Governments put a higher price on carbon-based fuels to promote incentives for using cleaner fuels and saving energy: TAX IT SMART

Pricing carbon can be about smarter, more efficient tax systems—higher taxes on fossil fuels mean governments can lower taxes on households and businesses.

DO IT NOW

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Governments must seize the momentum from the Paris climate conference and the window of lower energy prices to put a price on carbon pollution reflecting the environmental damage it causes. The longer we wait, the costlier and more difficult it will be for us, or the next generation, to protect the planet.

Getting a few of large emitters on board would really help:

For every ton of CO2 saved from less fuel use, the top 20 emitters would receive, on average, nearly $60 worth of domestic side benefits.

Reducing use of coal and other fossil fuels cuts local air pollutants and produces substantial public health benefits, especially in densely populated regions—Asia and eastern Europe, where many people are breathing dirty air.