

HOW BUSINESSES CAN CELEBRATE **EARTH DAY 2023** IMPACTFULLY

Breaking down the theme, 'Invest in our planet' into an action plan.

A guide by



TECHNOLOGY FOR IMPACT

The Theme: Invest in Our Planet

Investing in our planet is different from sustaining it, as an investment means taking the right steps today to get the desirable results tomorrow.

As a business, when you aim to invest in planet earth, you need to add a few additional layers to your already existing sustainability strategy so that your organization is not only contributing to minimizing the harm caused by the consumption of natural resources but is also actively working to regenerate and restore the planet.

Investing in the planet requires an active effort in the form of decarbonization, regeneration, and circularity.

The AR6 Synthesis Report: Climate Change 2023 finds that, despite progress in policies and legislation around climate mitigation since the previous such report in 2014, it's "likely that warming will exceed 1.5°C during the 21st century".

To keep within the 1.5°C limit, emissions need to be reduced by at least 43% by 2030 compared to 2019 levels, and at least 60% by 2035. This is the decisive decade to make that happen.

Where to start?

- **Strategy** - Taking a hard look at your company's product lifecycle and finding ways to decarbonize it, integrate circularity, and adopt regenerative practices and solutions.
- **Leadership** - Educating and upskilling your employees to become regenerative leaders of today and tomorrow who can transform your organization, industry, and planet.
- **Technology** - Using accelerating technologies and integrating climate tech solutions into your business model to make an impactful shift towards becoming a regenerative business.
- **Innovation** - Providing time and resources to innovators working on planet first initiatives within and beyond your organization and lead the sustainable innovation narrative in your industry.

How we can help you: We provide bespoke consulting solutions under our five areas of expertise - Strategy and Leadership, Sustainability and Impact, Future Studies and Foresight, Accelerating Tech and Ethics, and Sustainable Innovation.

Areas for Action

There are six areas of action determined by earthday.org and while these areas are generic in nature, there is certainly something that you can accomplish as an organization under each of them.

Here are some ways in which you can make a positive difference in these areas.

- **Climate Literacy** - Organizing a workshop for employees on how they can introduce the concept of climate action to their families and children and help them embrace active hope at a young age.
- **End Plastics** - Educating employees about the impact of plastics on the environment and guiding them to reduce single-use plastic consumption.
- **Plant Trees** - Organizing a corporate reforestation activity for employees and partnering with a forest preservation organization to educate them to extend the idea to their communities.
- **Vote Earth** - Educating employees about the significance and power of their vote and selecting representatives and leaders who put the planet first.
- **Global Cleanup** - Organizing a local natural habitat cleanup activity and allowing employees to experience the joy of physically doing something for the planet.
- **Sustainable Fashion** - Organizing a workshop for employees to understand the importance of eliminating overconsumption and making their wardrobes more circular and sustainable.

How we can help you: We develop and organize corporate learning workshops, keynote presentations, and experiences tailored to suit specific requirements such as the ones listed above.