



12

IN

12



12 **WAYS**

FOR TECH COMPANIES TO HELP

1/2 **ALL**

GLOBAL CLIMATE EMISSIONS IN

12 **YEARS**

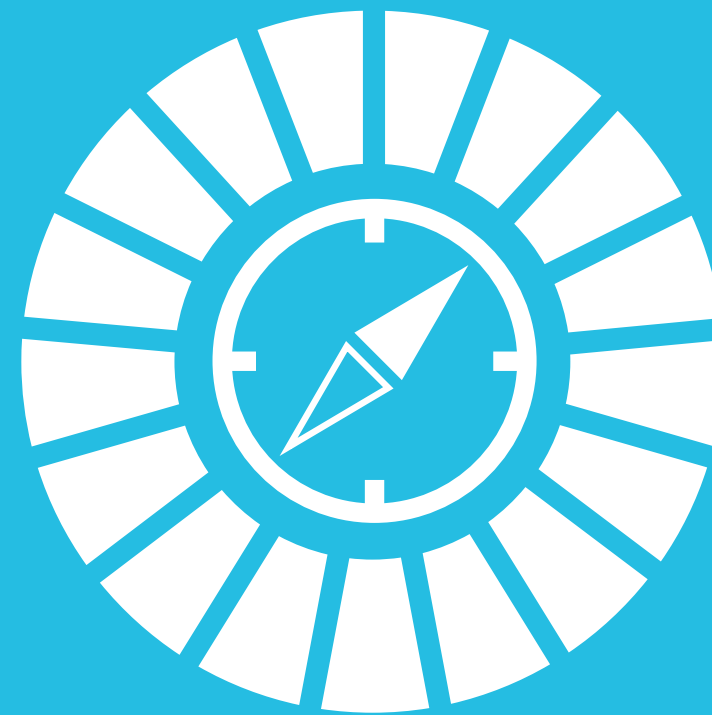
**WE ARE ENTERING
A CLIMATE CRISIS.**

**WE RISK
A HOTHOUSE EARTH FUTURE.**

THE POWER OF DIGITILIZATION

IT CAN ACCELERATE THE WORLD TOWARDS HOTHOUSE EARTH
OR HELP STOP GLOBAL WARMING.

IT NEEDS A COMPASS

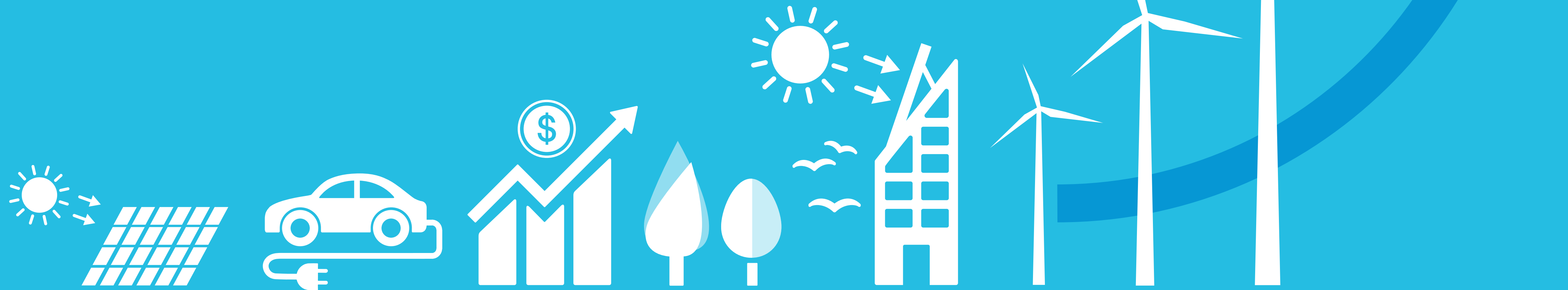


SOLUTIONS EXIST IN EVERY ECONOMIC SECTOR.

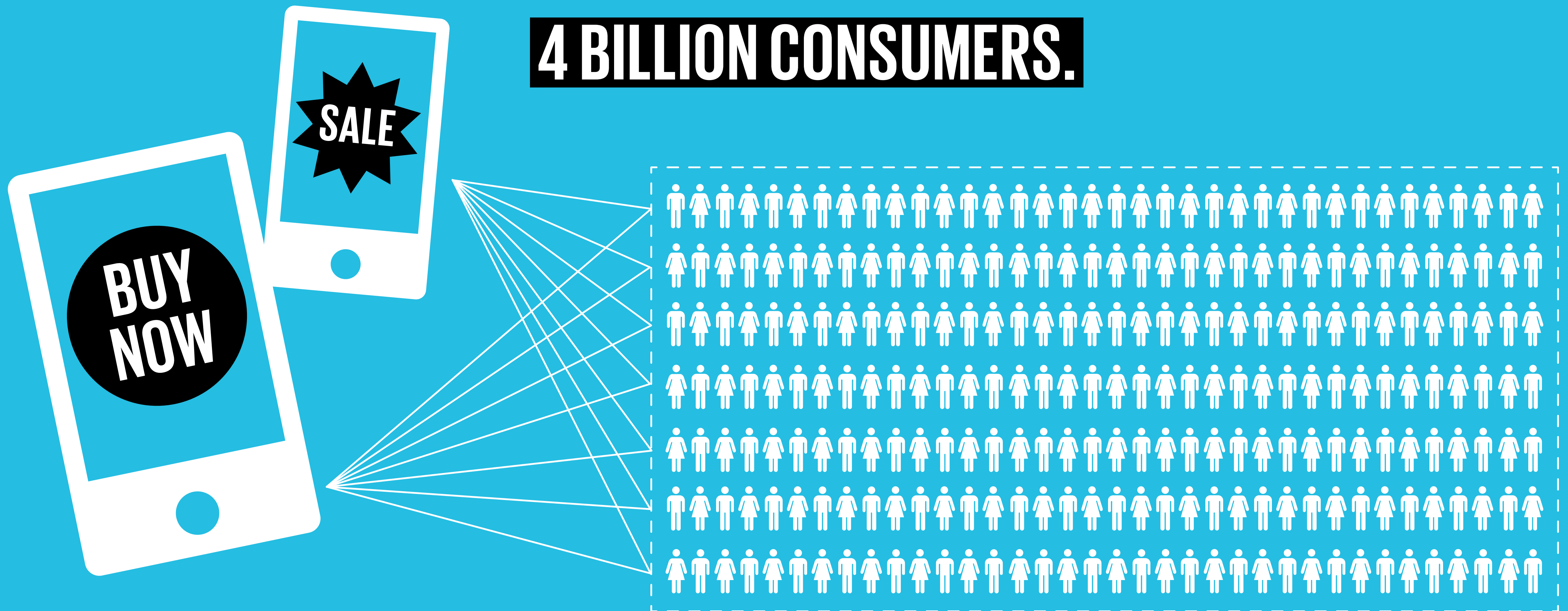
BUT THEY MUST BE

SCALED UP

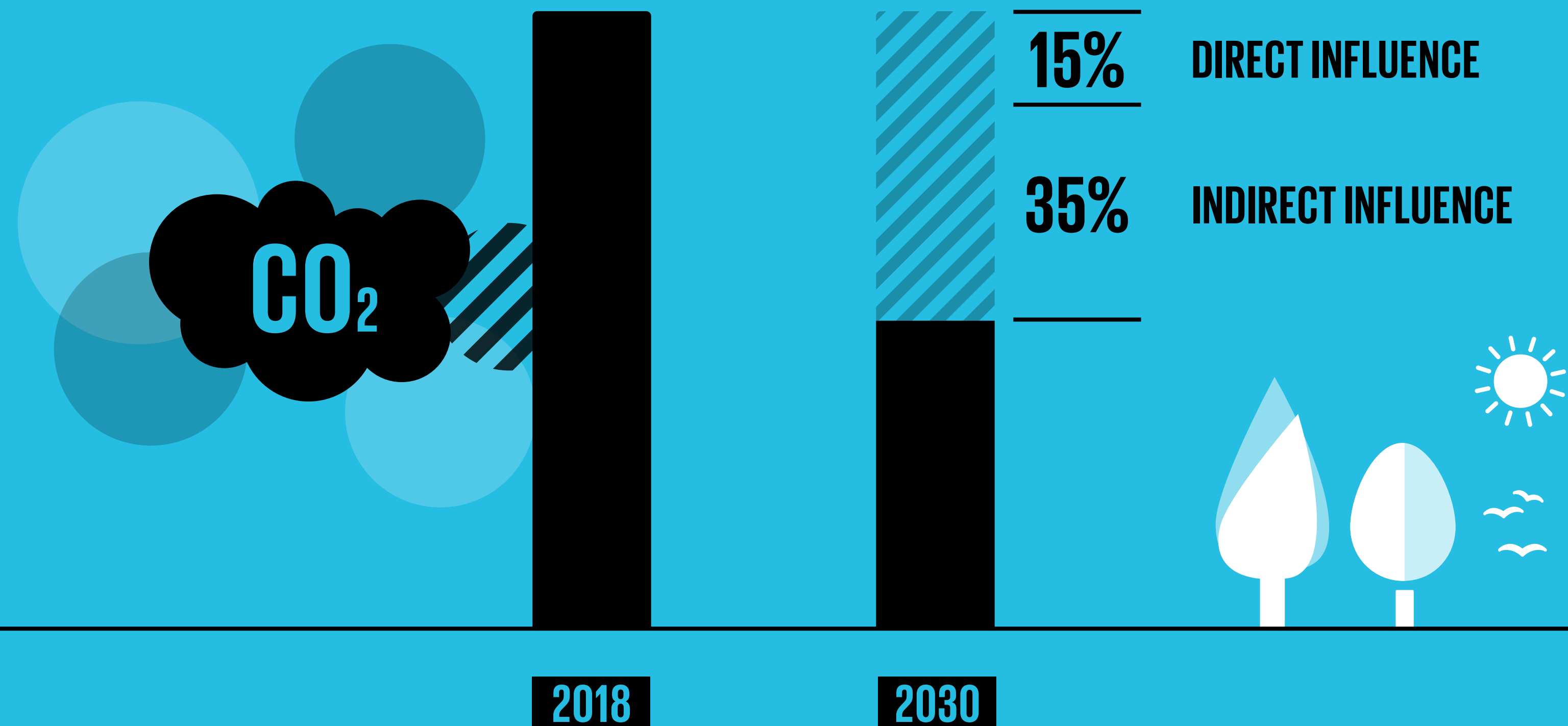
EXPONENTIALLY



**EVERY DAY,
TECH COMPANIES INFLUENCE
THE DECISIONS OF
4 BILLION CONSUMERS.**



**WITH GREAT POWER COMES
GREAT RESPONSIBILITY.**
THE DIGITAL REVOLUTION
CAN HELP 1/2 EMISSIONS BY 2030.



ACTION

1

BECOME GENUINE

PLANETARY STEWARDS

AND CLIMATE LEADERS



MOST BIG TECH COMPANIES HAVE
GLOBAL AMBITIONS
IN THEIR MISSION STATEMENTS.
IT IS TIME TO INCLUDE THE PLANET.



@AMAZON:

**TO BE EARTH'S MOST CUSTOMERCENTRIC
COMPANY, WHERE CUSTOMERS CAN FIND AND
DISCOVER ANYTHING THEY MIGHT WANT
TO BUY ONLINE.**

@AMAZON:

SUSTAINABLE

**TO BE EARTH'S MOST CUSTOMERCENTRIC
COMPANY, WHERE CUSTOMERS CAN FIND AND
DISCOVER ANYTHING THEY MIGHT WANT
TO BUY ONLINE .**

ON A STABLE, RESILIENT EARTH

@MICROSOFT:

**OUR MISSION IS TO EMPOWER
EVERY PERSON AND EVERY ORGANISATION
EVERYWHERE TO ACHIEVE MORE.**

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ON A STABLE, RESILIENT EARTH

@ALIBABA:

**WE AIM TO BUILD
THE FUTURE INFRASTRUCTURE
OF COMMERCE.**

@ALIBABA:

**WE AIM TO BUILD
THE FUTURE INFRASTRUCTURE
OF COMMERCE .**

SUSTAINABLE

ON A STABLE, RESILIENT EARTH

@FACEBOOK:

**GIVE PEOPLE THE POWER TO BUILD COMMUNITY
AND BRING THE WORLD CLOSER TOGETHER.**

@FACEBOOK:

**GIVE PEOPLE THE POWER TO BUILD COMMUNITY
AND BRING THE WORLD CLOSER TOGETHER .**

ON A STABLE, RESILIENT EARTH

UNOFFICIAL:

PROTECT DEMOCRACY.

@APPLE:

DON'T REALLY HAVE A MISSION STATEMENT.
WE'RE GIVING THIS ONE TO YOU FOR FREE:

TO BUILD TECHNOLOGY

THAT ENRICHES ALL LIVES ON

A STABLE, RESILIENT EARTH

@GOOGLE:

**ORGANISE THE WORLD'S INFORMATION TO MAKE IT
UNIVERSALLY ACCESSIBLE AND USEFUL.**

@GOOGLE:

**ORGANISE THE WORLD'S INFORMATION TO MAKE IT
UNIVERSALLY ACCESSIBLE AND USEFUL .**

FOR PLANETARY STEWARDSHIP

UNOFFICIAL:

DO GOOD FOR PEOPLE AND PLANET.

HYPER-GROWTH UNICORNS
ARE 96% DIGITAL.

BUT ONLY 1 OUT OF 7

HAVE A CLIMATE TARGET



CLIMATE LEADERS **CALL TO ACTION**



- 1. *EDUCATE ALL STAFF AND BOARD ABOUT CLIMATE.***
- 2. *HALVE YOUR EMISSIONS IN A DECADE OR SOONER.***
- 3. *INFLUENCE YOUR VALUE CHAIN TO DO THE SAME.***
- 4. *MAKE ALL PRODUCTS GOOD FOR THE CLIMATE.
INSPIRE AND HELP USERS TO HALVE THEIR EMISSIONS.***

ACTION

2

USE ARTIFICIAL INTELLIGENCE

FOR THE BENEFIT

OF THE WORLD



WE INCREASINGLY TRUST AI
TO MAKE DECISIONS FOR US.
THOSE DECISIONS MUST SUPPORT
A SUSTAINABLE FUTURE.



**VIRTUAL ASSISTANTS WILL INCREASINGLY
MAKE CONSUMPTION CHOICES FOR US.
*LET'S MAKE THESE CHOICES SUSTAINABLE.***



ARTIFICIAL INTELLIGENCE **CALL TO ACTION**



**DESIGN ALGORITHMS TO SUPPORT TRANSITION
TO A ZERO-CARBON SOCIETY.**

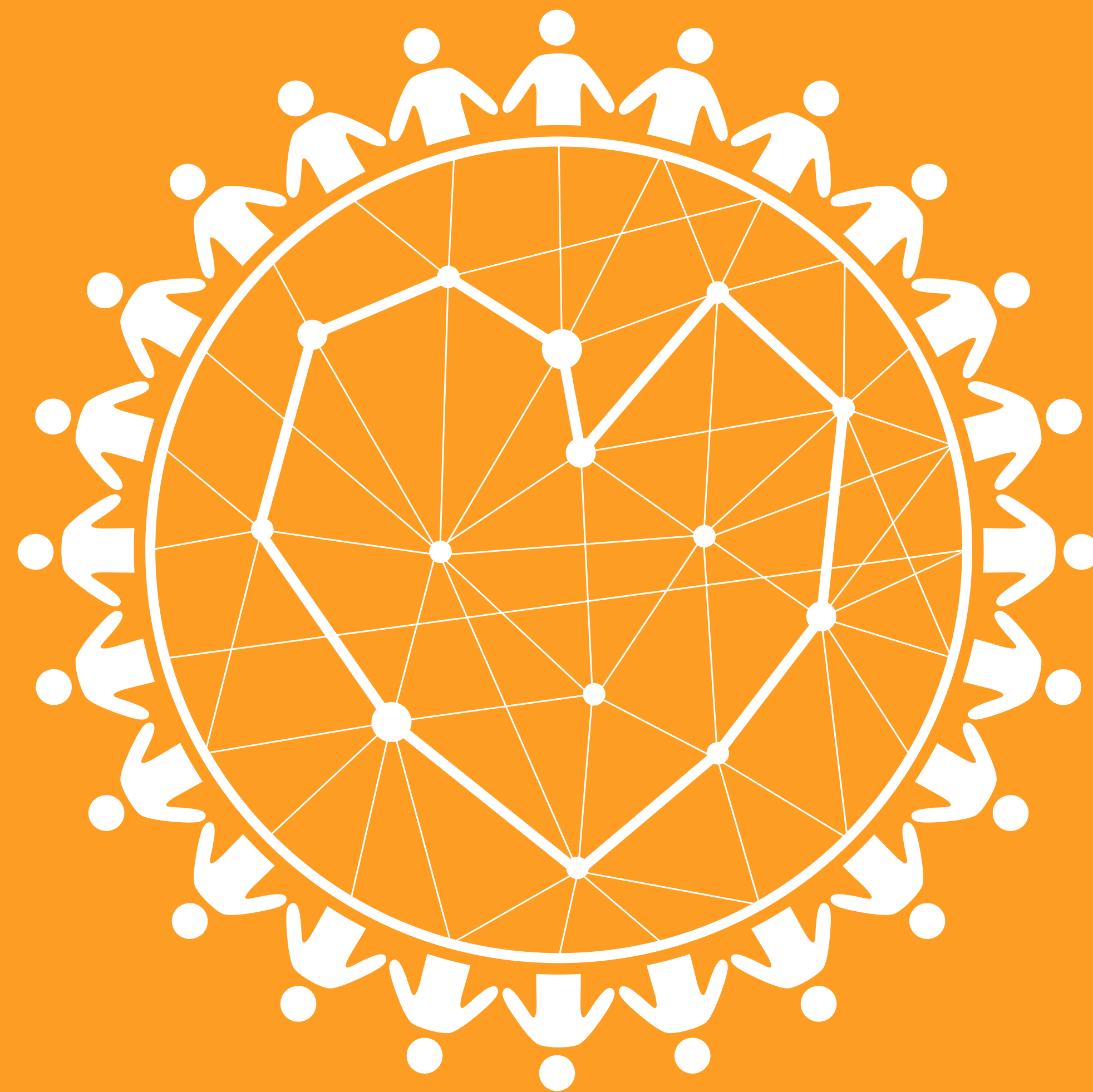
ACTION

3

USE

SOCIAL MEDIA

FOR GOOD



SOCIAL MEDIA HAS

POLARIZED INFORMATION

AND CONTRIBUTED TO ***INACCURATE WORLDVIEWS.***

IT SHOULD UNITE US, NOT DIVIDE US.



SOCIAL MEDIA CALL TO ACTION



WE NEED TO RE-ENGINEER SOCIAL MEDIA TOOLS TO:

- 1. HELP PEOPLE MAKE SENSE OF THE PLANET WE LIVE ON.**
- 2. SUPPORT DEMOCRATIC PROCESSES.**
- 3. BUILD GLOBAL COMMUNITIES AROUND SOCIETAL GOALS.**

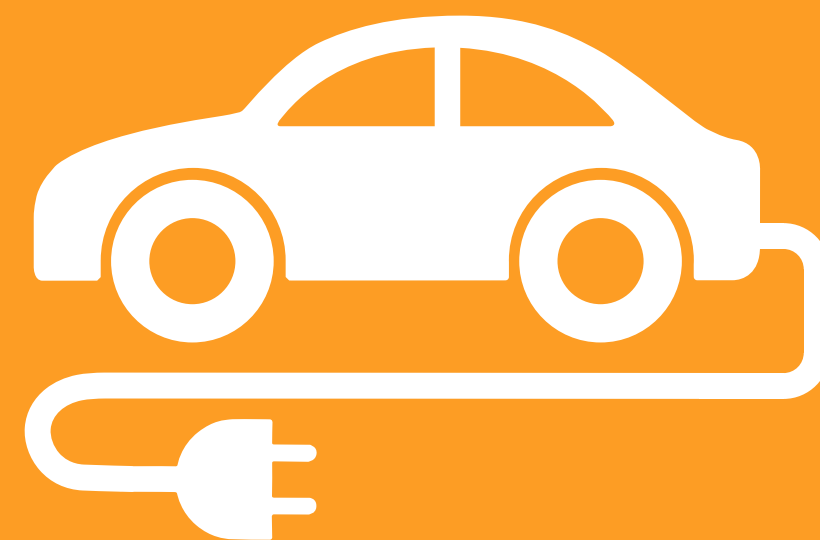
ACTION

4

MAKE LOW-CARBON

DESIGN

DEFAULT



LOW-CARBON DESIGN **CALL TO ACTION**



1. MAKE *ZERO-CARBON DESIGN* THE NEW DEFAULT.
2. DESIGN FOR *SHARING AND REUSE* OF THINGS.
3. DESIGN FOR *REPURPOSE AND RECYCLE* OF MATERIAL.

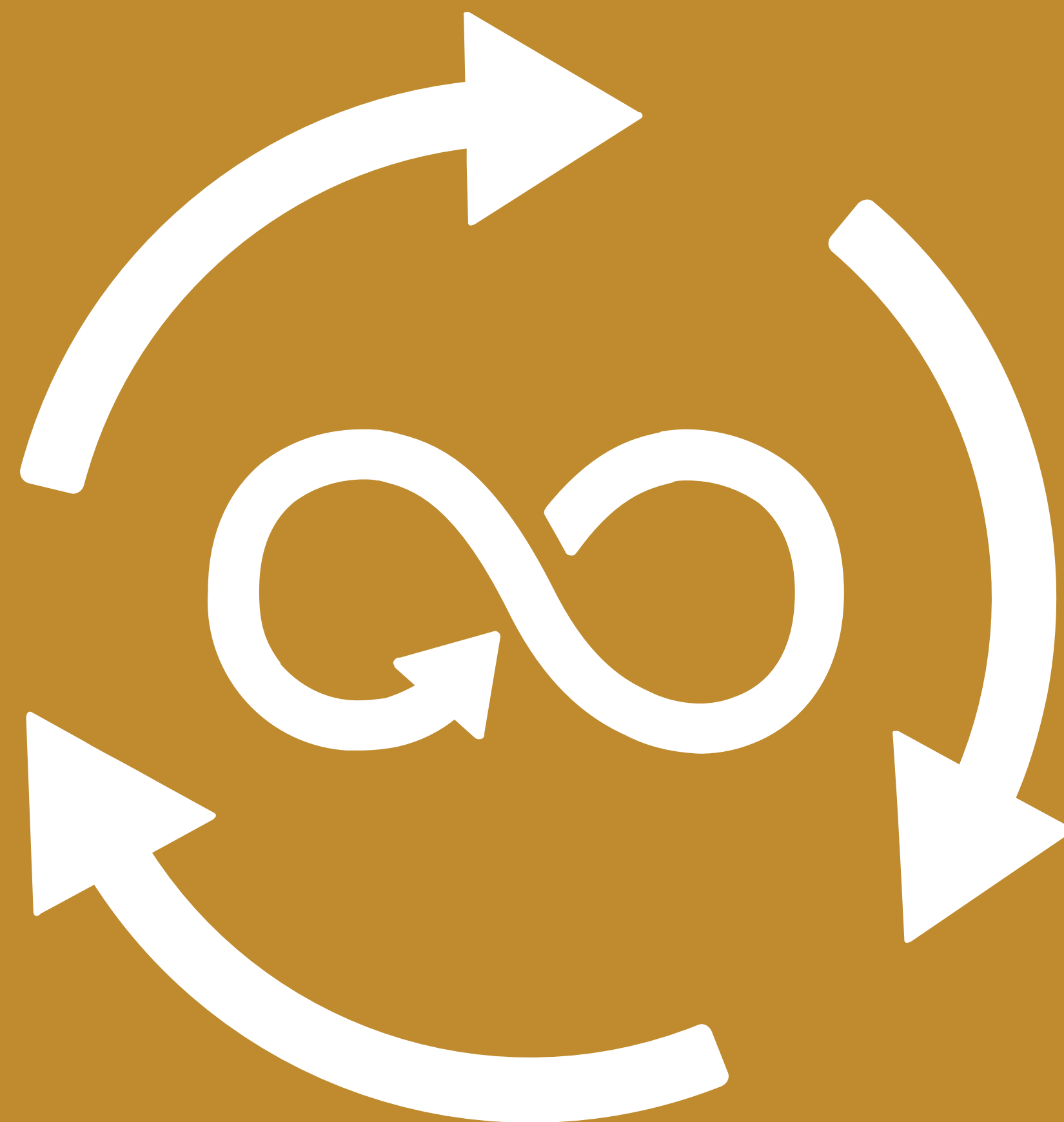
ACTION

5

ENABLE ALL COMPANIES

TO ADOPT CIRCULAR

BUSINESS MODELS



CIRCULAR BUSINESS **CALL TO ACTION**

- 
1. **ENABLE CIRCULAR SERVICES** FOR SHARING, RE-PURPOSE, REUSE AND RECYCLING.
 2. **ACCELERATE ADOPTION OF SUSTAINABLE SERVICES** FOR TRANSPORT, SPACE, GOODS, MATERIALS.
 3. **DEVELOP NEW TOOLS TO MAKE IT EASY TO MEASURE, MONITOR AND ACT.**

ACTION

6

REWARD

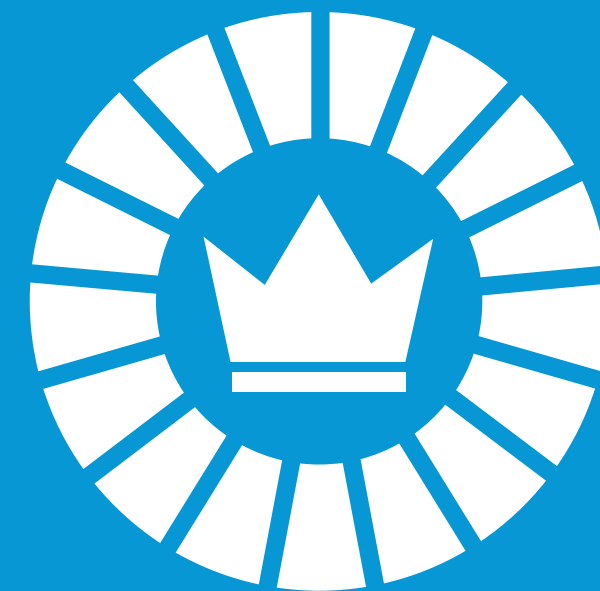
LOW-CARBON

CONSUMPTION

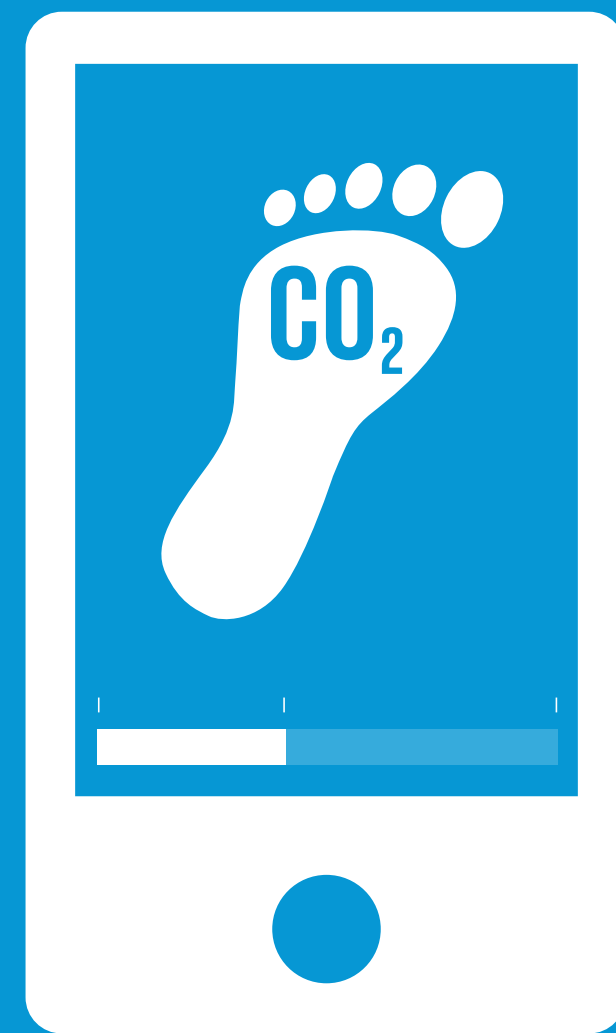
CO₂



E-COMMERCE PLATFORMS CAN
SUPPORT SOCIAL RESPONSIBILITY
AND CREATE INCENTIVES FOR
LOW-CARBON CONSUMPTION.



**4 OUT OF 10 PEOPLE WANTS TO
MEASURE THEIR FOOTPRINT.
*HELP THEM TO MEASURE AND ACT.***



CONSUMPTION **CALL TO ACTION**



1. MAKE ENVIRONMENTAL IMPACT VISIBLE
2. MAKE LOW-EMISSIONS CHOICES THE DEFAULT
3. ENABLE KNOWLEDGE SHARING ABOUT CLIMATE SMART SOLUTIONS

ACTION

7

CREATE A NEW

GENERATION

OF SEARCH ENGINES



PEOPLE **RELY** ON SEARCH ENGINES
FOR INFORMATION.

LET'S MAKE SURE THAT THE ALGORITHMS ARE
RELIABLE AND USABLE FOR THE GOOD OF THE PLANET.

Save the climate



ACTION

8

CREATE NEW

STANDARDS FOR

DIGITAL ADVERTISING



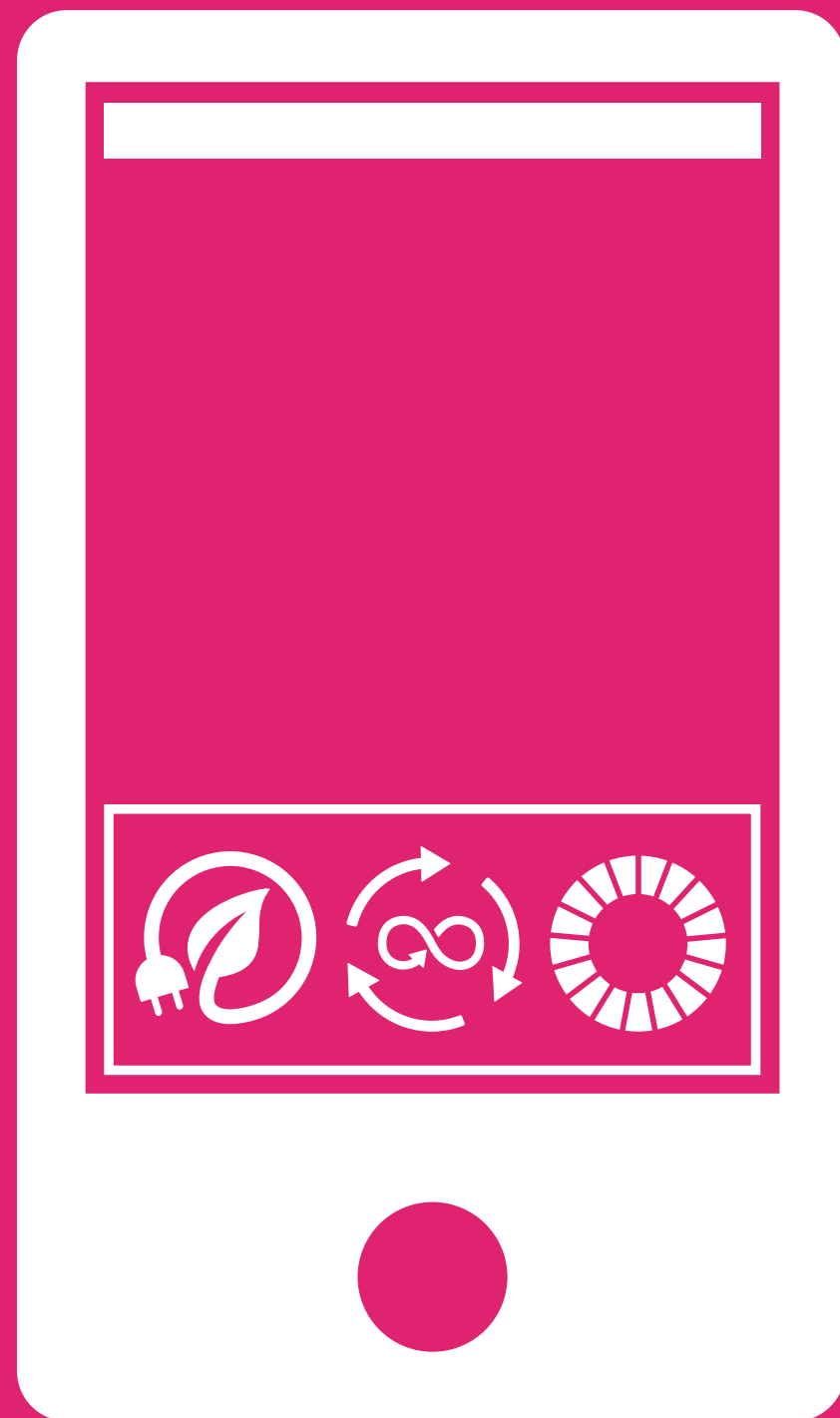
HALF OF ALL ADVERTISING IS ***DIGITAL.***

ADVERTISING CAN CHANGE BEHAVIOURS

LET'S PROMOTE ***SUSTAINABLE CHOICES***
AND HEALTHY LIFESTYLES.



ADVERTISING **CALL TO ACTION**



1. PROMOTE *SUSTAINABLE CONSUMPTION.*
2. LIMIT ADVERTISING FOR *HIGH-EMISSIONS PRODUCTS.*
3. *SUPPORT GREEN PRODUCTS*
WITH BENEFICIAL ADVERTISING SPACE AND RATES.
4. DEVOTE UNUSED ADVERTISING SPACES
TO SOCIETAL GOALS.

ACTION

9

ENABLE

HEALTHY FOOD

CONSUMPTION



TECHNOLOGY IS DISRUPTING THE GROCERY SECTOR.

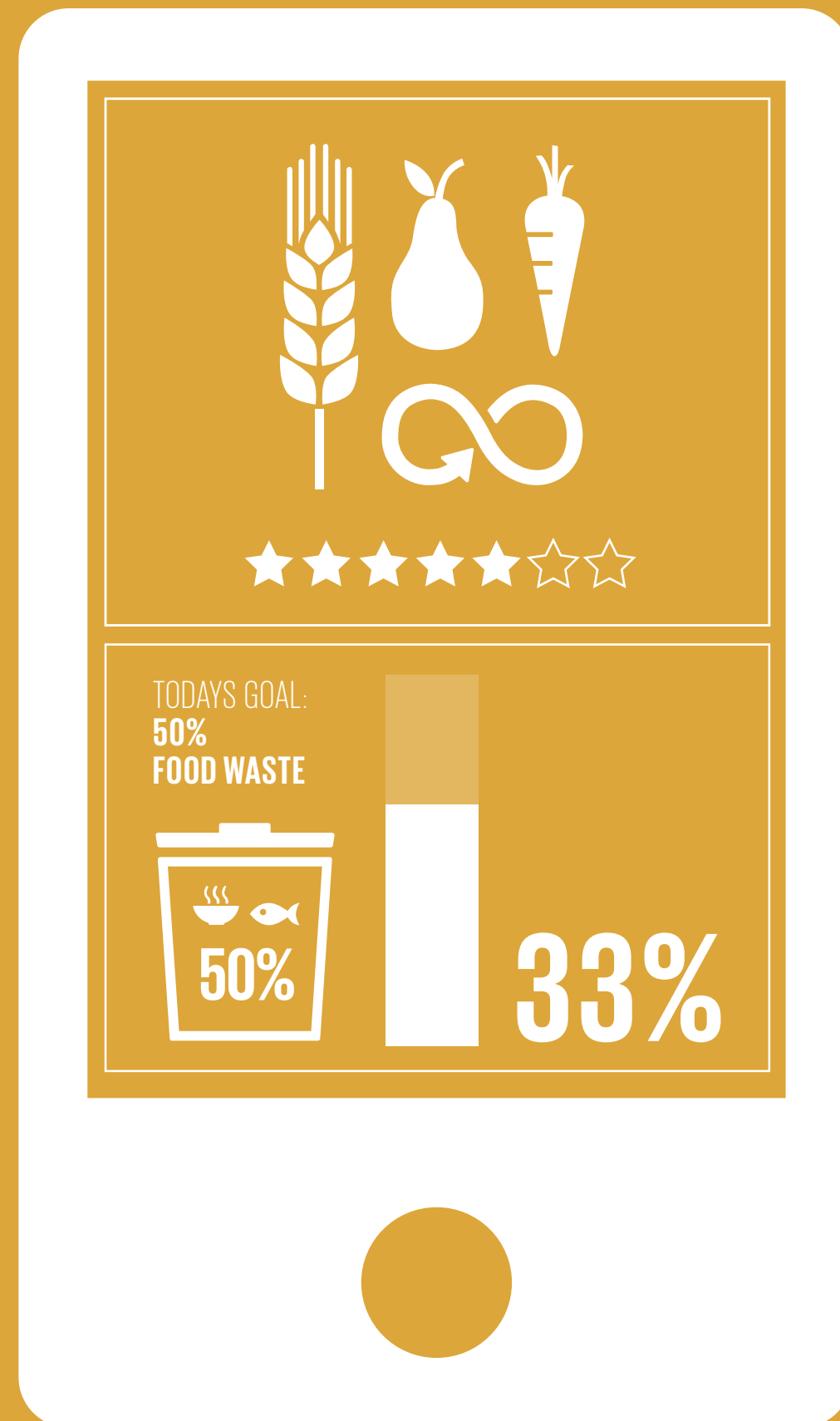
USE THIS UNIQUE MOMENT TO INFLUENCE EATING HABITS.

CUTTING MEAT CONSUMPTION AND HALVE THE FOOD WASTE IS

ESSENTIAL FOR REDUCING GLOBAL EMISSIONS.



FOOD CALL TO ACTION

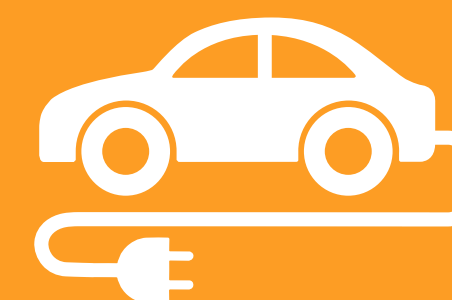


- 1. DIGITAL SUPERMARKETS ARE BUILT ON *PERSONAL CONSUMER DATA*.
NUDGE BEHAVIOUR TOWARD A *HEALTHY AND SUSTAINABLE* FOOD CONSUMPTION.**
- 2. ENABLE DIGITAL APPS TO *REDUCE FOOD WASTE*.
MAKE *HEALTHY EATING* THE DEFAULT.**

ACTION


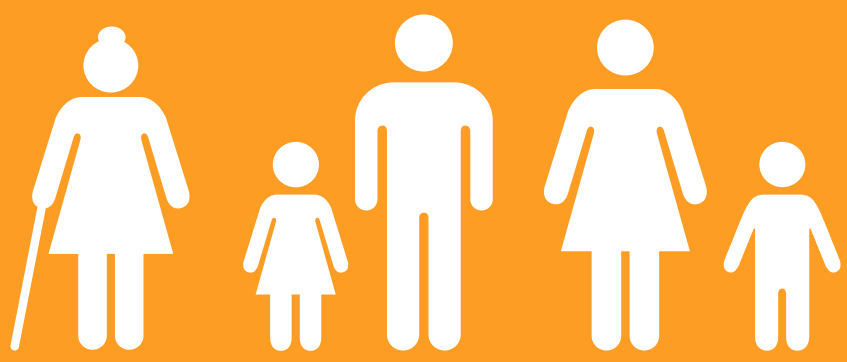
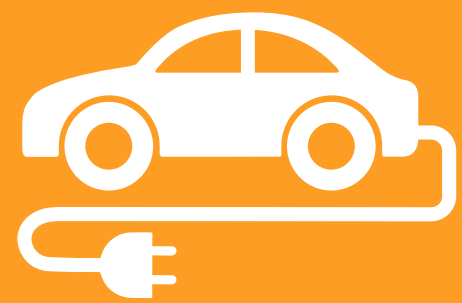
10

**ENABLE SUSTAINABLE
TRANSPORTATION
AND TRAVEL**





TRANSPORTATION **CALL TO ACTION**

- 
- 
- 
1. ***ENABLE VEHICLE SHARING SERVICES, AUTONOMOUS VEHICLES AND ELECTRIFICATION.***
 2. ***SUPPORT DOWN-SCALING FROM CARS AND SUVs TO BIKES AND SCOOTERS.***
 3. ***SUPPORT AND PROMOTE *ELECTRIC* TRANSPORT SYSTEMS.***
 4. ***REDUCE DEMAND FOR FLYING BY REINVENTING TECHNOLOGY FOR VIRTUAL GATHERINGS.***

ACTION

11

ENABLE

THE ENERGY INTERNET

AND SMART BUILDINGS





ENERGY **CALL TO ACTION**

- 1. DIGITALISATION WILL ENABLE *ZERO CARBON BUILDING SPACE AS A SERVICE.***
- 2. DIGITALISATION PROVIDES *VISIBILITY AND AUTOMATED CONTROL* THAT CAN ACCELERATE ENERGY SAVINGS IN HOUSES AND RETROFITTING OF BUILDINGS.**
- 3. DIGITALISATION ENABLES *100% RENEWABLE ENERGY AND GRID SYSTEMS THAT ARE MORE RESILIENT AND EFFICIENT.***

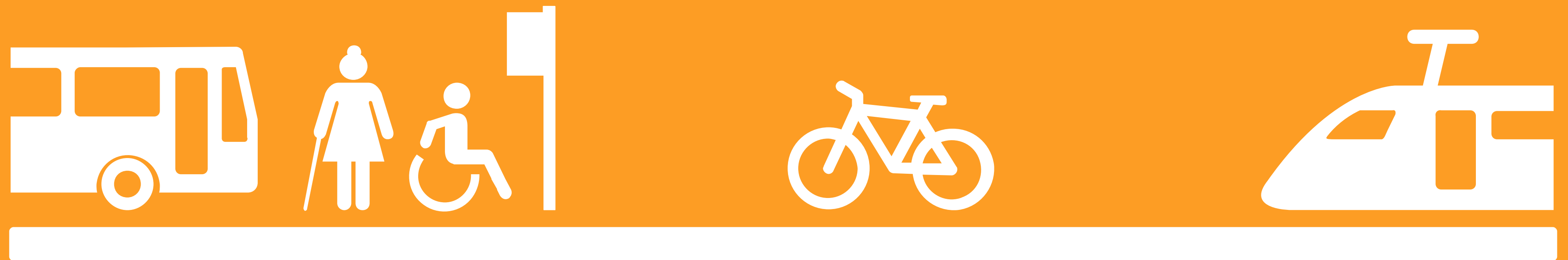
ACTION

12

SUPPORT

TRANSFORMATION

TO SMART SUSTAINABLE CITIES



SMART CITIES **CALL TO ACTION**



- 1. USE AI AND INTERNET OF THINGS TO *OPTIMIZE EXISTING INFRASTRUCTURE* AND REDUCE NEED FOR MORE ROADS AND INFRASTRUCTURE.**
- 2. *MAKE CITY TRANSFORMATION FASTER* BY VISUALISING A *SUSTAINABLE, HEALTHY AND FOSSIL-FREE CITY*.**

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EXPONENTIAL ROADMAP

For more information

EXPONENTIALROADMAP.ORG

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