

The image features a background of an industrial facility, likely a refinery or chemical plant, with numerous tall distillation columns and a complex network of pipes. Thick plumes of white steam or smoke are rising from various points across the site. The sky is filled with heavy, dark clouds, with a warm, golden light breaking through near the horizon, suggesting a sunrise or sunset. Overlaid on this scene is a grid of semi-transparent, downward-pointing triangles. The triangles are arranged in a staggered pattern, creating a geometric overlay that partially obscures the industrial details. The overall color palette is dominated by the oranges and yellows of the low sun, the greys and blues of the industrial structures, and the dark tones of the clouds and triangles.

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Doing Green charity work - actually running our charity BlackGreen is a new challenge for me.

I started the charity by trying to create public awareness about the damaging path our environment was on and still is on. Whilst that's still a focus I have quickly moved on to understanding and promoting specific projects that will make tangible changes to the amount of carbon dioxide in the atmosphere. For a lot of reasons "It's not easy"!

I'm not too bad in Brains Department but every day I have to listen to strange new words whilst keeping a straight face and trying to look like I always "get it"? I wake up most days to words like "epitope", "sorbent" and "stoichiometric" - I'm not sure I can even pronounce the last one, let alone understand it.

I often feel like protesting loudly that I'm just a businessman, not a scientist. But then I realise that's the key - I can only contribute when I'm honest with myself and with others and I ask all those questions about, How it works? Who will buy it? Where is the cash flow? What's the run rate? How much will it make, or, sometimes, how much will it lose until we prove it is good enough for someone with a good heart, a good conscience and the necessary funds to make it successful, and start all those good things happening.

I have a good feeling for what might work, and what might not. In that process of business judgement lies the second thing I can help people do. There are so many good people who are pretty wealthy and really want to help. They know they want to do something within their power to make the environment better for their children and everyone else's kids. But they often worry whether they are being sold a dummy.

I can help because I've already asked all those questions and got a feeling about whether the project will work as a business. I no longer care that I don't know all the words - I just need to make sense of it. When I don't "get it" myself,

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I ask my group of very clever professors who help me understand. I then try to pass on a mix of business and academic wisdom.

Once I've made sense of the proposition, I can share that idea with those willing and able to support it. The audience who take an interest in investing to make money from reducing carbon dioxide in the atmosphere is pretty broad group. Some are supporters – people I've known for years and have business relationships with. Others are just concerned individuals or companies who know that they use tonnes of carbon on private jets, yachts and other aspects of lifestyle and who want to do something balance things out. Some know business deeply, and my job is to tell them by how far doing this project may stretch their normal criteria. They don't want a tall story they want to know the odds of success, failure and how we get an important idea to the next stage.

The last reality of charity is strange for me as a businessman. The investor's I introduce may choose to gain from or to give charitably to the project I present to them, but I know I will not get any monetary rewards myself out of this process. Best case for our charity is an investor may donate some money for the charity to buy some shares in the project company. I'm clearly still old fashioned and so I really like to have some skin in the game even if none of the money goes to my pocket!

One thing's for sure we all need to do something to reduce our carbon dioxide footprint and give our kids clean world – I hope you can join me on this road. If you do then this will be my small contribution to a greener future.

SG