


Solverboard[•]

**It's 2030 and we've managed to hit Net Zero.
What did corporations do to help us get there?**



We asked 22 **innovation and sustainability** leaders
and here's what they said...



Theme 1:

**They built sustainability into
business strategy.**

They built sustainability into business strategy.

4 replies

Laura Penny | Strategy/Energy Innovation, Just Transition

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Made carbon emissions and climate impact a core consideration in their business cases, engaged and listened to their community-level stakeholders to understand business impact, and (controversially) favoured investing in negative emissions technologies over just planting trees - Bristol would need over 1000x more trees to sequester its Scope 1 and 2 emissions!



They built sustainability into business strategy.

4 replies

Hannah Kearthland | Innovation Consultant, Hannah Kearthland Ltd

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Embedded sustainability values into their culture and decision making - so that it is central to everything they do and say rather than an add on for compliance purposes or because they think they ought to talk about it cos consumers want to hear it. From what I understand, Riverford Organic Farmers do this really well - sustainability has been central to who they are right from the start and so there's no question of it not being central to how decisions are made.



They built sustainability into business strategy.

4 replies

Kathryn Archer | Environment Officer, Airbus

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Reinvent their business models starting from the top to see how low they could get their carbon emissions through home working, reduced travel, less office space to gear and light and still have business as usual. Whilst investing in low carbon technologies. Planting trees should be the last resort, whilst also important.



They built sustainability into business strategy.

4 replies

Suzana M Barboza | Project Manager, USWC

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It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Used systemic thinking design approaches to transform internal and external organisational structures. Devoted to net zero as a team and co created with all stakeholders to strategise regenerative models, brought in expertise, set goals and took action.



Theme 2:

They genuinely put planet over profit.

They genuinely put planet over profit.

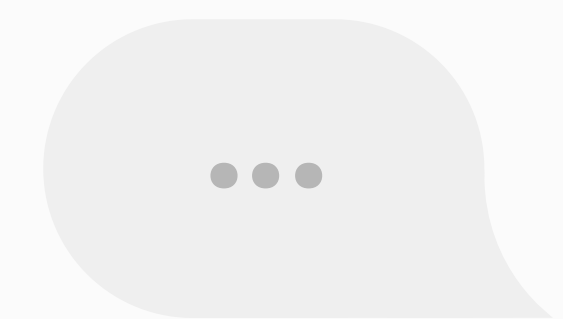
3 replies

Ben Weeks | Dev Ops Lead, Cognizant

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Made sustainability the profitable / most cost saving option.



They genuinely put planet over profit.

3 replies

Mike Harris | Innovations and Growth Specialist, Business West

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Balanced profit and planet. 1 cannot happen in isolation of the other so any profits prior to net zero were ploughed into getting them there. Shareholders understood.



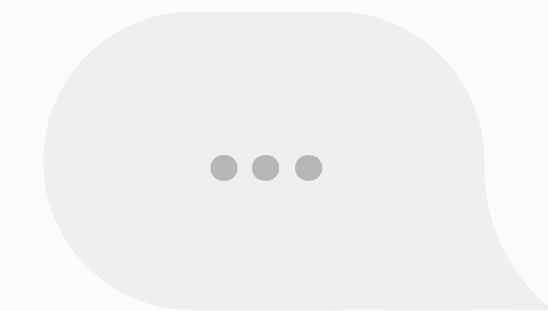
They genuinely put planet over profit.

3 replies

Oliver Camp | Senior Associate, Global Alliance

Solverboard
It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Went beyond cleaning up their own act by contributing to a fund for sustainability innovation, drawing a small percentage from their profits for to the global good.



Theme 3:

They went beyond offsetting initiatives.

They went beyond offsetting initiatives.

7 replies

Mark Probert | Digital Strategy Director, Newicon

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Stopped flying their execs around the world for meetings (post Covid) until we had aircraft powered by hydrogen. Committed to sustainable IT. Eg. Plant trees for every Cloud Server to offset power, etc Energy and automotive companies decided to put planet before profit

🤔🤔 Finally. Pray. A lot 🙏



They went beyond offsetting initiatives.

7 replies

J.P. Corry | Strategist, Growth Unlimited

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Put faster emphasis on identifying “unsustainability” within their ecosystem... driving unsustainability out, whilst innovating sustainability in to replace it 🤔



They went beyond offsetting initiatives.

7 replies

Juliana Saavedra | Founder, Appreci Ltd

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Less commuting (since 2020), more calls, less emails, strategic eco-renovations and massive tree planting initiatives :-)



They went beyond offsetting initiatives.

7 replies

David Altabev | Innovation Director, UrbanTech

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

1. They all became B-Corps (<https://bcorporation.net/>) 2. They all committed to 100% renewable energy across all operations by 2030 (see <https://www.there100.org/>) , and adopted industry 4.0 best practice to improve efficiency across the manufacturing supply chain



They went beyond offsetting initiatives.

7 replies

Simon Whitney | Owner and MD, Witney Future Group

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

They responded to bottom-up pressure by making top-down decisions that had a significant impact on business operations, including adopting sustainability selection parameters throughout their supply chain, obtaining energy from renewable suppliers only, making contributions to carbon positive initiatives such as tree planting, invoking more work-from-home practices, supporting less consumptive commuting habits such as cycling, encouraging welfare and wellbeing, and generally creating a more inclusive working culture.



They went beyond offsetting initiatives.

7 replies

Raechel Kelly | Founder, The Liminality

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

To quote Naomi Klein, 'there are no non-radical options left'! In terms of strategy, switching to business models which prioritise people and planet over profit, getting us to the sweet spot of the Doughnut economic model by working within planetary boundaries to solve social issues. More B Corps, mission-led orgs. Practically, 4 day weeks, a mixture of home working and face to face time, no international travel unless totally necessary, deep decarbonisation of processes and products, remembering that carbon isn't the only metric worth measuring: water, waste, living wage in supply chains, diversity and inclusion are just as important and solutions MUST multi-solve. Also an understanding embedded in the whole org that net zero is not zero. Corporations must move beyond the net zero mindset and into carbon positivity, by whatever means possible.



They went beyond offsetting initiatives.

7 replies

Andrew Bird | MegaBat Holdings

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

At policy level - place responsibility for compliance at the door of the manufacturers and producers, NOT the consumer.



Theme 4:

**They provided their own solutions
to fight climate change.**

They provided their own solutions to fight climate change.

4 replies

Mark Neild | Founder, Grow Inspires Academy

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Set up LetUsGrow Hydroponics style vertical farms under the fields of solar panels to massively reduce food miles by allowing us to grow unseasonal crops and tropical fruits close to where they are consumed. Accelerated the adoption of EVs driven by better capacity batteries which charge far quicker.



They provided their own solutions to fight climate change.

4 replies

Tig Campbell-Moore | CGI

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Reinvent themselves to use their expertise and resources to create the technologies required to make it happen. Not only do they reduce their own footprint but also experience growth by helping others to achieve the same.



They provided their own solutions to fight climate change.

4 replies

Dr Saurabh Tak | Corporate Community Co-ordinator, L.I.O.N

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Corporates accelerate their innovation process both internally as well as externally. They have the resources and those resources can be best put to use with the right collaborations. So I expect faster and efficient collaborations.



They provided their own solutions to fight climate change.

4 replies

Cat Fraser | Transformation Manager, Lloyds Banking Group

Solverboard

It's 2030 and we've managed to hit Net Zero. What did corporations do to help us get there?

Something im working on at the mo..making data science innovation within the community part of our work/ BAU. (Requires a complete re-think of the corp business model)



What's your answer?

Let us know in the  comments.