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[57] Urban growth and Energy challenge

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Over 7 million people die each year worldwide because of air pollution, mainly due to the use of fossil fuels. About 80 % of energy consumption is in cities where space is limited and esthetics are important. Buildings tend to be high and there is not enough roof-top space for classic PV technologies to produce sufficient energy. g2e's product, a transparent colored glass producing energy, is set to address this challenge. This product turns each high building into a potential power plant. This is game-changing technology based on the inventions of Professor Graetzel of EPFL and industrialized by g2e.

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