

Today, Futerra became the first agency officially named a 'Climate Solutions Provider' under the UN-backed Race to Zero climate campaign.



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The new status was announced today at a high-level panel during New York Climate Week.

In a move true to its mission, change-agency Futerra, has become the first 'Climate Solutions Provider' within the professional service industry.

The title has been granted by the Exponential Roadmap Initiative - an accredited partner of UN-backed Race To Zero campaign and a founding partner of the 1.5°C Supply Chain Leaders and the SME Climate Hub.

The Climate Solutions Provider title follows a new set of criteria developed by the Exponential Roadmap Initiative to onboard companies into the Race To Zero who are providing solutions which avoid emissions or enable avoidance of emissions by others through their services or solutions. The need for professional services companies to recognize the influence they have over emissions that result from their decisions is also highlighted in the Race To Zero Criteria 2022.

Futerra has joined a small list of pioneering organizations also awarded the coveted title, for example Polestar, Kivra and Deedster.

Futerra is already a founding B-Corp, the pioneer of Client Disclosure Reports, and Clean Creatives signatory. Boasting

clients such as WWF, Google, Earthjustice, Estee Lauder, PVH, Lego, Grupo Bimbo, Netflix, Sierra Club, Kao Corporation, The Nature Conservancy and Rainforest Alliance, it's no surprise that Futerra is one of the leading agencies providing climate solutions worldwide. Futerra is co-hosting Solutions House during Climate Week – dedicated to creative answers to humanity's climate question.

Speaking at Solutions House during the announcement, Solitaire Townsend - Co-founder and Chief Solutionist of Futerra, says;

“Today, I'm both deeply grateful and equally anxious. Grateful to our 100+ clients, for sending us fantastic sustainability briefs. Grateful to every creative, courageous and committed Futerran for making such brilliant work. Grateful to pioneer this Climate Solutions Provider status for our industry. But, how many agencies will join us? Creativity is essential to solving climate change, but it can't be neutral. I call on every agency head to ask: how long will it take us to reach this standard? Your answer must be 'on my watch'.”

“We are thrilled to welcome Futerra to the Exponential Roadmap Initiative and UN-backed Race to Zero. Futerra is joining as a Climate Solutions Provider, meaning that they fulfil ERI's criteria of at least 90% of revenue coming from projects that align with the 1.5°C ambition. As a result, Futerra has a great opportunity as a change agency to enable clients to align with halving of global emissions by 2030 and accelerate climate solutions and to promote sustainable lifestyles. Further, this can inspire other professional services companies to align their project and client portfolios with 1.5°C, which will be required to prosper and stay in business the next decade.”

“Exponential Roadmap Initiative's 'Climate Solutions Provider' category is a brilliant illustration of embedding and delivering on the leadership practices introduced in the latest update to Race to Zero's criteria. We need to see all corporates whose business model it is to communicate, influence or shape behaviour take on the responsibility of slashing emissions through their creativity. It's great to see Futerra stepping up

to this, and we hope to see many more actors following suit.”

Solitaire Townsend, Co-founder and Chief Solutionist of Futerra. Her infamous TED talk on Advertising and Climate Change has over 1.6 million views.

Futerra works with organizations to make the Anthropocene awesome. Futerra combines in-depth sustainability knowledge and breakthrough creativity. We call it logic and magic. Futerra has developed many of the world’s most famous sustainability strategies and breakthrough creative campaigns. Futerra is majority-female owned and led, a founding B-Corp, Race to Zero signatory and certified Living Wage employer and signatory of the Clean Creatives pledge to commit to a future for the creative industry that doesn’t include promoting pollution.

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 United Nations’ Race to Zero, a founding partner of the 1.5°C Supply Chain Leaders and the SME Climate Hub.

The 1.5°C Business Playbook helps companies and organisations of all sizes to set a 1.5°C aligned strategy and move to action. It is a concrete tool to facilitate the first step of halving emissions, which is grounded in the latest science and focuses on simplicity and speed. The 1.5°C Business Playbook is based on four pillars: to reduce own emissions, reduce value chain emissions, integrate climate in business strategy & influence climate action in society.

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