

## ***“Creating an Economic Demand for Green”***

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It is easy to be against global warming. What should we be *for*?



### **Individual Actions**



### **Government Policy**

1. Carbon tax shift
2. Carbon cap-and-trade
3. Higher standards for cars, houses, air conditioners, etc.
4. Other?

#### Carbon tax shift

*Increase taxes* on coal, oil (gasoline), and natural gas.  
Shift away from (*reduce*) taxes on payroll and corporate income.

Why is this a better idea than requiring new cars to get better mileage, etc.?

#### Carbon cap-and-trade

Government sets the total amount of carbon fuels each year (the cap).  
Government does not set the amount of any single fuel.  
Government does not say who will use (or not use) these fuels (the trade).

How does this affect the average consumer?



Give families and businesses as much flexibility as possible.

Reason #1: More flexibility = lower costs.

Reason #2: Who knows what new products or fuels will be discovered?