

URL: <https://stvp.stanford.edu/clips/the-moment-for-climate-solutions>

Climate change presents problems that require new ideas and innovative entrepreneurs, says Lisa Dyson, founder and CEO of Air Protein. Dyson encourages students to get involved in looking for solutions.



## Transcript

- Your ideas, your innovation is required.. 00:00:06,390 That's the main thing that I have to say because, you know, again, we're gonna be at 10 billion people by 2050.. And you know, the amount of plastic waste that's in the ocean the size of a continent.. You know, the amount of greenhouse gases we're emitting, forest that are being removed.. water issues, top soil issues.. There's so many issues that are out there that needs great minds to come and solve them.. So that's the main thing.. And then figure out what role you wanna play essentially in it.. And to be an entrepreneur is not for the faint of heart.. We happen to be in a moment where there is strong interest, for instance, in climate..

And you know, companies are making net zero claims and they're looking for solutions.. So we happen to be in that moment.. Grab that moment and like come up with solutions and work with those companies to figure out how to solve some of these problems.. You know, there's with plastic, there's, you know, regulations that single use plastics are being banned in many different geographies.. And so companies have to do something about that.. And so grab that opportunity and come up with some solutions.. So that's what I'd say.. We don't know how things are gonna change over time, but, you know, you can start a company, you can have an idea, you can join a company, you can join corporate America, you can join an NGO, there's policymaker.. There's so many different ways in which you can get involved...