

The Age of Increment

Research by Stirling Kelso
Graphic by Henry Yung

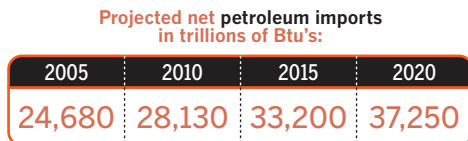
We like oil. A lot. For all the talk and investment in alternative energy sources, they barely make a dent in our consumption—and even less so in the developing world. In large part, that's because the switching costs are high, but it also reflects sheer inertia. At least we're cluing into hybrids and recycling more of our stuff.

Americans are burning more oil...



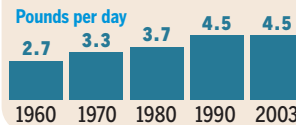
*Estimate
Source: Energy Information Administration

...and we can't kick imports



Source: Energy Information Administration

SOLID WASTE PER AMERICAN



Source: Environmental Protection Agency

RECYCLABLE PORTION OF A TYPICAL DESKTOP COMPUTER:

55%

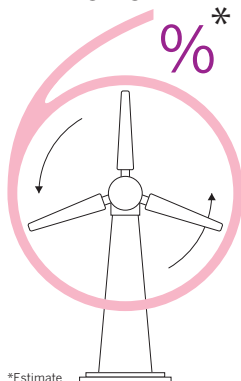
OF THIS MAGAZINE



Source: National Recycling Coalition

WIND SUPPLIES LESS THAN 1% OF U.S. ENERGY TODAY.

BY 2020:



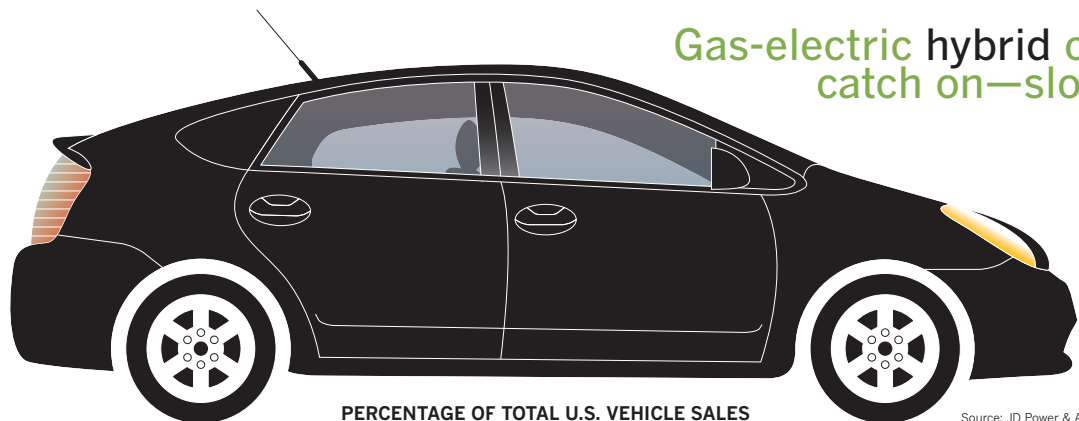
*Estimate

TOTAL WIND-POWER CAPACITY PER PERSON, 2004

WATTS	
EUROPE	42.9
NORTH AMERICA	22.5
ASIA	1.3
LATIN AMERICA	0.4
AFRICA	0.3

Sources: American Wind Energy Association; U.S. Census Bureau

Gas-electric hybrid cars catch on—slowly



PERCENTAGE OF TOTAL U.S. VEHICLE SALES

2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
0.23%	0.29%	0.51%	1.25%	1.62%*	2.09%*	3.23%*	3.65%*	4.12%*	4.23%*	4.24%*

*Estimate
Source: JD Power & Associates

WE'RE EATING MORE ORGANIC FOODS...

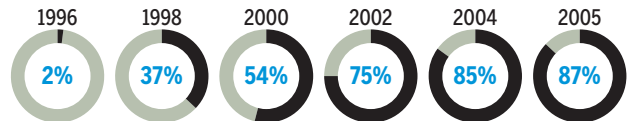
Acres of certified organic grain crops in the U.S.:



Source: Economic Research Service, USDA

...AND MORE GENETICALLY MODIFIED FOODS, TOO

Percentage of total U.S. soybean acreage that's modified:



Source: Biotechnology Industry Organization

393 NUMBER OF U.S.-CERTIFIED "GREEN" BUILDINGS TODAY

3,261 ADDITIONAL GREEN BUILDINGS UNDER CONSTRUCTION AND IN THE WORKS

ALL TOGETHER, THERE ARE 126 MILLION BUILDINGS IN THE U.S.

Sources: U.S. Green Building Council; Energy Information Administration; U.S. Census Bureau

83% of the world's population lived within 1 kilometer of a water source as of 2002.



In sub-Saharan Africa, 42% of people lived more than 1 kilometer away from water.

Source: World Health Organization