

What is The Climate Pledge?

The Climate Pledge, with its bold goal of net zero carbon by 2040—ten years earlier than specified by the Paris Agreement—presents a leadership opportunity for companies around the world to join together in taking urgent action on the climate crisis. Amazon co-founded The Climate Pledge with Global Optimism in 2019, and became the first company to sign the pledge. The Climate Pledge currently has over 100 signatories, including *Verizon*, *PepsiCo*, *Best Buy*, *Visa*, *Reckitt Benckiser (RB)*, *Microsoft*, *Unilever*, *JetBlue Airways*, *Uber*, and more.

The Climate Pledge is partnering with several existing organizations to drive meaningful change. The *We Mean Business* coalition and The Climate Pledge are establishing the largest effort to date to mobilize the private sector to reach net-zero carbon by 2040. This partnership will demonstrate that corporate leaders can go further and faster on climate action. The Climate Pledge and the *We Mean Business* coalition are also providing resources and support to the following partner initiatives, that are urging companies to respond to the climate crisis by setting specific, measurable targets: *TED Countdown*, *Race to Zero*, and *The Science Based Target Initiative*.

What does it mean to join The Climate Pledge?

The Climate Pledge calls on signatories to be net zero carbon across their businesses by 2040. Companies that sign the pledge commit to three principal areas of action:

- Measure and report greenhouse gas emissions on a regular basis;
- Implement decarbonization strategies in line with the Paris Agreement through real business changes and innovations, including efficiency improvements, renewable energy, materials reductions, and other carbon emission elimination strategies;
- Neutralize any remaining emissions with additional, quantifiable, real, permanent, and socially-beneficial offsets to achieve net zero annual carbon emissions by 2040.

How will my company benefit from being part of The Climate Pledge?

Being part of The Climate Pledge reinforces your commitment to sustainability and demonstrates how you are taking action. In addition, by signing the pledge you will join a community that shares knowledge, ideas, and best practices. Signatories have opportunities to come together for learning sessions with trusted partners, including *Global Optimism* and *The Nature Conservancy*, briefings from top climate experts prior to key events, and prominent display in marketing communications. Additionally, Amazon announced The Climate Pledge Fund to support the development of sustainable and decarbonizing technologies and services that will enable Amazon and other companies to meet the goals set by The Climate Pledge. This dedicated investment program—with an initial \$2 billion in funding—will invest in visionary companies whose products and solutions will facilitate the transition to a low-carbon economy.

How can my company join The Climate Pledge?

It's simple. Once you are ready to join, visit our website www.theclimatepledge.com and navigate to the Contact Us page. Fill out the interest form completely, and we'll be in touch soon with next steps.