



## **Sweden's CO2e emissions to be displayed live for first time using satellite technology**

- **Climate tech pioneers Doconomy and Kayrros to promote climate literacy and empower consumers to shape their climate future.**
- **'2030 Forecast' is being launched during World Environment Day in Stockholm with public displays on digital billboards, a world's first.**
- **Emissions from energy, industry, road transportation and domestic aviation will be measured to track Sweden's path towards 2030 emissions reduction goals.**

London, 6 June 2022: Climate tech startups Doconomy and Kayrros have launched 'The 2030 Forecast', a first of its kind climate literacy initiative that uses outdoor digital displays to show a weekly snapshot of Sweden's carbon emissions footprint from energy, industry, road transportation and domestic aviation.

The formal launch of the 2030 Forecast platform took place during the World Environment Day on Sunday June 5, 2022 with near real-time national emissions data displayed publicly on the streets of Stockholm, for the first time.

The initiative aims to track Sweden's progress towards its 2030 emissions-reduction targets, based on the belief that environmental emissions data should be available to everyone. Doconomy and Kayrros want to raise awareness and promote a sense of collective responsibility for greenhouse gas emissions by tracking our progress towards 2030 climate goals on a weekly basis.

Johan Pihl, chief innovation officer at Doconomy, said: "The public deserves to be aware of our actual progress in achieving the emissions reduction goals. It's the first step in taking action and making the connection between an individual's carbon footprint and the environmental impact of industrial emissions. At first, the national emission numbers might be difficult to put into direct context, but we are confident they will become familiar and relevant over time, it is the beginning of a learning curve long overdue"

To create the '2030 Forecast', Doconomy partnered with energy and climate-focused data analytics firm, Kayrros, which analyses satellite images and other data sources to track environmental metrics. Working with the European Space Agency (ESA) and France's National Centre for Space Studies, Kayrros leverages artificial intelligence and advanced mathematics to extract timely, actionable signals on greenhouse gas emissions from earth-observation sensors and other sources.

Earlier this year, annual emissions data for 2021 from the European Commission confirmed the accuracy of Kayrros Carbon Watch measurements produced daily over the course of the year, covering CO2e emissions from power plants, industry, and domestic air transport.

Antoine Rostand, co-founder, and President of Kayrros, said: "We are incredibly excited about this partnership, which brings Kayrros data from the corporate sphere to the consumers' fingertips. Our ability to address climate change collectively and efficiently hinges on the

public's awareness of what makes our footprint bigger or smaller. Climate literacy and data transparency are key to ensuring that we make the right decisions not just in public policy and corporate practices, but also in our everyday life.”

Members of the public can visit [www.2030forecast.com](http://www.2030forecast.com) to learn more about the project and find out how to get involved. News organisations and media platforms are also invited to apply to license and broadcast the live national carbon emissions data, as part of a bigger plan to disseminate national emission levels on public channels.

It is hoped that '2030 Forecast' will increase the level of transparency and discussion about emissions and foster a sense of shared responsibility between individuals and corporations to accelerate climate action and bend the climate curve.

### **About Kayrros**

Founded in 2016, Kayrros is a climate data company and the world-leader in Earth Observation technology. Using satellites including the European Space Agency's Sentinel and working with France's National Centre for Space Studies (CNES), Kayrros measures – in near real-time – greenhouse gases, biomass and commodities. Its data enables businesses, investors and governments to manage climate risk and make more sustainable decisions.

Kayrros has offices in Paris, Houston, New York, London, Bangalore and Singapore. For more information visit: [www.kayrros.com](http://www.kayrros.com)

### **About Doconomy**

Doconomy, founded in Sweden in 2018, is a world-leading provider of applied environmental impact solutions. Doconomy wants to future-proof life on planet earth by empowering individuals and corporations to take responsibility for their environmental footprint. Firmly believing that the climate crisis can only be solved as a collective, Doconomy is also a partner of the United Nations Framework Convention on Climate Change (UNFCCC), Mastercard, S&P Trucost, and the World Wildlife Fund (WWF). For more information visit: [www.doconomy.com](http://www.doconomy.com)

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