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Dear Reader,

Sinking feelings and heavy hearts amidst unprecedented belligerence define the global landscape, and it's shaking up the world of business in no uncertain fashion. In our second lead, **Peter Vanham's** column CEO DAILY articulates his concerns as he sits in Geneva in the historically neutral state of Switzerland.

"The Israel-Hamas war has deeply divided societies around the world, including many companies and institutions," he writes. "But as the Israeli offensive in Gaza intensifies, companies will have to shift gears from talking about the conflict and its impact on employees to dealing with its economic ramifications. Those could be so severe that they could plunge the world back into a recession, cause oil prices to surge to $150, and depress stock prices by some 20%, EYParthenon's chief economist Gregory Daco told me. Even companies that have no business in the Middle East would then be caught in its economic fallout."

Our lead story is by **Chris Anderson** and titled "How to Give a Killer Presentation", and he is not talking about the kind that involves blood and gore. It's a long 18 minutes read, but worth every minute. Presentations rise or fall on the quality of the idea, the narrative, and the passion of the speaker, he says. "It's about substance, not speaking style or multimedia pyrotechnics. The most memorable talks offer something fresh, something no one has seen before. The worst ones are those that feel formulaic."

Eddy Quan at number three writes a short, humorous piece on "What to do when nothing is working." When disaster seemingly strikes, he says, don't lose sight of the upticks that are surely present alongside.

Back of the book is Nature Calling for cutbacks on coal even as we go back to burning it with a vengeance, may Allah have mercy and keep us all in His protection, ameen 🤲🤲

*Articles curated from online content by JJ highlighting professional and expert knowledge on 'Managing People, Business and Yourself'

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How to Give a Killer Presentation

By **Chris Anderson** | 18 min read

A little more than a year ago, on a trip to Nairobi, Kenya, some colleagues and I met a 12-year-old Masai boy named Richard Turere, who told us a fascinating story. His family raises livestock on the edge of a vast national park, and one of the biggest challenges is protecting the animals from lions—especially at night. Richard had noticed that placing lamps in a field didn't deter lion attacks, but when he walked the field with a torch, the lions stayed away. From a young age, he'd been interested in electronics, teaching himself by, for example, taking apart his parents' radio. He used that experience to devise a system of lights that would turn on and off in sequence—using solar panels, a car battery, and a motorcycle indicator box—and thereby create a sense of movement that he hoped would scare off the lions. He installed the lights, and the lions stopped attacking. Soon villages elsewhere in Kenya began installing Richard's "lion lights."

The story was inspiring and worthy of the broader audience that our TED conference could offer, but on the surface, Richard seemed an unlikely candidate to give a TED Talk. He was painfully shy. His English was halting. When he tried to describe his invention, the sentences tumbled out incoherently. And frankly, it was hard to imagine a preteenager standing on a stage in front of 1,400 people accustomed to hearing from polished speakers such as Bill Gates, Sir Ken Robinson, and Jill Bolte Taylor.

But Richard's story was so compelling that we invited him to speak. In the months before the 2013 conference, we worked with him to frame his story—to find the right place to begin and to develop a succinct and logical arc of events. On the back of his invention Richard had won a scholarship to one of Kenya's best schools, and there he had the chance to practice the talk several times in front of a live audience. It was critical that he build his confidence to

the point where his personality could shine through. When he finally gave his talk at TED, in Long Beach, you could tell he was nervous, but that only made him more engaging—people were hanging on his every word. The confidence was there, and every time Richard smiled, the audience melted. When he finished, the response was instantaneous: a sustained standing ovation.

Since the first TED conference, 30 years ago, speakers have run the gamut from political figures, musicians, and TV personalities who are completely at ease before a crowd to lesser-known academics, scientists, and writers—some of whom feel deeply uncomfortable giving presentations. Over the years, we've sought to develop a process for helping inexperienced presenters to frame, practice, and deliver talks that people enjoy watching. It typically begins six to nine months before the event, and involves cycles of devising (and revising) a script, repeated rehearsals, and plenty of fine-tuning. We're continually tweaking our approach—because the art of public speaking is evolving in real time—but judging by public response, our basic regimen works well: Since we began putting TED Talks online, in 2006, they've been viewed more than one billion times.

On the basis of this experience, I'm convinced that giving a good talk is highly coachable. In a matter of hours, a speaker's content and delivery can be transformed from muddled to mesmerizing. And while my team's experience has focused on TED's 18-minutes-or-shorter format, the lessons we've learned are surely useful to other presenters—whether it's a CEO doing an IPO road show, a brand manager unveiling a new product, or a start-up pitching to VCs.

Frame Your Story

There's no way you can give a good talk unless you have something worth talking about. Conceptualizing and framing what you want to say is the most vital part of preparation.

We all know that humans are wired to listen to stories, and metaphors abound for the narrative structures that work best to engage people. When I think about compelling presentations, I think about taking an audience on a journey. A successful talk is a little miracle—people see the world differently afterward.

If you frame the talk as a journey, the biggest decisions are figuring out where to start and where to end. To find the right place to start, consider what people in the audience already know about your subject—and how much they care about it. If you assume they have more knowledge or interest than they do, or if you start using jargon or get too technical, you'll lose them. The most engaging speakers do a superb job of very quickly introducing the topic, explaining why they care so deeply about it, and convincing the audience members that they should, too.

The biggest problem I see in first drafts of presentations is that they try to cover too much ground. You can't summarize an entire career in a single talk. If you try to cram in everything you know, you won't have time to include key details, and your talk will disappear into abstract language that may make sense if your listeners are familiar with the subject matter but will be completely opaque if they're new to it. You need specific examples to flesh out your ideas. So limit the scope of your talk to that which can be explained, and brought to life with examples, in the available time. Much of the early feedback we give aims to correct the impulse to sweep too broadly. Instead, go deeper. Give more detail. Don't tell us about your entire field of study—tell us about your unique contribution.

A successful talk is a little miracle—people see the world differently afterward.

Of course, it can be just as damaging to overexplain or painstakingly draw out the implications of a talk. And there the remedy

is different: Remember that the people in the audience are intelligent. Let them figure some things out for themselves. Let them draw their own conclusions.

Many of the best talks have a narrative structure that loosely follows a detective story. The speaker starts out by presenting a problem and then describes the search for a solution. There's an "aha" moment, and the audience's perspective shifts in a meaningful way.

If a talk fails, it's almost always because the speaker didn't frame it correctly, misjudged the audience's level of interest, or neglected to tell a story. Even if the topic is important, random pontification without narrative is always deeply unsatisfying. There's no progression, and you don't feel that you're learning.

I was at an energy conference recently where two people—a city mayor and a former governor—gave back-to-back talks. The mayor's talk was essentially a list of impressive projects his city had undertaken. It came off as boasting, like a report card or an advertisement for his reelection. It quickly got boring. When the governor spoke, she didn't list achievements; instead, she shared an idea. Yes, she recounted anecdotes from her time in office, but the idea was central—and the stories explanatory or illustrative (and also funny). It was so much more interesting. The mayor's underlying point seemed to be how great he was, while the governor's message was "Here's a compelling idea that would benefit us all."

As a general rule, people are not very interested in talks about organizations or institutions (unless they're members of them). Ideas and stories fascinate us; organizations bore us—they're much harder to relate to. (Businesspeople especially take note: Don't boast about your company; rather, tell us about the problem you're solving.)

Plan Your Delivery

Once you've got the framing down, it's time to focus on your delivery. There are three main ways to deliver a talk. You can read it directly off a script or a teleprompter. You can develop a set of bullet points that map out what you're going to say in each section rather than scripting the whole thing word for word. Or you can memorize your talk, which entails rehearsing it to the point where you internalize every word—verbatim.

My advice: Don't read it, and don't use a teleprompter. It's usually just too distancing—people will know you're reading. And as soon as they sense it, the way they receive your talk will shift. Suddenly your intimate connection evaporates, and everything feels a lot more formal. We generally outlaw reading approaches of any kind at TED, though we made an exception a few years ago for a man who insisted on using a monitor. We set up a screen at the back of the auditorium, in the hope that the audience wouldn't notice it. At first he spoke naturally. But soon he stiffened up, and you could see this horrible sinking feeling pass through the audience as people realized, "Oh, no, he's reading to us!" The words were great, but the talk got poor ratings.

Many of our best and most popular TED Talks have been memorized word for word. If you're giving an important talk and you have the time to do this, it's the best way to go. But don't underestimate the work involved. One of our most memorable speakers was Jill Bolte Taylor, a brain researcher who had suffered a stroke. She talked about what she learned during the eight years it took her to recover. After crafting her story and undertaking many hours of solo practice, she rehearsed her talk dozens of times in front of an audience to be sure she had it down.

Obviously, not every presentation is worth that kind of investment of time. But if you do decide to memorize your talk, be aware that

there's a predictable arc to the learning curve. Most people go through what I call the "valley of awkwardness," where they haven't quite memorized the talk. If they give the talk while stuck in that valley, the audience will sense it. Their words will sound recited, or there will be painful moments where they stare into the middle distance, or cast their eyes upward, as they struggle to remember their lines. This creates distance between the speaker and the audience.

Getting past this point is simple, fortunately. It's just a matter of rehearsing enough times that the flow of words becomes second nature. Then you can focus on delivering the talk with meaning and authenticity. Don't worry—you'll get there.

But if you don't have time to learn a speech thoroughly and get past that awkward valley, don't try. Go with bullet points on note cards. As long as you know what you want to say for each one, you'll be fine. Focus on remembering the transitions from one bullet point to the next.

Also pay attention to your tone. Some speakers may want to come across as authoritative or wise or powerful or passionate, but it's usually much better to just sound conversational. Don't force it. Don't orate. Just be you.

If a successful talk is a journey, make sure you don't start to annoy your travel companions along the way. Some speakers project too much ego. They sound condescending or full of themselves, and the audience shuts down. Don't let that happen.

Develop Stage Presence

For inexperienced speakers, the physical act of being onstage can be the most difficult part of giving a presentation—but people tend to overestimate its importance. Getting the words, story, and substance right is a much bigger determinant of success or failure than how you stand or whether you're visibly nervous. And when it comes to stage presence, a little coaching can go a long way.

The biggest mistake we see in early rehearsals is that people move their bodies too much. They sway from side to side, or shift their weight from one leg to the other. People do this naturally when they're nervous, but it's distracting and makes the speaker seem weak. Simply getting a person to keep his or her lower body motionless can dramatically improve stage presence. There are some people who are able to walk around a stage during a presentation, and that's fine if it comes naturally. But the vast majority are better off standing still and relying on hand gestures for emphasis.

Perhaps the most important physical act onstage is making eye contact. Find five or six friendly-looking people in different parts of the audience and look them in the eye as you speak. Think of them as friends you haven't seen in a year, whom you're bringing up to date on your work. That eye contact is incredibly powerful, and it will do more than anything else to help your talk land. Even if you don't have time to prepare fully and have to read from a script, looking up and making eye contact will make a huge difference.

Another big hurdle for inexperienced speakers is nervousness—both in advance of the talk and while they're onstage. People deal with this in different ways. Many speakers stay out in the audience until the moment they go on; this can work well, because keeping your mind engaged in the earlier speakers can distract you and limit nervousness. Amy Cuddy, a Harvard Business School professor who studies how certain body poses can affect power, utilized one of the more unusual preparation techniques I've seen. She recommends that people spend time before a talk striding around, standing tall, and extending their bodies; these poses make you feel more powerful. It's what she did before going onstage, and she delivered a phenomenal talk. But I think the single best

advice is simply to breathe deeply before you go onstage. It works.

Nerves are not a disaster. The audience expects you to be nervous.

In general, people worry too much about nervousness. Nerves are not a disaster. The audience expects you to be nervous. It's a natural body response that can actually improve your performance: It gives you energy to perform and keeps your mind sharp. Just keep breathing, and you'll be fine.

Acknowledging nervousness can also create engagement. Showing your vulnerability, whether through nerves or tone of voice, is one of the most powerful ways to win over an audience, provided it is authentic. Susan Cain, who wrote a book about introverts and spoke at our 2012 conference, was terrified about giving her talk. You could feel her fragility onstage, and it created this dynamic where the audience was rooting for her—everybody wanted to hug her afterward. The fact that we knew she was fighting to keep herself up there made it beautiful, and it was the most popular talk that year.

Plan the Multimedia

With so much technology at our disposal, it may feel almost mandatory to use, at a minimum, presentation slides. By now most people have heard the advice about PowerPoint: Keep it simple; don't use a slide deck as a substitute for notes (by, say, listing the bullet points you'll discuss—those are best put on note cards); and don't repeat out loud words that are on the slide. Not only is reciting slides a variation of the teleprompter problem—"Oh, no, she's reading to us, too!"—but information is interesting only once, and hearing and seeing the same words feels repetitive. That advice may seem universal by now, but go into any company and you'll see presenters violating it every day.

Many of the best TED speakers don't use slides at all, and many talks don't require them. If you have photographs or illustrations that make the topic come alive, then yes, show them. If not, consider doing without, at least for some parts of the presentation. And if you're going to use slides, it's worth exploring alternatives to PowerPoint. For instance, TED has invested in the company Prezi, which makes presentation software that offers a camera's-eye view of a two-dimensional landscape. Instead of a flat sequence of images, you can move around the landscape and zoom in to it if need be. Used properly, such techniques can dramatically boost the visual punch of a talk and enhance its meaning.

Artists, architects, photographers, and designers have the best opportunity to use visuals. Slides can help frame and pace a talk and help speakers avoid getting lost in jargon or overly intellectual language. (Art can be hard to talk about—better to experience it visually.) I've seen great presentations in which the artist or designer put slides on an automatic timer so that the image changed every 15 seconds. I've also seen presenters give a talk accompanied by video, speaking along to it. That can help sustain momentum. The industrial designer Ross Lovegrove's highly visual TED Talk, for instance, used this technique to bring the audience along on a remarkable creative journey.

Another approach creative types might consider is to build silence into their talks, and just let the work speak for itself. The kinetic sculptor Reuben Margolin used that approach to powerful effect. The idea is not to think "I'm giving a talk." Instead, think "I want to give this audience a powerful experience of my work." The single worst thing artists and architects can do is to retreat into abstract or conceptual language.

Video has obvious uses for many speakers. In a TED Talk about the intelligence of crows, for instance, the scientist showed a clip of a crow bending a hook to fish a piece of food out of a tube—essentially creating a tool. It illustrated

his point far better than anything he could have said.

Used well, video can be very effective, but there are common mistakes that should be avoided. A clip needs to be short—if it's more than 60 seconds, you risk losing people. Don't use videos—particularly corporate ones—that sound self-promotional or like infomercials; people are conditioned to tune those out. Anything with a soundtrack can be dangerously off-putting. And whatever you do, don't show a clip of yourself being interviewed on, say, CNN. I've seen speakers do this, and it's a really bad idea—no one wants to go along with you on your ego trip. The people in your audience are already listening to you live; why would they want to simultaneously watch your talking-head clip on a screen?

Putting It Together

We start helping speakers prepare their talks six months (or more) in advance so that they'll have plenty of time to practice. We want people's talks to be in final form at least a month before the event. The more practice they can do in the final weeks, the better off they'll be. Ideally, they'll practice the talk on their own and in front of an audience.

The tricky part about rehearsing a presentation in front of other people is that they will feel obligated to offer feedback and constructive criticism. Often the feedback from different people will vary or directly conflict. This can be confusing or even paralyzing, which is why it's important to be choosy about the people you use as a test audience, and whom you invite to offer feedback. In general, the more experience a person has as a presenter, the better the criticism he or she can offer.

I learned many of these lessons myself in 2011. My colleague Bruno Giussani, who curates our TEDGlobal event, pointed out that although I'd worked at TED for nine years, served as the emcee at our conferences, and introduced many of the speakers, I'd never actually given a TED Talk myself. So he invited me to give one, and I accepted.

It was more stressful than I'd expected. Even though I spend time helping others frame their stories, framing my own in a way that felt compelling was difficult. I decided to memorize my presentation, which was about how web video powers global innovation, and that was really hard: Even though I was putting in a lot of hours, and getting sound advice from my colleagues, I definitely hit a point where I didn't quite have it down and began to doubt I ever would. I really thought I might bomb. I was nervous right up until the moment I took the stage. But it ended up going fine. It's definitely not one of the all-time great TED Talks, but it got a positive reaction—and I survived the stress of going through it.

Ultimately I learned firsthand what our speakers have been discovering for three decades: Presentations rise or fall on the quality of the idea, the narrative, and the passion of the speaker. It's about substance, not speaking style or multimedia pyrotechnics. It's fairly easy to "coach out" the problems in a talk, but there's no way to "coach in" the basic story—the presenter has to have the raw material. If you have something to say, you can build a great talk. But if the central theme isn't there, you're better off not speaking. Decline the invitation. Go back to work, and wait until you have a compelling idea that's really worth sharing.

The single most important thing to remember is that there is no one good way to do a talk. The most memorable talks offer something fresh, something no one has seen before. The worst ones are those that feel formulaic. So do not on any account try to emulate every piece of advice I've offered here. Take the bulk of it on board, sure. But make the talk your own. You know what's distinctive about you and your idea. Play to your strengths and give a talk that is truly authentic to you.

Source:
https://hbr.org/2013/06/how-to-give-a-killer-presentation?

CEO DAILY

by PETER VANHAM

4 min read

Good morning, Peter Vanham here in Geneva.

The Israel-Hamas war has deeply divided societies around the world, including many companies and institutions. But as the Israeli offensive in Gaza intensifies, companies will have to shift gears from talking about the conflict and its impact on employees to dealing with its economic ramifications.

Those could be so severe that they could plunge the world back into a recession, cause oil prices to surge to $150, and depress stock prices by some 20%, EY-Parthenon's chief economist Gregory Daco told me. Even companies that have no business in the Middle East would then be caught in its economic fallout.

"If your market is 90% U.S.-based, in the Midwest, why should you care about the [conflict]? Well, you will have to care because it will have consequences that will affect your business," Daco said. "Depending on how diffuse the situation becomes, the consequences could go from very marginal to significant."

The hypothetical situation outlined above, which Daco dubbed the "uncontained" scenario, includes a widening of the front to Lebanon and Syria, direct involvement of the U.S. and Iran, and wider social unrest in the Middle East. That outcome isn't more likely than a more contained scenario, which would limit the war to a ground offensive in Gaza and have almost no long-term global economic consequences. Still, CEOs better take all possibilities into account as they plan ahead.

The prospect of long-term economic consequences also points to a definitive end to the days in which multinational companies could simply forecast economic growth, trade, and manufacturing costs for their global markets. They must also factor in the constant threat of disruptive forces like political and social turmoil and war.

"Reshoring" and "nearshoring" can provide relief from possible trade disruptions resulting from the Middle East conflict in the Strait of Hormuz or the Suez Canal, but no one can run away from rising oil prices, inflation, a recession, or a drop in the stock market. "Resilience" and "geostrategy" are my nominees for the buzzwords of 2023.

Peter Vanham <peter.vanham@fortune.com>

WHAT TO DO WHEN NOTHING IS WORKING

By Eddy Quan | 5 min read

What to do when nothing is working

Ever heard that expression "when it rains, it pours"?

I hope so because it accurately describes the kind of week I've had.

First off, let's start with the gas. We have a gas stove in our kitchen and as you know, since I'm on a strict diet....

I've been eating 99.99% of my meals at home so I can stay healthy and lean down.

Well early this week we got a letter from the mayor saying the entire city's gas supply will be shut down "until further notice" because there's some issue with the central gas pipes overheating.

This was on Tuesday..... On Wednesday, as I went to cook my breakfast eggs, the gas went out.

Thankfully, we have ONE electric burner that we've never ever used so I turned that sucker on and made my breakfast.

It's one of those old ones so it took a while to heat up but it got the job done and I was glad we have at least one burner to cook our meals in.

Cool right?

Well later that day, while I am at the gym and my girl is at home prepping lunch, it all goes belly up.

Just as she's halfway through cooking the meat, the electric burner explodes and the stovetop (which is made of glass) shatters into a million pieces leaving my kitchen covered in broken glass.

So now we have no stove to cook with. Great.

So we're doing all of our meals in the air fryer and microwave while the landlord sources a new stovetop.

Right after the explosion, we get a call from the building administration that the gas is back on and we can go back to cooking again.

I forgot to mention while all this is happening, our internet cut off randomly right before the gas went out on Tuesday.

Normally, it drops out for 5 minutes at most but this time it was out for a full 24 hours.

So I spent a full day working off my phone data which is shoddy at best.

And this morning? It went out again which is why I'm writing this to you from my phone.

Which brings me to today...

I have no stove and no internet. My gas is back but since there's no stove, I still need to cook with my air fryer and microwave.

I tried making poached eggs in the microwave yesterday but it overheated and exploded leaving bits of water and egg all over my microwave so my girl is mad at me because she ended up cleaning it up.

Anyway....

Despite all this, business has been decent.

I got a hot new lead for a new ghostwriting client who has 100k followers on Instagram, my clients are crushing it, and the sales are continuing to pile in.

All this even when everything seems to be collapsing around me.

My point is this; sometimes it feels like nothing is working out and we're the victims of "bad luck."

And maybe that's true. But the way I see it, I can't control bad luck.

I can only control the things I do and in my case that's to show up everyday and keep going no matter what.

For me, that's building and monetizing my email list, growing my audience, putting out content and delivering for my clients.

As long as I do that no matter what? I know I'll be just fine even when everything else seems to be going to sh!ts.

Hope that helps

Your man

Eddy "everything will be alright" Quan

Eddy Quan <eddy@eddyquan.com>

Nature Calling for Action Stations (NCfAS#20)

COAL AIN'T COOL, BUT COOLING IS CRUCIAL

"World can't 'unplug' existing energy system" – COP28 head Sultan Al Jaber

'Oily Money Out'

The gloves are off and the bare-knuckled brawl has begun. UK police has charged Swedish climate campaigner Greta Thunberg with a public order offence following her detention at a protest at the Energy Intelligence Forum after she had joined a mass protest outside the Intercontinental London Park Lane Hotel for the 'Oily Money Out' demonstration organized by pressure groups Fossil Free London and Greenpeace. Greta criticized the closed door agreements struck between politicians and representatives of the oil and gas industry (Express Tribune Thursday, October 19, 2023).

> **"The gloves are off and the bare-knuckled brawl has begun"**
> – Adil Ahmad, author

Call to abandon fantasies

A week earlier, the president of the upcoming COP28 climate talks in Dubai called for governments to abandon fantasies such as hastily ditching existing energy infrastructure in pursuit of climate goals (AFP report in The News International, Monday, October 09, 2023).

"We cannot unplug the energy system of today before we build the new system of tomorrow. It is simply not practical or possible," Sultan Al Jaber said during the opening session of Middle East and North Africa (MENA) Climate Week, a UN-organized conference hosted in the Saudi capital Riyadh.

"We must separate facts from fiction, reality from fantasies, impact from ideology, and we must ensure that we avoid the traps of division and distraction." Much of international climate diplomacy revolves around the thorny issue of how and when to quit fossil fuels, and that which the fossil fuel lobbies consider fantasies of the so-called liberal left environmentalists are really serious life and death matters for many that include men and women of science.

"Unabated coal" in the dock

At COP26 in Glasgow in 2021, countries agreed to phase down "unabated coal", the first time a fossil fuel was explicitly mentioned in a final text. But efforts since then to extend such a target to all fossil fuels have floundered, most recently at the G20 summit in India.

Energy officials have argued for continued investments in fossil fuels to ensure energy security even as they eye an eventual transition away from them. Climate activists have criticized the appointment of Sultan Al Jaber to lead the COP28 talks which kick off in Dubai in November, given that he is also head of the Emirati state-owned oil firm ADNOC.

Politics of pragmatism, the Dagha doctrine

To its credit, however, the fossil fuel lobby has come out from behind the veil of denial and embraced realpolitik, basing its politics on pragmatism and practicality rather than on ethical or theoretical considerations. Sultan Al Jaber has found an unlikely ally in Sindh Minister for Revenue and Industry, Muhammad Younus Dagha, who has called for the aggressive burning of coal while fend off piercing questions from angry environmentalists on the growing use of Thar coal (Dawn, Wednesday, October 11, 2023).

Speaking at a dialogue on the energy sector reforms organized by The Knowledge Forum, Muhammad Younus Dagha said the country must prioritize affordability over sustainability when opting for an optimal energy mix. "Europe, China and the United States increased their coal dependence last year after the Ukraine war," he said.

Although he has served in multiple senior positions before retirement from civil service, he is best known for his stint as federal secretary for water and power between 2014 and 2017. Muhammad Younus Dagha said growing economies like India and China are burning coal to generate as much as 70 per cent and 45pc of their total electricity. "Our global carbon footprint is miniscule in comparison," he said.

Economic cost of going green

The 10-year Indicative Generation Capacity Expansion Plan (IGCEP) says Pakistan should produce 60pc of electricity through non-fossil fuels by 2030. According to Mr. Dagha, the country should maximize the share of Thar coal within the rest of 40pc component that will still be based on fossil fuels. "We should go for Thar coal more aggressively," he said.

"Growing economies like India and China are burning coal to generate as much as 70 per cent and 45pc of their total electricity. Pakistan must prioritize affordability over sustainability when opting for an optimal energy mix"
– Sindh Minister for Revenue and Industry, Muhammad Younus Dagha

A climate change activist asked the provincial minister to look at chimney-like urban centers and polluted rivers instead of citing global data on carbon emissions to downplay Pakistan's contribution to pollution. "By this logic, the entire

"We must separate facts from fiction, reality from fantasies, impact from ideology, and avoid the traps of division and distraction"
– Sultan Al Jaber, president COP28

industry around Karachi should be closed down to improve the environment," he said, urging participants to carefully consider the economic cost of going green.

Loss & Damage Fund gone missing-in-action

The vast and fractured landscape of climate finance is also a major stumbling block in climate negotiations. Developing countries least responsible for climate change are seeking money from richer polluters to adapt to its increasingly destructive and expensive consequences. Unfortunately, the richer polluters are not so rich any more as they themselves experience the brunt of extreme weather amidst a global economic downturn that has seemingly hit for a six the much trumpeted Loss & Damage Fund.

Global Cooling Pledge

The other issue finding its way to the front burner is air conditioning use worldwide. With climate warming leading to more air conditioning use globally, dozens of countries including China, India and the United States are being asked to commit to a global pledge that would require at least a 68 per cent reduction in cooling-related emissions by 2050 (Dawn, October 20th, 2023). This would include tackling hydrofluorocarbons (HFCs) used in refrigerants, but also electricity consumption.

The Global Cooling Pledge set to be announced at the upcoming United Nations climate summit, COP28, represents a tough request given the cooling industry is only expected to grow.

5 billion air-conditioners

The emissions from both the refrigerants and the energy used in cooling now account for about 7pc of global greenhouse gas emissions, and are expected to triple by 2050 as temperatures continue to rise.

There will be about 3 billion more air conditioners installed around the world beyond the roughly 2 billion currently in place, said Noah Horowitz, programme director of the Clean Cooling Collaborative non-profit.

"There will be about 3 billion more air conditioners installed around the world beyond the roughly 2 billion currently in place"
- Noah Horowitz, programme director, Clean Cooling Collaborative non-profit

Deadly humid heat

"We cannot just have business as usual." The COP28 Presidency held by the United Arab Emirates is leading the pledge alongside the UN Environment Programme's (UNEP) Cool Coalition. With the global temperature now 1.2 degrees Celsius warmer on average than during the preindustrial era, the world is seeing more intense heat-waves. At 1.5C of warming, hundreds of millions of people could face one week per year of deadly humid heat that would be unsurvivable without access to cooling.

Achieving the pledge's commitments will require major investment in the rollout of more sustainable cooling technology, aided by government incentives and bulk procurement, experts have said. It also would likely need electric grids to switch to renewables, as today's use of AC and fans to keep cool accounts for nearly 20pc of global electricity consumption, according to the International Energy Agency. "We need cooling, but it has to become more efficient," UNEP Cool Coalition global coordinator Lily Riahi said.

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