

For Immediate Release

## Silicon Valley Venture Capitalist Claims Diesel Soot Melting the Sierra Snow Pack

Reducing Diesel Soot is Faster And Cheaper Than Reducing CO2 in Effort  
to Slow Global Warming

MENLO PARK, California (December 11, 2009) – In his new book, *Addicted to Energy* Silicon Valley venture capitalist Elton Sherwin claims, that reducing diesel soot is key to affordably protecting the planet from rapid warming.

Drawing on research from **UC Berkeley, Stanford** and the **Scripps Institution of Oceanography**, Sherwin says that reducing diesel soot is faster and cheaper than reducing CO<sub>2</sub>. “We still need to dramatically reduce CO<sub>2</sub>, but eliminating diesel soot is a quick, affordable way to lessen the likelihood of crossing a major climate threshold or tipping point.”

Some models show California’s central valley getting 10 degrees hotter this century. “We in California’s should be very motivated to get this right, to lead the world in developing strategies to reduce diesel soot. This is primarily a financing issue, not a technology issue. The technology exists to do this.”

Stacy Jackson in her work at UC Berkeley has shown that black carbon, or soot, will have a significantly greater impact on the world’s climate than CO<sub>2</sub> in the short term.

Veerabhadran Ramanathan, one of the world’s leading climate scientists at Scripps Institute for Oceanography in a recent article in *Foreign Affairs*, says that existing emissions-control technologies could “be enough to offset the warming effects of one to two decades’ worth of carbon dioxide emissions.”\*\*

In his book Sherwin suggests including diesel soot in California’s cap and trade system. “California’s oil companies paid to retrofit dry cleaners in southern California to offset their emissions. If diesel soot were included in a cap and trade system, California’s largest polluters would immediately buy soot filters for the trucking industry, because this is such an inexpensive way to reduce emissions.”

About Elton Sherwin:

**Elton Sherwin** is a venture capitalist and the Senior Managing Director at Ridgewood Capital, where he invests in private energy-tech and clean-tech companies. He holds eight patents and sits on the boards of several clean-tech companies. His widely acclaimed first book, *The Silicon Valley Way*, was translated into Chinese, Japanese, Spanish, and

Korean. Published in 1998, it continues to be used by entrepreneurs and universities around the world.

About Addicted to Energy:

***Addicted to Energy*** is written as a guidebook to a fictional governor, with advice on how to manage both the climate and energy crises. The book devotes thirty pages to California's AB 32 legislation. The book contains many charts and graphs, as well as practical tips for homeowners, businesses, and local governments.

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\*\* "The Other Climate Changers: Why Black Carbon and Ozone Also Matter," Jessica Seddon Wallack and Veerabhadran Ramanathan, *Foreign Affairs*, September/October 2009 Issue.

For additional information on this topic, Google 'black carbon sierra snow,' 'black carbon climate change,' 'Mark Jacobson Stanford black carbon,' 'California Air Resources Board diesel soot,' and 'Scripps black carbon climate change,' For Stacy Jackson's data at UC Berkley, see

[http://stacycjackson.com/images/Copenhagen\\_Conference\\_Handout\\_-\\_Mar\\_2009.pdf](http://stacycjackson.com/images/Copenhagen_Conference_Handout_-_Mar_2009.pdf)