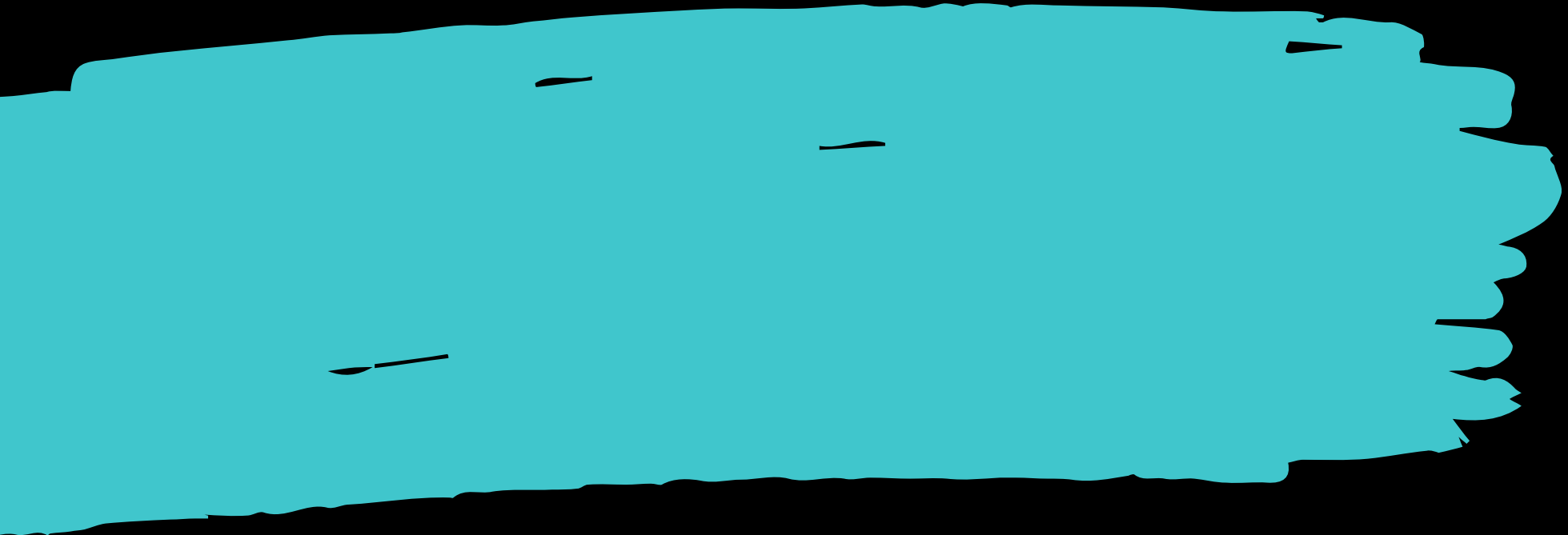


CCS MILLENNIALS & BEYOND

TORUND BRYHN, BEYOND ACRONYMS PROJECT



1000

35

95

**DECISIONS
MADE
EMOTIONAL,
NOT LOGICAL**

"We do not merely perceive objects and hold thoughts in our minds: **all our perceptions are felt.**"

Antonio Damasio, neuroscientist.
Known for research in neuroscience that has shown emotions play a central role in social cognition and decision-making.



“

**It's now what you say
It's what people hear.**

FRANK LUNTZ

MILLENNIALS

1981 - 1995 (38 to 23 years old)

GENERATION Z

1996 - 2012 (23 - 7 years old)



THE YOUNG

STUDIES SHOW

80%

CO2EOR A
CCSUFMEEA
DEMONCCSCCS
CLIMITGHGT-14TCM
FULL-SCALEMOU CLC
LARGE-SCALE
IEAGHG TCCS-9
IPCC
CSLFCSSUS
GCCSI

CCS =

**SCIENCE FICTION.
WILL NOT HAPPEN IN OUR
LIFETIME**

"S" STORAGE = EXPLOSION



KLEMETSrud

NORCEM

YARA

CCS HIGHWAY

STATOIL



return CO2

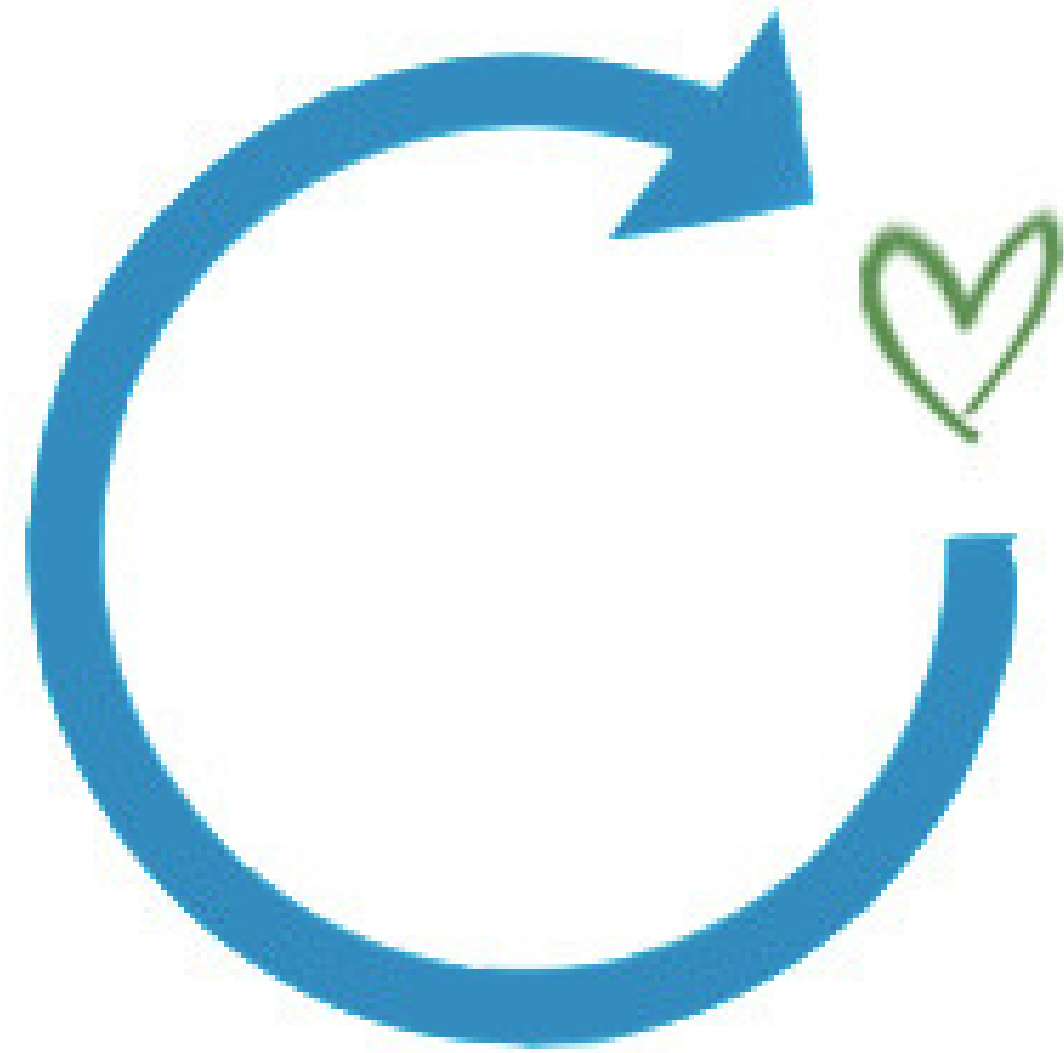
10 000



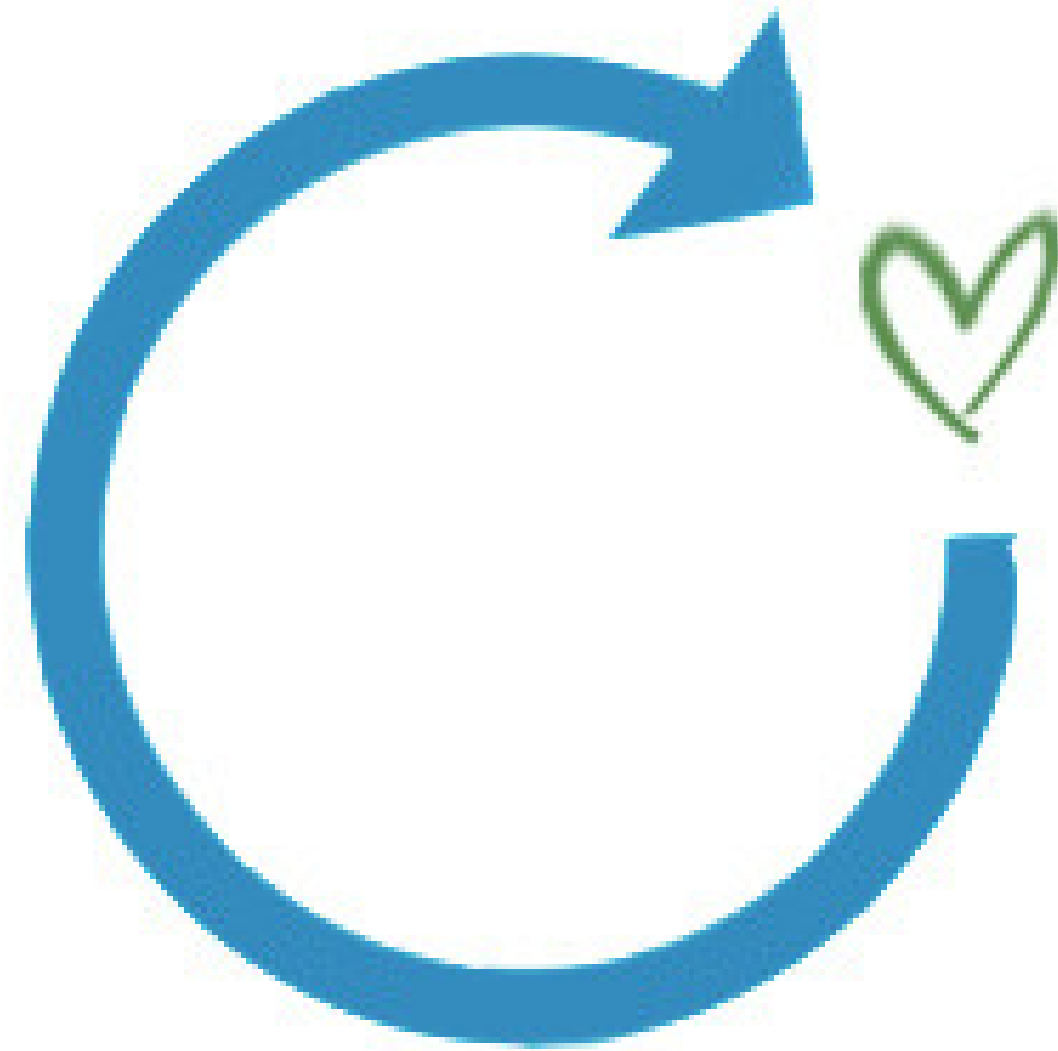
**MAKE
CCS
COOL**

Pr.





recycle CO₂



recycle CO₂

REDUCE - REUSE - RETURN

RECYCLE CO2



REDUCE

REUSE

RETURN

CARBON FREE PRODUCTS
(CFP)

CARBON UTILIZATION (CU)

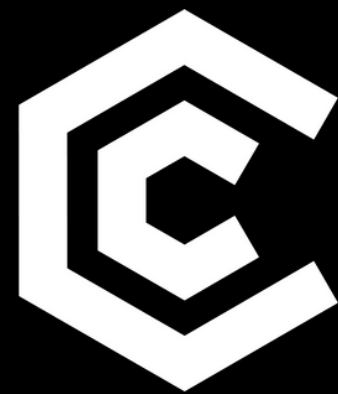
CARBON RETURN (CR)
NATURAL CARBON (NC)
DIRECT CARBON CAPTURE (DCC)
(BIO-CCS)



GRETA TRIGGERED BY CCS.

"Two years ago, I saw a film about negative emissions technology called carbon capture and storage that you suck CO₂ out of the air, and then the film ended with that they said, but this is not going to exist in my lifetime. And then I figured that the technology is not going to save us. And I became very scared, because I thought that we have this under control. And then I decided to take action myself."

THANK YOU!



Beyond Acronyms Project

Igniting action with the right words

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