

URL: <https://stvp.stanford.edu/clips/make-cleaning-the-environment-a-prosperous-opportunity>

Founder Brent Constantz describes the early breakthrough moments at Calera, including realizing the value in actively sequestering carbon dioxide. According to Constantz, this insight supports his idea that the most successful strategy for cleaning up the environment is to make doing so a prosperous opportunity for businesses and investors.



Transcript

Calera is an exciting company which has a bouquet of opportunities that can really impact the world at this time.. We set off and we had a lab of about eight ladies.. I say that because I was the only male employee for some reason.. We're making cement within about six months.. Vinod was over there one day and we noticed that our limiting raw material was carbon dioxide.. So, I asked Vinod, "Where can I get some carbon dioxide?" I was involved with deep-sea coral projects with Rob Dunbar here and looking at the ocean over the last 10,000 years and all that.. But I just wasn't aware that people were really interested and actively sequestering CO2.. I thought immediately, "Gee! You know, if you did this, you could make cleaning up the environment a prosperous activity." It wouldn't be a task or a negative thing that no one is going to want to do or governments have to force people to do.. It's something people would do because they are going to make money doing it.. If you could take CO2 as a raw material and make stuff out of it, well, then you wouldn't have to go mine a bunch of limestone and put it in kilns and create CO2..

So, it would be a two-fer if you were to avoid the CO2 going to the atmosphere but also displace the CO2 that would have been created by making Portland cement.. To this day, it's one of the interesting strategic aspects of Calera...