

Who's Going To Save The World Tonight - Market's Edition

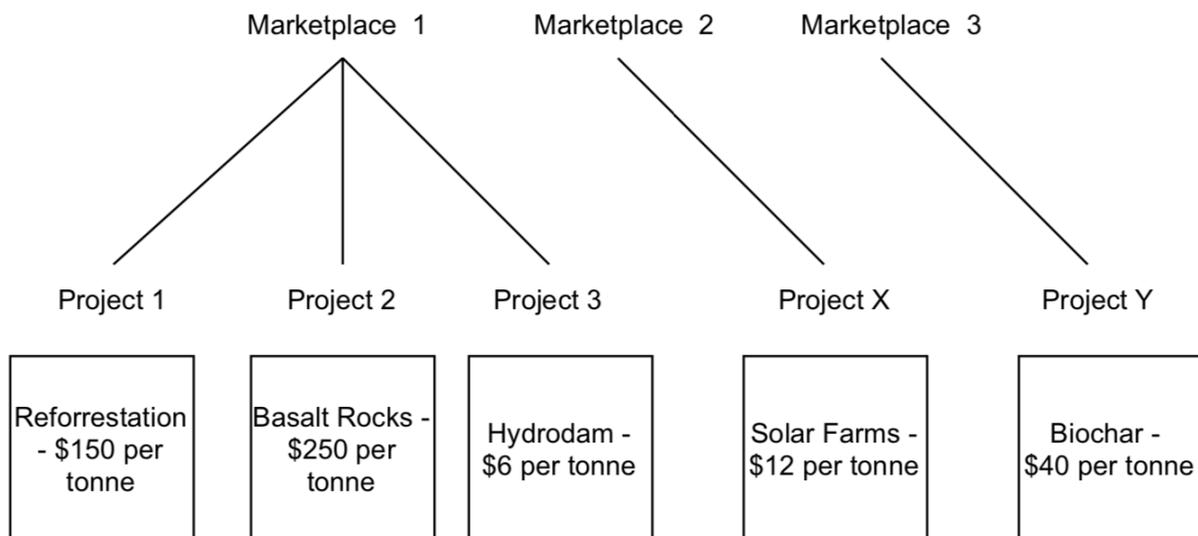
By The Bored Ape, The Pudgy Penguin and Andrew Bakst

When we talk about climate change, we're really talking about Carbon. We can't save every river in Zimbabwe from its local sewage leak, but we can stop the polar caps from melting, seas from rising, and trees from burning. Carbon in the air is overwhelmingly (>80%) responsible for all of that.

Fun fact: Carbon stays in the air for 300-1000s of years. The Carbon emitted by your great grandfather's factory is somewhere above you.

The fastest way to solve climate change is to increase the price of Carbon. This hasn't been possible for the free market to do before, as there has never been one asset that represents Carbon. That changed for the first time ever on October 18, 2021. On October 18, Ethereum enabled anyone, anywhere to buy Carbon as a singular fungible asset, what it should have been the entire time but wasn't because of the inefficiencies of the previous market.

Before three week ago, Carbon had been sold across fragmented marketplaces (that you likely have never heard of) almost entirely to corporations, with zero institutional and retail participation. On each of these markets, the fragmentation continued, as Carbon tonnes (how Carbon is usually measured) are sold at different prices within each marketplace, depending on the quality of the project offsetting the Carbon. Two levels of fragmentation are ridiculous friction for investing in what should be a fungible asset (fungible means that each unit is the same as all others, like your twenty-dollar bills). A commodity only traded by corporations is also a ridiculous concept, but who else would be willing to buy it other than the end-user, if there's no liquidity for it.



Fragmentation squared: a lack of liquidity in the total market and a lack of liquidity within each market.

Imagine if instead of owning and trading GME on one exchange, you could only trade individual video games at their local GME stores. That's what the Carbon market has been until now, which is absurd because 1 tonne of Carbon = 1 tonne of Carbon.

1 Tonne of Carbon =
1 Tonne of Carbon

1 BCT = 1 BCT

BCT stands for Base Carbon Tonne

The asset that now represents Carbon on the global market is \$BCT--Base Carbon Tonne. While there will undoubtedly be other Carbon asset issuers, just as there are a few big stablecoin issuers, BCT is all we have for now, and also the one that the market is already actively coordinating to corner ([klimadao.finance](https://www.klimadao.finance): KlimaDao is an incentivized version of Wall Street Bets).

Opening up Carbon as a singular investment to a fully global market will be one of the killer use cases of Ethereum. If the price of Carbon shoots up, we solve climate change. We incentivize new start-ups to make the next, much-needed Tesla's ([good read here if you're looking for ideas](#)). We incentivize every corporation to use climate-friendly alternatives. We incentivize more Carbon offset projects to trap more tonnes of Carbon. Cornering the market for Carbon is 1000x better for the world than Doge, Shiba, and GME.

Quantifying the economic impact of climate change, the price of one Carbon tonne should be anywhere from [\\$50-\\$150 today](#) and anywhere from [\\$135 to \\$5,500 by 2030](#). The real reason that the ranges are so large, however, is that Carbon's real price is hypothetically infinite. A 40-year drought in Syria was the primary reason for the Syrian War. The disasters will only get worse and the countries affected may be significantly more powerful than Syria. What happens when there's a domestic war in a country with nukes? What happens to the value of coastal cities, where most of the world lives, when half of them look like Venice? Farms destroyed by tornadoes? The chaos as people relocate globally? There's no reason to play it close, to let the price of \$BCT hang even at the lower ranges at Carbon's projected real cost. It's much smarter to be conservative, to fully avoid any black swan event that ends with cities or countries destroyed. And to do so through the free market, unreliant on our incompetent politicians.

Diamond hands baby, or, one day, nothing else may matter.