6 Motivation or climate, fun and profit (Complete article)

Summary

I believe new incentives are needed to create interest and actions for climate measures. It would help if they were both enjoyable and profitable.

People spend lots of money and time on things that are fun. Could a game be used to put focus on climate actions? Could it trigger needed measures? I think it might. As a comparison, the game “Pokemon Go”, has existed for 5 years, and generated 4.2 billion US $ in revenue through 600 million accounts. Users love chasing virtual beasts and spend hours outdoors doing it. Why couldn´t an exploratory game based on a real need turn out better.

Using an imagined climate app on a smartphone, “claims” of outdoor spaces suitable for mitigation purposes could be identified, collected, and compared with claims from other users resulting in rankings. Consolidated, rankings could be shown on different levels - for a town, a country, and the world. This would explore spaces regardless of ownership. In time the claims could be refined with owner´s adjustments and actual plans. The data produced from the games could be used to support business, implementation, and monitoring.

The biggest motivation for producing climate mitigation could come from the possibility of making profit. Countries with deserts within their borders could get large new incomes. Also, individuals owning suitable land or roofs could earn money. Barren land, tundra and unused fields could be profitable. Carbon offset providers could look forward to exponential growth.

A world-wide game could be the starter. Standing on its own merits. The game could trigger interest, investing and implementing. Increased sales would create search for new spaces.

Selling CO2 removal from planting trees could be done faster than today using land in multiple small patches simultaneously. Selling tree planting, and electric generation with space as the facilitator, would not need more regulations than today. Game, sales of tree planting and electric generation could thus expand on their own merits. At the same time preparing the process to work with other measures. Meanwhile decisions could be made concerning the governance of direct cooling.

With an UN agency in place, rules developed for implementation and methods accepted - decided cooling measures could be released for implementation. Starting with small land-based measures. Later releasing permits for large scale projects concerning cooling material, spreading of microspheres at sea and enhanced weathering projects.

An awareness exists but more is needed

When I talk to people about climate change, we soon agree that something rather revolutionary need to happen to cure it. But at the same time, most of us can´t really see it happening and don´t want to give up quality-of-life. When talked about, the subject is soon changed to something more uplifting - by me or others. Who wants to be a bore?

I don´t think money would be an obstacle for most of the wealthy 1,5 billion if they knew that 20 US $ paid every month would cure global warming.

However, I think more is needed, than people knowing what to do, to invest in climate solutions. And a quick expansion of climate cures will not come by itself. Something new must create the necessary move.

People spend more on fun things

People spend a lot of money on things that are fun. Half the global population, just under 4 billion people, owns a smartphone and most are also used for fun. The whole infrastructure of smartphones and apps has expanded to the present state in little more than 10 years.

Could a game be used for connecting people around a common climate goal? Could it start off activities that would trigger climate restoring? Could it include a platform where different climate roles could meet and share information of potential solutions? Could this be made in a challenging way. I am sure it could.

As a reference the gaming app “Pokemon Go” has existed for about 5 years and has, (Oct 2020) generated 4.2 billion US $ in revenue through 600 million accounts. Users love chasing virtual beasts with virtual balls and spend hours outdoors doing it. Motivated by ratings and comparisons with friends

Geocaching is another example, where people look for hidden treasures outdoors. The game has been around for some 20 years and is still popular.

Dressing the mitigation space database with an overcoat of games

In my previous article I described a possible computerized database where spaces could be catalogued and used for different roles cooperating round mitigation activities. Ideally this system could be designed as a game where points could be earned, and users ranked according to how spaces were explored and later utilized for climate installations.

A “Climate Go”, or similar, app could use augmented reality to transfer “claims” of land and surfaces to maps on the smartphone. Roofs, walls, and open areas, could use the camera on the smartphone to fit in. Claims could be compared with others resulting in “rankings”. Ranking could also be consolidated, showing positions in, town, country, and world and thus monitor the total development of exploration. This first level of the game would help to find possible areas and spaces regardless of ownership or plans. It could be a fun way of finding possible spaces suited for trees, solar-cells, and cooling installations on a very local level.

In time the claims could be refined with owner´s adjustments, actual plans, proposals, deals and implementations. Points could be earned for every step.

As application of cooling structures, planting of trees and utilization of roof space for electric generation would be compensated for, explored spaces would create opportunities to make money for the owners. This would in turn keep an interest for the exploration going on.

With carbon offset facilitators having access to both explored and utilized spaces proposals could be produced even before owners asked for them. Agreements between carbon offset facilitators and owners of spaces would be bundled and conveyed to carbon offset providers to suitable packages for investors. Selected offers to investors would be possible with carbon offset providers having access to spaces under planning from the carbon offset facilitators.

Ideally investors would, when available, choose projects in the neighborhood producing electricity, beautification with trees, and implementation of cooling installations.

The producer of the game could supply access to gamers, and the public free of charge and let the carbon offset providers and facilitators pay a fee for selected data.

The design of such app would be critical for the popularity, fast expansion and for creating a strong motivation for investing in and produce climate actions. Probably best constructed by game-developers.

A monitoring app could deepen the interest. It could show mitigation progress for different measures globally and locally. Satellite images could be analyzed and show growth of the use of reflecting measures, solar panels, and plantation areas. The ultimate feedback would be graphs showing the progress in temperature reduction. It would be exciting to follow how the overheating gradually was overcome.

For many people facilitating climate restoring in a practical sense is not an option because of living and working conditions. For those people contributing with a monthly fee could be a solution. For others it could be better to contribute with land and labor in return for a fee.

Just knowing and keeping control

Given the chance I think “Climate Go” (or similar) could develop the same way as “Health” has done in the app world, with lots of functions following bodily functions and the effect of physical exercise. And where some app developers has set the standard of necessary infrastructure and interfaces.

When people learn, and it is generally recognized, what it takes to do an individual bit of temperature reversal – and do it – people can also claim to have done enough. That would create social pressure for others to do the same.

Status

With the consciousness of climate restoring going on and being valued, an additional driving force could be to show publicly that you are doing your bit and perhaps more. Facilitating climate measures on own premises could do that.

Filling the roof of a home with solar panels that would make a family self-sufficient with energy for all their needs would certainly interest neighbors.

Radiating film or paint covering 3400 m2 will, under ideal conditions, get rid of all excess heat one of the wealthy have caused for the planet. An area of 58m*58m could be difficult to find in an ordinary garden but for those that have the space and are willing to spend some 1300+ US $ for installing it, it would be a good opportunity to show off and be generally appreciated as such an installation would be for the common good.

Farmers could “roll out” multiples of hectares of radiating film on their fields when land is not used for its primary purpose. With enough hectares it could also amount to an extra “radiating-harvest” in revenue. Farmers in the world could be some of the biggest contributors with a total of some 50 million km2 of possible partial use of agricultural land.

To soak up 13 tons of CO2 a year, about 2 hectares, or some 140m*140m, of forest is needed and put aside for this single purpose. Again, it could be the farmers or landowners who could use some of their land. Owners of large gardens could set aside an area of 40m*40m in a little CO2 grove sequestering 1 ton of /CO2 a year. As a showpiece.

At this stage 20 US $/month could be regarded as very little and some status minded could probably invest many times more. And as people are prepared to pay more than 20 US $/ month more expensive methods of climate restoring could be developed and financed.

Profits

The biggest motivation for producing climate mitigation could very well come from the possibility of making a good profit.

Using large areas of land, deserts, and forests, used as cooling radiators, as discussed in the last article, could provide for very substantial incomes for the owners.

A new industry of drone crews could make a living

Poorer countries around deserts could have a substantial new income

A worldwide game could generate incomes from selling adverts and supplying interfaces to parties concerned.

Carbon offset providers could have a key role and look forward to exponential growth.

The public could, apart from investing, make money on small scale mitigations like cooling houses, help generating electricity and planting trees.

The order of initiatives

A world-wide game could be the starter. A game that stands in its own merits.
The game could trigger more interest, investing and implementing.

Increased sales would create more market pull to find new areas. The database created through the game could help in showing unused potentials.

Selling CO2 reduction from tree planting could be done like today but faster and using land in small patches everywhere. Selling tree planting and electric generation with space as the facilitator would not need any more regulations than today.

Game, sales of tree planting and electric generation could expand on their own merits showing that the process also could work for other measures. Meanwhile decisions could be made concerning the governance of direct cooling.

With UN and governmental executive agencies in place, rules for the market developed, methods of cooling accepted - planned areas for cooling measures and temperature change could be issued with rules for holders of concessions to implement.

Starting with issuing permits for small land-based cooling measures as evenly distributed as possible followed by larger areas in deserts. Evenly distributed over the continents as technology and material matures.

Later issuing special permits for large scale projects concerning spreading of microspheres at sea including location of factories, ports and used areas of the seas. And enhanced weathering projects including possible mines and dissolvement areas at sea and on land.

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