



**Planet Mark 10 Year Vision**

We see a brighter future. We **focus** on impact

# Contents

## Planet Mark 10 Year Vision

<b>Introduction</b>	3	<b>2. Three Horizons, our journey to a brighter future</b>	10
<b>1. The Planetary Crisis</b>	4	2.1 The launch of Planet Mark	11
1.1 The challenge of our time	4	2.2 Our place today	12
1.2 The climate crisis	5	2.3 A decade of transformational change	13
1.3 The nature loss crisis	6	<b>3. Achieving our vision of a brighter future</b>	14
1.4 Societal crisis	7	3.1 Net Zero to Regeneration	15
1.5 Transformational change	8	3.2 The best of people, technology and nature	15-17
1.6 Optimism into action	9	3.3 Transformation at scale	18-19





## Introduction

**At Planet Mark, we have spent the past decade supporting and certifying hundreds of organisations to continuously reduce their carbon emissions year after year, and in the process, we have proved that it is possible.**

**W**e firmly believe in the power of business as a force for good, and our mission is to steer organisations towards averting the greatest challenge of our time, the planetary crisis. We do this by pairing the best of people and data, utilising science-based metrics and benchmarks to help organisations understand their impact, not only environmentally, but also on their people and communities. This continuous commitment to improvement, coupled with our drive to empower the people in these organisations, is how we unlock solutions to tackle the planetary crisis head-on, and turn knowledge and passion into meaningful action.

Through these collaborations, organisations have made remarkable progress by consistently reducing carbon emissions year on year, aligning with their commitment to transition to net zero. This journey, guided by Planet Mark certification, has seen our members embrace various initiatives that support decarbonisation. Their efforts include an increased adoption of renewable energy, enhancing energy management strategies, fostering greater team and community engagement in sustainability, and creating well-defined sustainability plans with key objectives and milestones. Combined, these efforts contribute to drive momentum toward a brighter future. But the planetary crisis still looms and it's imperative that we take our work to the next level. As we find ourselves in a pivotal moment, it is crucial that we seize the opportunity for a transformative shift. We are determined to turn our last decade of focus in carbon reduction into a coming decade of regeneration.

Over the next 5 years, we will redouble our efforts in supporting businesses to set and achieve their pathways to net zero, working with our members on radically reducing carbon emissions within their organisations and across the value chain. Over the course of the next decade, Planet Mark will lead by certifying regenerative businesses and guiding them in their transformation from “less bad” to “quantifiably good”, and from net zero to net good. We will leverage our global best practices and evidence-based data to continue to provide trust and credibility through our certification, harnessing technology to help us deliver positive impacts at scale.

**We call on people and the businesses in which they operate, to embrace their power as a force for good, aligning their values with their actions, to accelerate this transformation.**

**In this next decade, we plan to deliver our vision at scale, by reiterating our commitment to engage and empower these individuals and their organisations to take ownership of their journey to net zero and embrace regenerative practices.**

In the next few pages, we share a glimpse of our journey so far, but also our vision for the next ten years: Our commitment to forging a path from net zero to regeneration, engaging the best of people, technology and nature and driving transformation at scale. This commitment is grounded in our pragmatic optimism, prioritising progress over perfection, backed by our science-based approach and the tangible signs of the transformation that we can see taking place globally.

We invite you to be part of this movement and help turn this crisis into an opportunity for a brighter, more sustainable and equitable world.



“  
**Over the course of the next decade, Planet Mark will lead by certifying regenerative businesses and guiding them in their transformation from “less bad” to “quantifiably good.**

**We will leverage our global best practices and evidence-based data to continue to provide trust and credibility through our certification, harnessing technology to help us deliver positive impacts at scale.**

”



**Steve Malkin**  
CEO and Founder  
Planet Mark

# The Planetary Crisis

## 1.1 The challenge of our time

04

**W**e find ourselves at a defining moment in human history: At a time where the impacts of climate change are being felt more intensely by a larger number of people and species than ever before, we also face a broader challenge: a planetary crisis.

Planet Mark was established to empower organisations and individuals to confront this crisis head-on.

We believe that what we do now, tomorrow and henceforth will determine our lives and those of future generations and all other passengers on planet earth.

The triple planetary crisis, as defined by the [UNCC](#), encompasses the interconnected challenges of climate change, pollution and biodiversity loss, which reinforce each other and drive further damage to the environment and to our health.

At the heart of the planetary crisis, along with the pressing threats of global warming and mass extinction in nature, we must also acknowledge the increased existence of social injustice and its associated challenges.

It is crucial to understand that humans are both contributors to and stewards of these challenges. It is our responsibility to address and reverse these trends and regenerate society, nature and planet.

Planet Mark actively collaborates with businesses to address these issues, through reducing carbon emissions and fostering initiatives that enhance their social impact. The urgency of the situation cannot be overstated. We have around a decade to reverse these trends, with a focus on peaking carbon emissions and reducing them rapidly by 2030 while addressing inequality and nature loss. This transformation demands unprecedented systemic change and holistic thinking.

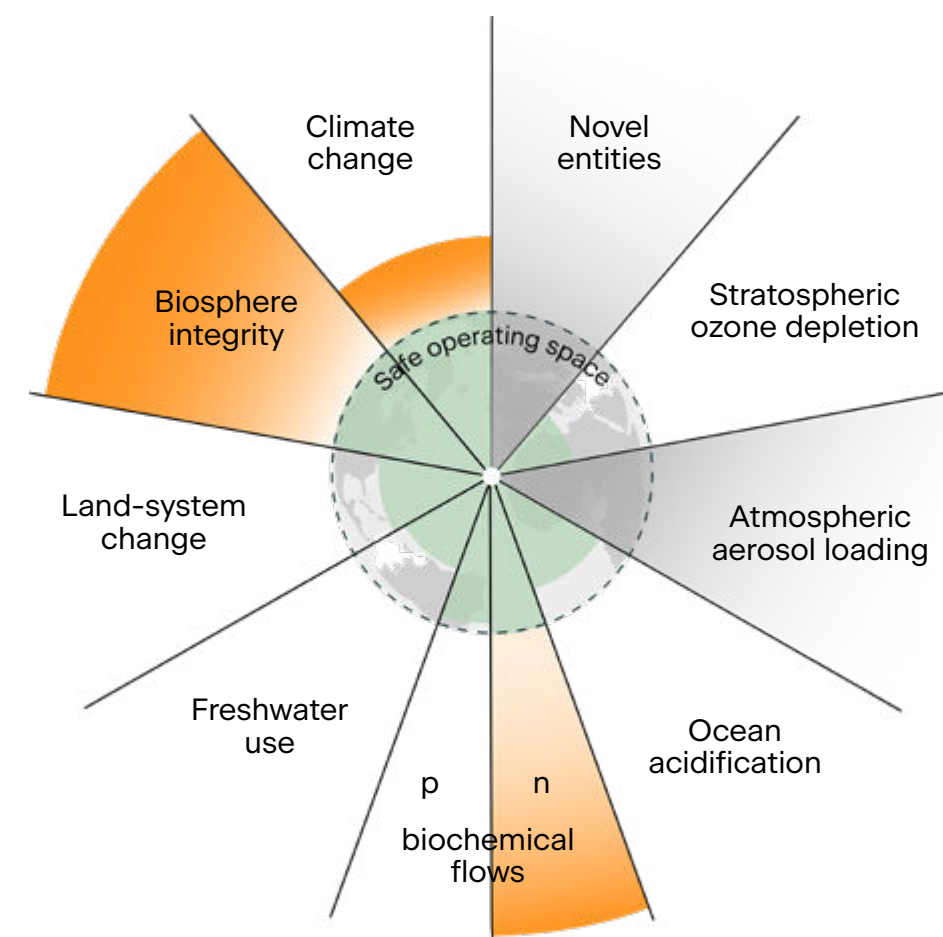
A recent journal article published in BioScience, reviews the State of Climate Report 2023, sharing the urgent plea that scientists from around the world have again made about the state of Earth's vital signs, reiterating that we are pushing into

“uncharted territory”. The scientist report that out of the 35 vital signs used to monitor climate change, 20 have reached record extremes. This is reflected in the growing frequency and intensity of climate-related disasters, a trend that is affecting communities worldwide and which could still bring further consequences including unbearable heat, food and water shortages and the potential collapse of natural and socioeconomic systems.

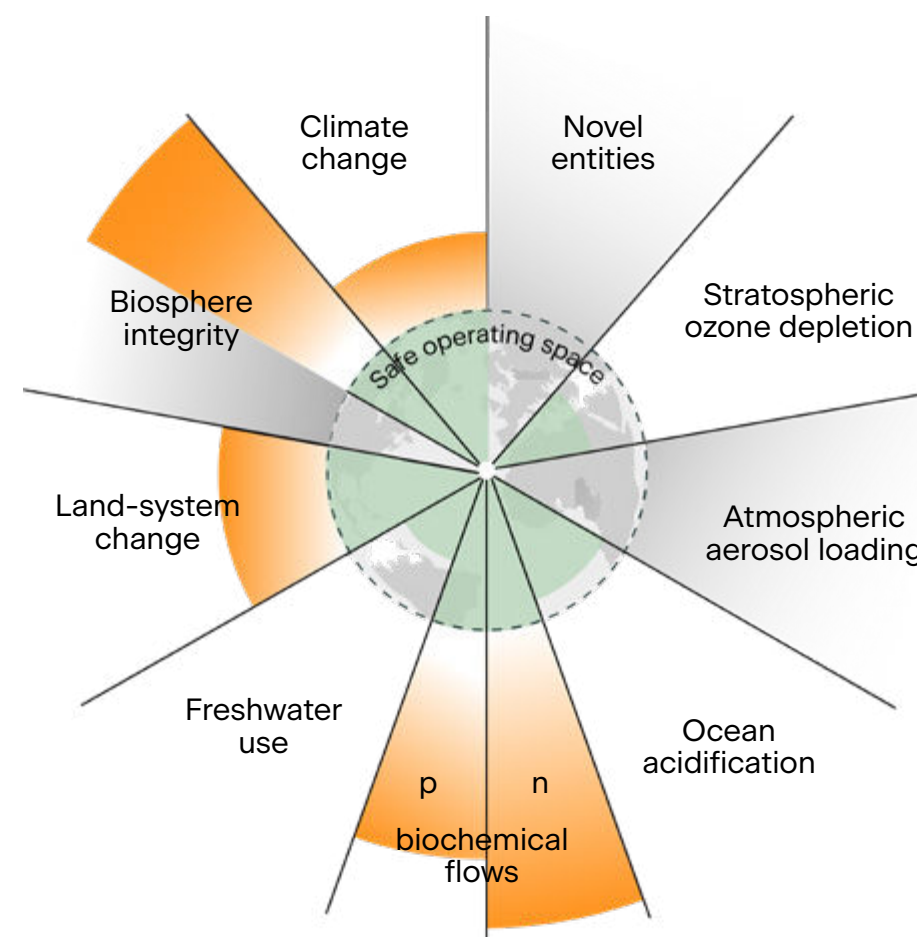
We must reduce our demands on our planet's resources to prevent biodiversity decline and other environmental crises, but we must also seek restorative solutions that heal nature and support the resilience of living ecosystems.

Figure 1: The Planetary Boundaries Framework identifies key earth systems critical to maintaining a stable and resilient planet, providing scientifically defined safe operating levels. Crossing these boundaries risks irreversible changes and affects our ability to sustain humanity. The framework emphasises how these systems are interconnected and influence all living organisms. For instance, preventing biodiversity loss supports the functioning of ecosystems which in turn impact carbon capture capacity.

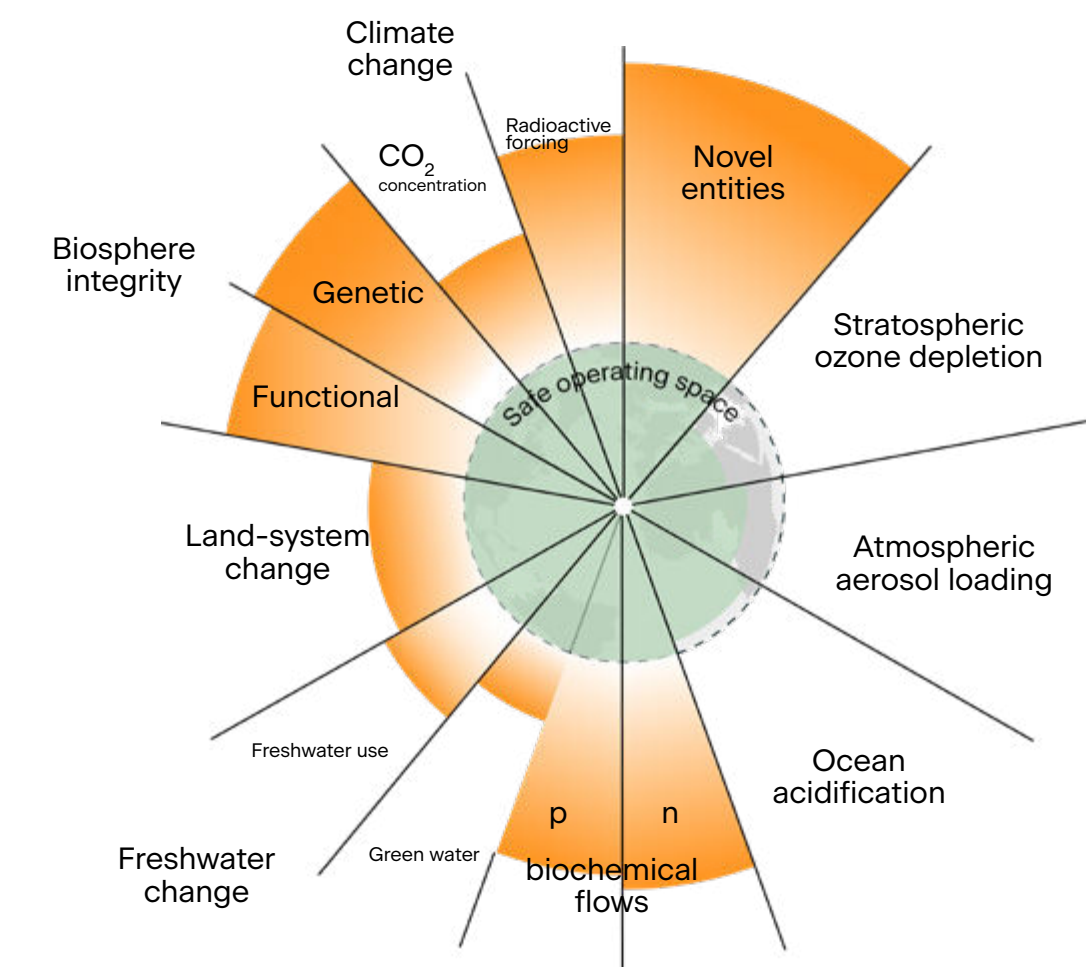
### 2009 | 3 boundaries crossed



### 2015 | 4 boundaries crossed



### 2023 | 6 boundaries crossed



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# The Planetary Crisis

## 1.2 Climate crisis

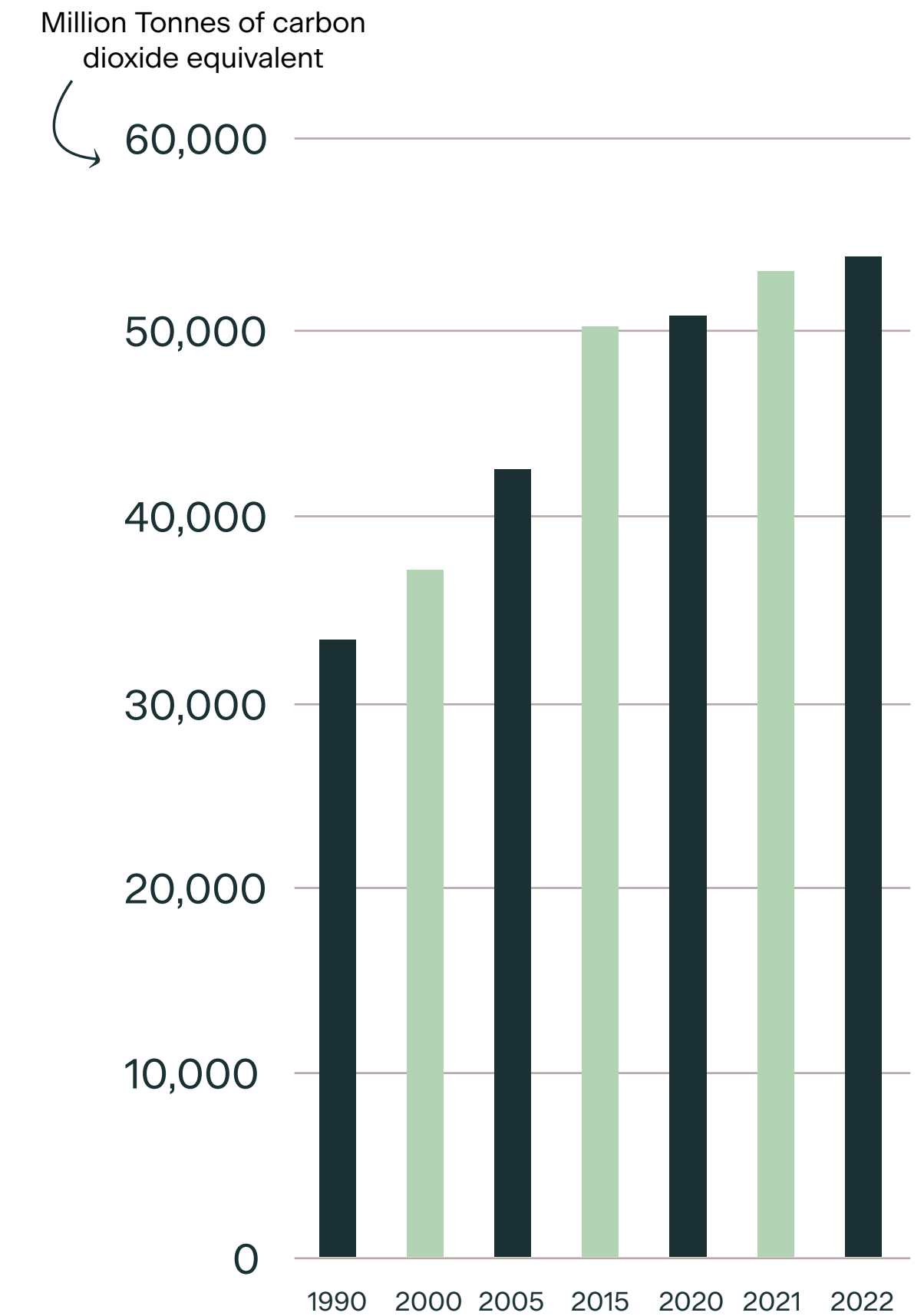
### Red code of humanity

**T**he latest IPCC Assessment Report has reiterated the imperative for substantial and immediate action to cut emissions in line with the Science Based Targets initiative. In 2018, the IPCC warned that emissions must be halved by 2030, compared with 2010 levels, to have a good chance of limiting temperature rises to 1.5C. Emissions, however, continue to climb, which is leaving a rapidly diminishing carbon budget for the world to stay within the IPCC's advised limits.

**1.6X**  
  
**Earths**

We are using the equivalent of **1.6 Earth's** to maintain our current way of life

Credit: UN Decade on Ecosystem Restoration, 2020-2030.



**Just one tonne of CO<sub>2</sub> is equivalent to 138 meat-based meals**

Figure 2: Global Mton CO<sub>2</sub>eq for key years, Credit: [https://edgar.jrc.ec.europa.eu/report\\_2023?vis=ghgotot#emissions\\_table](https://edgar.jrc.ec.europa.eu/report_2023?vis=ghgotot#emissions_table)

# The Planetary Crisis

## 1.3 Nature loss crisis

**António Guterres**

**“Making peace with nature is the defining task of the 21st century. It must be the top, top priority for everyone, everywhere”.**

UN Secretary-General, 2021

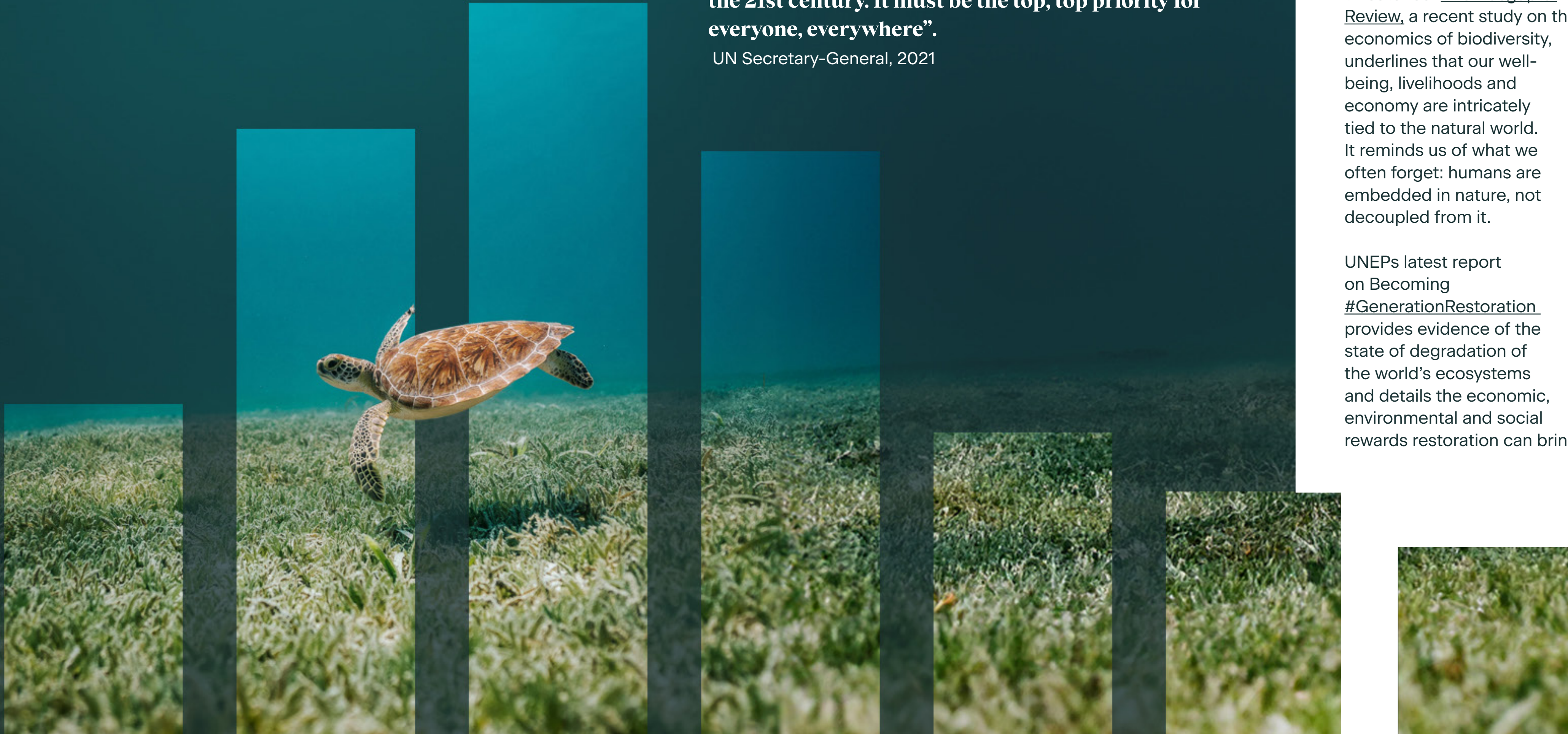
**O**ur existing development and consumption patterns threaten the delicate balance of our planet and the lifeforms that inhabit it, including humans. Acknowledging this phase of mass extinction where countless species are threatened. [The Dasgupta Review](#), a recent study on the economics of biodiversity, underlines that our well-being, livelihoods and economy are intricately tied to the natural world. It reminds us of what we often forget: humans are embedded in nature, not decoupled from it.

UNEP's latest report on [Becoming #GenerationRestoration](#) provides evidence of the state of degradation of the world's ecosystems and details the economic, environmental and social rewards restoration can bring.

The WWF Living Planet Report 2020 series [Too hot to handle: A deep dive into biodiversity in a warming world](#), reminds us that many species are the remarkable products of millions of years of evolution, finely tuned to their specific habitats. Our actions are destabilising that delicate balance and putting our world's biodiversity at risk.

The recent development of the [Taskforce on Nature-related Financial Disclosures \(TNFD\)](#) and the [International Sustainability Standards Board \(ISSB\)](#) are two key emerging frameworks that will help drive a monetary value being placed on nature, and which in turn, aim to provide investors with the information they need to better assess the rate of return they can expect to achieve, and catalyse significant private investment in nature.

We must harness the opportunities that addressing decarbonisation and biodiversity loss in synergy can bring: The conservation and restoration of key ecosystems can both sequester carbon and help nature thrive.



# The Planetary Crisis

## 1.4 Social crisis

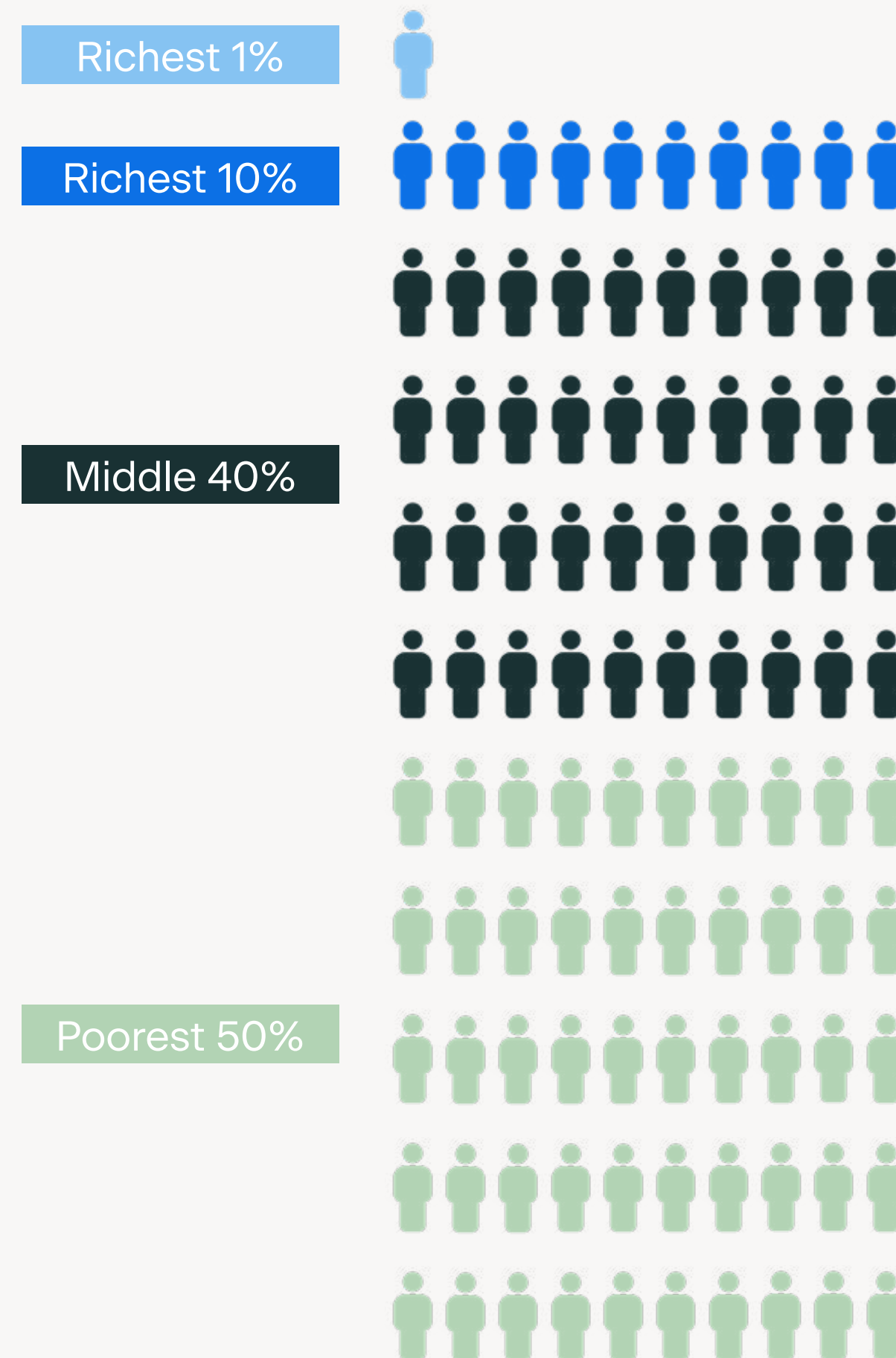
According to [Oxfam](#), between 1990 and 2015, carbon emissions shot up by a colossal 60%, doubling the total emissions since the 1800s.

At the same time, the world's economy also doubled in size. While we made strides in reducing extreme poverty, income inequality increased exponentially, with the wealthiest 1% in most countries ending up with a larger share. Despite this economic boom, nearly half the global population in 2015 was still making less than a more realistic poverty line of \$5.50 a day, whilst the total carbon emissions global elite were more than double the emissions of the poorest half of humanity.

According to the Earth4All initiative, [greater equality is essential to a world facing the consequences of overshoot and the climate crisis](#) and we must recognise that the systemic change that is needed to transition to sustainable and regenerative practices will face widespread opposition unless we address the inevitable burdens of change and the policies necessary to drive it forward, in a fair and equitable manner.

We must confront this pressing issue head-on by engaging organisations worldwide and support them in amplifying their social impact while addressing these interconnected challenges.

Share of global population



Share of cumulative carbon emissions 1990-2015

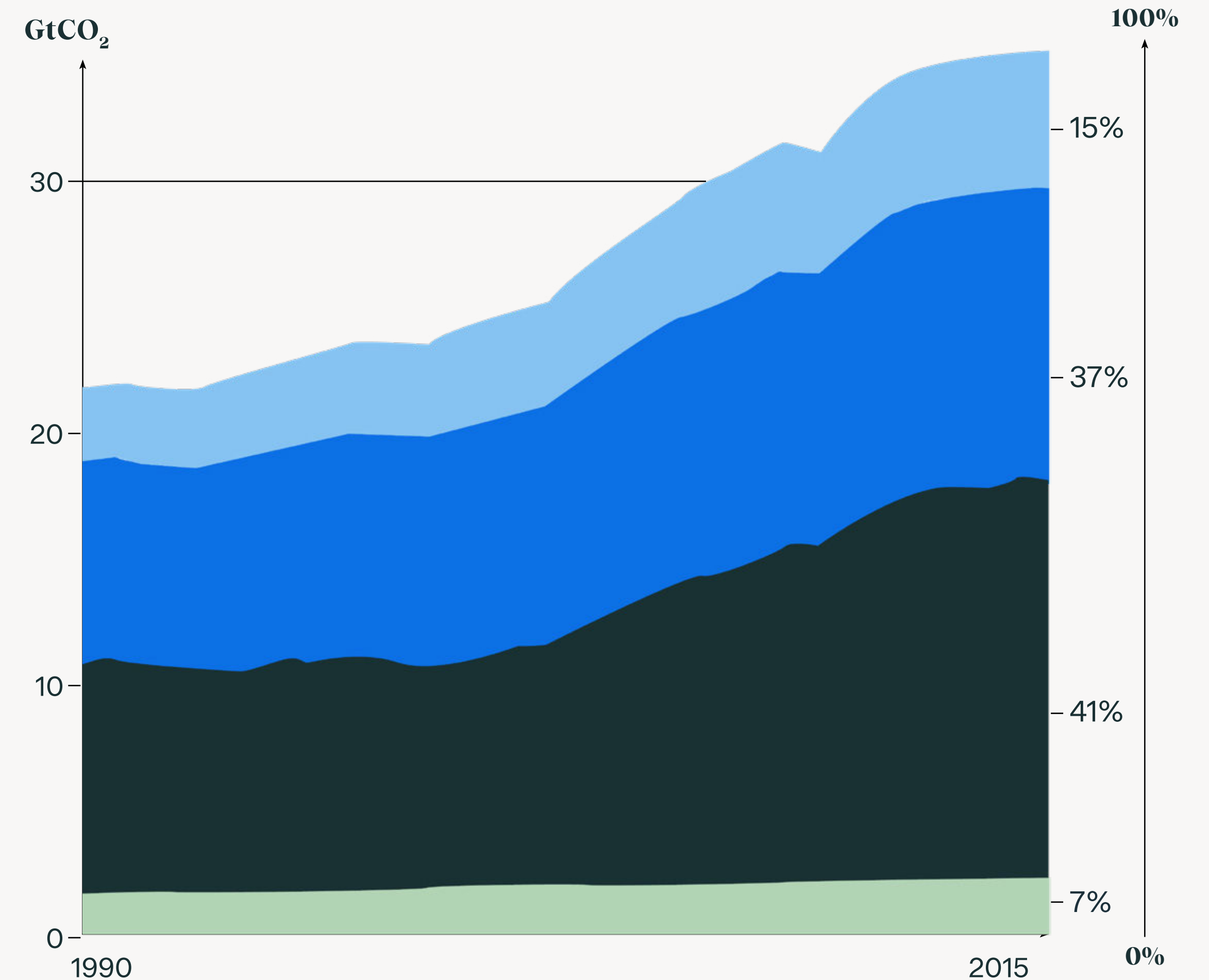


Figure 3: Share of cumulative emissions from 1990 to 2015 and use of the global carbon budget for 1.5C linked to consumption by different global income groups. Credit: [oxfamilibrary.openrepository.com](#)

# The Planetary Crisis

## 1.5 Transformational change

**A**ddressing the planetary crisis demands a profound transformation in the way we operate. Limiting global warming to 1.5°C requires a rapid peak in global carbon emissions before 2025 and a 50% reduction by 2030. Simultaneously, we must reverse inequality and halt nature loss.

A transformation of this magnitude requires fundamental shifts in economic and financial systems as well as institutional frameworks supported by an increased awareness and education. We need a “a whole systems thinking” approach, as said by Mark Carney, the former Governor of the Bank of England. One that reframes our overall perspective on our relationship with nature, society and the planet.

This transformation, as outlined by [Forum for the Future](#) it’s a call to changemakers to “think systemically, act faster and go further in the pursuit of transformational change”. We have an imperative to redefine socio-economic goals that prioritise a positive impact on our societies and promote regenerative ecosystems and to act at a scale and pace fit for the challenge.

Planet Mark is already part of this transformation. We recognise that organisations play a key role in accelerating this transformation through adopting and embracing regenerative practices, including doubling down on net zero, increasing social impact and protecting and restoring nature.

We have witnessed organisations decouple carbon reduction and economic growth and are committed to support businesses in this transformation by guiding the way organisations shape the role that industry and business have in this radical change.

**An emerging transformation:** Although we have copious amounts to do, we are already witnessing signs of this transformation starting to take hold. We are seeing the demands of net zero and environmental, social governance dominate boardroom discussions. Financial markets are seeking assurance, risk and opportunity reporting from businesses and portfolios and increasing legislation and regulation is being demanded.

As reported by the paper the ‘[State of Climate Action 2022](#)’ in recent years we have seen extraordinary growth in the uptake of renewables,

for example, solar generation grew by 47 percent and wind by 31 percent from 2019 to 2021. We have also seen significant progress in the transition to electric vehicles, with EVs accounting for almost nine percent of passenger car sales in 2021, which is double from the year before.

Initiatives like the Global Diversity Equity and Inclusion Benchmarks developed by the [Centre for Global Inclusion](#), are helping organisations to develop comprehensive ways to assess their operations’ approach towards fair and equitable practices.

**Critical Synergy:** The synergy between ecosystem restoration, decarbonisation and reducing inequality is crucial for a sustainable and harmonious co-existence between humanity and nature. It is through these transformations that we forge a path towards a better, fairer world for all.

### Systems Thinking

In systems thinking, entities are viewed primarily as connected, mutually interacting parts of some larger whole, such as an ecosystem, an economy, or an organization.

Systems thinking is a set of synergistic analytic skills used to improve the capability of identifying and understanding systems, predicting their behaviors, and devising modifications to them in order to produce desired effects. These skills work together as a system.

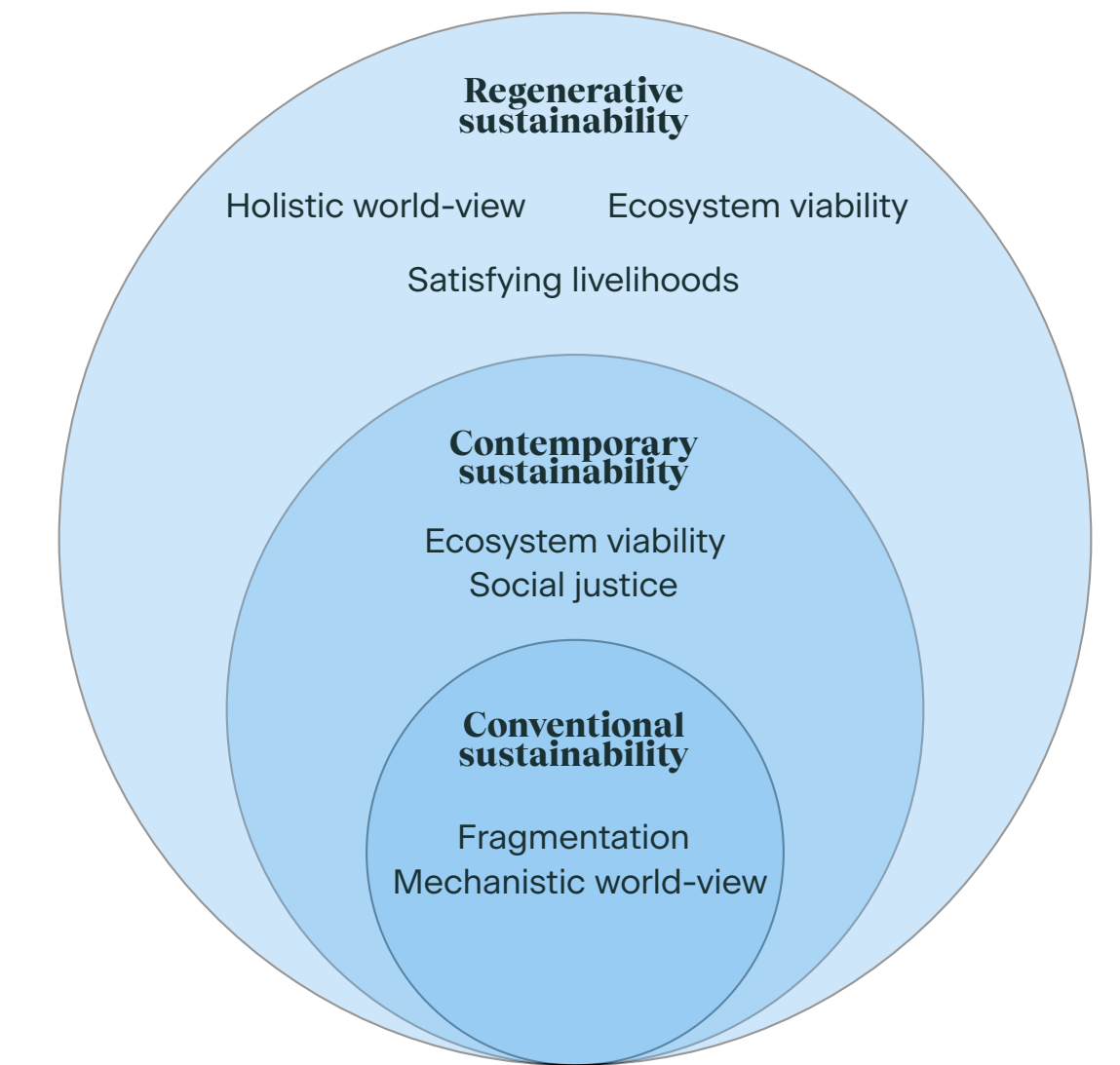


Figure 4: Sustainability paradigms have evolved from meeting human needs throughout time to improving human wellbeing and the viability of ecological systems. Credit: [Sustainability Paradigms, Creative Commons](#)





## The Planetary Crisis 1.6 Optimism into action

**A**t Planet Mark, we are unapologetic optimists, grounded in pragmatism. We recognise the scientific evidence and the magnitude of our challenges, yet we choose to focus on actions that drive positive change.

Our unwavering optimism is not naïve, but it is rooted in hope and it is a source of strength and resilience, an active force which guides our path toward a brighter future. We embrace the power of a can-do attitude: In a world with complex problems, we intentionally approach every situation with determination and a spirit of collaboration. Just like our optimism, our attitude is a vital asset on our journey to make a profound impact on our planet, society and nature.

We are determined to tackle the critical issues we face and wholeheartedly believe in the ability of humanity to avert the worst of the planetary crisis, live within planetary boundaries and in the process, create a more sustainable, equitable and healthier way of living. This is the challenge of our time.

“  
If you don't like something, change it. If you can't change it, change your attitude.

”



**Maya Angelou**  
Poet, and civil rights activist

## 2. Three Horizons: Our journey towards a brighter future

**From our early initiatives to our current standing in 2023 and our visionary outlook for 2033:** This is our story of transformation, resilience and unwavering commitment to address the planetary crisis.

Our origins: The launch of Planet Mark

2013

Our place today

2023

A decade of transformational change

2033



## Three Horizons

### **2.1 Our origins: The launch of Planet Mark**

A decade ago, recognising we were facing a climate crisis, we launched Planet Mark, a sustainability certification and net zero provider, supporting organisations to measure, understand, manage and reduce their emissions. Since then, our mission has been to empower businesses of all sizes, sectors and geographies to reduce carbon emissions, year-on-year, while driving social positive impact.

**W**e understood that sustainability needed to be a core part of an organisation's culture, driven by their own people. From the start, our enduring partnership with the Eden Project provided a vital step in bringing nature into the process.

Our commitment to go beyond carbon led us soon after to incorporate social value measurement as an option for organisations to gauge and improve their societal impacts and to add mapping for the UN Sustainable Development Goals as part of their reporting framework.

We were resolute in our efforts to make sustainability accessible to all, particularly small and medium-sized enterprises (SMEs). This meant we had to demonstrate sustainability was directly correlated with good business practice and went beyond regulation and compliance. Given that hundreds of SMEs as well as many larger organisations have joined us in this journey, we see this as a sign that our approach of embracing climate, society and nature in a holistic manner enables businesses to act as a force for good, capable of fostering positive transformations that benefit people, planet and profits.

Over the past decade, our certification process has continued to evolve. We continue to use carbon emissions as a proxy for sustainability for Planet Mark certification, having made our own commitment to net zero in 2018 and later becoming a founding partner of the UN's [Race to Zero Campaign](#), but have layered additional measures to support companies' ESG reporting.

“

**We were resolute in our efforts to make sustainability accessible to all, particularly small and medium-sized enterprises.**

”



## Three Horizons 2.2 Our place today

Fast forward to 2023, and the urgency of the planetary crisis has intensified. Climate change impacts are a daily reality for people and species around the globe, inequality persists, and nature’s resilience is tested every day. The interconnectedness of these challenges has never been clearer, and we find ourselves in a world where the demands for change are greater than ever.

- Net zero commitments and environmental, social, and governance (ESG) considerations feature in most boardroom discussions.
- Financial markets seek transparency, risk assessment, and sustainability opportunities.
- Legislation and regulation are driving a global shift toward a more sustainable future.

As a company our purpose has grown around the principles of bringing together the best of people, technology and nature to reduce carbon, transform communities, and help drive progress towards a more sustainable and equitable world for all. Over the past ten years we have done this by developing a certification product that stands on the pillars of robust measurement, engagement of business communities and transparent communication.

Our pioneering approach prevails, as we look for opportunities to push the boundaries by including “core” Scope 3 emissions within our standard certification model, certifying against progress not just measurement, and embedding engagement and communications activities into the certification process. This, along with demanding annual reductions in carbon emissions rather than offsetting, was the forerunner for companies achieving net zero. As we reflect on this last decade, we are proud of our community of change-makers and recognise the responsibility and opportunity to build on our experiences and renew our commitment to address the planetary crisis by shaping a sustainable, regenerative and equitable world.

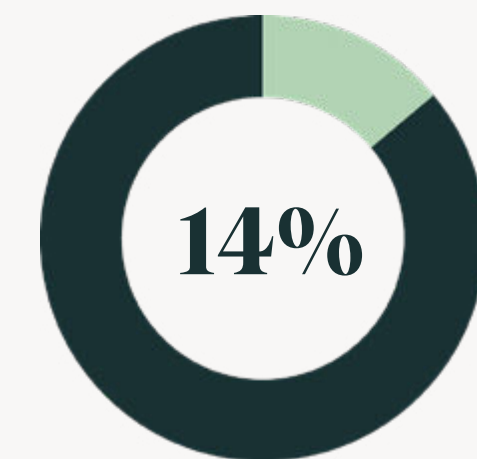
Together, our community of over **800 certified businesses** has achieved incredible results:



Collectively reduced their emissions by 722,917tCO<sub>2</sub>e



Protected 4,630 acres of rainforest through Cool Earth



Average carbon reduction per employee per year



## Three Horizons 2.3 A decade of transformational change

Over the next decade, we envision an era of transformational change. Our 10-year vision, “Turning the Planetary Crisis into a Brighter Future,” embodies the spirit of hope and determination.

**W** We see a brighter future delivered by organisations globally who are committed to reversing the planetary crisis over the next ten years. Planet Mark’s role will be to measure and certify their progress from net zero to regeneration and help support them in embedding systems that embrace the best of people, technology and nature.

This community of like-minded organisations and their people is at the centre of the transformation of civilisation, enabling us to live in harmony with each other and nature.

Planet Mark serves as the global standard for good business, recognising organisations determined to operate in sustainable ecosystems.



“

**Widely recognised as the best carbon reduction and net zero provider, for both business and the built environment.”**

”



**Sir Tim Smit, KBE**  
Co-founder, the Eden Project

## Achieving our vision of a brighter future

### 3.1 Net Zero to Regeneration

#### Focusing on what we do best and taking it to new heights

**A**chieving net zero in accordance with Science Based Targets and working credible plans to deliver those goals is essential to reach and pass peak carbon. Many organisations are at the beginning of their journey understanding the impact and scope of action needed to deliver on ambitious but credible targets. It is essential that we radically cut carbon emissions in our organisations and across our value chains. We will not offset our way out of the climate crisis and carbon removals are not capable of delivering at scale. Our strategy is and will remain to make radical reductions in carbon emissions across all Planet Mark members.

Our work will focus on **net zero for the start of the next decade**, ensuring that all companies we certify set and meet Science Based net zero targets. We will take best-in-class policies into practice and we will take our experience of working with hundreds of organisations to take practical knowledge back to policy makers.



**Expanding beyond carbon certification:** From the outset, we created Planet Mark to represent a mark of Sustainability – our name and brand are purposely not limited to carbon or climate alone, as our intention has always been to go further and beyond. For the last ten years, we have been using carbon as a proxy for sustainability as measuring emissions, energy, water, waste and similar metrics is a tangible way for organisations to collect data that leads them to take impactful actions. Along the way, we have been supporting organisations to report on their social value.

Over the next decade, we will **expand our scope of reporting** to embed measures for positive impacts for climate, society and nature into Planet Mark Certification. In order to achieve this, we will need clear, stronger and science-based global methodologies for social impact and nature – our continuous collaboration with policy makers is supporting the acceleration of these metrics and guidelines. We will enable all organisations, large and small, to embrace the concept of regenerative business and use Planet Mark certifications and programmes to demonstrate how they are progressing and transforming their operations, products and services.

As we continue to support our existing and future members in their path to net zero, we see three main impact areas that will underpin our ambitions to help more businesses to operate with regeneration at the core:

**Move Beyond Net Zero:** Where more organisations develop and implement strategies that remove more carbon than they emit. Planet Mark will support policy makers in finding the definitions to determine what lies beyond net zero and enable organisations to embrace these strategies with confidence.

**Social Impact:** Leveraging our expertise in measuring social value, we will support the delivery of social impact measures for organisations internationally. We strongly believe that measuring social impact is the most effective approach for organisations to measure and recognise their opportunity to directly contribute to local and international communities. In doing so, they will also promote health, wellness and help to eradicate inequality.

**Nature Positive:** In collaboration with our members and key partners, we begin our piloting of trials to incorporate biodiversity and nature metrics into operations, products and services. We will empower organisations to gain a holistic understanding of their impacts on nature and biodiversity, helping them setting targets and developing plans to achieve them.

Our approach will help us to foster the ability for all organisations to measurably deliver positive climate, social and nature-based impact. Together, we will set our course for a regenerative future.



# Achieving our vision of a brighter future

## 3.2 Embracing the best of people, technology and nature

**O**ur journey towards a brighter future has been guided from the beginning by our conviction that harnessing the collective power of people, technology and nature can deliver transformative change. It's about working in harmony. Over the next decade, we are committed to expand this notion and make it a reality for more organisations worldwide:



**Engaging and Upskilling People:** At Planet Mark, people are at the centre of our mission. We lead the way in engaging organisations and their people, helping raise awareness, education and understanding of sustainability so that teams can drive positive change in their companies and value chains.

Working in partnership with Social Value Portal and using the National Themes, Outcomes and Measures Framework (TOMs), Planet Mark benchmarks an organisation's social value against several criteria, such as supporting young people into work, improving staff health and wellbeing, and volunteering to provide them with a value against which they can build upon year on year. We have created a community of like-minded people associated with Planet Mark and our work. We will expand this community, fostering collaboration and connection to create a movement greater than the sum of its parts. We are part of a broader transformational change, and through this community, we aim to amplify our impact.



“  
**We will further develop our skills and tools to provide accessible online and in person training, CPD certified and opening Planet Mark certification for people.**  
”

## Achieving our vision of a brighter future

### 3.2 Embracing the best of people, **technology** and nature

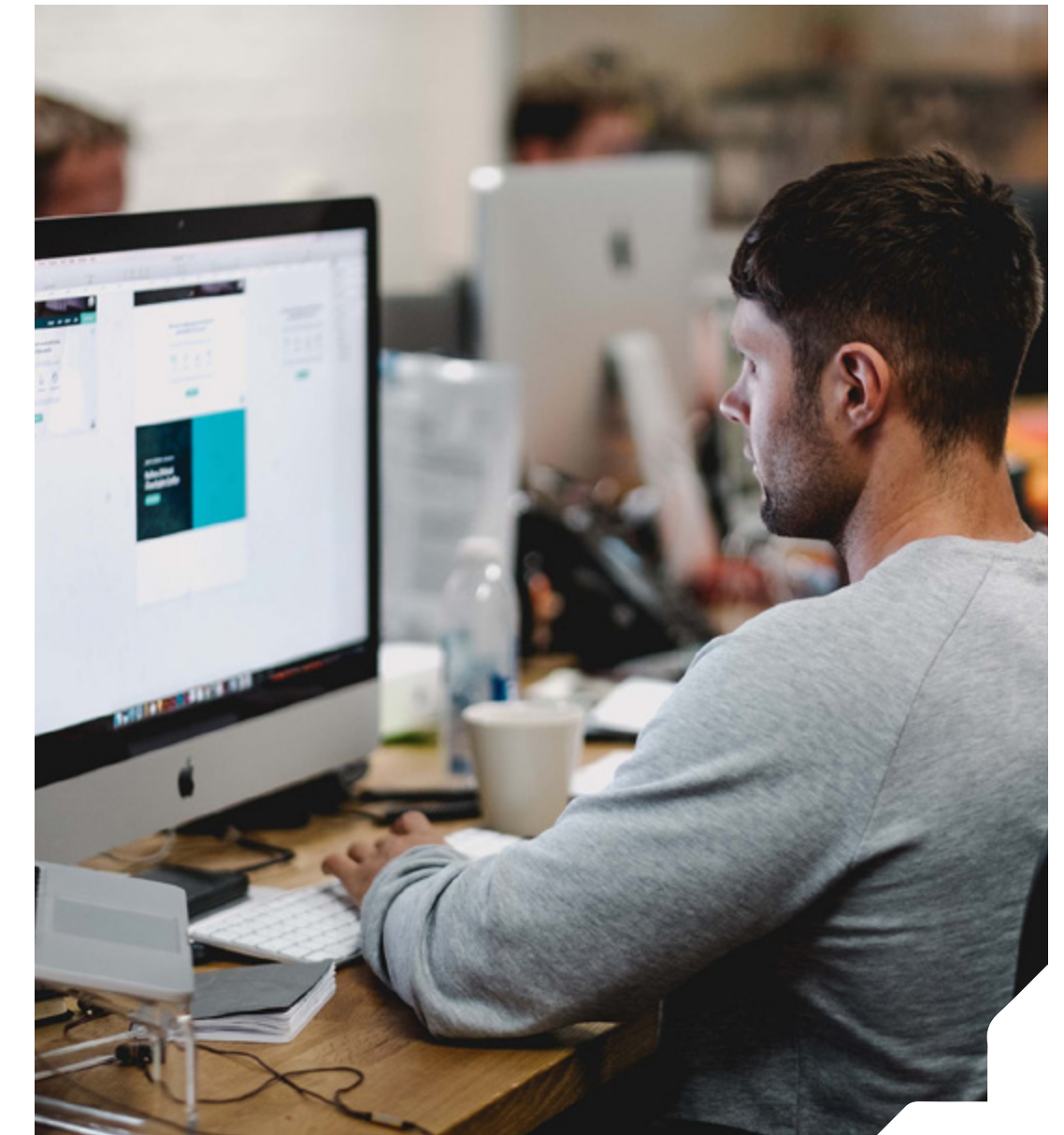
**W**e recognise sustainability and the pursuit of net zero present an exciting opportunity for innovation. At Planet Mark, we are committed to driving this innovation forward. We will continue to develop our own technology, providing organisations and wider communities with valuable insights into their progress toward sustainability targets and pathways. We want to inform change by maximising the depth of data within companies, across sectors and beyond.

The Planet Mark Community, aligned around a central purpose around sustainable business and net zero, will evolve into an ecosystem that delivers and drives change.

**And we are already on the way, as part of our tech solutions, we launched a new digital platform to support member data submission and make the journey to net zero quicker and easier.**

The platform not only guides members through the process of data submission, with real time monitoring to track progress. This provides businesses with the ability to estimate carbon emissions throughout the year prior to data submission, and gain insight into the success of energy-saving interventions, allowing more control over their emissions. Graphs showing estimated footprint totals for each category by month and by site are displayed immediately and are downloadable, providing a visual and powerful tool to engage employees and stakeholders. Since its launch, over 600 members have made the transition over to the data platform.

Accessibility and usability of data are crucial for driving transformational change. As we continue to develop our technology, we will remain technology-agnostic, ensuring that data remains easy to handle and can be used as a transparent catalyst for change.



“

**We will remain technology-agnostic, ensuring that data remains easy to handle and can be used as a transparent catalyst for change.**

”



## Achieving our vision of a brighter future 3.2 Embracing the best of people, technology and **nature**



**W**orking in harmony with nature is not optional, it is essential. Every organisation has an imperative to account for its impacts on nature and biodiversity. Just as we do with carbon emissions, we should measure these impacts and set targets for improvement.

Nature should be at the core for every business, highlighting not only risks but the ample opportunities it presents, and a plan to ensure every organisation can deliver positive impacts, replenishing nature and systemically regenerating it. As nature-based carbon removal is embedded into the final stages of net zero, it is likely to integrate into the business strategy for organisations.

We will test and trial methods of measurement, working with industry experts and help to roll out measurement and reporting for organisations to be nature and biodiversity positive.

“  
**50% of global economic output is dependent on nature and its services.**  
”

## Transformation at scale

### 3.3 The power of business as a force for good

**W**e're strong believers that business can be a force for good, and that positive sustainability impacts are intricately tied to business value.

**In our eyes, businesses are not just powerful engines of economic growth but also vital champions of change.**

They have the potential to outpace governments, surpass compliance standards, and work hand in hand with people and society to lead the charge toward a sustainable future.

We see businesses as being permanently regenerative, in constant change to deliver the needs of our permanently changing relationship with ourselves, nature and our planet. The true meaning of a sustainable society – interacting with the world with balanced and progressive equality.

**The time has come for businesses to step up:** to move beyond words into action. Trust is a pillar of this transformation and organisations must ensure their values and communications are transparently aligned with their plans and actions. Trust is the foundation for the transformation we so desperately need, one where businesses transition from being contributors to our planet's depletion to having a positive impact on our planet, society and nature.

**To the passionate individuals within these organisations,** your drive, ingenuity and dedication can set the pace for transformation. Together, we can accelerate change that transcends generations.

**To those supporting policy innovation,** we need to act swiftly, with the collective wisdom of science and the urgency of the moment. This transformation is within our grasp, and it's up to all of us to make it a reality.



“  
**Reaching net zero emissions requires a "whole economy transition" that represents "the greatest commercial opportunity of our time".**

”



**Mark Carney**  
U.N. Special Envoy for Climate Action and Finance



# Ten years to **change the future.** Starting today.

The years from 2023 to 2033 are not just any ordinary years; they are pivotal in our mission to avert and reverse the challenges facing our planet. This is our moment and we are unapologetic about its urgency: We must act now as the decade of regeneration waits for no one. This is our pledge, and we invite you to be part of this transformative journey to deliver a decade of regeneration.

[Join us](#)