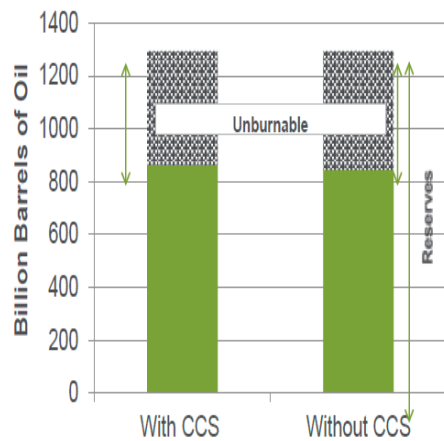


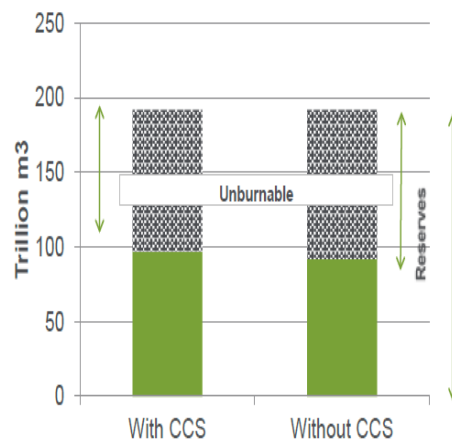
Citibank 2015: “globally a third of oil reserves, half of gas reserves and over 80% of current coal reserves would have to remain unused from 2010 to 2050 in order to have a chance of meeting the 2°C target.

Figure 91. Total and Unburnable Oil Reserves



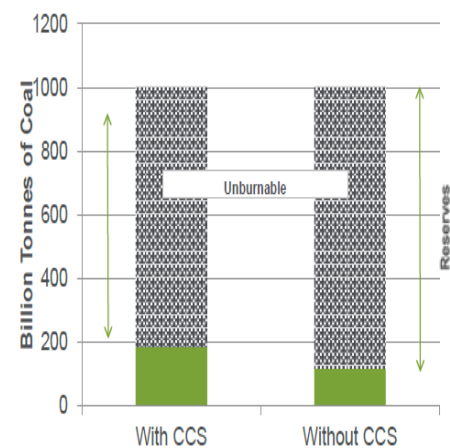
Source: McGlade et al. (2015), Citi Research

Figure 92. Total and Unburnable Gas Reserves



Source: McGlade et al. (2015), Citi Research

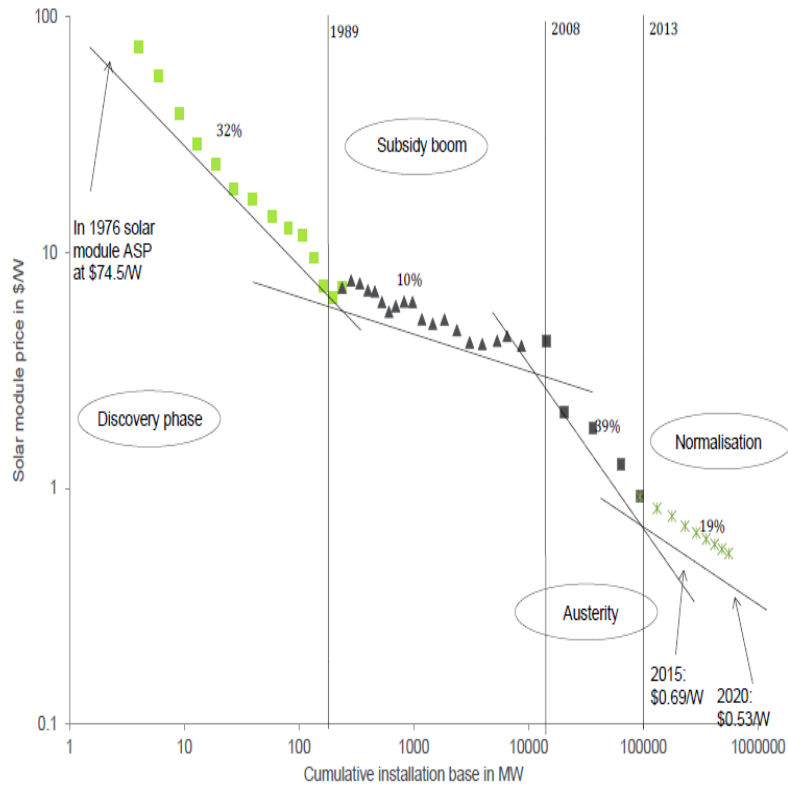
Figure 93. Total and Unburnable Coal Reserves



Source: McGlade et al. (2015), Citi Research

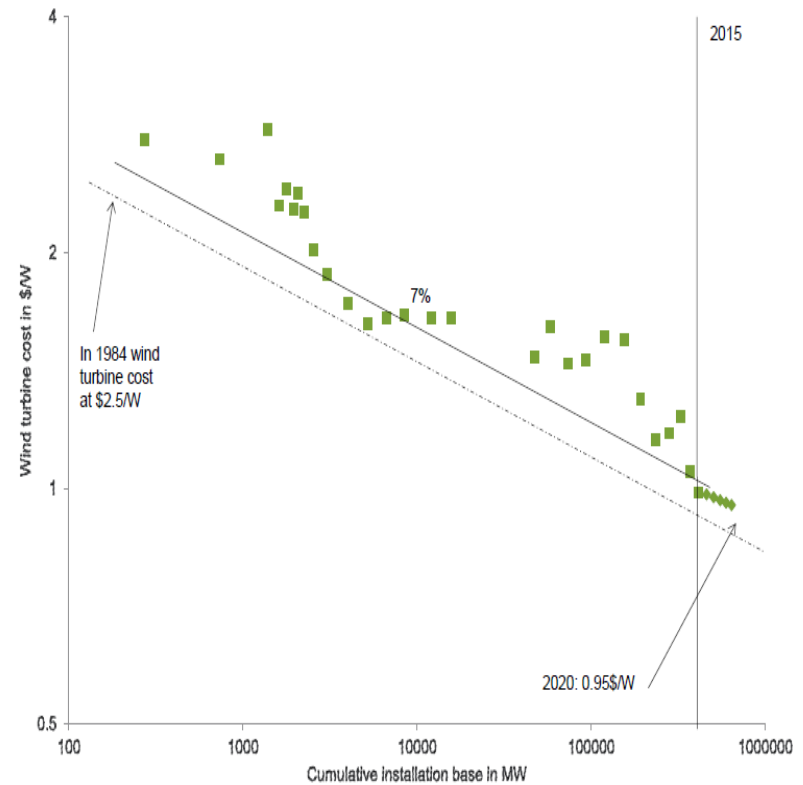
# Solar and wind learning/cost curves

Figure 39. Solar Learning Rate 19%



Source: BNEF, Citi Research

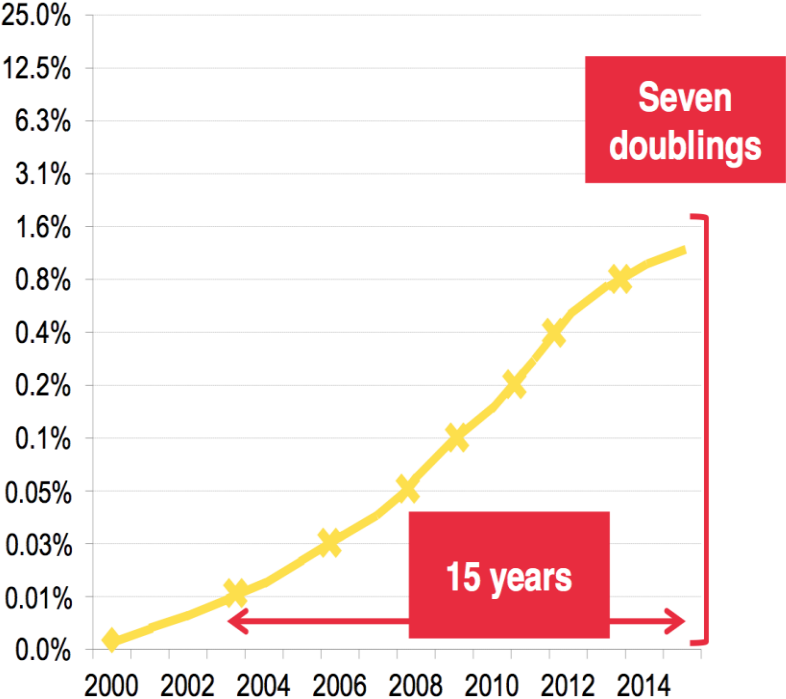
Figure 40. Wind Learning Rate 6.7%



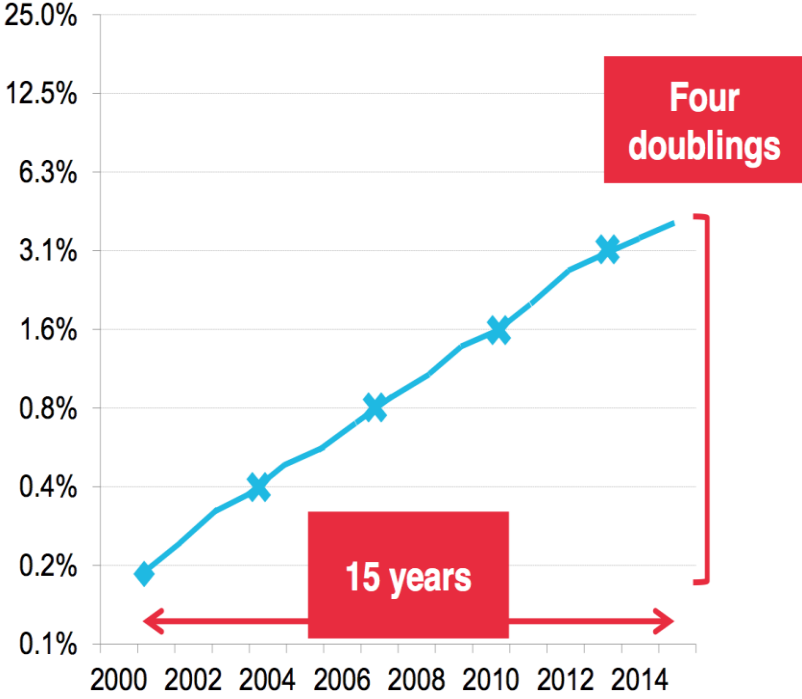
Source: BNEF, Citi Research

# Renewables' share of power generation. Scale is shown in doublings. Source: BNEF

## SOLAR

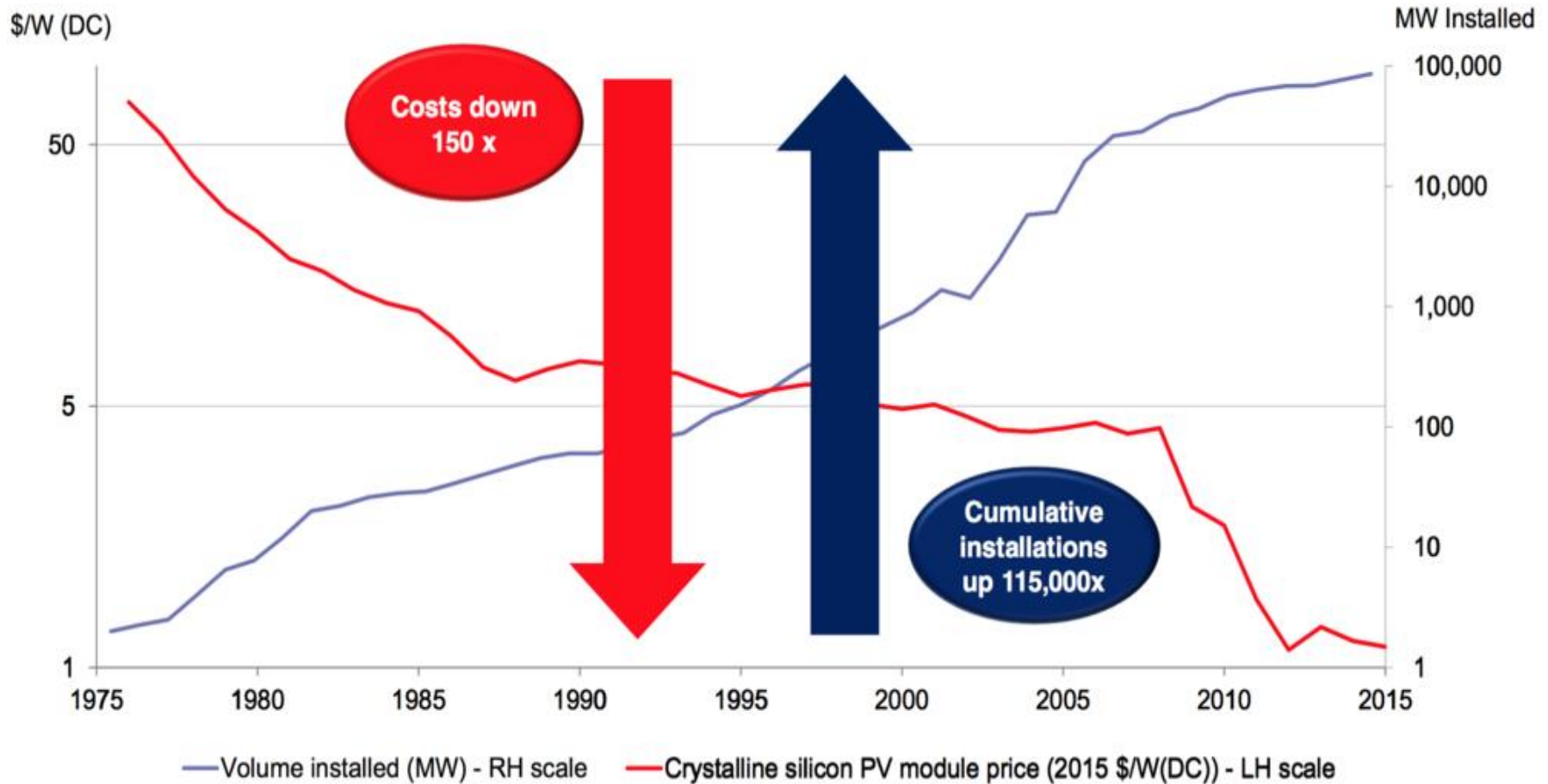


## WIND



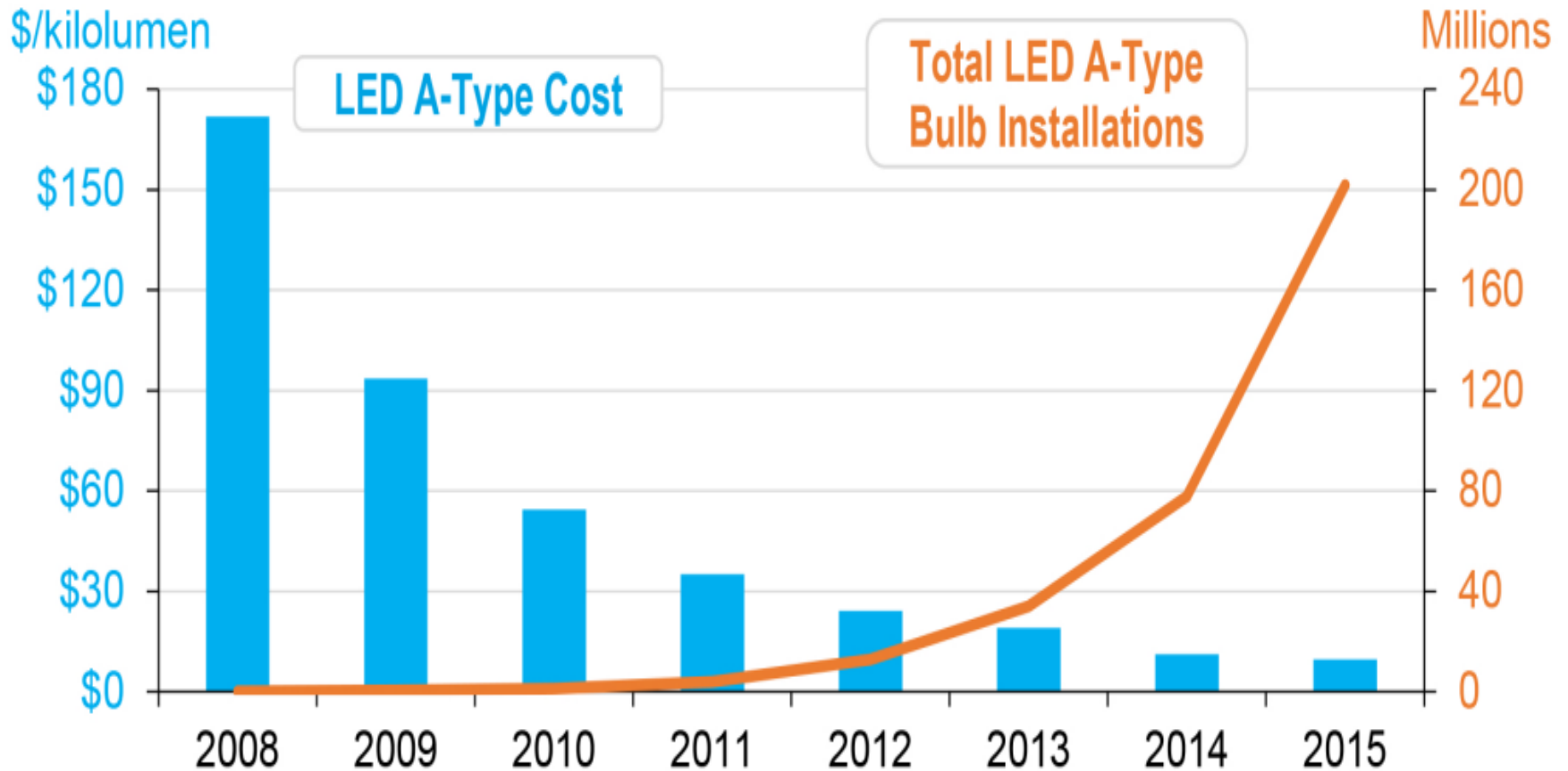
# Solar price, installations

Source BNEF 2016



# LED costs and installation

Source DOE 2016



# 2016 Employee Engagement Study (Cone)

## General

58%

consider a company's social and environmental commitments when deciding where to work

55%

would choose to work for a socially responsible company, even if the salary was less

51%

won't work for a company that doesn't have strong social or environmental commitments

## Millennials

88%

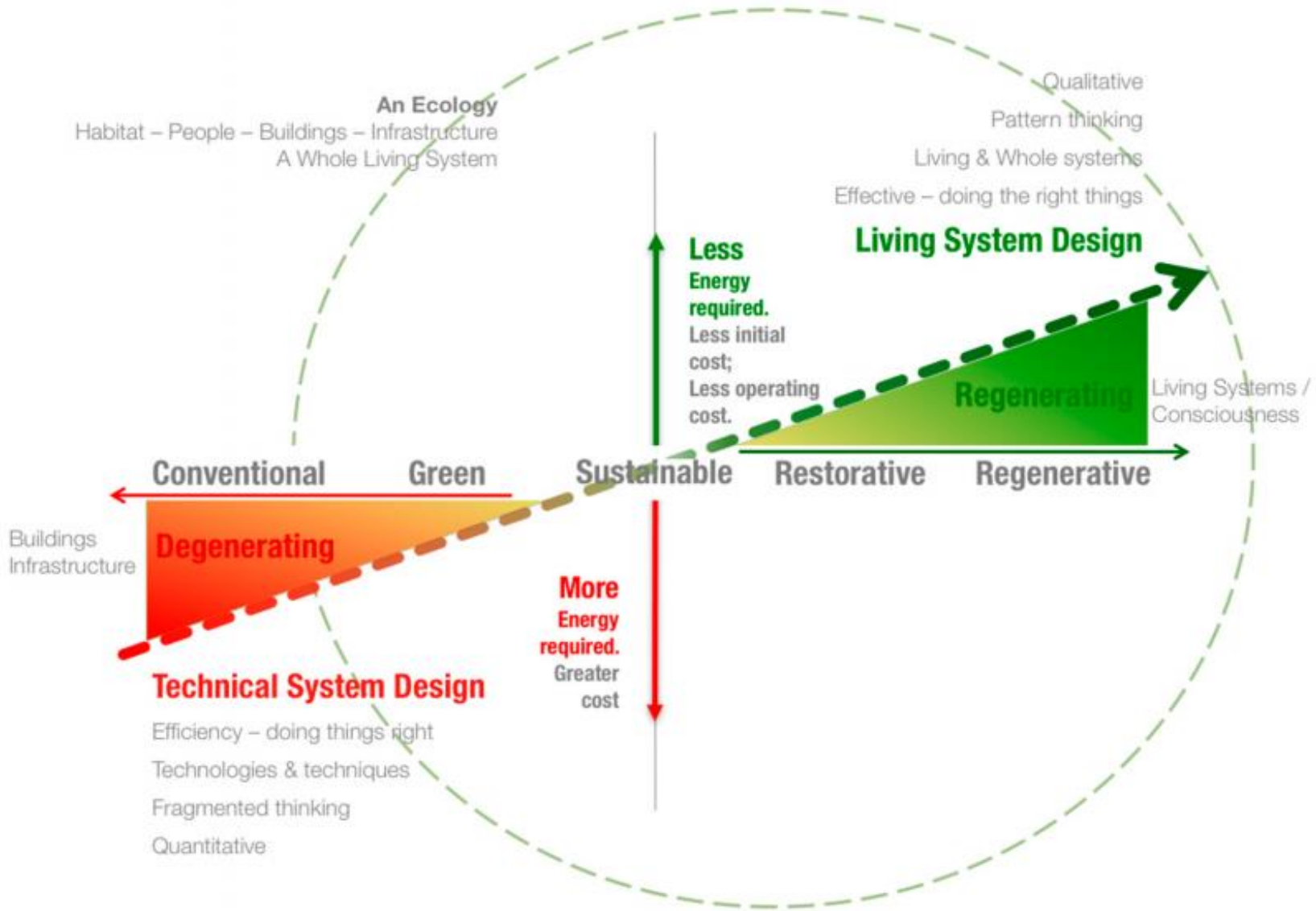
feel their job is more fulfilling when they are provided opportunities to make a positive impact on social or environmental issues  
(vs. 74% U.S. average)

79%

consider a company's social and environmental commitments when deciding where to work  
(vs. 58% U.S. average)

76%

would choose to work for a socially responsible company, even if the salary would be less than at other companies  
(vs. 55% U.S. average)



## Trajectory of Ecological Design

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