

## **Global warming**

**The reality is that society places extraordinary value on any medical intervention that will extend or improve life, even if only by a fraction.**

**The same intense demand is not in evidence for innovations that reduce carbon emissions. Since it is costless to emit carbon for most companies in most places, there is almost no market for products that set out to capture it. Countless forlorn Project Bs [to capture it] have died or gone unfunded, even if the technology shows promise. Today, only idealists and optimists will back “cleantech” projects.**

**Robin Harding, Financial Times, Nov. 27, 2018**