

# FFFS Episode 6: 1 Trillion

## NOTES

The key idea of that episode is to explain, that it is very costly to make the economy of a country switch to a green one. And risky. The GDP might go down.

But let's gamify it. We ask the richest people of this world – philanthropists like Bill Gates – and also countries to all put together money. We collect a sum of 1 Trillion Dollar! 1 Trillion! As prize money.

It will go to the country as first reaches certain sustainability standards. Very high standards. That will take a while to achieve.

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(Why:)

(People like to talk about money especially about big sums! They understand this. Money can be the vehicle to make them talk more about sustainability. 1 Trillion is an insane number. Newsworthy. Let's dream about getting it!)

(People like competition. What sustainability strategies will make countries be frontrunners in the race for the 1 Trillion?)

(1 Trillion might be enough to take a risky road where you might end up with a not profitable economy for some time but a sustainable one!)

*//// FOR THIS EPISODE: Set up a website for this project: 100000000000.world that looks like the official website of this project. It explains the goal of the project and has an info-page for funders that want to contribute to the pot. Make it good enough that it looks decent and like a real campaign/project on first look. And the publication of the video is the publication of that website! ///*