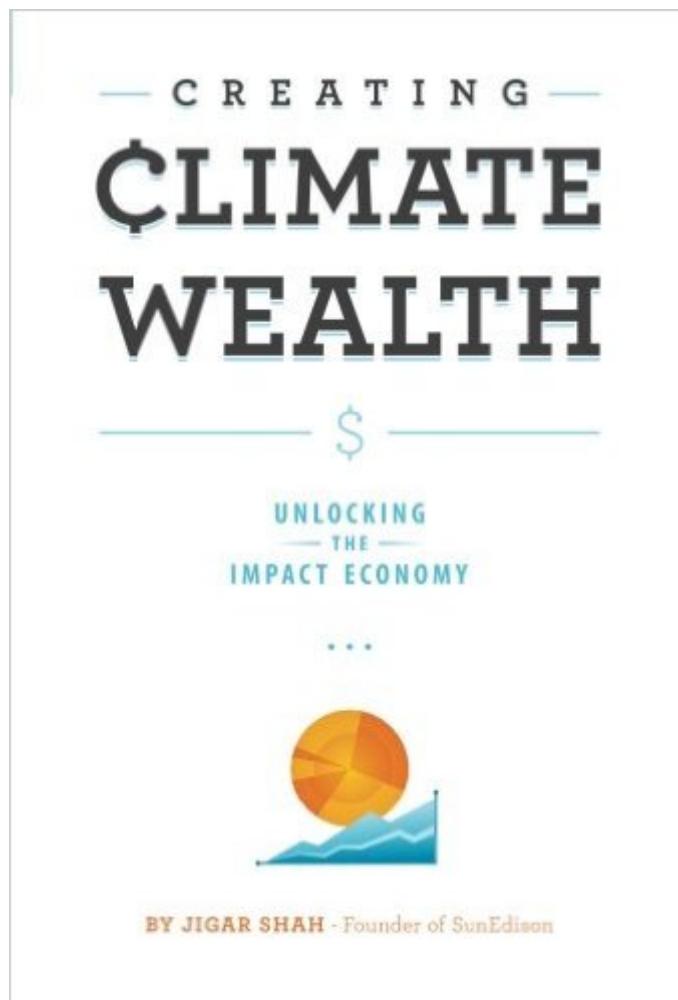


The book was found

Creating Climate Wealth: Unlocking The Impact Economy



Synopsis

Creating Climate Wealth is about how climate change - the biggest challenge of our time - can be turned into a \$10 trillion dollar wealth-creating opportunity. Author Jigar Shah, internationally recognized for revolutionizing the now multi-billion-dollar solar energy industry, outlines how entrepreneurs and investors can unlock the massive potential that climate change represents. Shah argues that, while new technical innovation is valuable, deployment of existing technologies are the key to reaching our near-term climate targets. Rather than waiting for yet to be developed technology, business model innovation is the key to attract mainstream capital and unlock transformational change. Shah makes a compelling case for reaching our 2020 climate change goals through 100,000 companies worldwide, each generating \$100 million in sales. Unlocking our next economy will be driven by thousands of companies deploying existing clean and resource-efficient technologies in electricity-supply (like solar), transportation, building materials, industry, forestry, waste, and agriculture. Shah is not alone; according to the International Energy Agency, and others, \$10 trillion can be invested profitably "today" in the world's existing technologies, making Shah's plan of 100,000 companies each generating \$100 million in sales a reality in catalyzing a new economy in the process. Creating Climate Wealth is also the personal story of Shah's journey through the solar industry and the founding of SunEdison, the world's largest solar energy company. Through business model innovations, SunEdison helped trigger the multi-billion dollar solar energy services industry. Shah's revolutionary approach has been emulated throughout the solar industry. But perhaps more important, it is also being adapted for other industrial sectors like agriculture and transportation - unlocking incredible new revenue streams, creating hundreds of thousands of jobs, and positively transforming the planet on a global level. This implementation of business-based solutions to solve complex social problems represents a new economic movement; driven by impact Investments. • Impact Investments are changing the world for the better, promoting development and economic growth, and encouraging local entrepreneurship. Unlocking these opportunities represent the largest wealth creation opportunity of our generation. Whether you are interested in climate change, poverty alleviation, or just promoting projects that make financial sense, this book is for you. Jigar Shah provides a proven roadmap to understanding the Impact Economy, and creating the lasting changes that will improve our world for future generations.

Book Information

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Customer Reviews

This is a powerful, well written book, published at the right time. As the title of the book indicates, in "Creating Climate Wealth: Unlocking the Impact Economy," Jigar Shah sets out to explain where profitable opportunities are available to deal with climate change. He starts by telling the story of SunEdison, an international solar service company he founded. Shah was one of the first entrepreneurs to attract mainstream capital to solar installations, and he did it not by using new technology, but a new business model, power purchase agreements. This is infrastructure as service. Shah explores similar opportunities, where success will depend on structure and business-model discipline, most importantly using existing technology. He acknowledges that his experience as the first CEO of the Carbon War Room enabled him to go well beyond solar energy. Accordingly, he sees opportunities in multiple areas: energy, transportation and shipping, agriculture, water, and building and industrial efficiency. Shah offers valuable insights in how to create a viable business that is scalable. He states these pragmatic goals: * Solving pressing problems for consumers * Yielding impressive risk-adjusted returns for investors * Generating both development and economic growth * Creating local capacity that is sustainable and does not require the continual interjection of outside firms to fix problems Shah does not offer theoretical solutions, but ones that are practical and achievable. He asks how existing technology can be deployed at scale to achieve results all of us will find desirable and profitable. He is also realistic enough to point out where sensible solutions have not yet been deployed, even though the numbers are compelling.

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