



Planet Pulse

**A rhythmic check-in on
climate issues**





Nuke the moon

- I thought the craziest strategy related to deploying nuclear was Deep Fusion's plan to insert a reactor at the bottom of a mile-deep 30" hole.

I was wrong.

- In four years, the Department of Energy wants a nuclear reactor on the moon.
- That sounds like the kind of idea that Elon Musk would float after imbibing a ketoimine/cannabis cocktail.
- I guess after acquiring Greenland, in President Trump's mind, the next logical step is to own the moon.

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Lipstick on a pig

- The backlash against data centers being built in people's backyards is intense and growing.
- The solution: make them pretty.
- Big Tech is turning to architectural ingenuity to improve the "curb appeal" of these massive power sinks.
- Design firm Gensler said that the number of employees it has working on data centers has increased 40% annually.
- In a world where style has long usurped substance, the strategy - which resolves none of the real issues related to data centers - just might work.



Artist's rendering of data center in the Netherlands. Gensler



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On the rise, and only beginning

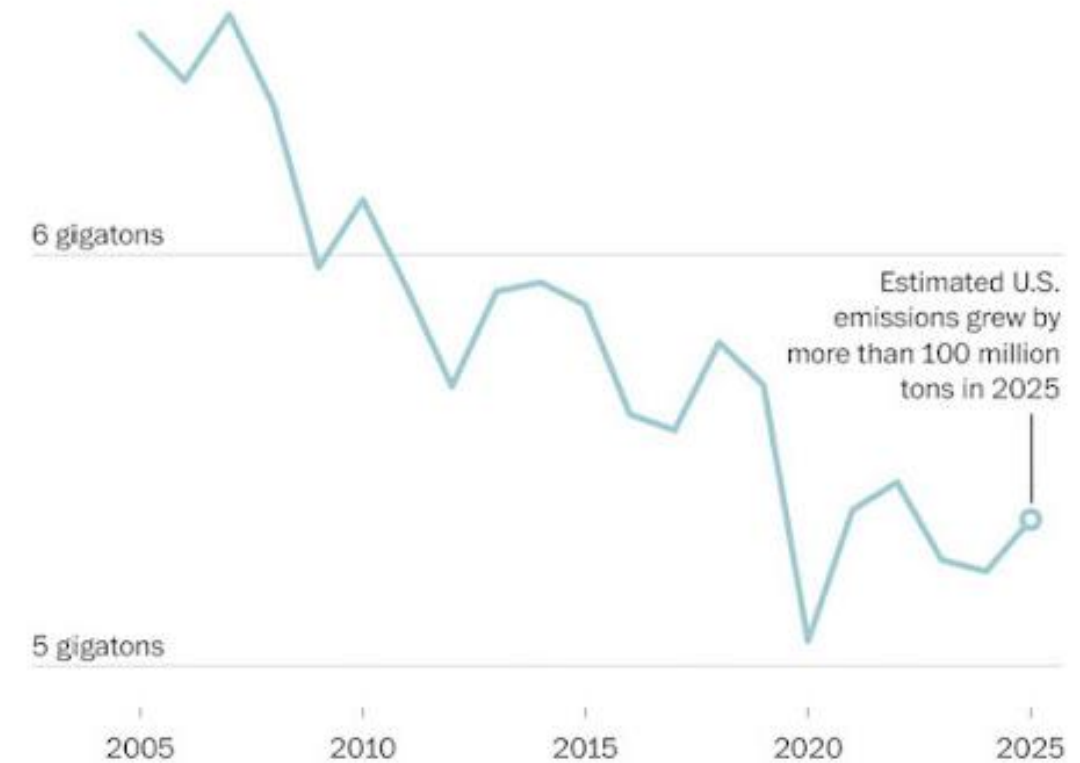
- The full impact of President Trump's dramatic reversal of all climate-related policies has just begun.
- The Rhodium Group claims U.S. emissions rose 2.4% last year.
- Its report noted that the increase broke a two-year decline, but not for the pandemic, emissions would have steadily declined since 2018.
- Buildings and power generation were the primary culprits.
- Personally, I don't understand how it happened.
- With the use of President Trump's favorite fuel - beautiful, clean coal - increasing 13%, shouldn't emissions have declined?



U.S. emissions, bucking downward trend, grew in 2025

Net CO₂-equivalent emissions

7 gigatons



Source: EPA, Rhodium Group (2024 and 2025 are Rhodium estimates)

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2005 2010 2015 2020 2025

5 gigatons

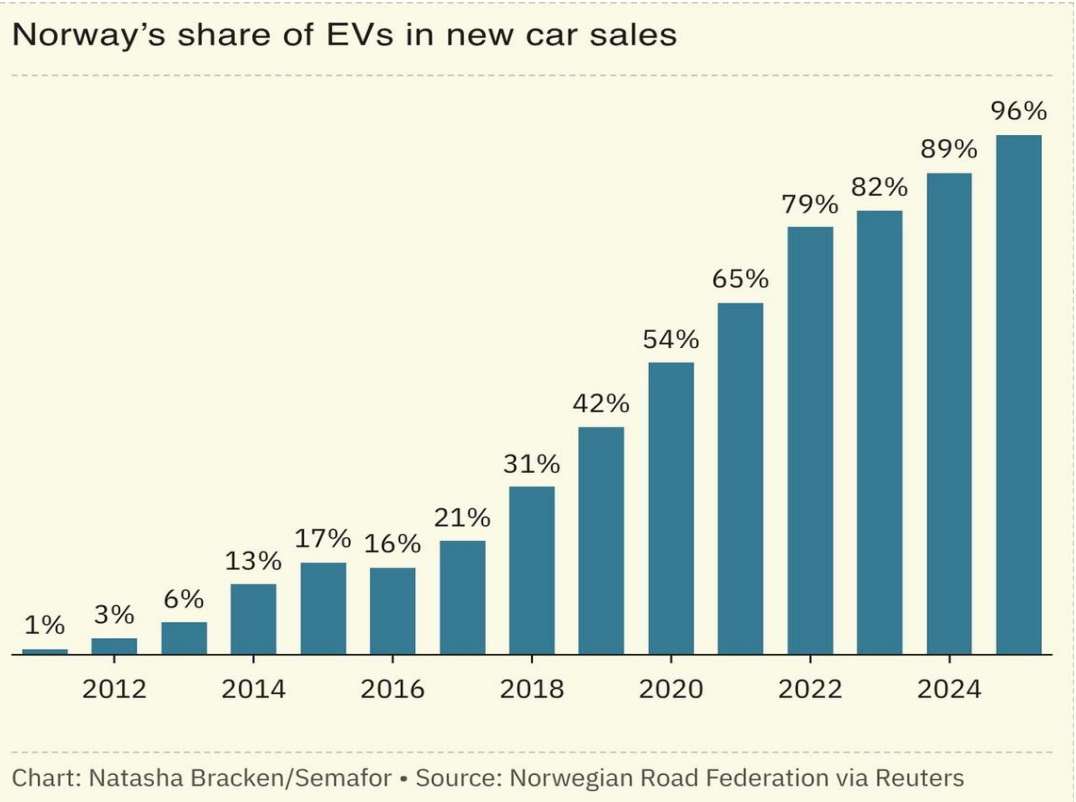
Estimated U.S. emissions grew by more than 100 million tons in 2025

4 gigatons

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Scandina-EV-ia



When it comes to EVs China gets most of the attention, that is whenever Elon Musk isn't doing or saying something stupid.

But it's Norway that leads the world in electric vehicle market penetration.

In fact, with the help of generous incentives, 10 years ago, Norway's EVs sales were at the same level as Europe's sales are today.



In 2017 Oslo set an aggressive target to end fossil-fuel car sales by 2025, and almost made it.



In December of last year 97.6% of sales in Norway were all electric.



Also as of December 2025, there were more EVs on Norway's roads than diesel cars.



Unbiased and Unfiltered

An honest assessment of the cleantech industry and the effort to stem climate change.

