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HOW MUCH DO YOU REALLY KNOW ABOUT WHAT CAUSES CLIMATE CHANGE?
If all the cattle in the world were a country, where would they rank on emissions?

- 3rd
- 10th
- 18th
- 44th

If all the cattle in the world joined together to start their own country, they would rank behind only China and the United States in greenhouse gas emissions. But they’d have some competition from the cement industry, which also emits more than India (the country currently ranked 3rd).
How many drivers would have to switch to electric cars to equal the annual emissions saved by replacing one coal power plant with a nuclear plant?

250  2,500  250,000  2,500,000

It’s 2.5 million, assuming the electric vehicles get their electricity from the average mix of sources. But even if clean energy supplied all the power, over 1.5 million people would still have to switch.

To put that in perspective, there are currently only 3 million electric cars on the road in the entire world.
How has the share of energy produced by fossil fuels changed in the last 20 years?

- Cut by 25%
- Cut by 50%
- Doubled
- The same

Despite our efforts to reduce emissions in recent years, the share of energy produced by fossil fuels is virtually the same today as it was two decades ago. That’s why we urgently need clean, scalable sources of energy.
Which sector of the global economy produces as many greenhouse gas emissions as Germany?

- Automobile
- Shipping goods
- Running data centers
- Forestry

Shipping (cargo planes, ships, etc.) currently equals both Germany and Britain in greenhouse gas output – and it’s expected to grow in the future. One study projects global shipping emissions could rise by as much as 250 percent by 2050 and account for 17 percent of all emissions.
Which of these activities will reduce your personal greenhouse gas emissions the most over the course of a year?

- Changing LED bulbs
- Avoiding one transatlantic flight
- Plant based diet
- Replacing the car with a hybrid

Eating a plant-based diet saves only half the individual emissions of a roundtrip transatlantic flight – and neither makes a huge dent in reducing overall emissions. I don’t want to discourage people from taking personal steps to mitigate climate change (eating less meat has lots of benefits!). But if we’re going to reverse its course, we need big, systemic changes.
Total size of the internet was 2.7 Zettabytes until 2017.
Expected 44 Zettabytes by 2020*

*MarTech
1000 bytes = 1 KB
1000 KB = 1 MB
1000 MB = 1 GB
1000 GB = 1 TB
1000 TB = PB
1000 PB = 1 EB
1000 EB = 1 ZB = 1,000,000,000,000,000,000,000,000 bytes
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