

# CO<sub>2</sub> PRICING

social | fair | transparent



BE PART OF THE SOLUTION,  
NOT ONLY THE POLLUTION



## CO<sub>2</sub> EMISSIONS

- | seamlessly recorded
- | transparently mapped
- | fairly accounted

With your personal  
**CO<sub>2</sub> BUDGET**  
against climate change



Imagine,  
that every product or service  
shows the sum  
of all CO<sub>2</sub> emissions  
so you can see directly  
which one is more climate-friendly.

Imagine,  
that there is a separate  
emissions price tag  
that you pay in the  
CO<sub>2</sub> currency „ECO“.

Imagine,  
that everyone receives this  
currency in the same amount  
as a monthly basic ecological income  
and that you can trade this quota.

What if we could use this to ensure that the climate target is met  
and do so reliably, socially and fairly?



The ECO puts the responsibility for  
climate protection COMPLETELY in  
the hand of ALL consumers.

# ECO EARTH CARBON OBLIGATION

CO<sub>2</sub> currency as  
basic ecological income and  
separate emissions price tag



CO<sub>2</sub> budget  
• personally  
• rationed

ecological basic income

- monthly
- free of charge



CO<sub>2</sub> emissions  
• 100%  
• all sectors



carbon resource currency  
as parallel currency ECO

effective alternative to  
CO<sub>2</sub> tax and EU-ETS  
• socially  
• just



value chain

- climate neutral
- sustainable



ecological footprint

- transparent
- total CO<sub>2</sub>



emissions price tag  
in ECO



consumption  
• climate friendly  
• conscious



# WHO WE ARE



## SaveClimate.Earth e.V.

is a non-profit climate protection initiative in Germany. We fully intend to pass an intact environment onto the coming generations. Thus, we actively promote global climate justice by striving to set up a system that reliably engenders responsible treatment of our planet and her resources. Our initiative pursues an approach for society as a whole to distinctly alter consumer habits, resulting in climate-appropriate products.

To this end, we have developed a holistic accounting system for a socially just CO<sub>2</sub> pricing, which we bring in as an alternative to CO<sub>2</sub> tax and EU-ETS. By limiting, rationing and personalizing greenhouse gas emissions, a social-ecological transformation can take place that is holistic, fair and liberal. The ECO should and must be a major aspect of the public and political debate on stemming the impacts of climate change.

Jens Hanson  
1st chairman

Angela Hanson  
2nd chair



WE ARE  
EUROPEAN  
CLIMATE PACT AMBASSADORS

# Justice

is a powerful basic need for every human being on the planet.

The ECO gives everyone the equal right to emit a predetermined amount of CO<sub>2</sub>. The equal distribution of an identical emissions quota, drawn from and guaranteed by a scientifically calculated per capita emissions limit, is based on the finiteness of our atmosphere. This concept creates transnational climate justice at all social levels and has the power for a socio-ecological transformation of our society and economy.



# THE BASIC PRINCIPLE

01

The remaining **total emissions budget** is cyclically redetermined on the basis of multinational scientific calculations and distributed equitably as a **personal CO<sub>2</sub> budget**.

02

The production volumes of fossil primary energy sources are transferred to the supranational **Climate Bank** with the carbon resource currency **ECO**. The Climate Bank manages the **private and commercial climate accounts** and pays out a personal monthly CO<sub>2</sub> budget in the form of the ECO to all citizens as a **free basic ecological income**.



04

All products and services carry a separate emissions price tag in **ECO** that stands for the item's **ecological footprint**, encompassing all CO<sub>2</sub> emissions along the product's or service's entire **value chain**.

03

Every citizen receives a **personal climate account** at the Climate Bank to record and account for **individual CO<sub>2</sub> consumption**.

05

Private end-users have access to **ECO trade options** on the **Climate Exchange**, where unused ECOs can be turned into cash by selling them to those requiring more ECOs. **Sales and purchases** are always a zero-sum situation, which ensures the **total emissions budget** is not exceeded.

# THE LIMITS OF RENUNCIATION



We all consume. The associated consumption of fossil fuels is increasingly exceeding the planet's regeneration limits. However, our consumption can only be reduced to a very limited extent. The potential for savings and the possibilities for reducing CO<sub>2</sub> emissions through voluntary renunciation are limited and far from sufficient. Certainly,

most people recognize the dangers of climate change and the need for action. But at the latest when this leads to personal restrictions, acceptance and willingness to participate is reduced. At the same time, it is especially important to take responsibility for future generations now.

All the same, it's not about who's to blame or pointing fingers at someone's good or bad consumer habits. We all live in this system and have all contributed to the current environmental crisis. We're not here to sit judgement, we're here to offer the solution.



The only solution is to make our consumer products greener and more climate friendly instead of relying on voluntary individual renunciation or small-scale savings measures. This is already technically possible. However, it has failed so far due to economic efficiency, because fossil fuels are simply too cheap. There has never been a price tag on what fossil fuels and their processing really cost our environment – a grave mistake at the expense of our children and their children's children.

Raising prices, such as the recent carbon tax on consumer goods, will not at once result in drastically lowering emissions. We need a more dependable and – most importantly – an inherently socially fair pricing model that takes our planet's limitations into account.

# CAP, PERSONALIZE AND TRADE

tradeable, personal emissions budgets – as  
ecological basic income



The ECO labels every product or service with a separate emissions price tag, so that our consumption has a realistic and transparent climate price.

Climate protection responsibility is thus fairly distributed among EVERY SINGLE ONE OF US, in keeping with the costs-by-cause principle.

- With a maximum of personal freedom of decision and transparency.
- Because ALL costs of our ecological footprint become visible through the ECO.
- People can now assign a price to the economic value of the CO<sub>2</sub> equivalent of their consumption.
- Because the ECO shows the EXACT amount of fossil fuel resources used throughout the entire supply chain. There is no blending of monetary and resource prices.



”A solution for society on the whole. The equally rationed, personal carbon budget in ECO will automatically result in environmentally friendly products since we, the consumer, demand them.”



The logical **limiting** and **rationing** of our CO<sub>2</sub> output will give us the necessary consumer power to pressure industries into transforming their manufacturing processes.

## The ALTERNATIVE CLIMATE CONCEPT

conceptually superior to other CO<sub>2</sub> pricing systems



**fair**

everyone receives an equal share of the emissions budget

**transparent**

encompasses all carbon emissions

**balancing**

reduces poverty and climate-induced migration

**fast**

industries respond at once to our low-carbon demands

**interoperable**

easily integrated into existing national and international market processes

**fine-tuned**

follows the entire supply chain

**social**

reduces the wealth and education gap

**tolerant**

allows maximal consumer freedom within clearly defined parameters

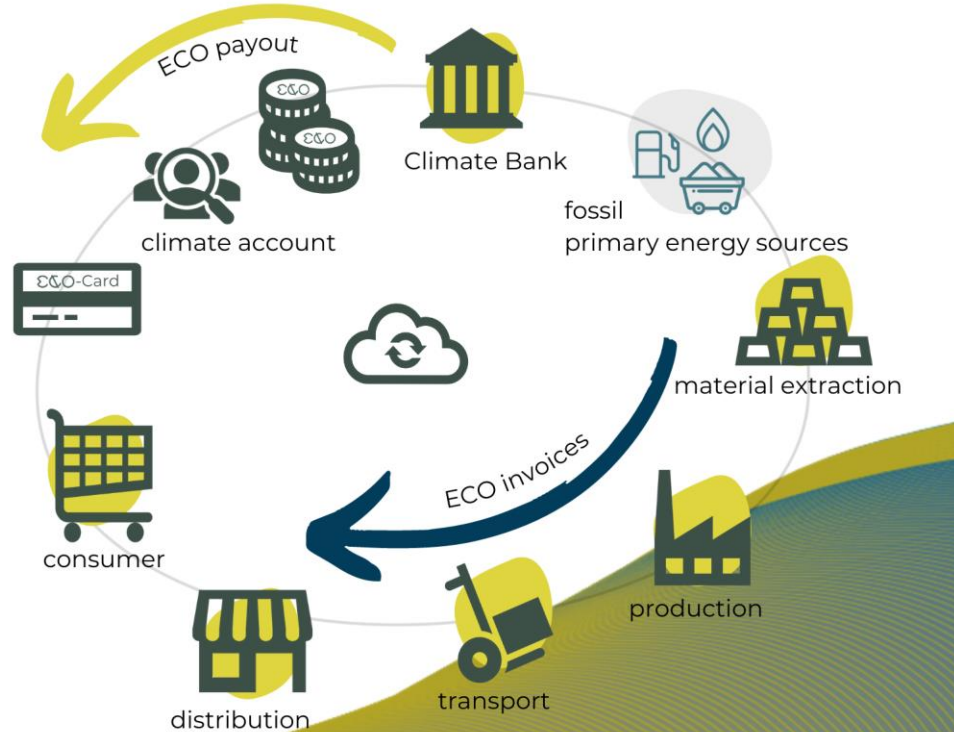
**lean**

minimal federal administrative effort

**holistic**

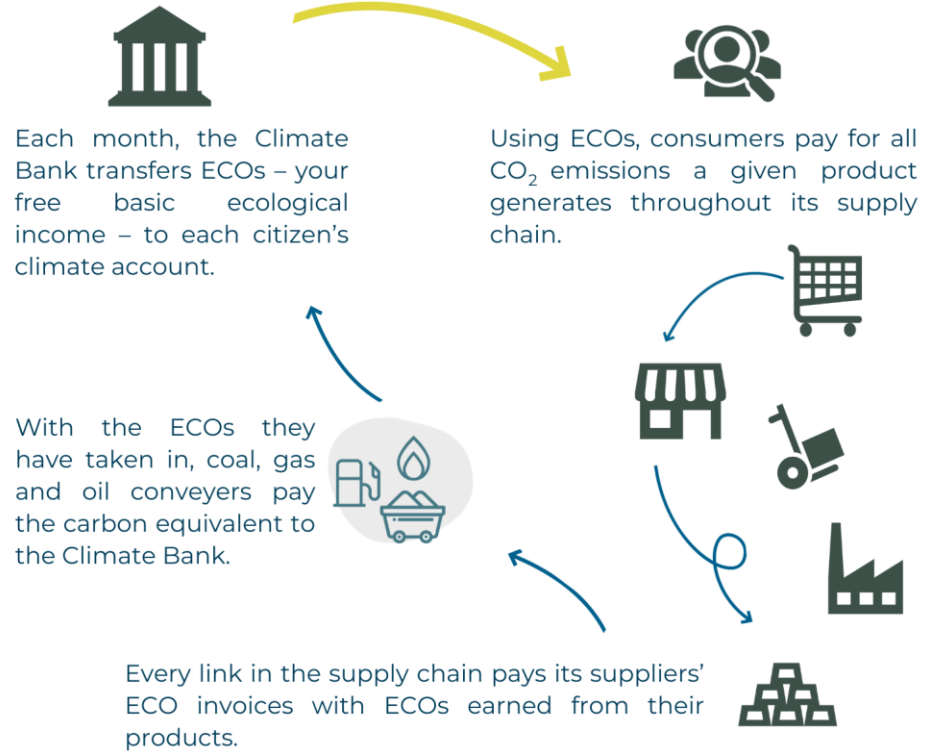
encompasses the costs-by-cause principle and our societal system as a whole

# CONSUMPTION RESOURCE CHAIN

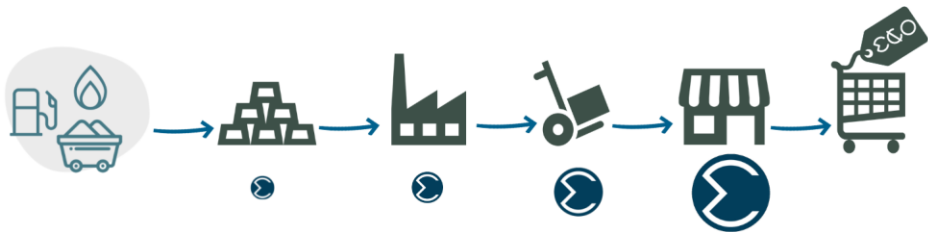


# THE ECO FLOW

ECOs circulate in a closed loop, the sum stays stable, meeting our emission goals.

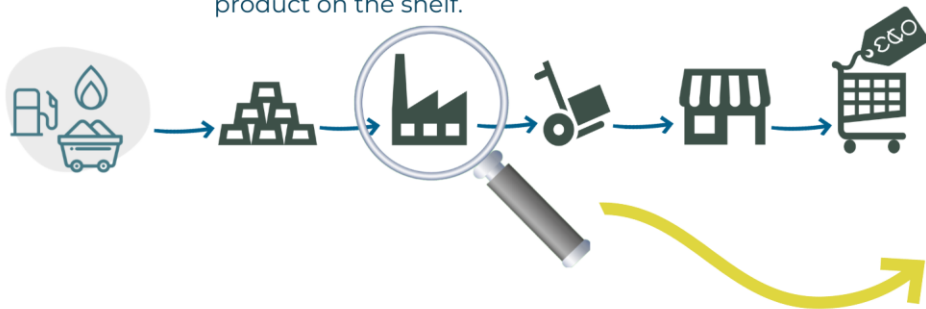


# ECO-PRICING



The ECO price is automatically generated along the supply chain. There is no need for third-party accounting.

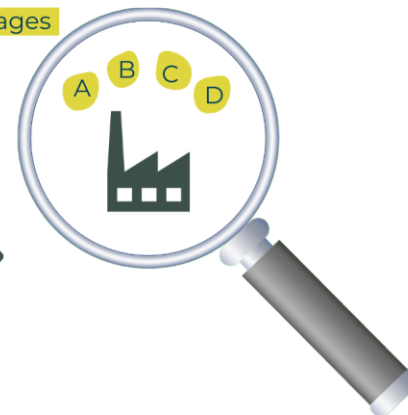
The ECO price is generated automatically and pragmatic, reflecting the sum total of carbon emissions, from fossil fuel conveyers to the finished product on the shelf.



preliminary stages

S  
U  
M  
preliminary stage A  
+ precursor B  
+ precursor C  
+ precursor D

total precursors



- Manufacturers receive ECO invoices for the materials, raw materials and energy their products require.
- These costs are then added and divided by the number of units produced.



Thus, each article receives its precise ECO price. Even the tiniest changes along the supply chain have an immediate, traceable impact on the final ECO price.

# THE ECO PRICE IS ALWAYS AUTOMATICALLY



CORRECT

and





IMPOSSIBLE  
to MANIPULATE

The **industry** receives only **clearing accounts** for the digital ECO payment transactions. With these, **ECO trade** on the climate exchange is **excluded**, to prevent price manipulation. Excessively generated ECO can thus not be capitalized.



Thus, ECO **overpricing**  is wholly **unattractive**, and works to suppliers' disadvantage.

It also results in a **competitive disadvantage**  compared to competitors with lower but realistic ECO prices. Since we have a limited amount of ECOs to spend, we will consistently choose the less expensive, realistically priced product.

On the other hand, **underpricing**  is equally detrimental because manufacturers will eventually be unable to cover their **costs** and pay their suppliers. Just like monetary pricing, ECO prices must hold **true to production costs**.

So, as you can see, the **ECO system** is extraordinary **tamper-proof**.



# WELL DONE INSTEAD OF WELL - INTENDED



the only  
accounting system  
that covers ALL CO<sub>2</sub> emissions

fair-  
everyone receives  
the same budget

no price  
manipulation by  
the industry possible

full transparency  
about the  
ecological footprint

surplus  
contingent can  
turned into cash

WHAT

YOU

CAN

DO



Tell people  
about us!



Contribute  
your expertise!



Donate!



FOLLOW US



You will find  
all details  
and updates  
on our website.



# A final word

Of course, implementing the ECO system is not an effortless enterprise. We are convinced that coping with the impacts of uncontrolled climate change will be far more difficult, and socially disastrous. Meeting our climate goals is a challenge we must rise to together in a collective effort. And only a truly effective blanket concept can master the situation for us now and the generations to come. We must act now. We must act effectively.

Our aim is to open public and political discussions on our climate concept, to hone it, expand on it and implement it in its existing or improved form. Only Nature can create perfection – we are continuously learning and refining our ECO concept. Your constructive ideas are most welcome.

Jens & Angela Hanson  
Association Board





" You never change things,  
by fighting the existing reality.  
To change something, build a new model that makes the existing obsolete. "

---

*Buckminster Fuller*



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NOT ONLY THE POLLUTION**

[www.saveclimate.earth](http://www.saveclimate.earth)