

# McKinsey Curve Project

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# Color Code and Interventions

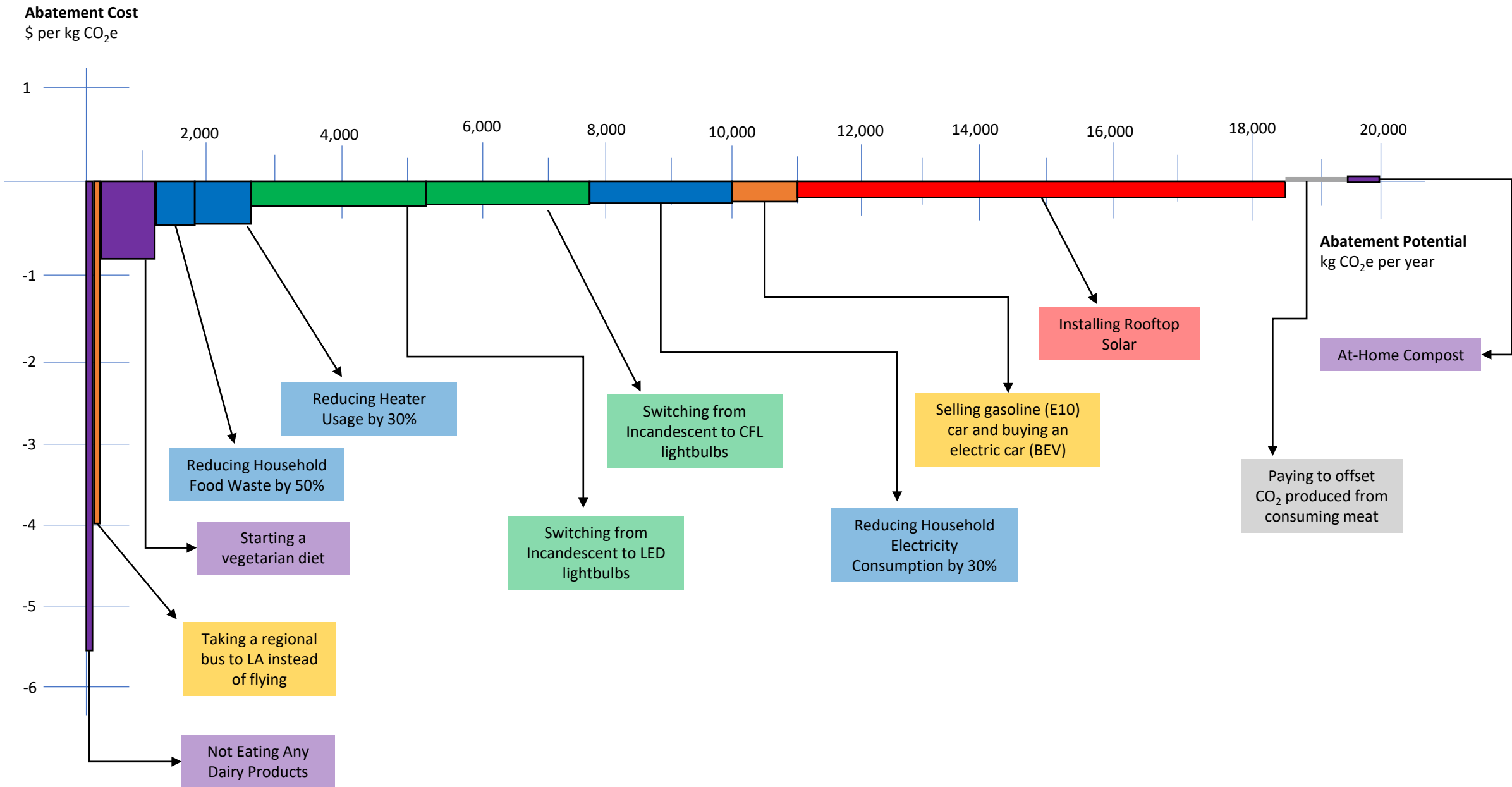
## Color Code:

- Purple = Food, agriculture, diet, or waste management intervention (behavioral or technological)
- Red = power generation or electricity storage intervention on your property
- Orange = transportation intervention (behavioral or technological)
- Green = home technological intervention (i.e., energy efficiency)
- Blue = home behavioral intervention (i.e., conservation)
- Grey = Other category

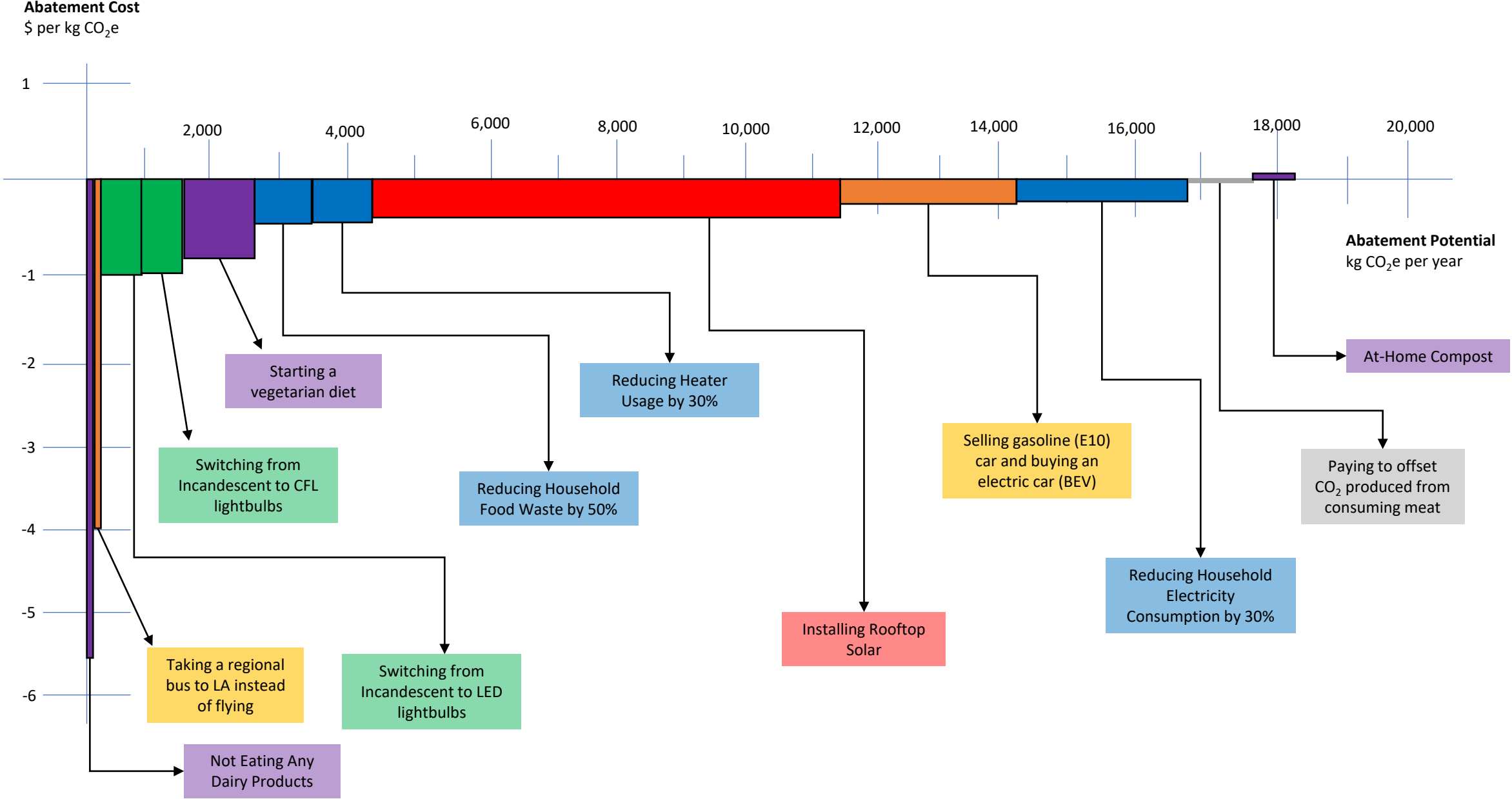
## Interventions:

1. Eating vegetarian
2. Not eating any dairy products
3. At-home Compost
4. Installing solar panels on my home
5. Selling my gasoline (E10) car and buying an all-electric car (BEV)
6. Taking the greyhound bus to LA instead of flying
7. Switching from incandescent to CFL lightbulbs
8. Switching from incandescent to LED lightbulbs
9. Reducing heater usage by 30% (turn thermostat up and down to reduce usage)
10. Reducing food waste per year by 50%
11. Reducing household electricity consumption by 30%
12. Paying to offset carbon produced annually from eating meat (same meat-eating diet calculations as in #1)

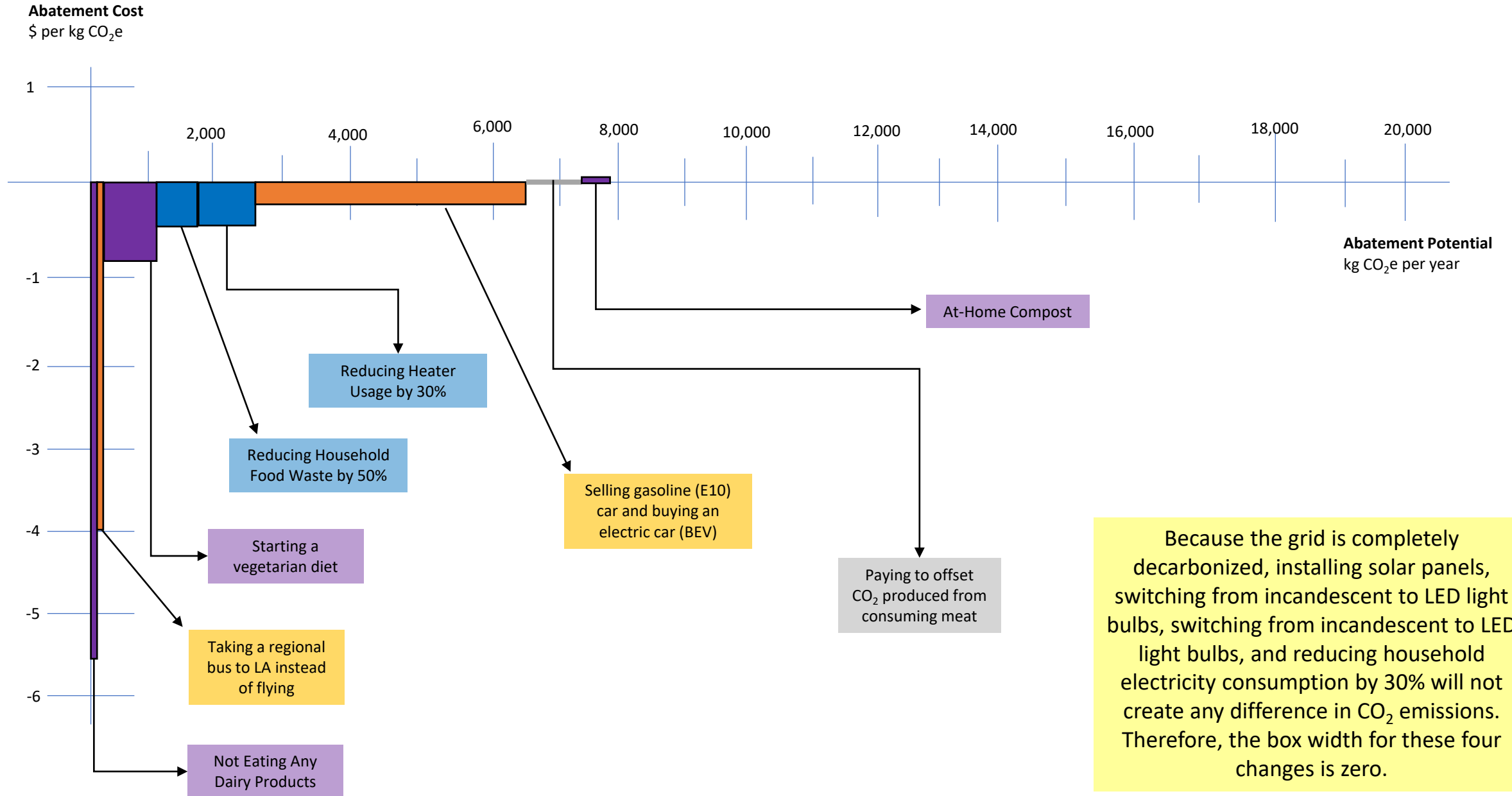
# MRO East Grid



# CAMX Grid



# 100% Decarbonized Grid



# Data: MRO East Grid

## Data Listed in order from lowest cost to highest cost

- 2: Net annual CO<sub>2</sub> emissions mitigated = **-27.61 kg CO<sub>2</sub>**, Net annual cost = -\$150.80, Normalized Cost = **-\$5.46/kg CO<sub>2</sub>**
- 6: Net annual CO<sub>2</sub> emissions mitigated = **-52.89 kg CO<sub>2</sub>**, Net annual cost = -\$210.06, Normalized Cost = **-\$3.97/kg CO<sub>2</sub>**
- 1: Net annual CO<sub>2</sub> emissions mitigated = **-968.75 kg CO<sub>2</sub>**, Net Annual cost = -\$730, Normalized Cost = **-\$0.754/kg CO<sub>2</sub>**
- 10: Net annual CO<sub>2</sub> emissions mitigated = **-782.82 kg CO<sub>2</sub>**, Net annual cost = -\$319.37, Normalized Cost = **-\$0.408/kg CO<sub>2</sub>**
- 9: Net annual CO<sub>2</sub> emissions mitigated = **- 863.63 kg CO<sub>2</sub>**, Net Annual cost = -\$345.75, Normalized Cost = **-\$0.400/kg CO<sub>2</sub>**
- 8: Net annual CO<sub>2</sub> emissions mitigated = **-2551.85 kg CO<sub>2</sub>**, Net Annual cost = -\$516.19, Normalized Cost = **-\$0.202/kg CO<sub>2</sub>**
- 7: Net annual CO<sub>2</sub> emissions mitigated = **-2351.71 kg CO<sub>2</sub>**, Net Annual cost = -\$471.07, Normalized Cost = **-\$0.200/kg CO<sub>2</sub>**
- 11: Net annual CO<sub>2</sub> emissions mitigated = **-2464.8 kg CO<sub>2</sub>**, Net annual cost = -\$487.72, Normalized Cost = **-\$0.199/kg CO<sub>2</sub>**
- 5: Net annual CO<sub>2</sub> emissions mitigated = **-977.26 kg CO<sub>2</sub>**, Net Annual cost = -\$184.09, Normalized Cost = **-\$0.188/kg CO<sub>2</sub>**
- 4: Net annual CO<sub>2</sub> emissions mitigated = **-7384.35 kg CO<sub>2</sub>**, Net annual cost = -\$927.86, Normalized Cost = **-\$0.126/kg CO<sub>2</sub>**
- 12: Net annual CO<sub>2</sub> emissions mitigated = **-1006.82 kg CO<sub>2</sub>**, Net annual cost = \$5.00, Normalized Cost = **\$0.0005/kg CO<sub>2</sub>**
- 3: Net annual CO<sub>2</sub> emissions mitigated = **-552.82 kg CO<sub>2</sub>**, Net annual cost = \$6.38, Normalized Cost = **\$0.0115/kg CO<sub>2</sub>**

# Data: CAMX Grid

## Data Listed in order from lowest cost to highest cost

- 2: Net annual CO<sub>2</sub> emissions mitigated = **-27.61 kg CO<sub>2</sub>**, Net annual cost = -\$150.80, Normalized Cost = **-\$5.46/kg CO<sub>2</sub>**
- 6: Net annual CO<sub>2</sub> emissions mitigated = **-52.89 kg CO<sub>2</sub>**, Net annual cost = -\$210.06, Normalized Cost = **-\$3.97/kg CO<sub>2</sub>**
- 8: Net annual CO<sub>2</sub> emissions mitigated = **-805.23 kg CO<sub>2</sub>**, Net annual cost = -\$798.64, Normalized Cost = **-\$0.992/kg CO<sub>2</sub>**
- 7: Net annual CO<sub>2</sub> emissions mitigated = **-742.07 kg CO<sub>2</sub>**, Net annual cost = -\$729.52, Normalized Cost = **-\$0.983/kg CO<sub>2</sub>**
- 1: Net annual CO<sub>2</sub> emissions mitigated = **-968.75 kg CO<sub>2</sub>**, Net Annual cost = -\$730, Normalized Cost = **-\$0.754/kg CO<sub>2</sub>**
- 10: Net annual CO<sub>2</sub> emissions mitigated = **-782.82 kg CO<sub>2</sub>**, Net annual cost = -\$319.37, Normalized Cost = **-\$0.408/kg CO<sub>2</sub>**
- 9: Net annual CO<sub>2</sub> emissions mitigated = **-863.63 kg CO<sub>2</sub>**, Net Annual cost = -\$345.75, Normalized Cost = **-\$0.400/kg CO<sub>2</sub>**
- 4: Net annual CO<sub>2</sub> emissions mitigated = **-7147.52 kg CO<sub>2</sub>**, Net annual cost = -\$2466.12, Normalized Cost = **-\$0.345/kg CO<sub>2</sub>**
- 5: Net annual CO<sub>2</sub> emissions mitigated = **-2810.04 kg CO<sub>2</sub>**, Net annual cost = -\$568.23, Normalized Cost = **-\$0.202/kg CO<sub>2</sub>**
- 11: Net annual CO<sub>2</sub> emissions mitigated = **-2464.8 kg CO<sub>2</sub>**, Net annual cost = -\$487.72, Normalized Cost = **-\$0.198/kg CO<sub>2</sub>**
- 12: Net annual CO<sub>2</sub> emissions mitigated = **-1006.82 kg CO<sub>2</sub>**, Net annual cost = \$5, Normalized Cost = **\$0.0005/kg CO<sub>2</sub>**
- 3: Net annual CO<sub>2</sub> emissions mitigated = **-552.82 kg CO<sub>2</sub>**, Net annual cost = \$6.38, Normalized Cost = **\$0.0115/kg CO<sub>2</sub>**

# Data: 100% carbon-free grid

## Data Listed in order from lowest cost to highest cost

- 2: Net annual CO<sub>2</sub> emissions mitigated = **-27.61 kg CO<sub>2</sub>**, Net annual cost = -\$150.80, Normalized Cost = **-\$5.46/kg CO<sub>2</sub>**
- 6: Net annual CO<sub>2</sub> emissions mitigated = **-52.89 kg CO<sub>2</sub>**, Net annual cost = -\$210.06, Normalized Cost = **-\$3.97/kg CO<sub>2</sub>**
- 1: Net annual CO<sub>2</sub> emissions mitigated = **-968.75 kg CO<sub>2</sub>**, Net Annual cost = -\$730, Normalized Cost = **-\$0.754/kg CO<sub>2</sub>**
- 10: Net annual CO<sub>2</sub> emissions mitigated = **-782.82 kg CO<sub>2</sub>**, Net annual cost = -\$319.37, Normalized Cost = **-\$0.408/kg CO<sub>2</sub>**
- 9: Net annual CO<sub>2</sub> emissions mitigated = **-863.63 kg CO<sub>2</sub>**, Net Annual cost = -\$345.75, Normalized Cost = **-\$0.400/kg CO<sub>2</sub>**
- 5: Net annual CO<sub>2</sub> emissions mitigated = **-3655 kg CO<sub>2</sub>**, Net annual cost = -\$568.23, Normalized Cost = **-\$0.155/kg CO<sub>2</sub>**
- 12: Net annual CO<sub>2</sub> emissions mitigated = **-1006.82 kg CO<sub>2</sub>**, Net annual cost = \$5.00, Normalized Cost = **\$0.0005/kg CO<sub>2</sub>**
- 3: Net annual CO<sub>2</sub> emissions mitigated = **-552.82 kg CO<sub>2</sub>**, Net annual cost = \$6.38, Normalized Cost = **\$0.0115/kg CO<sub>2</sub>**