

January 2022 - June 2023

# Impact Report

## Exponential Roadmap Initiative

Exponentially scaling solutions  
to halve emissions by 2030

30 October, 2023

## Our mission

We unite innovators, transformers and disruptors to drive the transformation to halve global emissions before 2030 through exponential climate action and solutions.

## About the Exponential Roadmap Initiative

The Exponential Roadmap Initiative (ERI) is anchored in the latest climate science. We focus on projects with exponential scaling potential.

ERI is an accredited initiative of the UN Climate Change High-Level Champions' Race to Zero and is aligned with the UN High-Level Expert Group on the Net Zero Emissions Commitments of Non-State Entities (HLEG) recommendations.

Our strategy is threefold:

- To **influence** the global narrative of “halving by 2030 through exponential climate action and solutions” across the world, which includes developing new frameworks and influencing standards.
- To help **implement** our member companies' strategies and capacity to cut value-chain emissions, scale climate solutions and influence policy through radical collaboration, thus driving the race to the top by proving that these changes are achievable and create a competitive advantage.
- To be at the forefront of innovation to help **scale** best practices and frameworks to maximise global impact.

We are an action-focused initiative. Our goal is to be a leader in game-changing innovation, with a “world's first” ambition in everything we do.

## Our story

We unite innovators, transformers and disruptors to drive the transformation to halve global emissions before 2030 through exponential climate action and solutions.

### 2017

#### Carbon Law

Johan Rockström, Owen Gaffney and Johan Falk – the latter two of which later co-founded the Exponential Roadmap Initiative - developed the [Carbon Law](#), inspired by Moore's Law, as a simple roadmap for rapid decarbonization applicable to companies, cities, countries and citizens. The Carbon Law sets out that, from a peak in 2020, emissions need to be halved every decade – with the first halving by 2030 – until 2050 in order to limit global warming to 1.5°C. The Carbon Law thus preceded the 2018 [Special Report on Global Warming of 1.5°C](#) from the UN's Intergovernmental Panel on Climate Change (IPCC), which concluded that emissions had to decline by about 45% by 2030 in order to reach net zero around 2050, to keep global warming to a maximum of 1.5°C, and to avoid high risk of catastrophic consequences for people and the planet.

### 2018

#### Exponential Roadmap report

The world's first [Exponential Roadmap](#), lead-authored by Exponential Roadmap Initiative co-founders Johan Falk and Owen Gaffney, was launched at the Global Climate Action Summit 2018 by Johan Rockström and Christiana Figueres, former executive secretary of the UN Framework Convention on Climate Change (UNFCCC). It is the first global roadmap highlighting that there are solutions which can halve emissions by 2030 and that they need to be scaled exponentially through four forces: climate leadership, strong policy, finance and technology.

## 2019

### Exponential Roadmap 1.5

We launched the Exponential Roadmap 1.5, a substantial iteration of the Exponential Roadmap.

### Climate Index launch

Sweden's leading finance newspaper, Dagens Industri, launches the world's first [climate index](#) for stock exchange pages, developed in collaboration with Exponential Roadmap Initiative CEO Johan Falk. The index, which includes climate indicators, illustrates to readers and companies the importance of measuring and reporting own emissions and value-chain emissions as an integrated part of financial decision data.

### 12 in 12 report

We launched the [12 in 12](#) report, arguing that major information and communication technology companies (ICTs) must align their mission and products with the goals of ensuring a stable planet.

## 2020

### The 1.5°C Business Playbook

The [1.5°C Business Playbook](#) aims to make the insights of the [Exponential Roadmap](#) report actionable for companies. Launched at the World Economic Forum in Davos by Johan Rockström and Christiana Figueres, the Playbook helps companies and organisations of all sizes set a 1.5°C-aligned strategy and begin to act.

## 1.5°C Supply Chain Leaders

The [1.5°C Supply Chain Leaders](#) founded and convened by the Exponential Roadmap Initiative drives climate action throughout global supply chains. Understanding the need to work with and support suppliers to halve emissions before 2030 and achieve net zero emissions before 2050, the 1.5°C Supply Chain Leaders support small- and medium-sized enterprises (SMEs) through the [SME Climate Hub](#) (see below).

## Exponential Climate Action Summit

First hosted in April 2020, the Exponential Climate Action Summit is a collaboration between We Don't Have Time, the Exponential Roadmap Initiative and Ericsson. The summit focuses on bringing together stakeholders, experts and activists in conversation about how to scale exponential solutions to solve the climate crisis.

## Race to Zero

The Exponential Roadmap Initiative becomes an accredited partner and entry point for businesses to join the [Race to Zero](#), a global campaign of the UN Climate Change High-Level Champions, rallying non-state actors to take rigorous and immediate action to halve global emissions by 2030 and deliver a healthier, fairer zero carbon world in time.

## SME Climate Hub

The Exponential Roadmap Initiative and the We Mean Business Coalition (WMB), supported by their software partner, Normative, launched the SME Climate Hub, which enables small- and medium-sized companies to understand their emissions, make a commitment aligned with the UN Climate Change High-Level Champions' Race to Zero, take action and report their progress on climate action.



## 2021

### 1.5°C Supplier Engagement Guide

The 1.5°C Supply Chain Leaders, co-founded and convened by the Exponential Roadmap Initiative, launched the [1.5°C Supplier Engagement Guide](#), a collaborative platform to engage with suppliers to halve greenhouse gas emissions (GHG) before 2030. The platform provides practical guidance for setting 1.5°C-aligned targets and action throughout global supply chains.

## 2022

### Climate performance review

The Exponential Roadmap Initiative launches its enhanced and more stringent climate performance review to ensure member companies' actions are aligned with the [Race to Zero criteria 3.0](#).

# Our impact

From January 2022 to June 2023, we successfully implemented our strategy of influencing, implementing and scaling.

## Influencing

Our influencing objective is to ensure that global climate narratives reflect the necessity to halve emissions by 2030 as set out in the Carbon Law as well as the potential of exponentially scaling solutions to drastically reduce emissions.

- The Carbon Law is used to make climate policy:
  - Exponential Roadmap Initiative's contributions in two working groups led to Race to Zero integrating the Carbon Law and requirements to halve emissions by 2030 into their [starting line criteria and leadership practices 3.0](#).
  - We influenced the recommendations made in the report of the UN Secretary General's High-Level Expert Group on net zero emissions commitments of non-state entities, [Integrity Matters](#), through responses to stakeholder consultations.
- ERI, Conservation International (CI) and Potsdam Institute for Climate impact Research (PIK) launched the [Exponential Roadmap for Natural Climate Solutions](#) in September 2022, a first-of-its-kind plan that quantifies and details what we must do to maximise the emissions-mitigating potential of the land sector. The report introduces three major innovations, which together provide a science-based strategy for an exponential ramping up of action and funding for this pivotal decade. First, a critical new benchmark, the Carbon Law for Nature. Second, a focus on people who live and work on the land. And third, a science-based timeline to accelerate mitigation action in the land sector.
- The Exponential Roadmap Initiative and the We Mean Business Coalition launched the [Guiding principles for corporate climate leadership on the role of nature-based solutions](#) in December 2022.

- We launched the [We Can Do It](#) campaign, which was signed by 856 business leaders, policymakers, scientists and investors from 76 countries, representing \$183 billion in turnover and reaching 41 million people. The campaign increased the impact of an [opinion piece](#) holding the Swedish government to account on keeping its promise to invite the Swedish business community to a climate summit, which the government finally did on 16 June 2023.
- The Exponential Roadmap Initiative's CEO Johan Falk and research fellow Pernilla Bergmark were part of the advisory group providing feedback on the [Guidance on Avoided Emissions](#), launched by the World Business Council for Sustainable Development (WBCSD) and Carbone 4's Net Zero Initiative.
- The Exponential Roadmap report and 1.5°C Business Playbook are referenced throughout chapter 5 ("Transformations needed to achieve the Paris Agreement") of the [UN Emissions Gap Report 2022](#).
- The UN Emissions Gap Report and the UN Race to Zero [2030 Breakthroughs](#) reference the Exponential Roadmap and highlight exponential transformation and disruption.

## Implementing

As of December 2022, the Exponential Roadmap Initiative brought together companies representing over \$1 trillion in combined annual revenue and just under 2 million employees (1,977,686).

The enhanced Exponential Roadmap Initiative's climate performance review assessing companies against 60 key actions (including setting targets, reducing their own and value-chain emissions, influencing society, and reporting) outlined in the 1.5°C Business Playbook has contributed to members' public disclosure of net zero targets, the writing and publishing of transition plans, and reporting of emissions more transparently.

### 1.5°C Supply Chain Leaders:

The 1.5°C Supply Chain Leaders group, founded and convened by the Exponential Roadmap Initiative, grew from 12 to 14 member companies in the reporting period and had 15 meetings under Chatham House rules. The group focuses on discussing and working out solutions to challenges related to rapid emissions reductions throughout the value chain, including through accelerated deployment of renewable energies and engaging suppliers. Knowledge and lesson-sharing is integral to the 1.5°C Supply Chain Leaders, and outputs are shared globally, beyond the group.

The total reported scope 3 emissions of companies gathered in the 1.5°C Supply Chain Leaders have been reduced by 9% between 2020 and 2022.

### SME Climate Hub

2,085 SMEs newly committed to halving emissions by 2030 through the SME Climate Hub in the reporting period, with numbers of committed SMEs increasing from 3,341 in January 2022 to 5,426 in June 2023.

A new reporting tool on the SME Climate Hub allows small- and medium-sized businesses to report their emissions based on a simplified disclosure framework. Businesses can use the public and downloadable report to share their climate action progress with customers, financiers and other stakeholders.

## **Scaling**

- Live broadcasts from the [Exponential Climate Action Summits](#) in April, June and at COP27 in November 2022 reached millions around the world.
- 4.1 million unique viewers watched the live broadcasts from the Exponential Solutions Day during the first-ever Stockholm Climate Week, co-organised by the Exponential Roadmap Initiative and We Don't Have Time.

- In 2022, the broadcast from the UN meeting Stockholm+50 had more than 16 million unique viewers. The broadcast from Climate Week New York City reached 15 million unique viewers. Exponential Solution sessions from the UN climate conference COP27 had 4.4 million unique viewers.
- The online [Supplier Engagement Guide](#) launched in November 2021 by the 1.5°C Supply Chain Leaders ranked among the three most visited pages on the Exponential Roadmap Initiative's website and had 13,307 unique page views (Jan 2022–June 2023), with visitors spending an above average time of 2min 38sec on the page.
- The [Supplier Action Guide](#) launched in April 2023 similarly seeks to support companies in engaging their supply chains to halve emissions by 2030.
- The Exponential Roadmap Initiative's 1.5°C Supply Chain Leaders together with Climate Group and RE100 members held two workshops with four companies to explore whether they could work together to scale clean energy through supply chains by collaborating in key markets and sharing best practices with a broader audience of companies. The four [case studies](#) resulting from the workshops provide a good starting point for understanding the main obstacles companies are currently facing when dealing with renewable energy access throughout supply chains.
- 70 companies and organisations with more than \$1 trillion in combined annual revenue have supported the updated [1.5° Business Playbook](#) (v. 2.1), launched in September 2022.

## How we are organised

The Exponential Roadmap Initiative is a program implemented through two legal entities with identical missions: the climate enterprise Internet of Planet AB and the nonprofit Exponential Roadmap Association.

The mission of both entities is to facilitate the halving of global greenhouse gas emissions by 2030 through exponential climate action by companies. Profits from Internet of Planet are reinvested in new workstreams and projects that will contribute to the company's mission. In the reporting period, income to Internet of Planet came from member companies (c. 70%) and from the We Mean Business Coalition (c. 30%) for work related to the SME Climate Hub.

The Exponential Roadmap Association received project funding from the Accenture Foundation and the Carbon Disclosure Project. The Association is also a [1% for the Planet](#) Environmental Partner.

