

# Clair - Air & Environment

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## Clair

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**Country:** México · Atlixco **Category:** Air & Environment **Impact Areas:** Mitigation **Stage:** Ideation **Website:** <https://www.linkedin.com/company/proyecto-clair/>

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## Elevator Pitch

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Compact Direct Air Capture system based on microalgae designed for vehicle fleets. This system will offset transportation emissions by absorbing GHG and transforming them into pure oxygen. Our device will be installed on the roofs of trucks and busses, and will use the airflow generated during their trips to power the device, and enhance absorption.

## Climate Problem

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Transportation represents approximately 15% of the global total Co2 emissions, being one of the most carbon-intensive sectors and one of the fastest-growing emissions sources, according to the World Resources Institute (WRI). Besides, it is one of the most vital sectors internationally due to its role in value chains. However, in Mexico, it is one of the least relevant sectors talking about climate resilience. Current proposals focus on infrastructure, electric vehicles for specific groups, and measurements to regulate vehicle emissions, all of them without any significant result. Many companies are currently suffering because of the bad conditions of the Mexican vehicle fleet, especially for heavy-road transportation. According to an interview we had with Marco Reyes Gutierrez, representing a leasing company in Mexico, trucks in this country pollute more than 600 times than those in the European Union. This represents a heavy financial burden for those consumer staples companies.

## Founder

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David Corzo Sánchez

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