Innovate!

Electrify Transportation

Decarbonize The Grid

Fix Food

Protect Nature

Clean Up Industry

Remove Carbon

Win Politics And Policy

Turn Movements Into Action

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### Electrify Transportation

**KR 1.1** Price
Zero vehicles achieve price-performance parity with new combustion-engine vehicles in the U.S. by 2024 ($35K), and in India and China by 2030 ($17K).

**KR 1.2** Cars
One of two new personal vehicles purchased worldwide are EVs by 2035, 95% by 2040.

**KR 1.3** Buses and Trucks
All new buses are electric by 2023; and 30% of medium and heavy trucks purchased are zero-emission vehicles by 2030, 95% of trucks by 2045.

**KR 1.4** Miles
50% of the miles driven (2-wheeler, 3-wheeler, cars, buses, and trucks) on the world’s roads are electric by 2028, 95% by 2050.

**KR 1.5** Planes
20% of miles flown use low-carbon fuel by 2025; 40% of miles flown are carbon-neutral by 2040.

**KR 1.6** Maritime
Shift all new construction to “zero-ready” ships by 2030.

### Decarbonize the Grid

**KR 2.1** Zero Emissions
50% of electricity worldwide comes from zero-emissions sources by 2025, 90% by 2050 (up from 38% in 2020).*

**KR 2.2** Solar and Wind
Solar and wind are cheaper to build and operate than retiring sources in 100% of countries by 2025 (up from 67% in 2020).

**KR 2.3** Storage
Electricity storage is below $100 per kWh for short duration (6–24 hours) by 2025, $30 per kWh for long duration (1-30 days) by 2030.

**KR 2.4** Coal and Gas
No new coal or gas plants after 2021; existing plants to retire or zero out emissions by 2025 for coal and 2030 for gas.*

**KR 2.5** Methane Emissions
Eliminate leaks, venting, and burning from coal, oil, and gas sites by 2025.

**KR 2.6** Heating and Cooling
Cut gas and oil for heating and cooling in half by 2040.*

**KR 2.7** Clean Economy
Reduce reliance on fossil fuels and increase energy efficiency to quadruple clean energy productivity rate (GDP ÷ fossil fuel consumption) by 2035.

* This is the emphasis for developing countries; for developed countries, this result is expected to take more time (5–10 years).

### Fix Food

**KR 3.1** Farm Soils
Improve soil health through practices that increase carbon content in topsoil to a minimum of 3%.

**KR 3.2** Fertilizers
Stop the overuse of nitrogen-based fertilizers and develop greenhouse alternative to cut emissions in half by 2030.

**KR 3.3** Consumption
Promote long-lifetime products, cutting annual consumption of beef and dairy 25% by 2030, 90% by 2050.

**KR 3.4** Rice
Reduce methanen and nitrous oxide from rice farming by 50% by 2050.

**KR 3.5** Food Waste
Lower the food waste ratio from 33% of all food produced to 10%.

### Protect Nature

**KR 4.1** Forests
Achieve net-zero deforestation by 2030; and destructive practices and logging in primary forests.

**KR 4.2** Oceans
Eliminate deep-sea bottom trawling and protect at least 30% of oceans by 2030, 90% by 2050.

**KR 4.3** Lands
Expand protected land from 15% today to 30% by 2050, 50% by 2055.

### Clean Up Industry

**KR 5.1** Steel
Reduce total carbon intensity of steel production by 50% by 2030, 90% by 2040.

**KR 5.2** Cement
Reduce total carbon intensity of cement production by 50% by 2030, 90% by 2040.

**KR 5.3** Other Industries
Reduce emissions from other industrial sources (i.e., plastics, chemicals, paper, aluminum, glass, apparel) 80% by 2050.*

### Remove Carbon

**KR 6.1** Nature-Based Removal
Remove at least 1 gigaton per year by 2025, 3 gigatons by 2040, and 5 gigatons by 2050.

**KR 6.2** Engineered Removal
Remove at least 1 gigaton per year by 2030, 3 gigatons by 2040, and 5 gigatons by 2050.

### Win Politics and Policy

**KR 7.1** Commitments
Each country enacts a national commitment to reach net-zero emissions by 2050, and gets at least halfway there by 2030.*

**KR 7.2** Power
Set an electricity sector retirement goal to cut emissions 50% by 2025, 80% by 2030, 90% by 2045, and 100% by 2046.

**KR 7.3** Transportation
Decarbonize all new cars, buses, and trucks by 2035; freight ships by 2040; semi-trucks by 2045; and make 40% of flights carbon neutral by 2040.

**KR 7.4** Buildings
End zero-emissions buildings standards for new residential by 2025, commercial by 2030, and corporate emissions-slash sales of new commercial equipment by 2040.

**KR 7.5** Industry
Phase out fossil fuel use for industrial processes at least halfway by 2040, and completely by 2050.

**KR 7.6** Carbon Labeling
Require emissions-reporting labels on all goods.

**KR 7.7** Leaks
Control flaring, prohibit venting, and mandate prompt capping of methane leaks.

**KR 7.8** Subsidies
End direct and indirect subsidies to fossil fuel companies and for harmful agricultural practices.

**KR 7.9** Price on Carbon
Set national prices on greenhouse gases at a minimum of $55 per ton, rising 0% annually.*

**KR 7.10** Global R&D
Prohibit HFCs as refrigerants and ban single-use plastics for all nonmedical purposes.

**KR 7.11** Government R&D
Double (at minimum) public investment into research and development; increase it fivefold in the United States.

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