

Making the 21st Century Human Need Driven Innovation Ecosystem for Global Sustainability a Reality



Gigaton Opportunity

For Incubators/Accelerators, Initiatives, and anyone else supporting the accelerated uptake of a new generation of globally sustainable solutions delivering avoided emissions for a future where everyone on the planet can live flourishing lives.

@Cop28 the next generation of solution providers will be presented together with suggestions for how the innovation ecosystem needs to evolve.



MISSION
INNOVATION

NET-ZERO COMPATIBLE
INNOVATIONS
INITIATIVE

RI
SE

SOCIAL
alpha



CLEAN ENERGY
INTERNATIONAL
INCUBATION CENTRE



In support of



United Nations Climate Change
Global Innovation Hub

Do you want to shape the 21st century Human Need Driven Innovation Ecosystem for Global Sustainability?

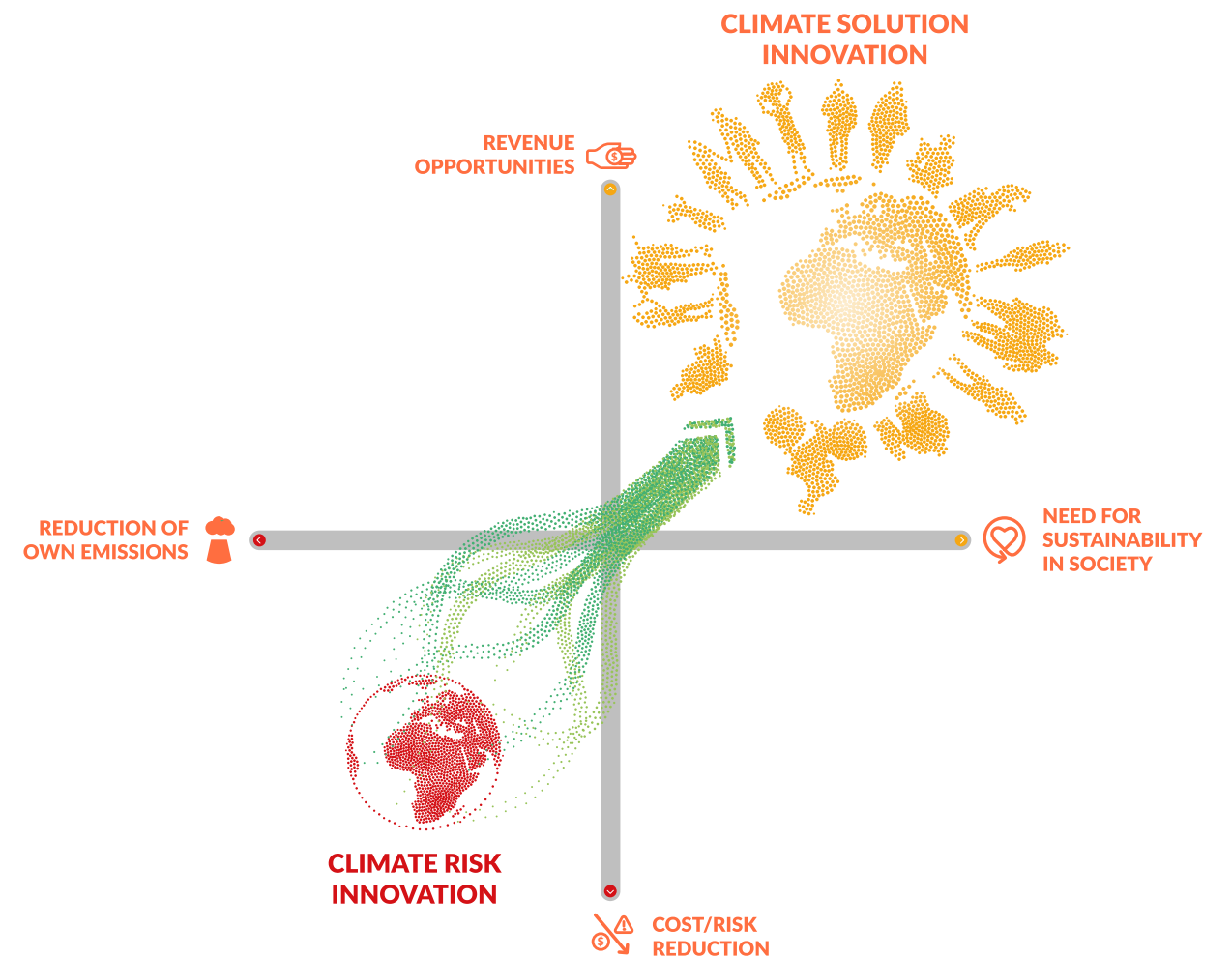
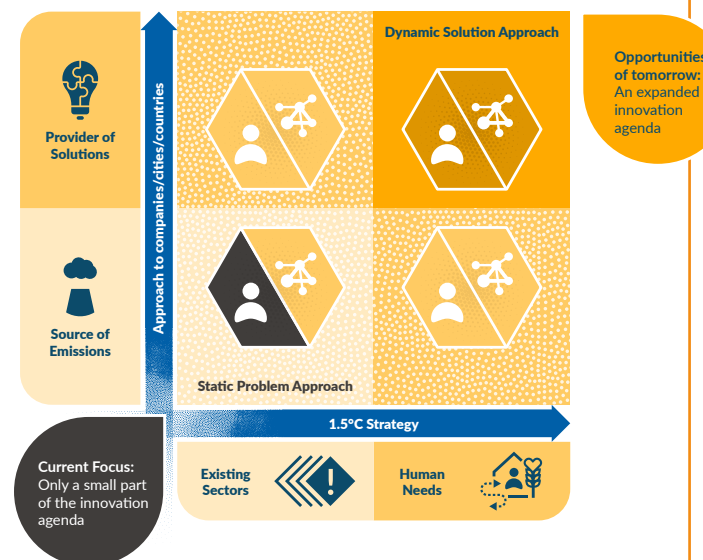
- ✓ 1. Are you supporting the next generation of companies/solution providers?
- ✓ 2. Do you collaborate in networks that aim for exponential uptake sustainable solutions?
- ✓ 3. Do you have ideas for how the innovation system can evolve to move beyond a focus on improvement in existing systems to a focus on human needs?
- ✓ 4. Do you want to join others to show the world the potential of start-ups to deliver what the world needs?
- ✓ 5. Do you have start-ups that you would like to highlight at COP28?
- ✓ 6. Have you assessed any sustainability potential of start-ups, e.g. their potential for avoided emissions, 1.5 °C compatibility, how compatible they are with a future where 11 billion can live flourishing lives?

If your answer is yes to two or more of these questions, we welcome you to the “Gigaton Opportunity,” an initiative to support and strengthen those focusing on start-ups and smaller solution providers. The world needs to acknowledge the vital role of start-ups and a new generation of solution providers to build an innovation ecosystem for the 21st century. Visit gigaton-opportunity.misolutionframework.net to join the global movement for a future where everyone on earth can live flourishing lives in harmony with nature.

An expanded climate innovation agenda

So far, the climate challenge has primarily been approached as a problem focusing on reducing emissions from companies and their value chains. Specifically, scope 1-3 emissions, including emissions that are direct or indirect consequences of the activities of a company. Most tools and initiatives have focused on measuring and reporting emissions from value chain emissions. Incentive structures have been developed based on the assumption that the best a company can do is reduce emissions and reach “Net-Zero.” The common denominator is that all these scope 1-3 initiatives are based on a “static reduction approach,” where the large companies, the infrastructure, and consumption patterns, are assumed to be static and where improvements in existing systems are the focus.

This static problem perspective is supported by climate negotiations and the media only asking for reduction targets, investors wanting to know how companies address the risks related to scope 1-3 emission, reporting frameworks, and tools that help companies keep track of and report their emission reductions.



From only climate risk innovation to climate opportunity innovation

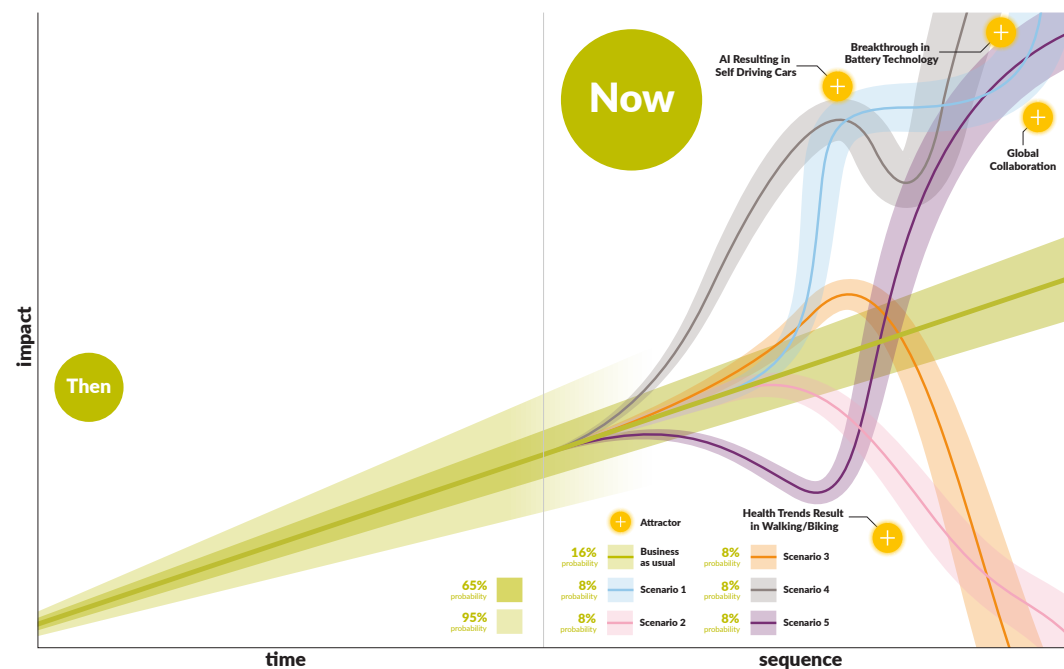
The idea of “zero” as the goal for companies has become so dominant that for many companies, this is the ultimate climate goal, and an industry has emerged to guide accounting and selling offsets so that companies can claim zero emissions from their own operations and value chain. The climate risk innovations that have developed based on this situation have often not even focused on how current systems can reduce emissions but on how companies can report zero or low emissions.

While companies must ensure that the emissions over the value chain are compatible with a 1.5 °C development path, these emissions are only one side of the coin and are less important from a long-term perspective.

The reason why many companies are created is due to human needs in society. Still, ways to deliver on human needs in a manner that is

globally sustainable are often ignored. This is where climate opportunity innovation exists, as companies focus on how they can deliver on human needs through the products they provide.

Many initiatives, policy measures, and media articles only see climate leadership among companies as their work to reduce their scope 1-3 emissions. Still, almost none of the leading innovations today, from electric cars, solar panels, video meetings, sharing platforms, plant-based diets, and sustainable outdoor living, for example, were developed, implemented, and accelerated by companies focusing on reducing their scope 1-3 emissions. Instead, these innovations were developed by companies that did not get much help from the static problem approach. Hence, now is the time to focus on an innovation ecosystem for the 21st century with a climate solution innovation.



New opportunities require new approaches

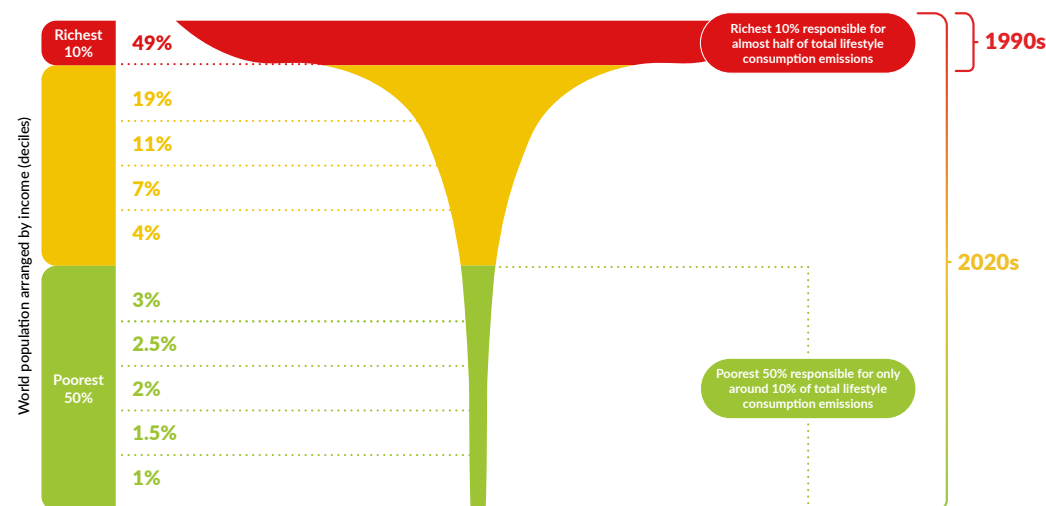
Today a new set of perspectives and drivers have emerged. After the climate meeting in Paris, the world reached the Paris agreement in 2015. This agreement sets out a global framework to avoid extreme dangerous climate change by limiting

global warming to well below 2 °C and pursuing efforts to limit it to 1.5 °C. At the same time, accelerated development of new technologies, new business models, and values have opened up new opportunities to deliver on human needs.

From emissions reduction in existing systems to sustainable solutions that can provide flourishing lives for 8-11 billion people.¹

Instead of reporting only on emission reduction from existing systems, the focus has begun to move to actual impacts in society from a company's solutions. Finally, the global focus, where everyone on the planet is included, results in an understanding that for most people on the planet, the challenge is to avoid emissions as they move out of poverty towards a future where everyone can live flourishing lives.

Instead of current emissions that are the result of the lifestyles of 10% of the wealthiest people on the planet (most in the OECD countries), a realization is growing that the most critical question is to identify the solutions that are needed to allow a future enabling 11 billion citizens to live flourishing lives, i.e. avoided emissions in society due to new smart solutions. In short, instead of emission reductions from current structures, the central question becomes how to avoid emissions while meeting people's needs.



Companies that did not exist 30 years ago

What SMEs today will shape the world tomorrow?

amazon

★1994 29 years

THE ORIGINAL OATLY!

★1994 29 years

BYD

★1995 28 years

NETFLIX

★1997 26 years

Trinasolar

★1997 26 years

Google

★1998 25 years

Tencent 腾讯

★1998 25 years

Alibaba

★1999 24 years

TESLA

★2003 20 years

f

★2004 19 years

Spotify

★2006 17 years

Uber

★2009 14 years

BEYOND MEAT

★2009 14 years

zoom

★2011 12 years

IMPOSSIBLE

★2011 12 years

OpenAI

★2015 8 years

A focus on tomorrow's solution providers instead of making fossil-free typewriters

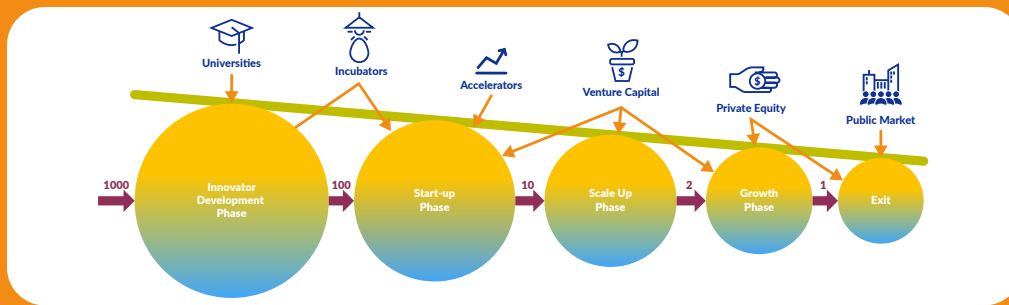
A quick look at the most influential companies today regarding business model innovation and public support for climate action shows that many of them were start-ups or did not even exist in the 1990s. The climate convention is from 1992, and the Kyoto Protocol was negotiated in 1997.

Over the last 30 years, the companies above have changed how we eat, move, meet, enjoy music and movies, collaborate, find and process data, and even organize society. Over the coming years, the rate of change is likely to accelerate further. Still, almost all climate initiatives today focus on how existing large polluters can improve and become net-zero. Hence what is often called climate innovation today is the equivalent of making fossil-free typewriters in the 1990s instead of a focus on new innovative ways to deliver what we need in society.

Instead of reducing emissions from existing companies and structures that are inherently unsustainable, the main challenge from a long-term perspective is to avoid emissions while delivering on human needs with the help of innovative companies. Companies that can deliver what is needed sustainably, i.e. we need incentive structures to ensure that companies provide solutions in support of a 1.5 °C compatible pathway where at least 11 billion can live flourishing lives.

Join the work to build an innovation ecosystem for the 21st century and put start-ups at the heart of climate, innovation, and sustainability initiatives. It is time to move beyond a static problem agenda and embrace a dynamic solution agenda.

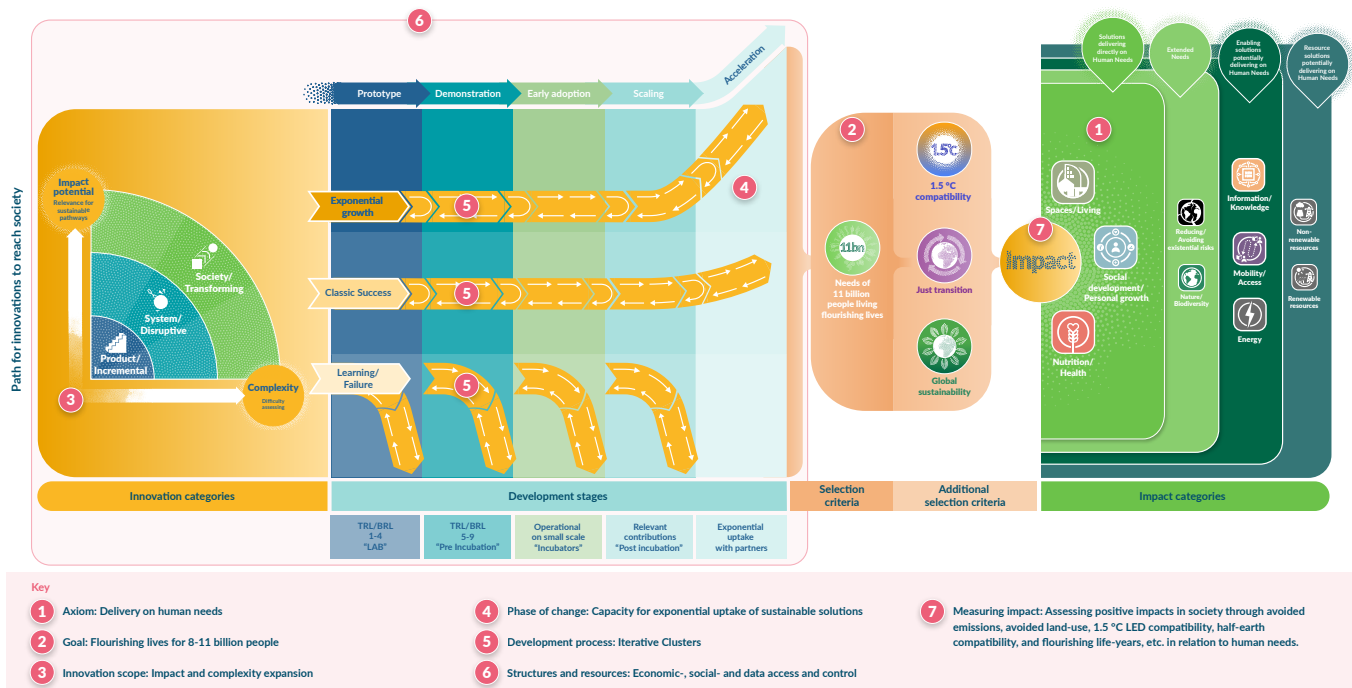
This is a unique opportunity to join the journey, from a linear innovation ecosystem that focuses on improving existing systems, to a 21st century innovation system delivering sustainable solutions prioritizing human needs, which are compatible with a future where 11 billion people can live flourishing lives on a planet in balance.



From a linear innovation ecosystem without any specific goal more than providing profitable companies



To a 21st century innovation ecosystem that deliver on human needs in sustainable ways



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1 The UN assume that "with a probability of 95 per cent, the size of the global population will stand [...] between 8.9 and 12.4 billion in 2100".