

The Most Important Number

This video was created by Michael McGee, with filming by Alan Walton, to introduce what Bill McKibben calls "the most important number on the planet," and to say why it needs to be at the heart of our climate policies and economic planning. It was submitted to the Davos Debates 2009, an online forum for discussing and debating global issues in the lead up to the 2009 World Economic Forum (AGM) in Davos Switzerland. The video answers the following Davos Debates question: Will the environment lose to the environment in 2009?

The Davos Debates forum was the product of a collaboration by YouTube, LLC and the World Economic Forum. The "gas station scene" in the McGee video was used by YouTube in a video it created for the World Economic Forum in January 2009.

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