

LIAM MADDEN

Green Gas

Co-Founded with Kyle Kornack

2018 Climate Fellow



BIG BOLD IDEA

Offset emissions to restore atmospheric carbon balance by offering consumers and businesses simple opportunities to buy carbon-neutral fossil fuels.

ORGANIZATION OVERVIEW

Green Gas unlocks new funding for climate solutions by embedding carbon pricing into gasoline purchases. Americans who are concerned about climate change will appreciate having more sustainable choices at the gas pump with carbon-neutral gasoline and personalized green purchasing technologies. Green Gas works with gas stations and uses financial technology to bring convenience and affordability to sustainable consumerism. By embedding carbon offsets into fossil fuels, Green Gas leverages society's unavoidable fossil fuel use to finance sustainable development. Green Gas enables businesses and the public to work together to channel the will and resources needed to solve the critical challenge of climate change.

PERSONAL BIO

Liam Madden is co-founder of Green Gas, where he works to build relationships among businesses, their customers, and the technologies that address climate change. As an Iraq veteran, he came to focus on climate change after fighting a war that he believed was morally and practically disastrous, and was largely related to competition for finite energy resources. Through his leadership at Iraq Veterans Against the War, Liam won the esteemed Letelier Moffitt Human Rights Award from the Institute of Policy Studies.

Issue area

Environment

Organization/Fellow Location

Bellows Falls, United States

Impact Location

North America

United States

Organization Structure

Nonprofit

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