

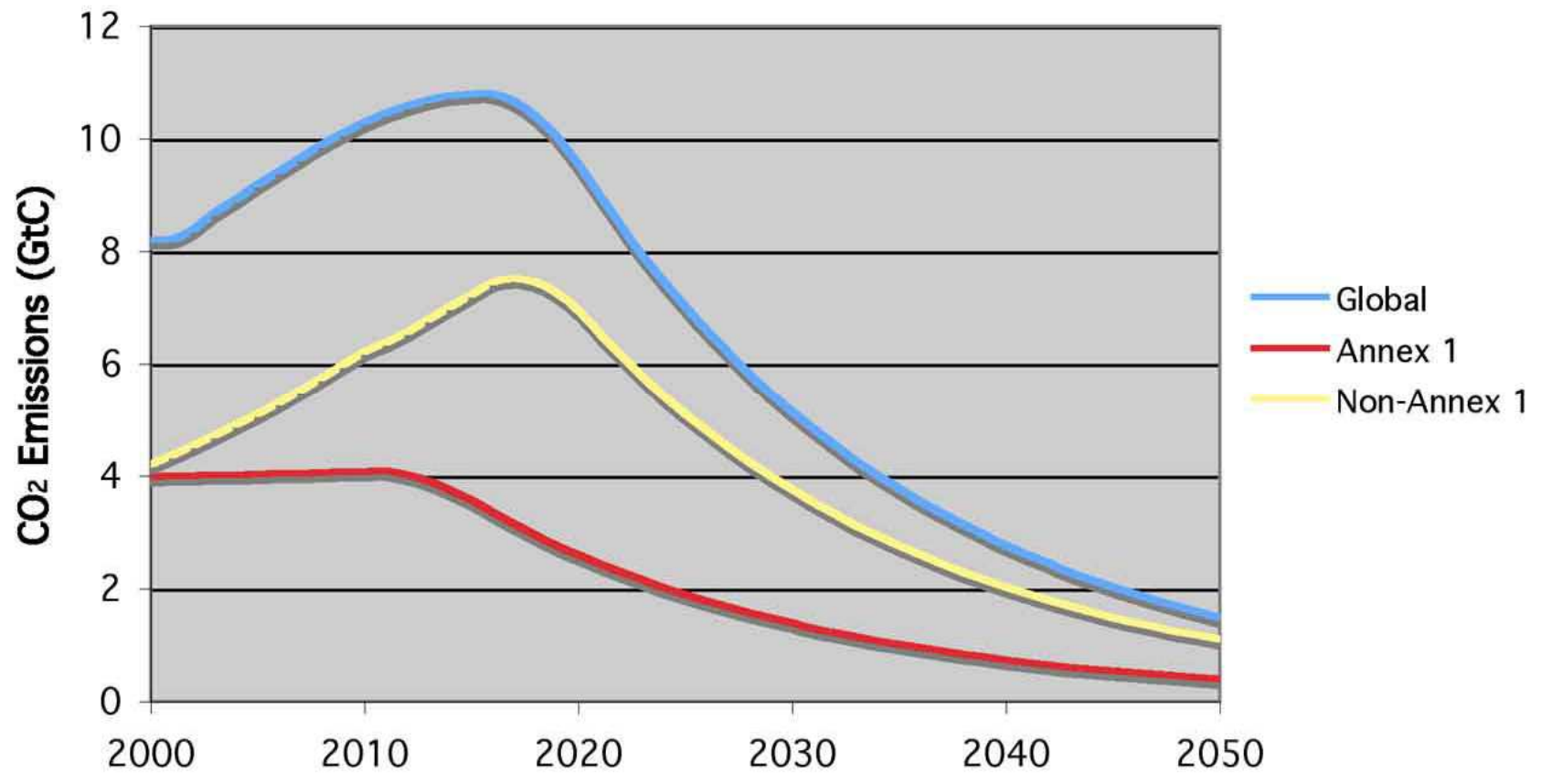
Three Points

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Point #1

You can't build a house
by laying out
only the floor



Graph by Bo Kjellen and Sivan Kartha

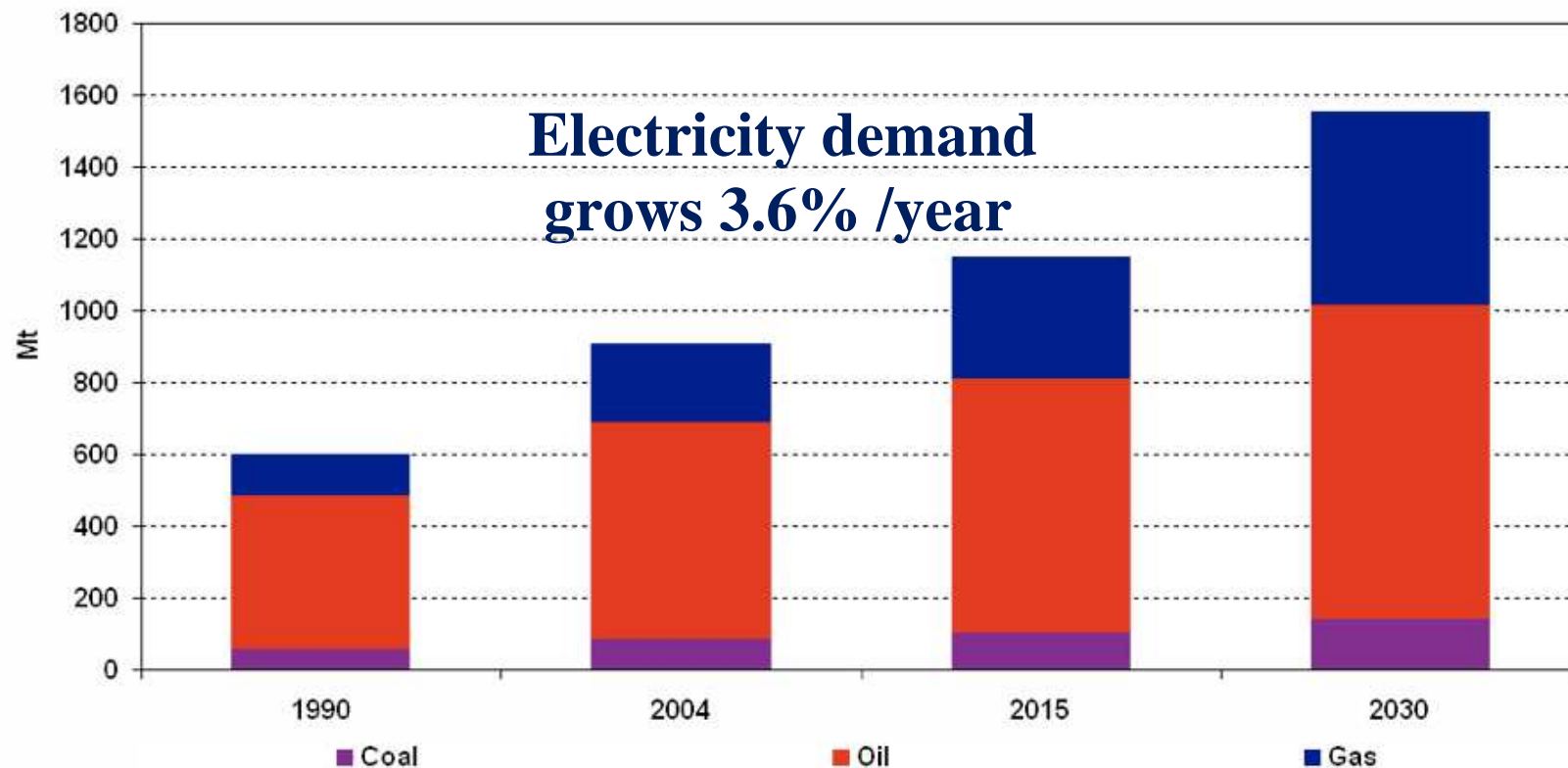
Building a mote around your castle
was an effective strategy in the
Middle Ages,

but in a globalized world
it can be suicidal.

Point #2

You can't hammer in a nail
by knocking on it
with your knuckle

Total CO₂ Emissions - Reference Scenario Latin America



Source: IEA Energy Statistics for historical data and the *World Energy Outlook 2006* for projections. For Alternative Policy Scenario results, please see the *World Energy Outlook 2006* at www.worldenergyoutlook.org - Copyright: © OECD/IEA 2007

Access to historical detailed data for almost all fuels for both OECD countries and over 100 other countries is available through the IEA website at: <http://www.iea.org/statistics>

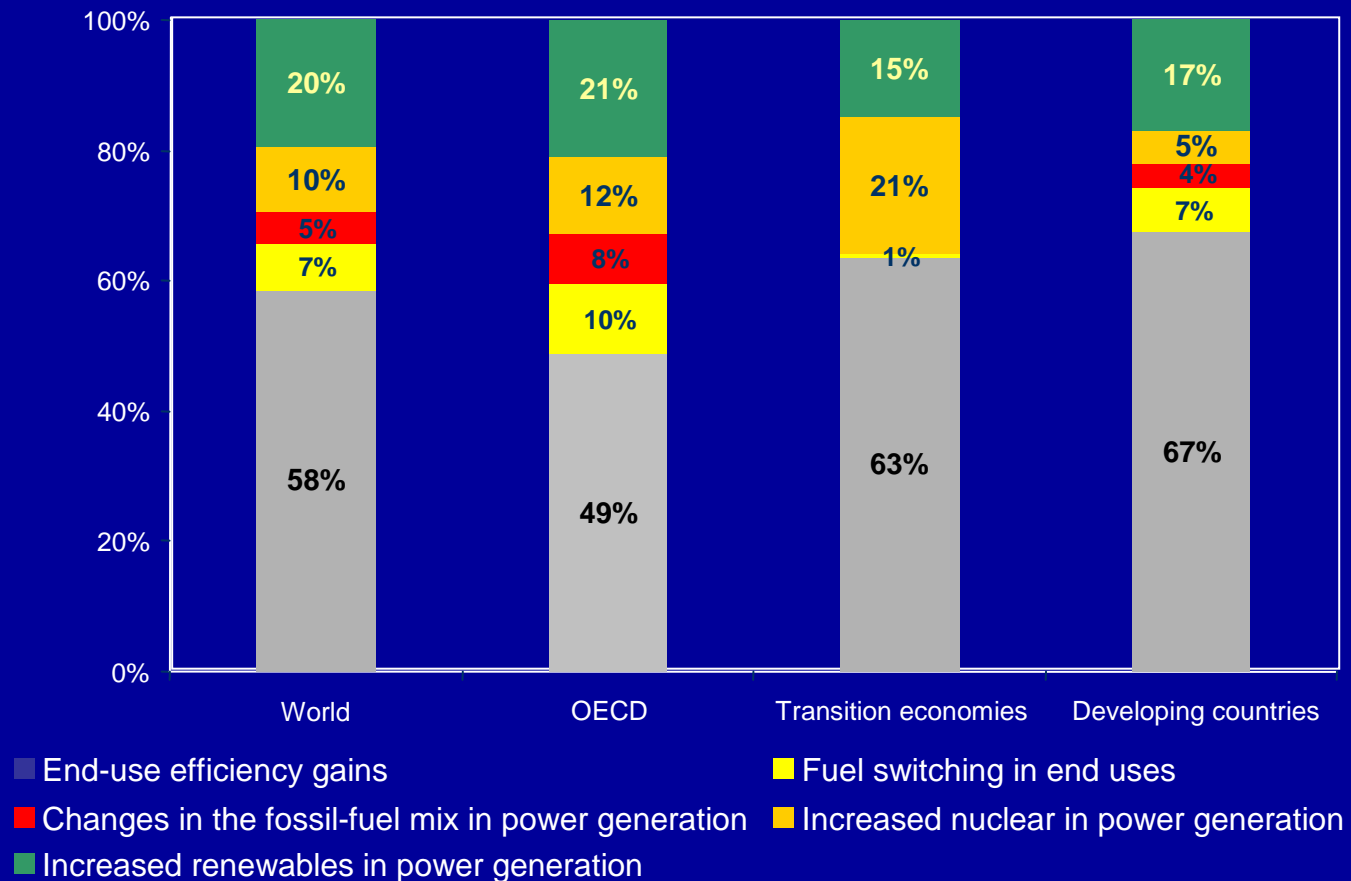
Developing countries strive to meet rising demand with a mix of technologies appropriate to the task.

Substantial deviation from the reference scenario needs to be supported (fin and tech)

Point #3

Few carrots, no sticks,
and many tambourines,
but not for EE

Potential for CO₂ Reduction 2002-2030



Source: IEA/OECD 2005

Perception that
EE = “wrong fruit”
Policy absence

Global “ESCO”
in consonance with policies ?