Markets in the Age of Climate Change

Supporting resilience through markets

Richard McCarthy

Slow Food®

Think Like Pirates!

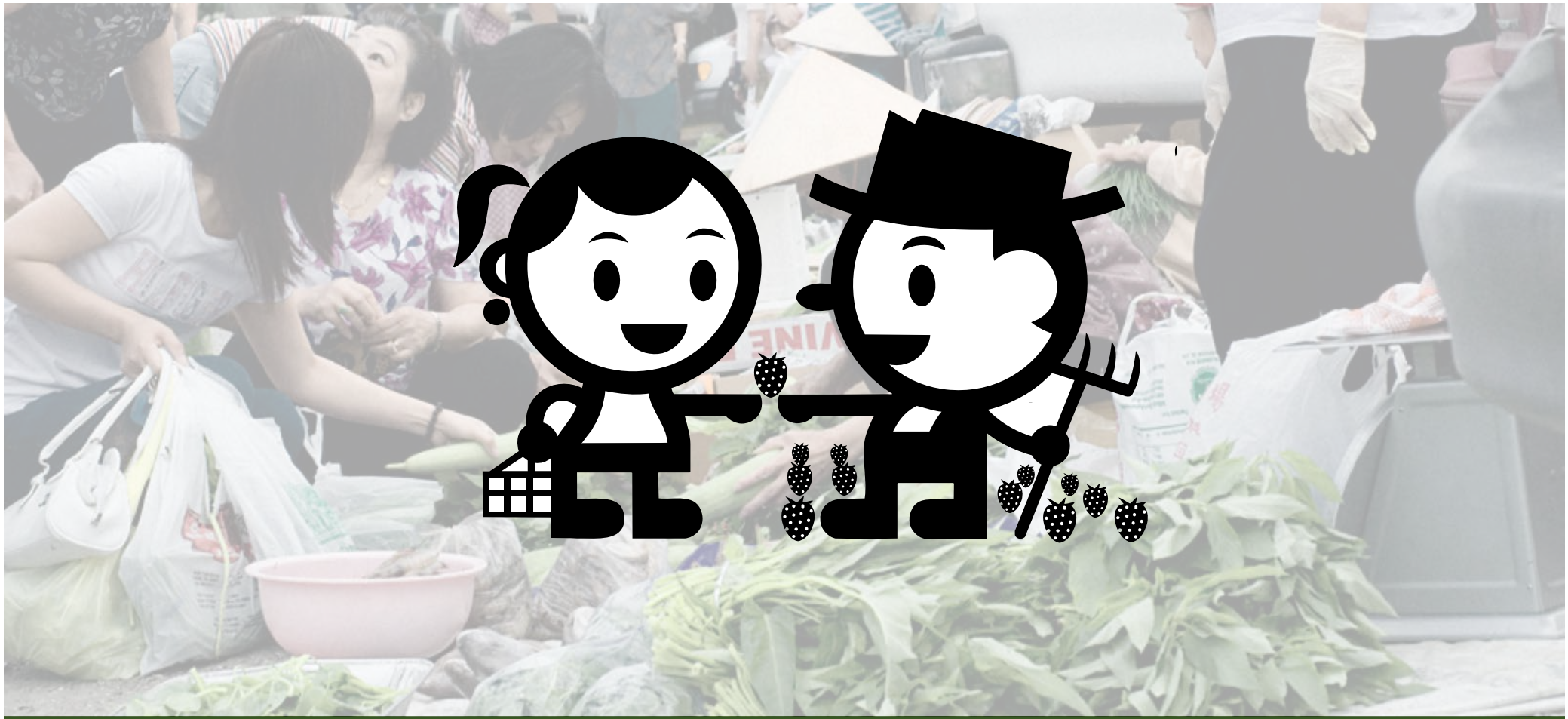
Market fundamentals

Vulnerable

Vulnerable

Simple

Transparent



Transparent

Inefficient

Inefficient by design

Inefficient by design

Stabilize life after trauma

NYC Hurricane Sandy 2012 72 hours

Fukushima Tohoku earthquake 2011 5 days

NOLA Hurricane Katrina 2005 10 weeks

NOLA Hurricane Katrina 2005 2 years

Umbrellas unfurl faster than bricks

Restore normalcy

Safety in numbers

Safety in numbers

Office of Homeland Serenity

Incentivize social cohesion

Strategic investments triggered by trauma

FARM AID

Keep America Growing!

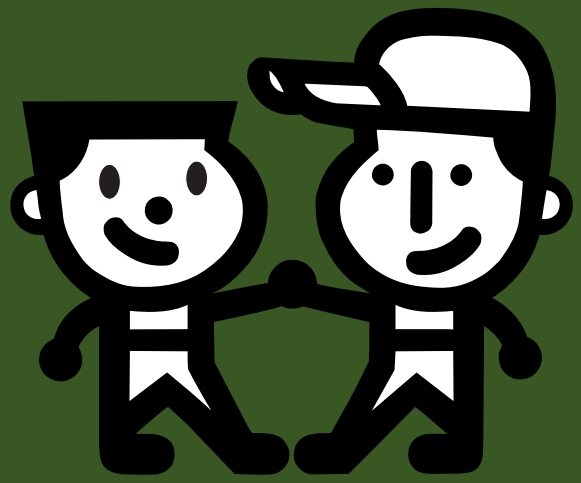
Grassroots philanthropy

GARDEN · TEACH · RECYCLE · GREENMARKET
grow NYC

Grassroots philanthropy

Grassroots philanthropy

Leverage resources creatively



Resilience

Taberu Journal yields fan clubs

Rice Covenant

Lasting impressions

Ask for forgiveness, not permission

Use your network

Maintain good relations in good times, so you can leverage them during crises

For more information:

Emergency resources:

https://www.grownyc.org/relief/farmer_resources

Video – From Disaster to Dessert:

https://www.youtube.com/watch?v=cxIbm-EyATs

Think Like Pirates:

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