

Press release
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New 1.5°C Business Playbook will help businesses take exponential climate action.

DAVOS, Switzerland (21 January, 2020) - The first Business Playbook for exponential action on climate emergency is being launched at the World Economic Forum in Davos. It supports the worldwide call to action for all companies to set sharp climate targets now and establish a strategy throughout their value chain, business proposition and beyond, which is aligned with the ambition to limit global warming to 1.5°C.

The Playbook, produced by leading experts and business stakeholders, provides a framework for all companies to reach net-zero emissions rapidly through the adoption of an exponential trajectory of at least halving their greenhouse gas emissions every decade to approach net zero by 2050, and integrating climate action in their business strategy.

The initiative is supported by the International Chamber of Commerce (ICC) - the institutional representative of more than 45 million companies, the World Business Council for Sustainable Development (WBCSD), Ericsson, IKEA, Scania, Telia Company, WWF, Skanska, the Potsdam Institute for Climate Research and many additional partners and contributors.

“The science makes clear that we need a fundamental reshaping of business and finance. Every board and every company must show a credible strategy to align with 1.5°C. This Playbook is an excellent guide for the necessary journey to net zero emissions, to prepare business for the fastest economic transition in history and help them drive it. It’s a guide for preserving a more liveable planet for future generations,” Christiana Figueres, Former head of the United Nations Framework Convention on Climate Change, Convenor of Mission 2020.

“We designed the 1.5°C Business Playbook to make it easy for businesses to set sharp targets and meet them through clear action. In fact, many companies can halve their emissions much faster than every decade,” says Johan Falk, Exponential Roadmap project, Senior Innovation Fellow, Stockholm Resilience Centre.

“This Playbook is aligned with the target to limit global warming to just 1.5°C. The only pathway left is massive emissions reductions across all business sectors in the next decade. We show that this is achievable,” says Johan Rockström, Director of Potsdam Institute for Climate Impact Research (PIK).

According to the most recent science from the Intergovernmental Panel on Climate Change (IPCC), the world has 10 years to halve global greenhouse gas emissions in order to avoid the most dangerous effects of climate change and irreversible tipping points.

“We are entering a crucial decade. Everyone needs to take responsibility and act right now and cutting fossil fuel emissions rapidly and shifting to sustainable, exponential business models. We need to mobilise the entire business sector to create the critical mass required,” says Johan Falk.

The 1.5°C Playbook is a spin-off from the world-leading Exponential Roadmap initiative. It guides companies and organisations of all sizes to exponential climate action, and helps them align with the 1.5°C ambition. It is a concrete tool to facilitate the first step of halving emissions, which is grounded in the latest science. Focused on simplicity and speed, the Playbook is aimed at helping the global economy to achieve the goals of the Paris Agreement.

Climate crisis is already harming societies and the global economy, and extreme weather events alone cost the world more than US\$100bn in 2019. A range of extreme weather events and natural disasters – including the recent devastating fires in Australia – have demonstrated the impacts that would become more common without significant emissions cuts. 2019 was the second hottest year on record.

“Humanity is taking grave risks with the stability of the Earth’s life support system as global average surface temperature continues to rise. We now need the fastest economic transition in history,” says **Owen Gaffney a contributor to the Playbook from Potsdam Institute for Climate Impact Research (PIK).**

The Playbook is based on four pillars: first, to reduce the company’s own emissions and then to reduce the company’s value chain emissions. The third pillar, and perhaps the most important, is to transform the company’s products, services and projects to generate low or zero emissions or even remove carbon from the atmosphere. The fourth pillar is to work with other actors in society to accelerate climate action.

"Now is the time for businesses to step up and take bold climate action for the future of humanity. ICC is proud to support the 1.5°C Business Playbook to provide companies of all sizes with a tool for actionable and ambitious climate policies that will accelerate the adoption of net-zero emissions targets across the private sector," says **John W. H. Denton AO, ICC Secretary General.**

"As a sustainability pioneer in the private sector we have been both an advocate of climate action within our own operations as well as in society. We have also developed an integrated strategy and set challenging 1.5°C targets. Now, it is time for all companies to do the same and the Playbook is a guide for how this can be done. We will work with our business partners to utilise the 1.5°C Business Playbook to enable exponential reduction of carbon emissions globally," says **Heather Johnson, Vice President, sustainability and corporate responsibility Ericsson.**

“The 1.5°C Business Playbook – which we will share with our suppliers – will be a very important tool for us. We all need to commit to exponential climate action. At Telia Company we aim for Zero CO₂ in our value chain and Zero Waste in our operations by 2030. This can only be achieved by assisting our customers in their quest to become carbon neutral, and by making sure that our suppliers join us and share our ambition. Being at the heart of digitalisation, Telia Company sees a huge potential in accelerating the transition to

net zero and a circular economy. The knowledge and the necessary technology exist – the 2020s must be a decade of massive action,” says **Christian Luiga, acting President and CEO, Telia Company**.

"Many businesses accept that we are now in the fourth quarter of this climate change epic, and now we urgently need to use all the tools in our toolkit to achieve a sustainable path," says **Mark Griffiths, Global Leader of WWF's Climate Business Hub**. "Together with the Science Based Targets initiative, this Playbook provides the guidance and encouragement for all businesses to accelerate their transformation."

“We hope that all Swedish companies will take climate leadership and set a 1.5°C target in 2020. The Playbook can help them succeed in cutting their emissions in ten years. All companies in the Haga Initiative have agreed to reduce emissions to net zero by 2030, which means that we are in line with the 1.5°C target. The companies are backing this because it is possible to reduce emissions while being profitable. We have interviewed over 200 companies and see that there is consensus that their brand and that employer branding is strengthened by active climate work. The playbook will strengthen companies in their climate achievements,” **Nina Ekelund, Executive Director of the business network Haga Initiative**.

“Businesses must align with the 1.5°C pathway if we want to address the climate emergency. The 1.5°C Business Playbook provides an action plan for businesses of all sizes to develop and urgently implement ambitious climate strategies. The Playbook aligns with WBCSD's SOS 1.5 strategy in its call for companies to reduce their emissions to get to net zero as soon as possible, by reducing their emissions in their business and value chains and investing in natural climate solutions to cover the remaining emissions,” **Dr María Mendiluce, Managing Director Climate and Energy, World Business Council for Sustainable Development**.

“The 1.5°C Business Playbook is an indispensable guide for practitioners. For companies with leadership ambitions it is not enough to only focus on direct or even value chain emissions. True leadership in the 2020s means working in and beyond your industrial ecosystem to support and enable systematic changes away from fossil dependence,” **Andreas Foller, Head of Sustainability, Scania**.

“To stop global heating, organisations have to reduce emissions exponentially as well as increase removals exponentially. The special x-factor with the 1.5°C Playbook is that it shows how to build a climate strategy in a simple, speedy and science-based way. The 1.5°C Playbook is a great and unifying tool for all climate activist companies,” **Kaj Török, CRO & CSO, MAX Burgers**.

About: The 1.5°C Business Playbook is complementary to existing standards and key initiatives such as the Greenhouse Gas Protocol (GHG), the Science Based Targets initiative (SBTi), CDP, RE100, Mission Innovation’s 1.5°C compatible solutions framework and the ICC Chambers Climate Coalition.

For more info:

The 1.5°C Business Playbook: www.exponentialbusiness.org

The Exponential Roadmap Initiative: www.exponentialroadmap.org

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HagaInitiative 
Business for active climate responsibility

Internet of Planet


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"2050
Fast Forward for a Greener Future

THE NEW DIVISION
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 SCANIA



Additional quotes:

"CERO will use the playbook as a guidance for all the +100 companies and organisations applying the CERO model (www.cero.nu), that would like to embrace their total climate impact in a tailor-made action plan. CERO is a tool for encouraging employee business travel and work commuting towards future climate targets in line with economic viability and employee preferences. This Playbook is a good support for organisations to widen the scope and also commit to other emission reductions in line with Carbon Law," **Markus Robért, CEO, CERO.**

"To solve the climate crisis will require a paradigm shift in how all companies operate. The 1.5°C Business Playbook is a profound framework which we will use when helping our business clients decarbonize," **Robert Sabelström, CEO, ClimateHero.**

"Our clients have realised the urgency of action, but need to set the ambition and the path to communicate with their suppliers, customers and other stakeholders. 1.5°C Business Playbook will be useful especially for medium-small companies and companies who want a common platform with their stakeholders," **Göran Erselius, senior partner, 2050 Consulting.**

"At Normative we strongly believe that exponential climate action needs exponential adoption and spread through the help of exponential digital technology. As a supporting partner, we will work with digital systems providers to create demonstration projects, where the principles in the 1.5°C Business Playbook are made available inside of a diversity of digital systems, such as procurement systems, bookkeeping systems and ERP systems," **Kristian Rönn, CEO, Normative.**