

Press release

1.5°C Business Playbook 1.1

2020-09-18

Exponential Roadmap Initiative announce:

Unilever & BT Group endorse new 1.5°C Business Playbook -a guideline for companies and organisations in the Race to Zero

STOCKHOLM (18 September 2020) The second version of the 1.5°C Business Playbook (1.1) was released today by the Exponential Roadmap Initiative, also announcing their official partnership with the Race to Zero campaign as well as six new partners endorsing the Playbook.

With the announcement the Exponential Roadmap Initiative encourages all companies and organisations to use the Playbook, which helps to set a climate strategy to halve emissions before 2030 in the Race to Zero emissions before 2050, and move to action. Supporting the call to action are the new partners Unilever, BT Group, Castellum, Qlik, Atea and Tricorona Climate Partner.



“Having established that immediate climate action is required from all companies and organisations, offering guidance is absolutely vital for us to succeed. The Playbook helps companies and organisations, large and small, to set a strategy and get to work. We are delighted to announce these new partnerships, and encourage more to follow. Join us in the Race to Zero, starting with the crucial halving of emissions before 2030,” said Johan Falk, **Co-Founder and Head of Exponential Roadmap Initiative.**

On the updated version of the Playbook, **Nigel Topping, High Level Champion for Climate Action COP 26**, said: “The 1.5°C Business Playbook provides a great framework aligned with the Race to Zero campaign, available today for companies to use. Focusing on simplicity and speed, it will help companies to halve emissions by 2030 towards net-zero well before 2050. The playbook is particularly relevant for SMEs, who comprise the vast majority of businesses worldwide and who need concrete tools for action to make the decisions that will improve earnings, market share and avoid economic repercussions of future existential threats.”

Since its launch earlier this year, the Playbook is supported and endorsed by an eco-system of 55 front runners in climate action, committed to halving emissions before 2030 in the Race To Zero emissions before 2050, integrating climate in business strategy and contributing to climate action in society. Upon joining the eco-system, the new partners commented:

“Unilever is delighted to join the Exponential Roadmap Initiative and endorse the 1.5°C Business Playbook. While there are many resources out there to help companies tackle climate change, the Exponential Roadmap and the 1.5°C Business Playbook are exceptional in that they recognise the urgency of the challenge, while making ambitious action accessible to organisations of any size,” said **Thomas Lingard, Global Sustainability Director- Climate & Environment, Unilever.**

“We've pledged to become a net zero emissions business by 2045 and our target is to reduce the carbon emissions intensity of our operations by 87 percent by 2030 against a 2016/17 baseline. We're encouraging all companies to join us in setting their own science-based net zero targets, thereby driving themselves, industry, and policymakers to develop the right conditions for quicker, more impactful climate action,” said **Gabrielle Ginér, Head of Environmental Sustainability, BT Group.**

“The Playbook provides guidance on how to develop relevant and scientifically based goals linked to the climate, and this is best done together with other enthusiastic players in various industries. It is the synergy effects that provide the necessary strength,” said **Filip Elland, Head of Sustainability, Castellum.**

“Qlik is proud to join other great organizations in supporting the 1.5°C Business Playbook. The Playbook is an instrumental guide to help companies reduce their own footprint as well as influence others to do the same. Qlik builds data-driven apps to help companies reach targets and aligning with the Playbook will help all companies reach the targets faster,” said **Julie Kae, Global Head of Corporate Responsibility and Executive Director, Qlik.**

“We want to make our handprint 100 times larger than our carbon footprint. The 1.5°C Business Playbook will help us get there,” said **Andreas Antonsen, Director of Corporate Responsibility, Atea.**

“We meet companies on a daily basis that realise the importance to act and want to contribute to a sustainable future. By providing them with this solid guide we can together with our business clients contribute to emissions reductions far beyond our own emissions,” said **Christian Patay, CEO, Tricorona Climate Partner.**

About the Exponential Roadmap Initiative

The Exponential Roadmap Initiative brings together technology innovators, scientists, companies and NGOs, with the mission to accelerate climate action exponentially through radical collaboration. Find out more at: exponentialroadmap.org.

About the 1.5°C Business Playbook

The 1.5°C Business Playbook, produced by leading experts and business stakeholders, provides a framework for all companies and organisations to reach net-zero emissions rapidly through the adoption of an exponential trajectory of at least halving their greenhouse gas emissions every decade in the Race To Zero emissions by 2050. The Playbook is a spin-off from the Exponential Roadmap.

The 1.5°C Business Playbook 1.1 is the second version of the Playbook. It has been updated based on the feedback from scientists, innovators, NGOs and business leaders, ensuring that the Playbook is up to date, anchored in the latest development and science.

About the Exponential Roadmap (1.5.1)

The Exponential Roadmap (1.5.1) highlights the 36 solutions that can scale exponentially to halve Greenhouse Gas Emissions by 2030 worldwide. The roadmap shows how we can build a stronger, more resilient and future-proof global economy and increase human prosperity and health – within the planetary boundaries.

Read the reports



1.5°C Business Playbook (1.1)



Exponential Roadmap (1.5.1)

About the UNFCCC Race to Zero campaign:

The UNFCCC [Race to Zero](https://www.race-to-zero.org/) campaign is an international campaign that brings together an unprecedented coalition of real economy actors and 120 governments committed to achieve net zero carbon emission by no later than 2050. These real economy actors include: 1,128 companies, 452 cities, 22 regions, 549 universities, 45 of the biggest investors and 2,100 chambers of commerce – creating the largest ever alliance committed to achieving net zero carbon emissions by no later than 2050: the “Climate Ambition Alliance.”

Press Contacts



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“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*

“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.”

Johan Rockström

*Co-director, Potsdam Institute for Climate Impact Research,
Executive Director, Stockholm Resilience Centre, Co-chair, Future Earth*

“The 1.5°C business playbook provides a great framework aligned with the Race to Zero campaign, available today for companies to use. Focusing on simplicity and speed, it will help companies to halve emissions by 2030 towards net-zero well before 2050. The playbook is particularly relevant for SMEs, who comprise the vast majority of businesses worldwide and who need concrete tools for action to make the decisions that will improve earnings, market share and avoid economic repercussions of future existential threats.”

Nigel Topping

High Level Champion for Climate Action COP26