
MARKET FACTS!

MARKET FACT #11

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380

**BILLION Dollars investment already
in Solar Energy in 2023**

DATE: July 23, 2023

COMMENT: Yes, the big news is that **clean energy spending is now outpacing fossil fuels reaching 1.7 TRILLION dollars combined, WHICH includes wind, solar, batteries, EVs, nuclear, efficiency, grid tech and carbon capture.** [The International Energy Agency \(IEA\)](#) saw solar investment reach 380 billion in 2023. Furthermore, certain big subjects like the war of Russia vs Ukraine ended up boosting clean energy according to the IEA. That shows that nations are finally aligning due to one thing: Optimize Costs. It's always the pursue of money that drives CHANGE when it comes to governments.

A MESSAGE FOR BRANDS

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