# Leveraging Demand for Innovative Products to Propel Eco-friendly Solutions Forward

### Elevator Pitch

Money makes the world go ‘round and it goes without saying that most people would rather be granted the freedom to choose which products they buy. How can technological innovations drive people to choose objectively better solutions with environmentally friendly side-effects? And in what ways can existing technology be made better that also has the added benefit of being better for the environment?

### Research Documents

[Chapter 5: Demand, services and social aspects of mitigation](https://www.ipcc.ch/report/ar6/wg3/downloads/report/IPCC_AR6_WGIII_Chapter_05.pdf)