

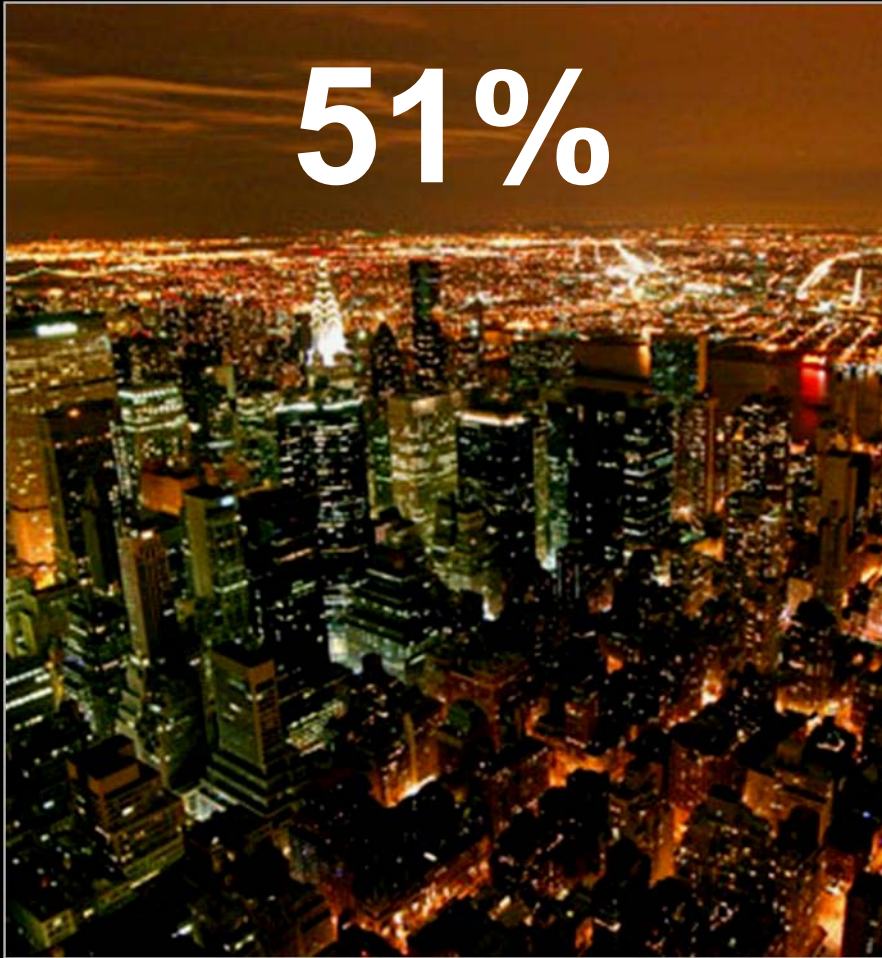
**Net
Zero
World**

Marc Porat



U.S. Energy Demand

51%



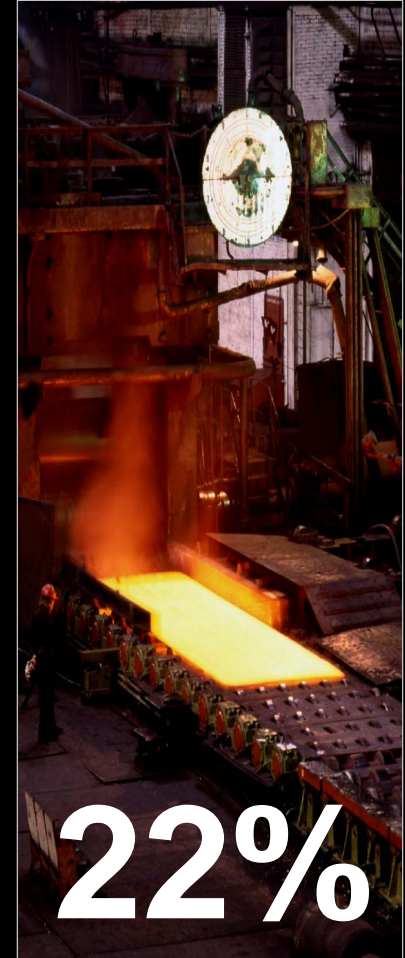
Built Environment

27%



Transport

22%



Industry

The Built Environment

An aerial night photograph of a city skyline, likely New York City, showing a dense cluster of skyscrapers and a large body of water in the foreground. The city lights are bright and numerous, creating a glowing effect against the dark sky. The water in the foreground reflects the city lights, creating a shimmering pattern of light and dark spots.

51%
Total U.S.
energy

55%
Total U.S.
CO₂

U.S. Energy



Built Environment 51%

**Residential
22%**



**Commercial
17%**



Operations 39%

**Buildings
9%**

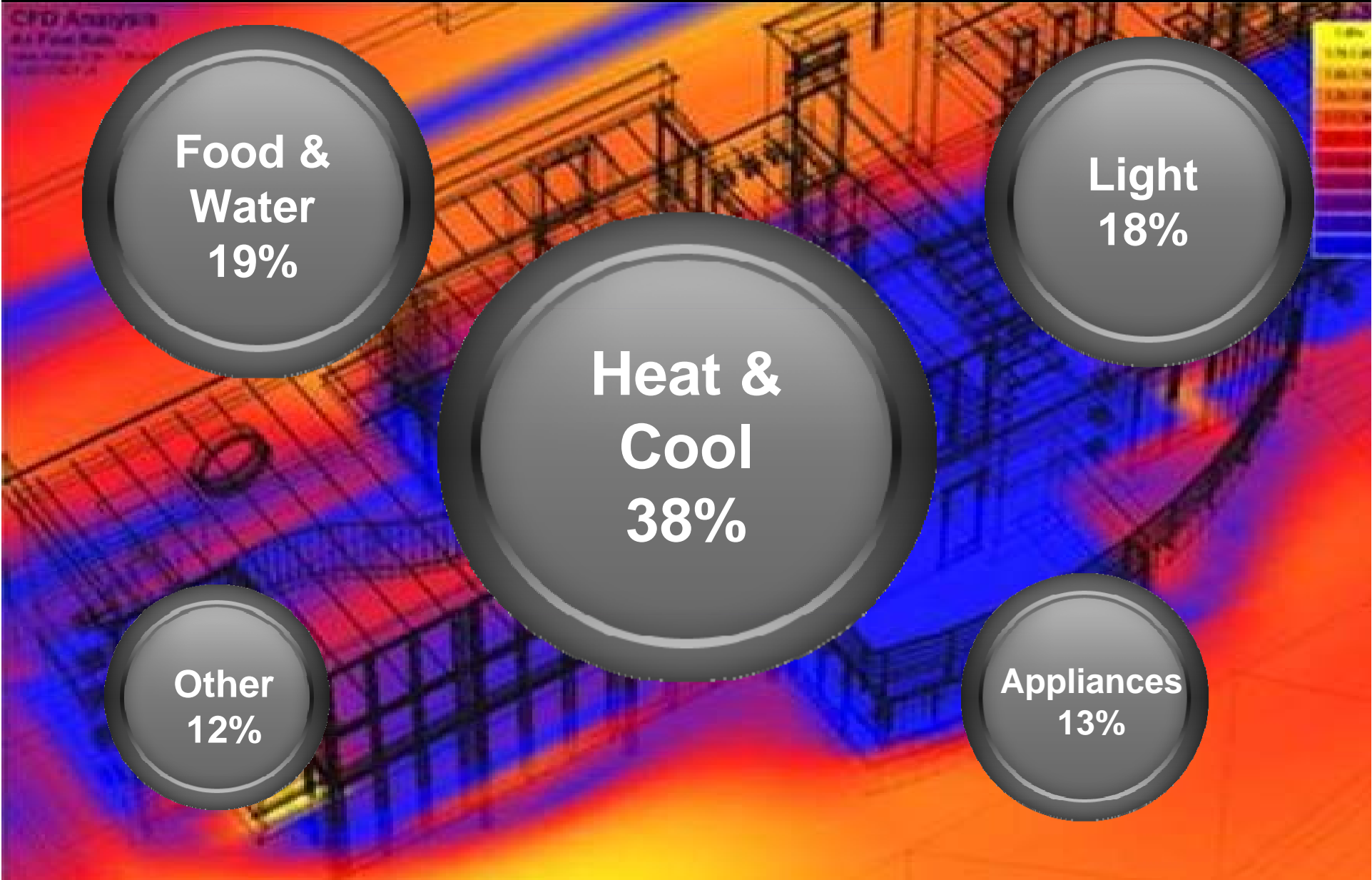


**Infra
3%**



Materials 12%

The Problem



Everything
in the built environment
can be reinvented





SERIOUS MATERIALS

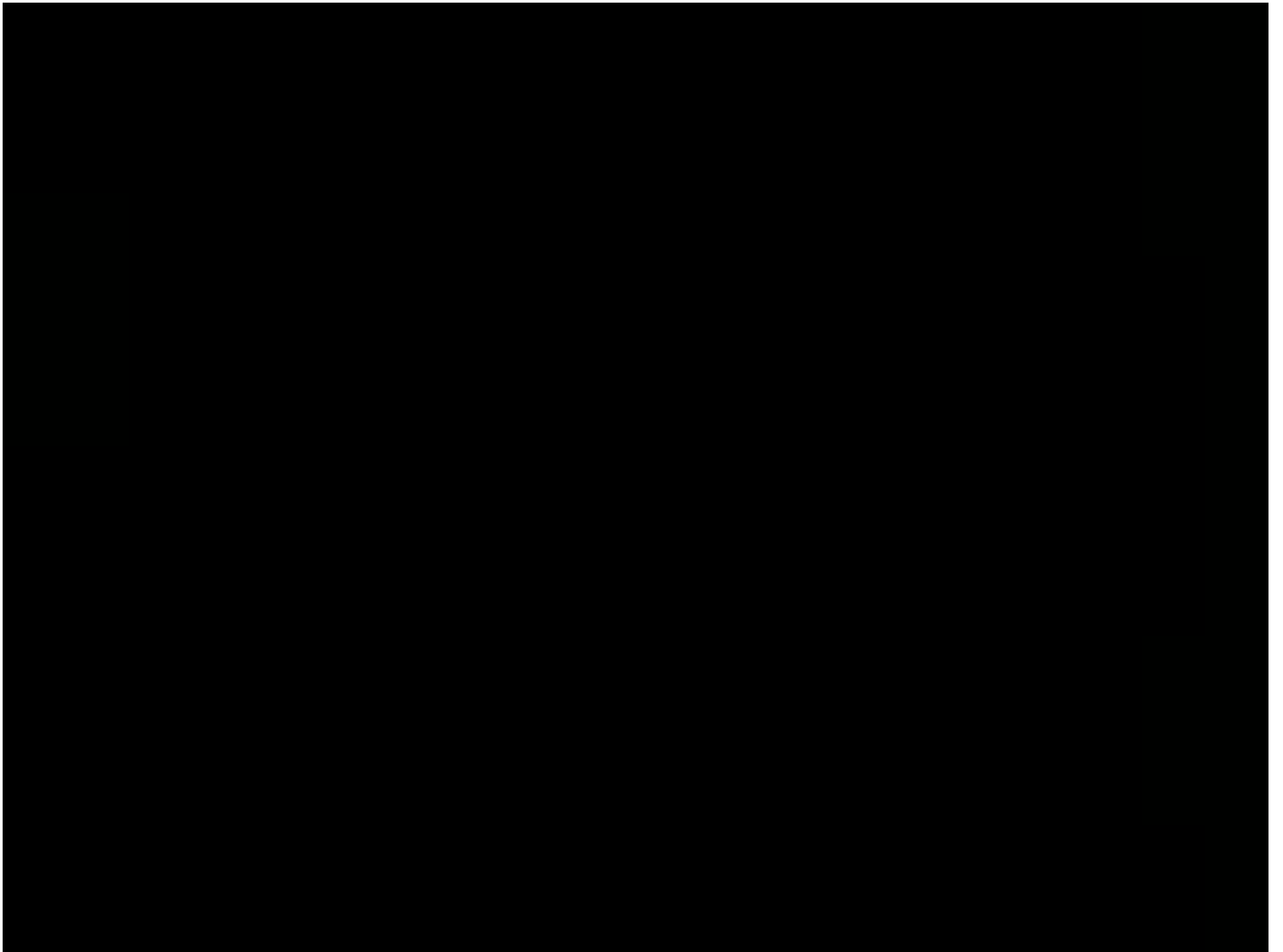
Serious Windows

R-5 to R-11

EcoRock

85% less CO2 & energy







CALSTARTM
CEMENT

Automobiles ~ Cement

2.8 BT CO₂
700M autos x 4T



~

2.6 BT CO₂
2.8BT cement x 0.9T



CalStar Products

85% less energy

90% less CO₂





ZETA

Net Zero Energy

Affordable

LEED Platinum

Factory-built

Now building



Imagine if entire cities went net zero energy



Imagine if the **world** went **net zero energy**

