



LESS TALK,
MORE ACTION

Joel Cesare

The Undisputed Voice of Building Decarbonization

REBUILD



Joel Cesare



- 2026: Cambio AI Executive Team
- 2025: Host of Less Talk, More Action podcast
- 2024: BlocPower Executive Team
- 2019 - 2024: Led Google Real Estate's Global Net Zero Strategy
- 2017 - 2019: Santa Monica Development Executive - 40K SF "World's Greenest Building"
- 2014 - 2017: Santa Monica Green Building Program - World's First Net Zero Ordinance
- 2020: Founded ZNE Capital, niche multifamily private equity fund
- ENR Magazine - Top 25 Newsmaker
- Building & Construction Magazine - 40 Under 40
- International Living Future Institute - Living Future Hero
- United States Green Building Council - "First in the World" Honoree

DIVERGENT QUESTIONS LEAD TO INNOVATION

REBUILD





City of Santa Monica

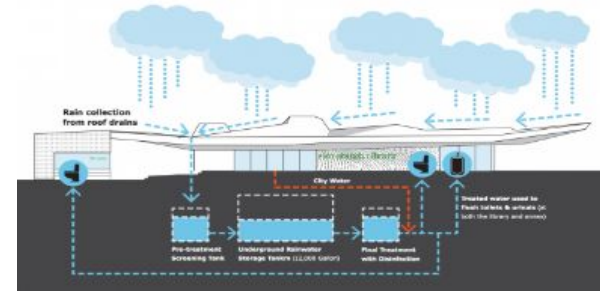




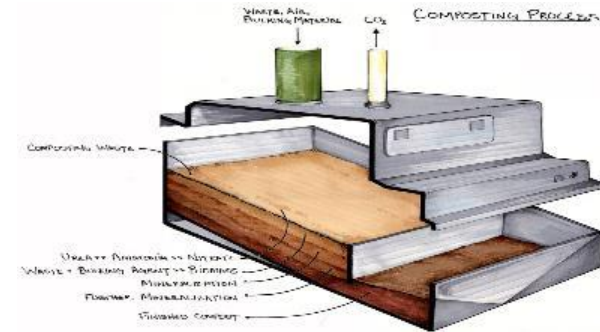
WHAT DOES
GOOD LOOK LIKE?

UNPRECEDENTED GREEN BUILDING

1st in California
Rainwater to Potable

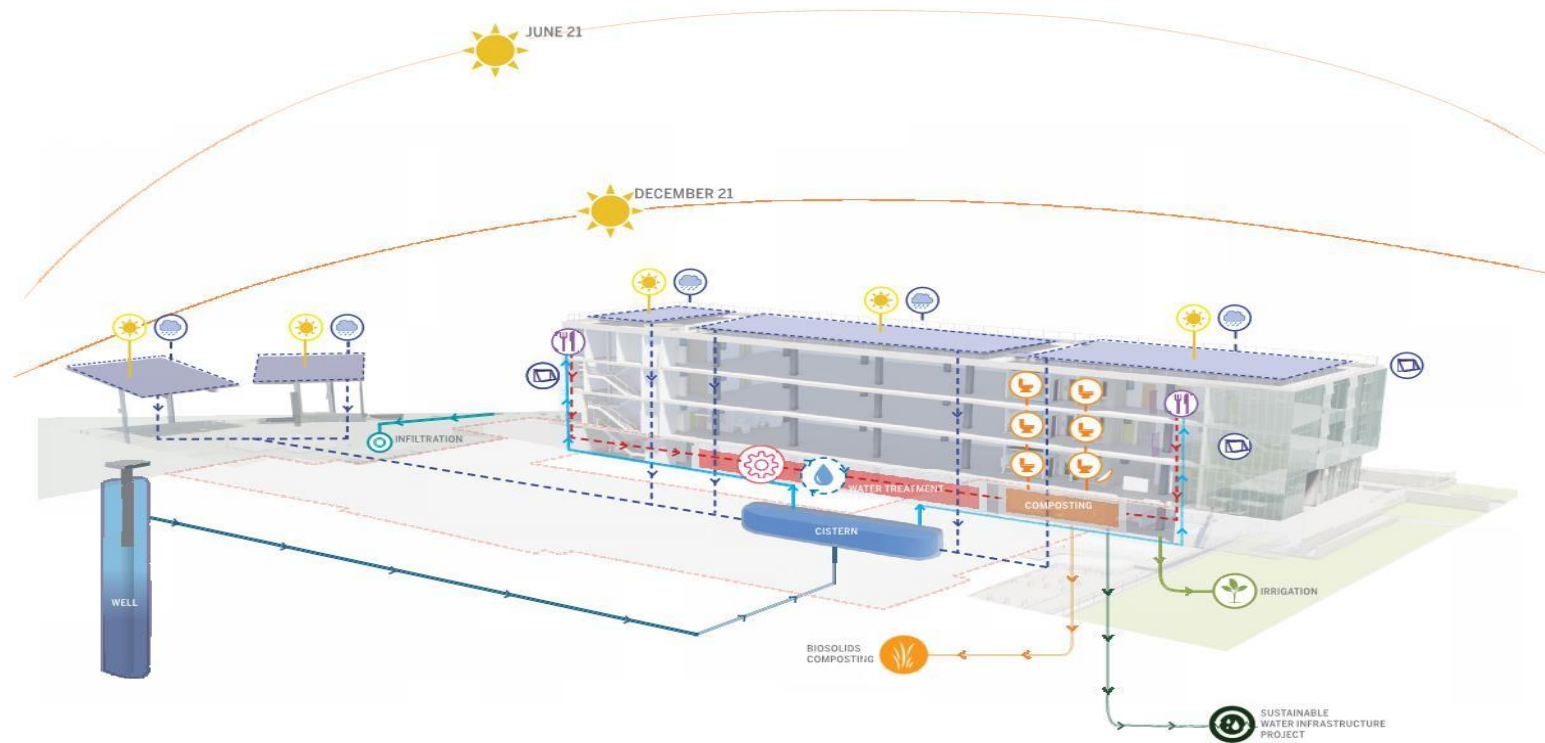


1st in California
Composting Toilets

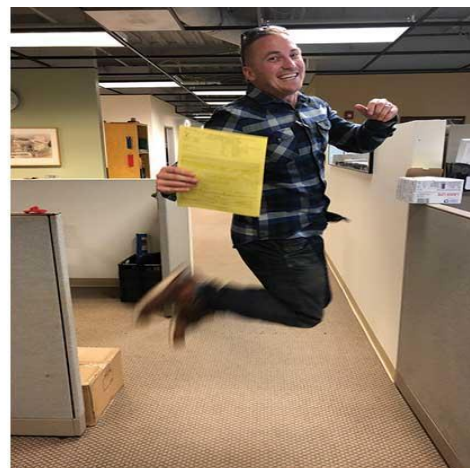
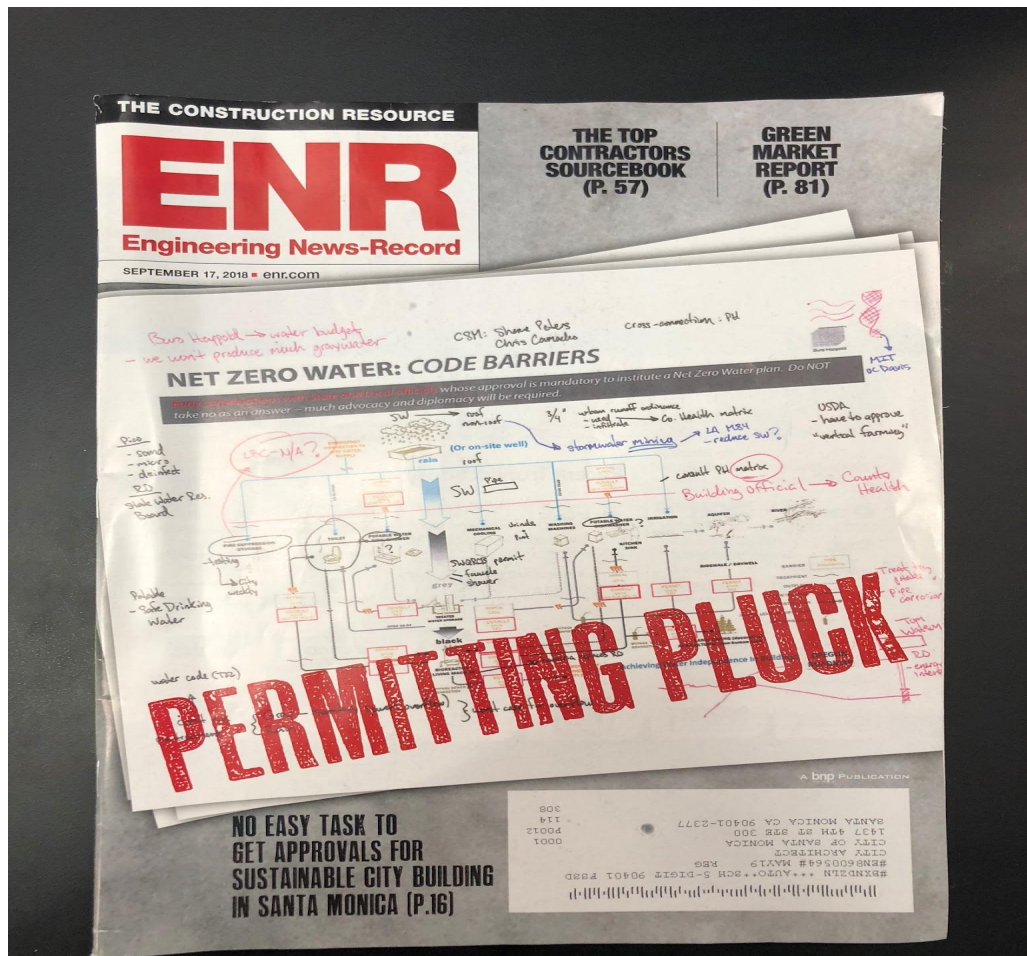


Greywater: Edible Landscape
Net Zero Energy
Red-List Free





NZE, NZW AND COMPOSTING TOILETS AT THE SANTA MONICA CITY SERVICES BUILDING







What is now proved was only
once imagined.

- William Blake

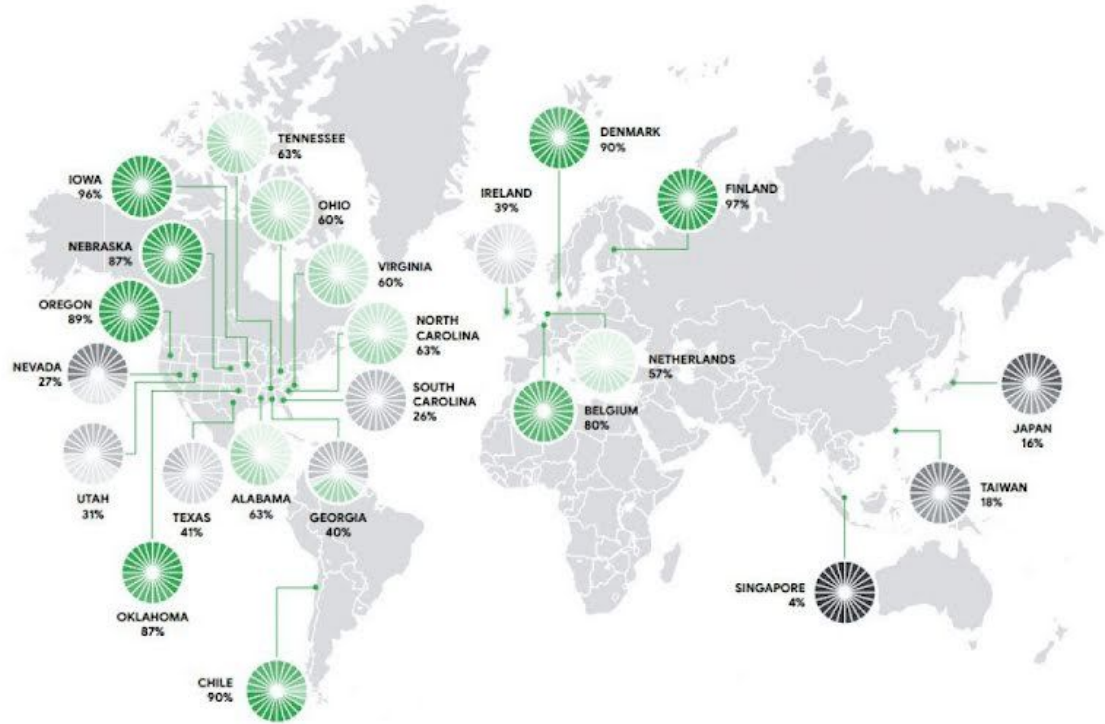
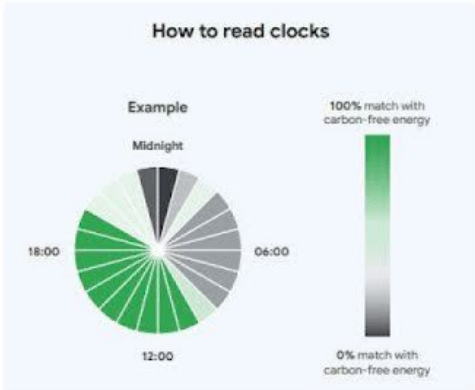


I have found that
something slightly
magical happens
when you set
goals that feel
crazy.



**Maintain a healthy disregard
for the impossible.**

In 2022, Google reached 64% carbon-free energy globally on an hourly basis. This performance varied widely by region, with seven of our sites achieving at least 90% carbon-free energy, and thirteen achieving at least 85%.*



Global data center carbon-free energy map
(Google-owned and -operated data centers only)



TELL US MORE ABOUT THESE

TPS REPORTS

An underwater photograph looking up through a dense kelp forest. Sunlight rays (crepuscular rays) stream down from the surface, illuminating the green and brown kelp fronds. The water is a deep blue-green color.

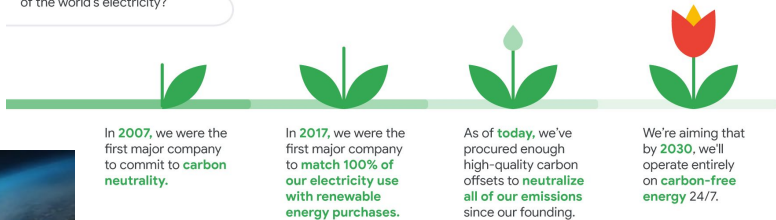
What does seaweed
have to do with building
decarbonization?



Our most ambitious decade of climate action yet.

Google is entering its third decade of climate action with our most ambitious goal yet: By 2030, we're aiming to operate entirely on 24/7 carbon-free energy.

Did you know that data centers are estimated to consume ~1% of the world's electricity?





Joel Cesare • You

Taking Bold Action to Save the Planet

5mo •



Software does not decarbonize buildings.

Writing reports about how to decarbonize buildings does not decarbonize buildings.

Developing greenhouse gas accounting frameworks does not decarbonize buildings.

Measuring and reporting buildings' greenhouse gas emissions does not decarbonize buildings.

Preparing strategic roadmaps on how to decarbonize a portfolio of buildings doesn't decarbonize buildings.

What does?

- Project management
- Finance
- Incentive stacking
- Committed people who get sh*t done

Less talk. More action.

Less reporting. More action.

Less analysis. More action.

Get in the fight.



You and 730 others

111 comments · 22 reposts



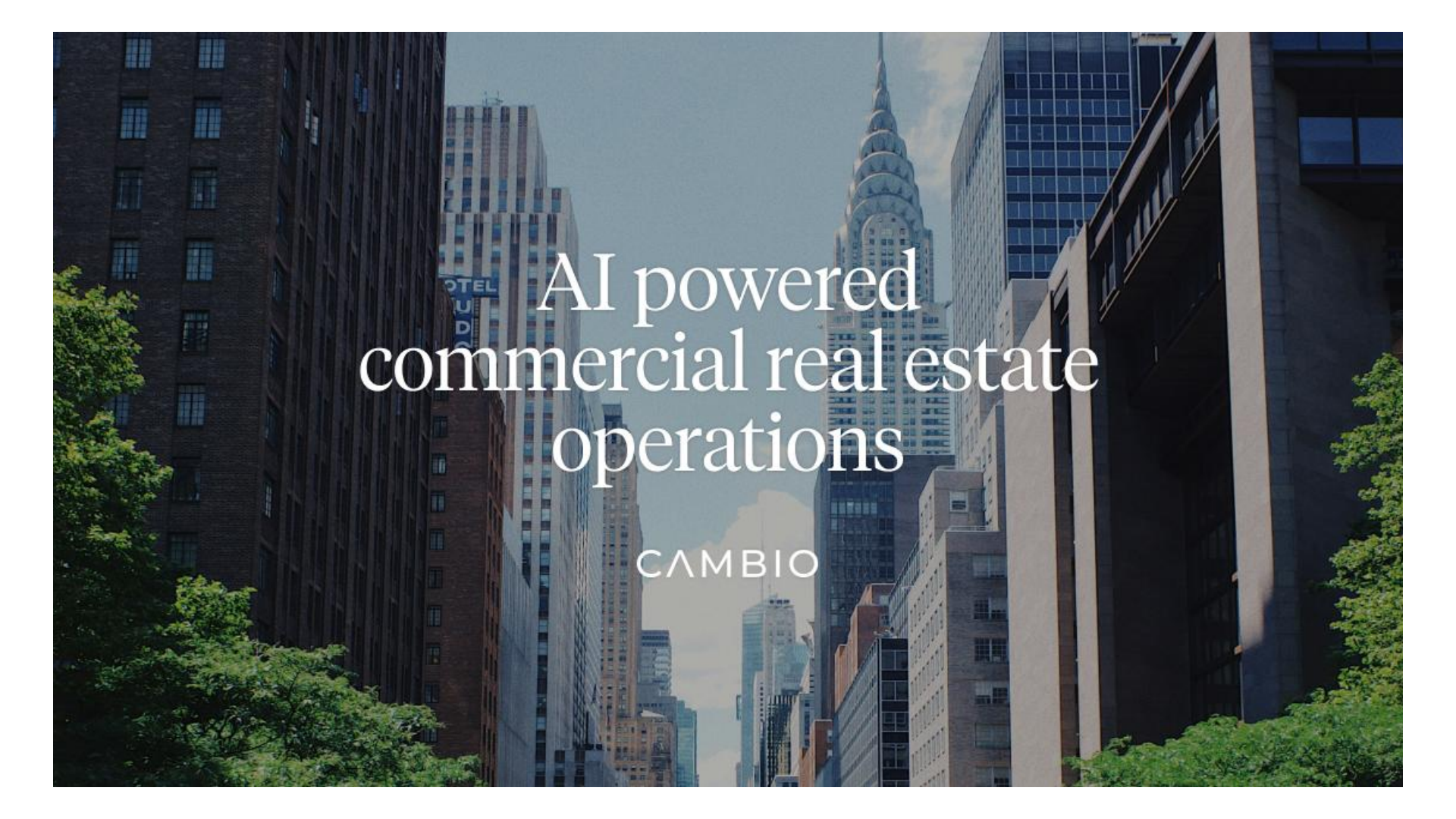
Invest In a Better Future

ZNE CAPITAL

The world's first Zero Net Energy real estate platform.

A wide-angle photograph of the New York City skyline at dusk. The Manhattan Bridge is prominent in the foreground, its steel structure and suspension cables visible. The city's skyscrapers, including the Freedom Tower, are illuminated against the twilight sky. The water of the harbor is in the lower foreground.

**We can make 5 million
buildings smarter,
greener and healthier by
going **electric**.**

A low-angle photograph of a dense city skyline, likely New York City, featuring various skyscrapers and green trees in the foreground. The Chrysler Building is prominent in the center background. The text "AI powered commercial real estate operations" is overlaid in a large, white, serif font.

AI powered commercial real estate operations

CAMBIO

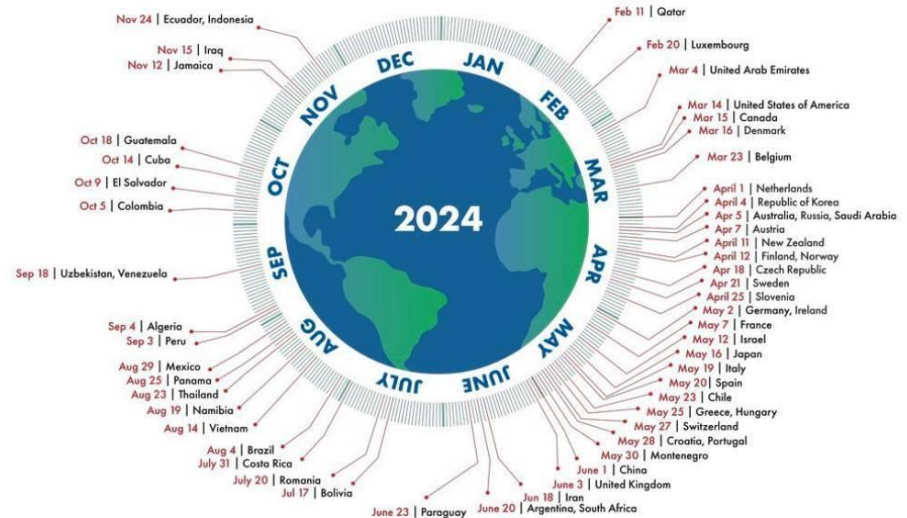
Earth Overshoot Day was on December 25th in 1970.

#MoveTheDate

Source: World Economic Forum

 **Earth Overshoot Day 2024 falls on August 1st.**

Humanity is currently using nature 1.7 times faster than our planet's ecosystems can regenerate.



For a full list of countries, visit overshootday.org/country-overshoot-days.



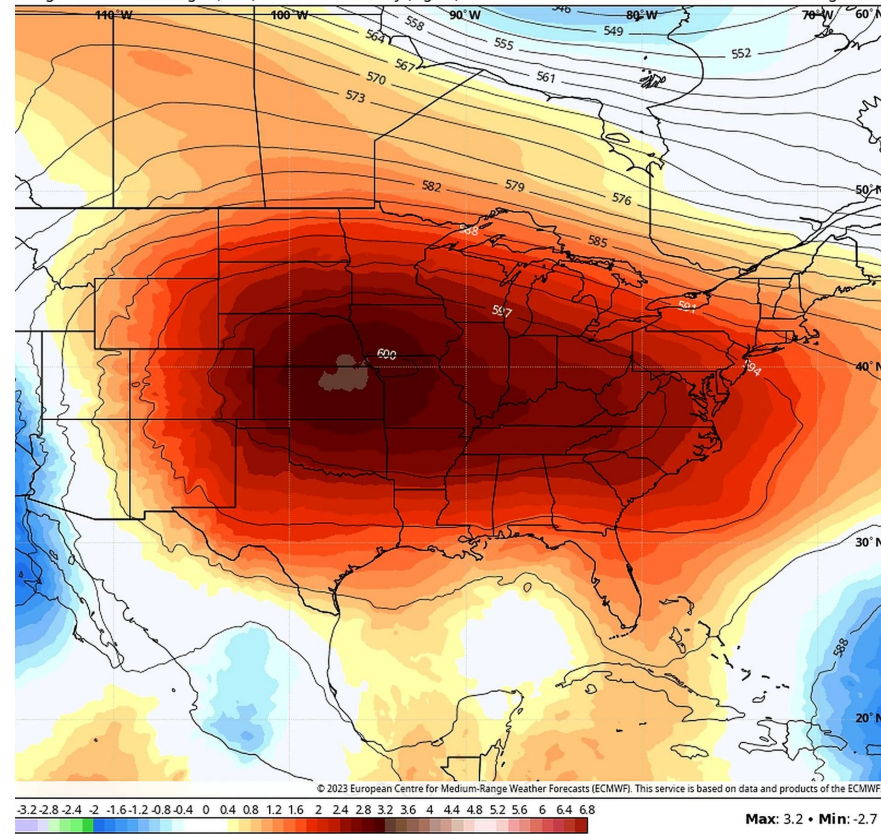
Source: National Footprint and Biocapacity Accounts, 2023 Edition
data.footprintnetwork.org



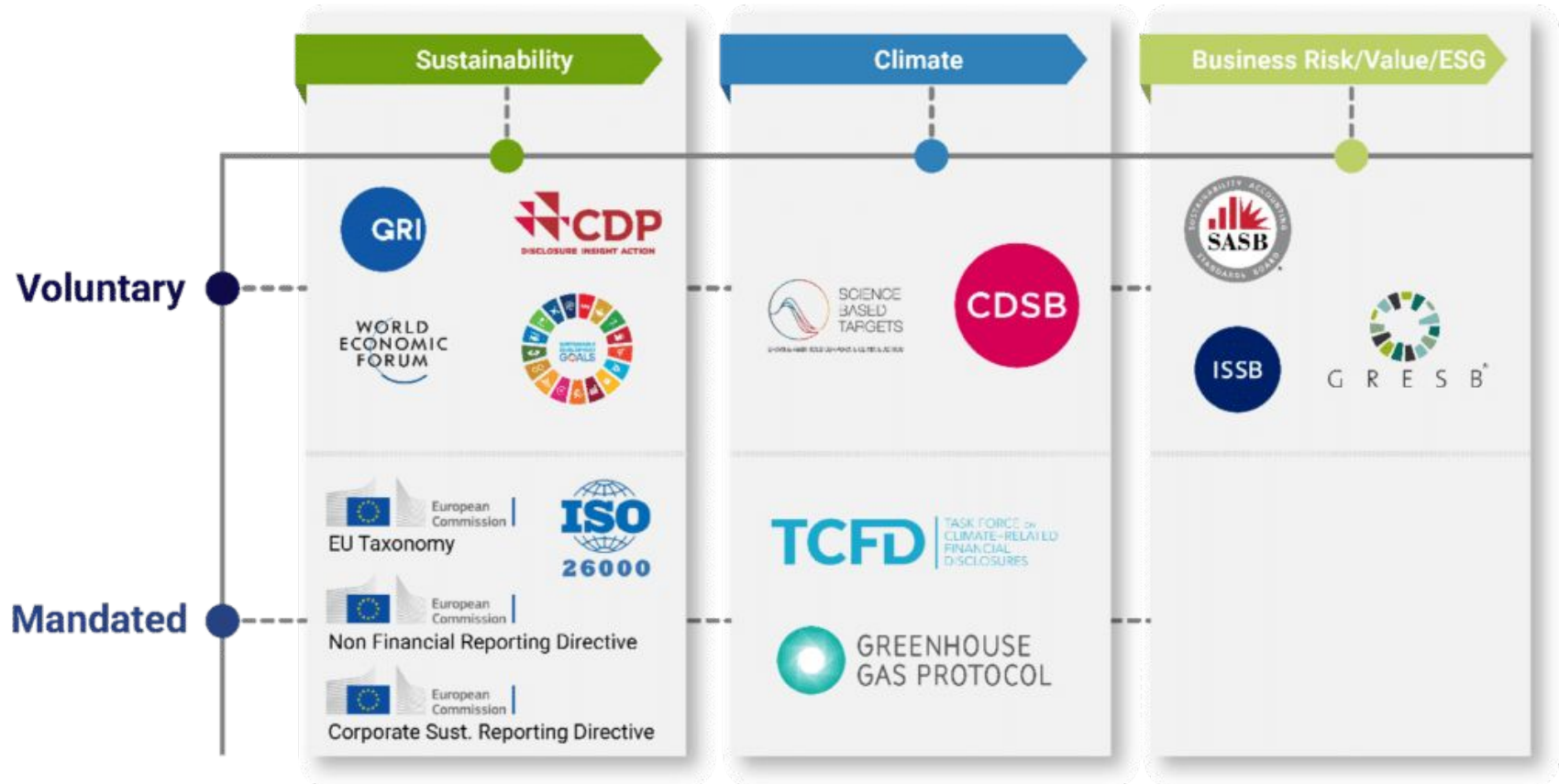


1.5° of Warming

7 Aug 2023 • 500mb Height (dam) and Norm. Anomaly (sigma) Hour: 96 • Valid: 12z Mon 21 Aug 2023

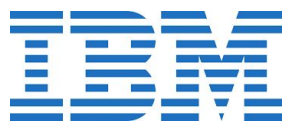


The Climate Industrial Complex



“Most ESG teams spend 90% of their time reporting. Which leaves 10% to do anything related to decarbonization.”

*Source: Prominent Green
Building Consultancy*



43%

“Spending on sustainability **reporting** exceeds spending on sustainability innovation by 43%”

Source: IBM
Beyond Checking the Box



15%

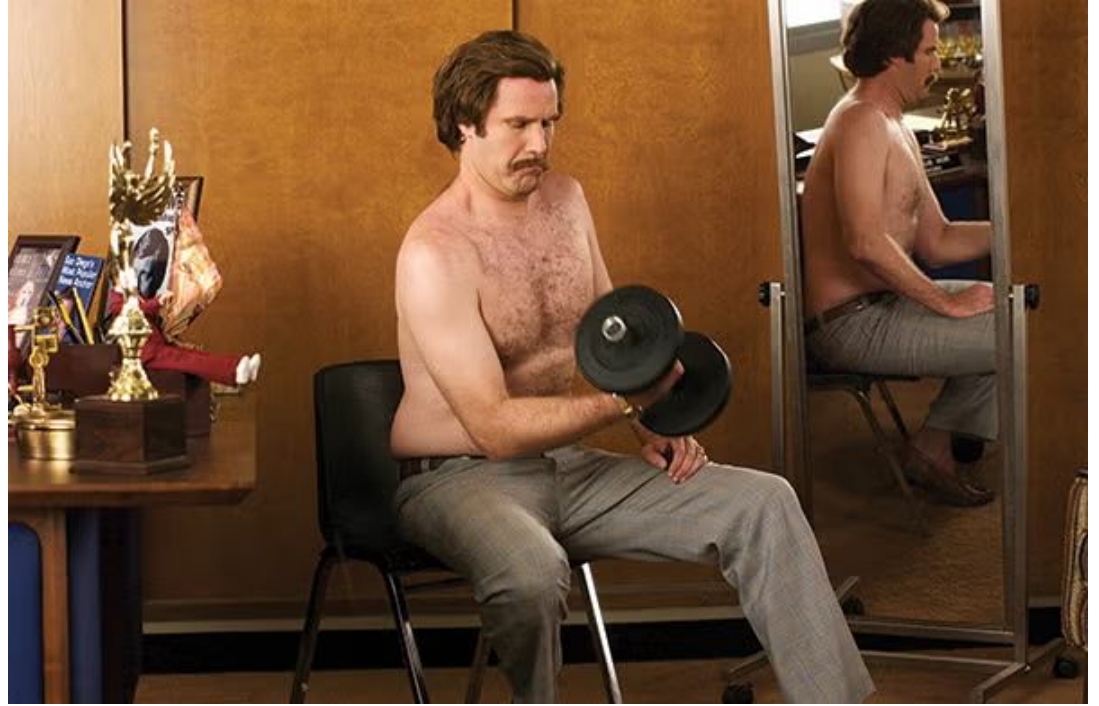
“Just 15% of companies use their ESG measurement and management capabilities to fast track their sustainability strategy and drive business value.”

Source: Accenture
ESG Reporting: From Compliance to Competitive Advantage

Carbon accounting software received 10x venture capital funding compared to solutions that reduce emissions.

Source: GreenBiz
Verge Conference 2022

It's as if you were told
by a doctor you had
10-years to live unless
you change your diet
and start exercising,
and your solution is
to buy a scale.





Solving the climate crisis with ESG Reporting



**YOU MUST SPEND HALF THE YEAR
REPORTING TO ALL THE FRAMEWORKS?**



**I DON'T. WE DO
DECARB PROJECTS INSTEAD.**



INSTITUTIONAL INVESTORS

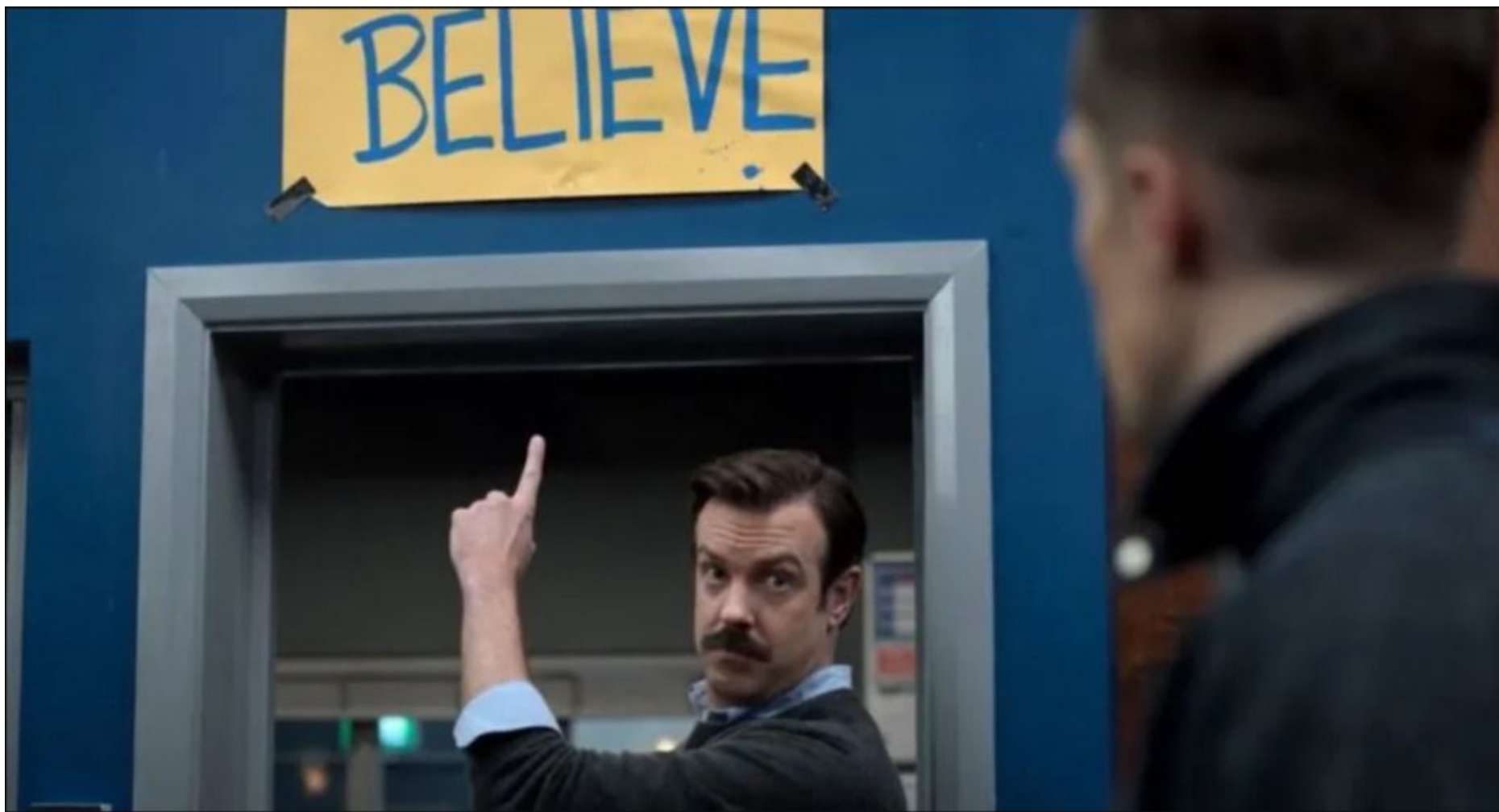
**SO YOUR DATA IS ACCURATE
BUT YOU DIDNT REDUCE ENERGY?**

An aerial photograph of a modern, multi-story building with a flat white roof. The roof is covered with numerous dark blue solar panels arranged in a grid pattern. Several construction workers and equipment are visible on the roof, suggesting ongoing work. The building is surrounded by other urban structures, including a multi-story apartment building with colorful balconies to the right and a green lawn area to the left. A road with a white van is visible in the upper right corner.

A tale of two REITs



BELIEVE



Less Talk. More Action.



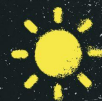
LESS TALK, MORE ACTION

The nexus of business, policy, and sustainability is more divided than ever, but Less Talk, More Action is here to cut through the noise.

Hosted by clean energy experts Joel Cesare and Owen Barrett, this podcast dives into the front lines of decarbonization, net-zero real estate, and entrepreneurship. Each episode features bold questions, real solutions, and stories from leaders in science, tech, and business who are taking action to make the world a better place. Join us as we move beyond talk and work toward a cleaner, net-zero future.

SUBSCRIBE

LESS TALK,
MORE ACTION



She Left Apple AirPods to Reinvent Heat Pumps: Meet the \$3,800 Mono

LESS TALK,
MORE ACTION



Breaking the Grid: How Innovation is Reshaping Energy



Thank You!



Stay tuned for
what's next...

THE ENVIRONMENT ≠ CLIMATE

Climate matters. But a livable planet is more than a temperature target.

WE TURNED “THE ENVIRONMENT” INTO A SINGLE METRIC. CARBON.

My concern: when one metric dominates attention, other outcomes can become secondary—even when they matter just as much to human and ecological health.

WHAT GETS LOST

AFFORDABILITY

People
Community

NATURE

Biodiversity
Habitat

WATER

Oceans
Watersheds

FOOD + PEOPLE

Soil
Regenerative
Agriculture

“Climate” has become a toxic brand. These areas have a wider coalition of support.

ATTENTION IS A RESOURCE. SO ARE MONEY, TALENT, LAND + POLITICAL CAPITAL.

Tracked climate finance reached about \$1.46T in 2022. Meanwhile, UNEP estimated only ~\$200B flowed to nature-based solutions that year.

Not apples-to-apples—but the imbalance is worth interrogating.

WHAT ELSE IS STARVED FOR ATTENTION?

OCEANS

SDG 14 remains the least-funded SDG.
UN sources cite < \$10B invested 2015–19 vs. ~\$175B/year estimated need.

NATURE

UNEP: restoration finance was ~\$64B in 2022 and needs to reach ~\$296B/year by 2030.

FOOD

FAO: ~2.8B people could not afford a healthy diet in 2022.

A THOUGHT EXPERIMENT...



STOP OPTIMIZING ONE NUMBER.

CARBON

BIODIVERSITY

WATER

SOIL

HEALTH

AFFORDABILITY

RESILIENCE

Optimize for a world people—and nature—can actually thrive in.

I'M NOT A
CLIMATE DENIER.

I'M A REALIST AND AN
ENVIRONMENTALIST.

LESS TALK. MORE IMPACT.

Cleaner energy. Living ecosystems. Healthy soil. Cleaner water.
Better food. Affordable places. Measurable results.



The universe rewards action.

Sheridan Jobbins



Thank You!



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