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 DIGITALIZATION
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 $\frac{1}{2}$ 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.
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
OUR MISSION IS TO EMPOWER EVERY PERSON AND EVERY ORGANISATION EVERYWHERE TO ACHIEVE MORE.
OUR MISSION IS TO EMPOWER EVERY PERSON AND EVERY ORGANISATION EVERYWHERE TO ACHIEVE MORE ON A STABLE, RESILIENT EARTH
WE AIM TO BUILD THE FUTURE INFRASTRUCTURE OF COMMERCE.
WE AIM TO BUILD THE FUTURE INFRASTRUCTURE OF COMMERCE SUSTAINABLE ON A STABLE, RESILIENT EARTH.
GIVE PEOPLE THE POWER TO BUILD COMMUNITY AND BRING THE WORLD CLOSER TOGETHER.
GIVE PEOPLE THE POWER TO BUILD COMMUNITY AND BRING THE WORLD CLOSER TOGETHER.

ON A STABLE, RESILIENT EARTH

UNOFFICIAL:

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

@APPLE:

TO BUILD TECHNOLOGY THAT ENRICHES ALL LIVES ON A STABLE, RESILIENT EARTH
ORGANISE THE WORLD’S INFORMATION TO MAKE IT UNIVERSALLY ACCESSIBLE AND USEFUL.
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.
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.
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
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.

10 HOT CONSUMER TRENDS 2019 (ERICSSON CONSUMER LAB)
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.
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**.
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.
DIGITAL SUPERMARKETS ARE BUILT ON PERSONAL CONSUMER DATA.
NUDGE BEHAVIOUR TOWARDS A HEALTHY AND SUSTAINABLE FOOD CONSUMPTION.

1. DIGITAL SUPERMARKETS ARE BUILT ON PERSONAL CONSUMER DATA.
   NUDGE BEHAVIOUR TOWARDS 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
DIGITALISATION WILL ENABLE ZERO CARBON BUILDING SPACE AS A SERVICE.

DIGITALISATION PROVIDES VISIBILITY AND AUTOMATED CONTROL THAT CAN ACCELERATE ENERGY SAVINGS IN HOUSES AND RETROFITTING OF BUILDINGS.

DIGITALISATION ENABLES 100% RENEWABLE ENERGY AND GRID SYSTEMS THAT ARE MORE RESILIENT AND EFFICIENT.

ENERGY CALL TO ACTION
ACTION 12
SUPPORT TRANSFORMATION TO SMART SUSTAINABLE CITIES
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.**