



Exponential Roadmap Initiative  
Press release  
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## **Spotify joins Exponential Roadmap Initiative & UN Race To Zero to drive exponential climate action and solutions**

**Spotify announced that they are joining the Exponential Roadmap Initiative, joining forces with other innovative, transformative, and disruptive businesses that will play a key role in accelerating climate solutions and exponential climate action to halve emissions by 2030. In joining the initiative, Spotify also joined the United Nations' Race To Zero, the largest ever alliance committed to take rigorous and immediate action to halve global emissions by 2030.**

In announcing the partnership, Spotify commit to halve emissions before 2030 towards net zero throughout their value chains, integrate climate deeply in business strategy and influence climate action in society, as outlined in the 1.5°C Business Playbook- a guideline for companies of all sizes to set a 1.5°C aligned strategy and move to action. The Playbook is anchored in the latest climate science, focusing on simplicity and speed

"Climate change is one of the most pressing global issues of our lifetime," says Gustav Söderström, Spotify's Chief R&D Officer. "Spotify has a responsibility to combat the effects of climate change, which is why we're aiming to reach net zero emissions within the next decade."

"Delivering the promise of the Paris Agreement requires a radical transformation of our current systems, and disruptive innovation will play a critical role. I am delighted to welcome Spotify into the Race to Zero, and I invite everyone to commit their ingenuity, their resources, and their skills to help us win the Rhace to Zero emissions together", says Nigel Topping, UN High Level Climate Champion for COP26.

"We are delighted that Spotify joins other front runners in climate action within the Exponential roadmap Initiative. To halve global greenhouse gas emissions by 2030 requires radical collaboration. We therefore bring together innovators, transformers and disruptors with a common mission to halve global emissions by 2030 through concrete action. Spotify has a unique reach and opportunity to inspire people around the globe to take climate action", says Johan Falk, Head of Exponential Roadmap Initiative and lead author of the Exponential Roadmap and the 1.5°C Business Playbook.

### **About the Exponential Roadmap Initiative:**

The [Exponential Roadmap Initiative](#) is for innovators, transformers and disruptors taking action in line with 1.5°C, with the mission to halve emissions before 2030 through exponential climate action and solutions. The Exponential Roadmap Initiative is an accredited partner of the United Nations' Race To Zero, and a founding partner of the [1.5°C Supply Chain Leaders](#) and the [SME Climate Hub](#).

[Exponential Roadmap](#) is 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 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.

[The 1.5°C Business Playbook](#), a spin-off from Exponential Roadmap, is a guideline for companies and organisations of all sizes to exponential climate action, helping them to align with the 1.5°C ambition. Anchored in the latest science, it focuses on simplicity and speed. The Playbook is based on four pillars: to reduce the company's own emissions, value chain emissions, integration of climate in business strategy and influencing climate action in society.

**About the UNFCCC Race to Zero Campaign:**

Race to Zero is the UN-backed global campaign rallying non-state actors – including companies, cities, regions, financial and educational institutions – to take rigorous and immediate action to halve global emissions by 2030 and deliver a healthier, fairer zero carbon world in time. All members are committed to the same overarching goal: reducing emissions across all scopes swiftly and fairly in line with the Paris Agreement, with transparent action plans and robust near-term targets. Find out more at: <https://racetozero.unfccc.int>

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