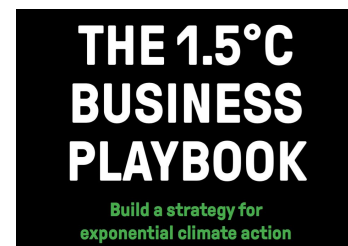


10 new strong partners step up exponential climate action with The 1.5°C Business Playbook

The Playbook, a spin-off from the world-leading Exponential Roadmap, proudly announces ten new supporting partners aligned with the 1.5°C ambition, adding to the network of partners endorsing the Playbook including The International Chamber of Commerce (ICC), WWF, Ericsson, Telia, IKEA and many others. The new supporting partners are Alfa Laval, Ragn-Sells, AFRY, Sweco, Houdini Sportswear, Formica Capital, Cradlenet, Uppsala Climate Protocol, The Swedish Textile Initiative for Climate Action (STICA), Trossa and Mistra SAMS.

This first Business Playbook for exponential climate action was launched at the World Economic Forum 2020 in Davos. It is a concrete tool guiding companies and organisations of all sizes to exponential climate action, and helping them align with the 1.5°C ambition. Focused on simplicity and speed, and grounded in the latest science, it facilitates the first step of halving emissions, and aims at helping the global economy to achieve the goals of the Paris Agreement.



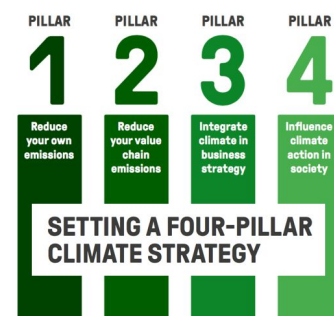
“We see a tremendous interest from the private sector in The 1.5°C Business Playbook and are thrilled to announce 10 new strong partners. All businesses need to take responsibility and act right now, cutting fossil fuel emissions rapidly and shifting to sustainable, exponential business models. The Playbook is a tool to mobilise the entire business sector to create the critical mass required”, says Johan Falk, Co-Founder and Head of Exponential Roadmap Initiative.

“This playbook is to prepare businesses for the fastest economic transition in history and help them drive it.”

“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,” says Christiana Figueres, Former Head of the United Nations Framework Convention on Climate Change, Convenor of Mission 2020.

“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.

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.





"If we agree that the world needs to shift to a carbon-neutral economy, then we must do our part in the value chain. In Alfa Laval, we have the ambition to become carbon neutral by 2030. Reaching this goal will require partnerships. Therefore, we are pleased to support this initiative which is based on the latest science and focuses on simplicity and speed," **Tom Erixon, President and CEO of Alfa Laval.**



"Today, almost half of global emissions comes from producing the cars, clothes, food, and other things we use in our daily lives. The only solution to reduce emissions is to create new, circular ways of producing what we need. Ragn-Sells is dedicated to driving this change by introducing circular solutions that detoxify and recirculate critical resources. We want The 1.5°C Business Playbook to facilitate collaboration throughout the entire global community, a crucial element in battling climate change," **Lars Lindén, CEO of Ragn-Sells.**



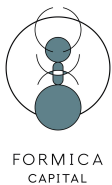
"Providing sustainable solutions is the very core of our business and together with our partners we are committed to tackle the global challenges. We are aligning our operations with The 1.5°C Business Playbook as it is based on the latest science and the ambition to limit global warming to 1.5°C - this means that we are making sure that we at least halve our emissions every decade," **Jonas Gustavsson, President and CEO of AFRY.**



"Being a frontrunner in combating climate change is business critical to us at Sweco, which is a key reason for our decision to become climate positive by 2030. This is a target that we want to reach together with likeminded actors, and The 1.5°C Business Playbook has rapidly become a key platform for us to develop practices, reach insights and move further, faster, together," **Mattias Goldmann, CSO, Sweco.**



"We are committed to keeping the great outdoors great while providing the gear to take us there. We believe in the intrinsic value of nature and are shaping our business accordingly. The critical transition ahead will require collaboration across sectors, disciplines and continents and a robust science based roadmap to unite behind and act on. That is why we are part of The 1.5°C Business Playbook community," **Eva Karlsson, CEO of Houdini Sportswear.**



"We believe The 1.5°C Business Playbook is a scientific yet practical framework for companies to reduce carbon emissions while improving their competitive advantage. We will use the Playbook as an integral part of supporting portfolio companies in increasing impact and acting responsibly. As the first investment company to join we hope to inspire others to follow suit while contributing with strategic sustainability expertise, ensuring the Playbook is easy to use and highlighting the value creation potential", **Olof Cato, CEO of Formica Capital.**



"Keeping global warming below 1,5 degrees is a global challenge which we need to act on effectively and it has been recognized that transitioning to a circular economy is key to achieve this. By encouraging companies to work in alignment with The 1.5°C Business Playbook and by contributing with know-how about circular approaches, Cradlenet can support companies in reaching their climate targets in a systematic and effective way," **Carolina Togård, Chairwomen of Cradlenet.**



"We need a paradigm shift in order to reach our goal to become climate positive by 2050. The 1.5 °C Business Playbook's four-pillar climate strategy is ideal for the complexity and diversity of the members of Uppsala Climate Protocol and thus will accelerate our transition," **Björn Sigurdson, Chair of the Coordination Committee, Uppsala Climate Protocol.**



“The Swedish Textile Initiative for Climate Action (STICA) exists to help apparel and textile companies and the wider apparel industry put in practice much of what The 1.5°C Business Playbook outlines. The production and use of clothing and textiles has a significant impact on the climate, and our industry needs to move quickly and creatively away from dirty practices and unsustainable business models. Our vision and ambitions are generally aligned with the Playbook, and as a partner, we see an opportunity to share our learning, and to learn from others. We hope our partnership will accelerate change at the pace that is required,”

Michael Schragger, Director of The Swedish Textile Initiative for Climate Action.



“The pure simplicity of the Playbook makes the science clear that halving the emissions by 2030 is now the absolute baseline. Supporting organisations in their sustainability work, we are well familiar with the challenges both big and small companies face when wanting to address emissions across the entire value chain. We are proud to partner with The 1.5°C Business Playbook and contribute to impact and concrete emissions reductions through improved climate reporting,”

Mia Barkland, CEO of Trossa.



“The 1.5°C Business Playbook will help to kickstart the transformation to the 1.5°C ambition and points out the very important first steps to take for companies and organizations to be aligned. We believe that the Playbook has a great potential to be widely spread and thereby support the necessary transformation of companies and organizations,”

Dr. Anna Kramers, Program director of Mistra SAMS.

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. Read the reports below:



1.5Exponential Roadmap



The 1.5°C Business Playbook



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