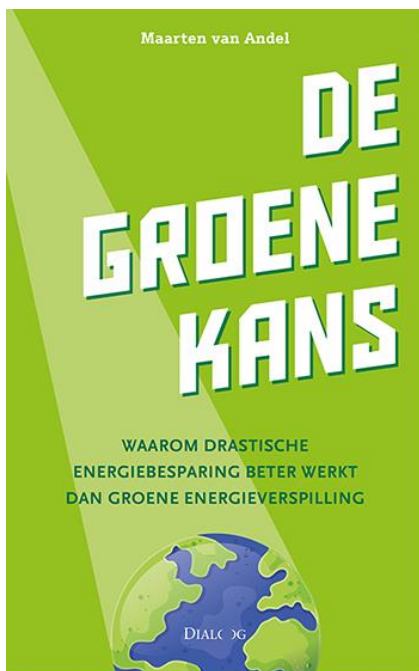


# SANTASADŌ

## Maarten van Andel - The Green Opportunity

Why drastic energy conservation works better than green energy waste

SUSTAINABILITY



We underestimate the size of the necessary energy transition, and overestimate the possibilities of sustainable energy options, like solar and wind. It is a green illusion to think that we can realize the energy transition like we are doing right now. But we also have a green opportunity.

Let's stop waiting on politicians, entrepreneurs, and scientists. Let's stop selling climate goals to energy moguls and multinationals. The green opportunity is not technology and infrastructure, but in awareness and a collective behavioral change. That will save more fossil fuels and carbon dioxide than windmills, heat pumps, and electric cars.

*The Green Opportunity* describes what we can do to save our planet, making it an important sequel to the successful book *The Green Illusion*.

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- Over 5,000 copies sold
- Dutch edition published by Haystack

## ABOUT THE AUTHOR



**Maarten van Andel** is director of Natural Sciences at the University of Applied Sciences and has years of experience as an engineer and manager in the high-tech industry. He collaborated with scientists and experts in companies, governments, and research institutions for international energy and sustainability projects. He calls himself to be climate neutral, both concerned with climate change and the measures meant to save the planet.

## RECOMMENDATIONS

‘Easy to read, easy to understand, written for a large audience, an especially for politicians.’ – **Dutch Library Services**

‘So-called green solutions are not as blissful as we often think (or hope).’ – **EcoGoodies**

‘While windmills, solar panels, and electric cars are going to save our climate, *The Green Opportunity* still has a positive message.’ – **Eindhovens Dagblad**

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