

## WHAT IS CARBON PRICING?

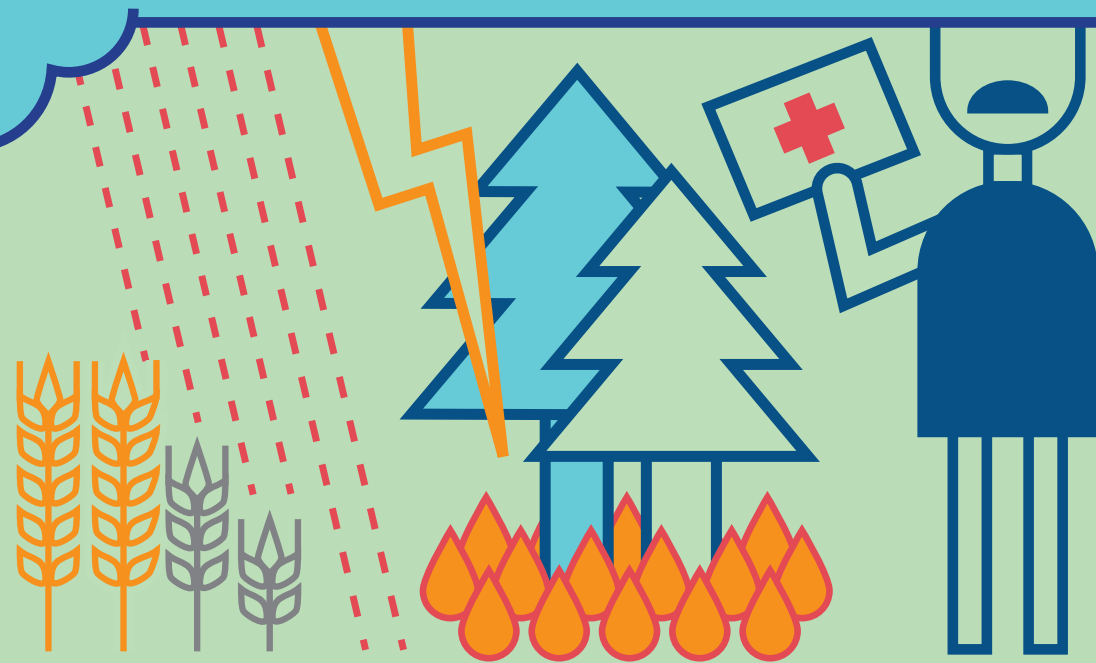
Recognising the **ECONOMIC AND ENVIRONMENTAL COSTS** of emitting carbon to the atmosphere by attaching a **PRICE** to the act of emitting carbon.



## WHY DO WE NEED TO PRICE CARBON?

Carbon is an atmospheric pollutant, but currently, we can emit carbon for **FREE**...

... even though emitting carbon causes **COSTS** elsewhere that must be paid for by the public. In other words, emitting carbon has indirect, **ECONOMIC IMPACTS**.



CROP DAMAGE

NATURAL DISASTERS

HEALTH ISSUES

Carbon pricing corrects this by incorporating these indirect, **ECONOMIC IMPACTS** into a price for emitting carbon. As a result we become aware of the **REAL** cost of releasing carbon into the atmosphere.



Carbon pricing allows us to **CHOOSE**:

**1. PAY** for the impacts of our emissions.

**OR**

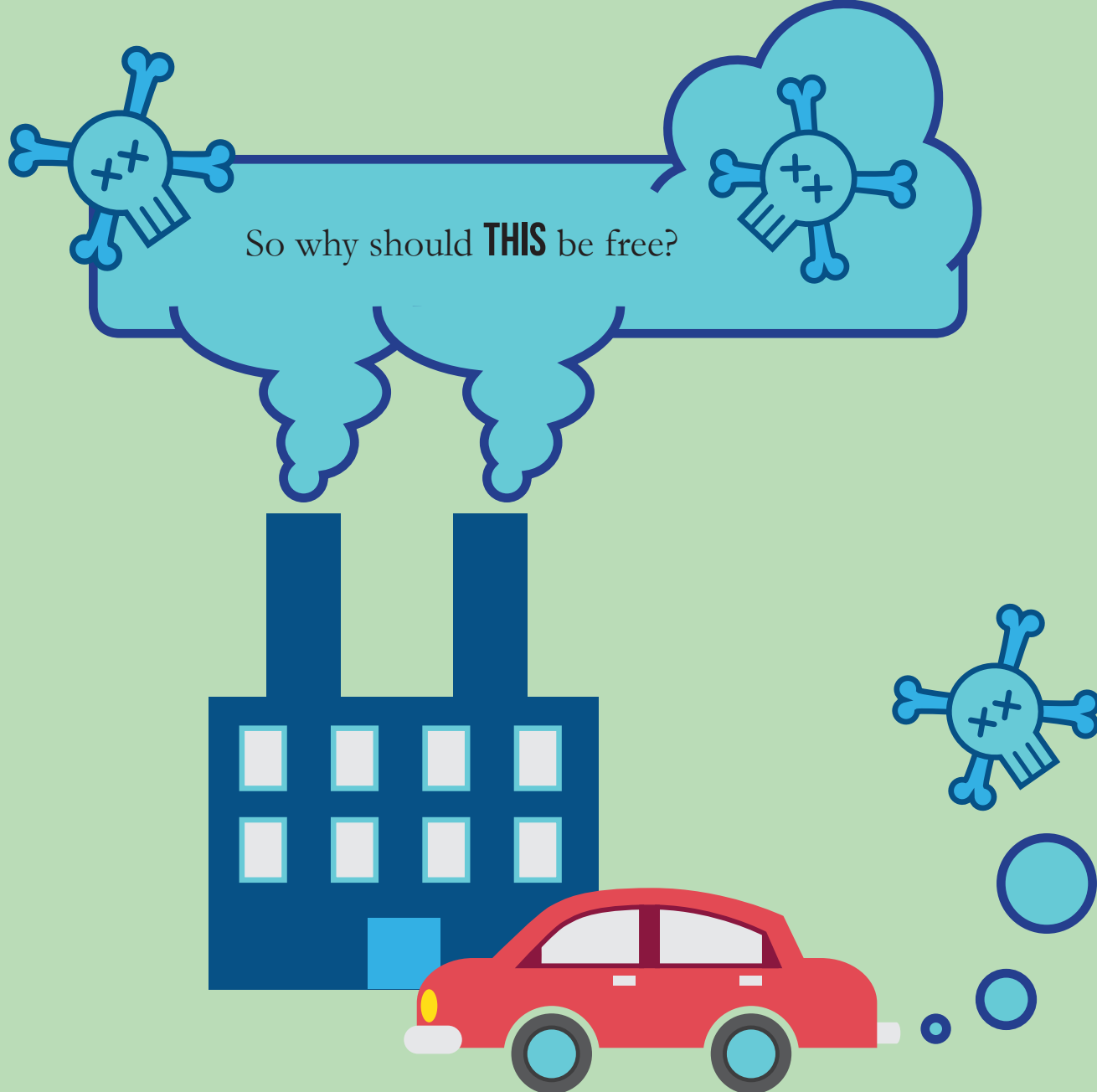
**2. SAVE** money and the environment by reducing our emissions.



After all, we don't allow **THIS** for free...



So why should **THIS** be free?



Pricing carbon helps us make **BETTER, MORE INFORMED CHOICES**.