

PRESS RELEASE

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Advania Sweden steps up its exponential climate action and joins Exponential Roadmap Initiative and Race to Zero

Advania Sweden joins the Exponential Roadmap Initiative and teams up with other innovative, transformative, and disruptive organizations committed to halving emissions before 2030. These initiatives go beyond reducing carbon emissions in the companies' own emissions and their value chains': Advania Sweden will act according to the 1.5°C Business Playbook and integrate climate work into its business strategy as well as influence climate measures in society.



The Exponential Roadmap Initiative targets innovators, transformers, and disruptive organizations acting in line with 1.5°C, intending to halve emissions by 2030 through exponential climate action and solutions. Through its partnership with the Exponential Roadmap Initiative, Advania Sweden joins the UN's [Race to Zero campaign](#), the largest ever alliance that aims to halve global emissions by 2030 with rigorous and immediate action, creating a healthier and fairer zero-carbon world in time.

– This is about raising the level of ambition. The Exponential Roadmap Initiative is about considering the entirety of our operations, meaning our services' impact as well as how we as a company can be proactive and work in partnership with others in the industry and society at large, says Helena Nordin Chief Sustainability Officer at Advania Sweden.

By joining the Exponential Roadmap Initiative, Advania Sweden commits to halve emissions by 2030, reach net-zero both internally and in the entire value chain by 2045, and to integrate climate aspects into the business strategy and influence climate action in society, as described in the 1.5°C Business Playbook.

– We’ve been working on reducing our own emissions and emissions from the products we sell for several years. The next step is to take a comprehensive approach to ourselves, our customers, partners, competitors, and society. This partnership with Exponential Roadmap means we have to deliver - and we think it’s a given that the rest of the world should follow suit. It’s not just about making promises now, we take a long-term perspective on our goals, and work in even more structured ways towards them, says Helena Nordin, Chief Sustainability Officer at Advania Sverige.

This long-term work will be carried out by Advania Sweden following the 1.5°C Business Playbook, a guide for companies and organizations of all sizes for exponential climate action and to help them adapt to the 1.5°C ambition. Based on the most recent science and findings, it focuses on simplicity and speed. The plan is based on four pillars: reducing the company’s own emissions and emissions in the value chain, integrating climate considerations into business strategy, and influencing climate action in society.

– We are happy to welcome Advania Sweden as a member of the Exponential Roadmap Initiative. As a leading Nordic IT consultancy provider, Advania Sweden has an important role in accelerating the transformation towards zero emissions across sectors, says Johan Falk, CEO & Co-founder, Exponential Roadmap Initiative.

The 1.5°C Business Playbook is an initiative within 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 roadmap shows how we can build a stronger, more resilient, and future-proof global economy and increase human prosperity and health - within the planet’s limits.

For further information:

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About Advania Sweden

Advania offers IT services with measurable results to companies, public sector organizations, and authorities in Sweden, Iceland, Norway, Denmark, and Finland. Advania has 2,550 employees and is managed from Stockholm, Sweden. For further information go to www.advania.se and www.advania.com #advania

About the Exponential Roadmap Initiative

The Exponential Roadmap Initiative is for innovators, transformers, and disruptors acting 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 United Nations’ Race To Zero, TED Countdown, and a founding partner of the 1.5°C Supply Chain Leaders and the SME Climate Hub.

More information: <http://exponentialbusiness.org/>

About the Race to Zero

Race to Zero, a UN-supported global campaign that brings together non-state actors - including businesses, cities, regions, financial and educational institutions - to take rigorous and immediate action to halve global emissions by 2030 and create a healthier and fairer carbon-free world on time. All members are committed to the same overarching goal: to reduce emissions in all areas quickly and equitably in line with the Paris Agreement, with transparent action plans and robust near-term targets.

More information: <https://racetozero.unfccc.int>