



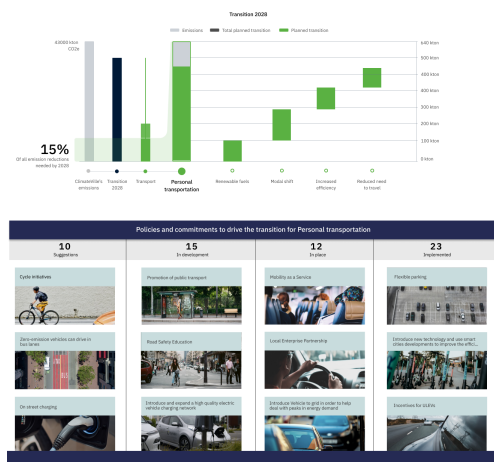
# ClimateView

**ClimateView launches ClimateOS™ the world's first platform for cities serious about tackling climate change**

*ClimateOS empowers cities to cut through the complexity of climate action planning and execute the optimal pathway to net-zero*

**SWEDEN, 24th March, 2021** - **ClimateView** ([www.climateview.global](http://www.climateview.global)), the Swedish climate tech company, today launches **ClimateOS™** the world's first platform designed for cities to build living Climate Action Plans that help them discover and execute their optimal pathway to net-zero. As the culmination of several years of collaboration with the Swedish Climate Policy Council and a number of European cities, ClimateOS enables cities to build plans that respond dynamically to their local climate journey, by balancing the transition to net-zero with the city's economic needs, and providing an interactive tool to ensure the success of the plan's delivery.

This month, ClimateView was included in Fast Company's prestigious annual list of the [World's Most Innovative Companies for 2021](#), ranking #5 among the world's leading energy companies working to create a cleaner future. At present, the company is operating in the UK, Canada, Germany, Switzerland, and Spain, with its sights set on the US and French market in 2021. Already around 26,000,000 global residents are benefiting from ClimateView's technology, and this number is growing fast.



Partnership Group, cities account for over 70% of the world's CO2 emissions. The Paris Agreement (COP26) is thought to rest heavily on the new and ambitious plans for 2030 and yet, at present, progress is being stalled due to a lack of action on climate transition on a city level. Cities worldwide, from those with the most resources to those struggling to address the environmental and economic challenges of the transition, have no clear guidance on how to reach net-zero.

ClimateOS provides cities with pre-populated and evolving climate data as well as a means to test and evaluate millions of scenarios that balance emission reduction goals with essential activities in their local economy, thereby supporting sustainable growth. Through interactive visualisations, the innovative technology also helps to improve carbon literacy and transparency citywide by enabling all stakeholders - from government and businesses to local residents - to understand the city's action plan, assess where cross-party collaboration is required, and make direct contributions, in turn, enabling climate strategists to fast-track decision making processes.

Having initially been enlisted by the Swedish Climate Policy Council (an independent scientific council tasked with assessing the compatibility of the Government's policy with its climate goals) to enable Sweden to become the first country

in the world to put weight behind its goal of reaching net-zero emissions by 2045 by releasing its climate plan publicly, in the form of '[Panorama](#)', ClimateView is scaling exponentially having rapidly developed its technology since then.

**Erik Eklund, Energy and Climate Advisor for the City of Umeå**, and early adopter of ClimateView's technology, comments: *"Traditionally, cities have made use of spreadsheets to monitor emissions. This involves the manual inputting of lagging emission indicators and calculation formulas creating a lot of work for those involved, while also leaving a lot of room for human error."*

*"In Umeå, we are utilising ClimateView's technology as our primary climate planning tool in order to visualise the climate impact together with potential solutions to reduce emissions as well as the climate mitigation work already being conducted in the city. As well as helping us live up to our pledge of becoming climate neutral by 2030 faster and more efficiently, ClimateView has also provided us with a universal language with which we can communicate and, ultimately, collaborate with other cities, making the exchange on data and collective learning far easier than before. What's more, by making our living Climate Action Plan public, anyone from those working on the climate transition in Umeå to members of the public and other cities across the globe is able to not only see and open up conversations around where we are, but also where we need to go, and how we plan to get there. To this end, we were recently approached by Fridays For Future, the international climate movement founded by climate activist Greta Thunberg, with a view to collaborating."*

Instead of working backwards from national, top-down emissions data, ClimateOS is powered by a holistic pool of bottom-up variables such as a city's size, its corresponding socio-economic parameters, and physical operations. This makes powerful and reliable data assumptions possible, providing cities with an understanding of which activities cause emissions, how to move these from a high-carbon state to a lower one and how to measure the transition impact. This process, in turn, enables them to take ownership of the emissions that result from their own economic activities, regardless of boundaries, and lays the ground for both action and shared responsibility across city stakeholders and citizens. In addition, by focusing on leading indicators of progress, for example, the number of EVs being used in a city (as opposed to emission data which is a lagging indicator), cities are able to get a more accurate, real-time picture of the task ahead of them.

The versatility of both the model and data means that, upon starting out, very little input is required from the city as much of the necessary data is already there enabling near-immediate execution. Harnessing the power of network effects, the more ClimateOS's user base scales, the stronger this data becomes enabling cities across the world to fight climate change faster and more efficiently than previously possible.

**ClimateView CEO and Founder, Tomer Shalit**, comments: *"It is simply not viable to ask cities to sacrifice their economies and change the way they operate in order to mitigate against climate change. As humans, we have fundamental needs that need to be fulfilled and so the only solution is to seek out alternative means by which to achieve the same end result. If, for example, 30,000 people need to commute from the north of a city into the centre each day for work, this can't just be stopped altogether. Instead, alternatives means to move these commuters around need to be explored, and targets need to be drawn up. In order to make the decision on what needs to be prioritised, cities need a clear indication"*

*of the scale, breadth, and urgency of each target as well as the ability to collaborate across multiple departments to ensure appropriate action is taken. This is where ClimateOS comes in.”*

## **The ClimateView Methodology**

ClimateView created Transition Elements - universal building blocks that together encapsulate over 95 universal 'shifts' that are essential to addressing climate change, such as switching from private to public transport or from gas to clean electric heating in houses. Each Transition Element contains key indicators, calculations, validations, and best practices necessary to achieve specific, meaningful carbon abatement results.

ClimateOS enables the building of Living Climate Action Plans that help cities understand instantly which mechanisms are most responsible for emissions in their city, and identify the right Transition Elements to work on. These are then calibrated into Transition Targets®, which a city continuously works towards, and supplemented by actions to help make the necessary shifts possible. By mapping real-world actions against the Transition Targets in this way, cities are able to see the impact of particular initiatives on their net carbon output. This, in turn, changes the process of how climate policies are created, measured, and ultimately achieved.

Transition Elements are powered by the company's newly launched Open Data Initiative (ODI) called the [Transition Project™](#). As the ODI attracts scientists, NGOs, and others working on the climate challenge, the data will be constantly strengthened through validation and curation.

## **About ClimateView**

ClimateView was founded in 2017 in Stockholm by Tomer Shalit to empower rapid action against climate change from the local level up. ClimateView combines a responsibility-based approach together with scientific modelling, machine learning and UI design to help cities understand and act on the complex climate challenge.

By equipping local communities to cut through the complexity of GHG mitigation planning, calculate the optimal path to net-zero and visualise impacts (outside of stagnant reports often outdated before they're circulated), and share the resulting vision for success, ClimateView enables all stakeholders to “think local, act local” by addressing the global climate challenge from the municipal level up where the real knowledge and capacity for progress resides.

In April 2020, ClimateView raised \$2.5M from investors including: the **Norrskan Foundation**, an impact investment firm established by **Klarna** co-founder **Niklas Adalberth**; **Nordic Makers**, an angel syndicate composed of founders from **Zendesk**, **Sitecore**, and **Unity Technologies**; **Max Ventures**; and **GGV Capital**.

<https://www.climateview.global/>

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