

Press release

1.5°C Business Playbook 1.1

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Exponential Roadmap Initiative announce:

Partnership with Race To Zero and launch second version of 1.5°C Business Playbook

STOCKHOLM (30 September 2020) The Exponential Roadmap initiative amplifies its impact by becoming an official partner of the Race to Zero campaign and TED Countdown, while announcing the second version of the 1.5°C Business Playbook.

Building on its eco-system of 55 partners, the initiative is scaling up its outreach, looking to inspire companies and organizations worldwide to use the Playbook to set a strategy to halve their emissions before 2030 in the Race To Zero emissions before 2050, and move to action.



The 1.5°C Business Playbook is a spin-off from the Exponential Roadmap, a science based cross-sector collaboration launched in 2018. It highlights 36 solutions with exponential scaling potential to halve global greenhouse gas emissions by 2030. The new version of the Playbook has been updated based on the feedback from scientists, innovators, NGOs and business leaders, to ensure that it stays relevant across supply chains and is anchored in the latest development and science.

The 1.5°C Business Playbook 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, and focuses on simplicity and speed. The Playbook is based on four pillars: to reduce own emissions, reduce value chain emissions, integrate climate in business strategy & influence climate action in society. The Playbook and its framework will be used by the newly launched [1.5°C Supply Chain Leaders](#) and the [SME Climate Hub](#), supported by the [Race To Zero](#) campaign.

“Setting climate targets is required from all companies and organisations to stay relevant, but offering clear guidance is absolutely vital to succeed. The Playbook helps companies and organisations of all sizes to set a strategy and take action, and our goal is to make the 1.5°C Business Playbook a climate action framework available for all companies and organisations around the globe. We are delighted to announce that the eco-system of supporting partners and networks is growing rapidly 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 and Lead Author of the 1.5°C Business Playbook.**

The 55 supporting partners, including the [recently announced partners](#) Unilever, BT Group, Castellum, Qlik, Atea and Tricorona Climate Partner, are 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. The eco-system covers organisations across businesses, research institutions and NGOs.

On the 1.5°C Business 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.”*

“As founding members of the Exponential Roadmap Initiative and having been directly involved in the 1.5°C Business Playbook from the start, it's amazing to see this initiative gaining momentum and attracting partners across sectors and countries. Bringing our long experience in corporate sustainability work, standardization and methodology development, we have worked to make the Playbook actionable from day one. For us it's an important vehicle for engaging with our supply chain. I'm really happy that we have teamed up with the Race to Zero campaign, and we have a mission to keep a laser focus on this decade - the decade of action - when emissions must halve globally as an important first step in the Race to Zero,”

Pernilla Bergmark, Principal Researcher, ICT Sustainability Impacts, Ericsson Research; Contributing author of the 1.5°C Business Playbook and Expert Panel Member, Exponential Roadmap Initiative.

Read and download the reports



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Exponential Roadmap 1.5.1

About the Exponential Roadmap Initiative

The Exponential Roadmap Initiative brings together organizations which are taking action in line with the 1.5°C ambition, ranging from technology innovators, scientists, companies and NGOs. Our mission is to accelerate climate action exponentially. Find out more: 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 before 2050. The Playbook is a spin-off from the Exponential Roadmap. Find out more and reach out to join the eco-system at: exponentialbusiness.org.

About the Exponential Roadmap

The Exponential Roadmap 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.

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.”

About Countdown

Countdown is a global initiative to champion and accelerate solutions to the climate crisis, turning ideas into action. The goal is to build a better future by cutting greenhouse gas emissions in half by 2030 in the race to a zero-carbon world – a world that is safer, cleaner, and fairer for everyone. Powered by [TED](https://www.ted.com/) and [Future Stewards](https://www.futurestewards.org/) and an exceptional coalition of partners, Countdown brings together scientists, activists, entrepreneurs, urban planners, farmers, CEOs, investors, artists, government officials and others to find and activate the most effective, evidence-based ideas out there. Learn more at countdown.ted.com.

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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*

“As a sustainability pioneer in the private sector, we have been an advocate of climate action and developed solutions that can support our society. We are convinced that connectivity and leveraging digital technologies such as 5G and IoT will be fundamental to halve emissions by 2030. Ericsson will be carbon neutral in own operations by 2030. The 1.5°C Business Playbook is a framework for company strategy and action, that we use, to help our supply chain business partners to set 1.5°C aligned targets. We need all companies to be bold and join this journey towards a more sustainable and connected world.”

Börje Ekholm

CEO and President, Ericsson

“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*