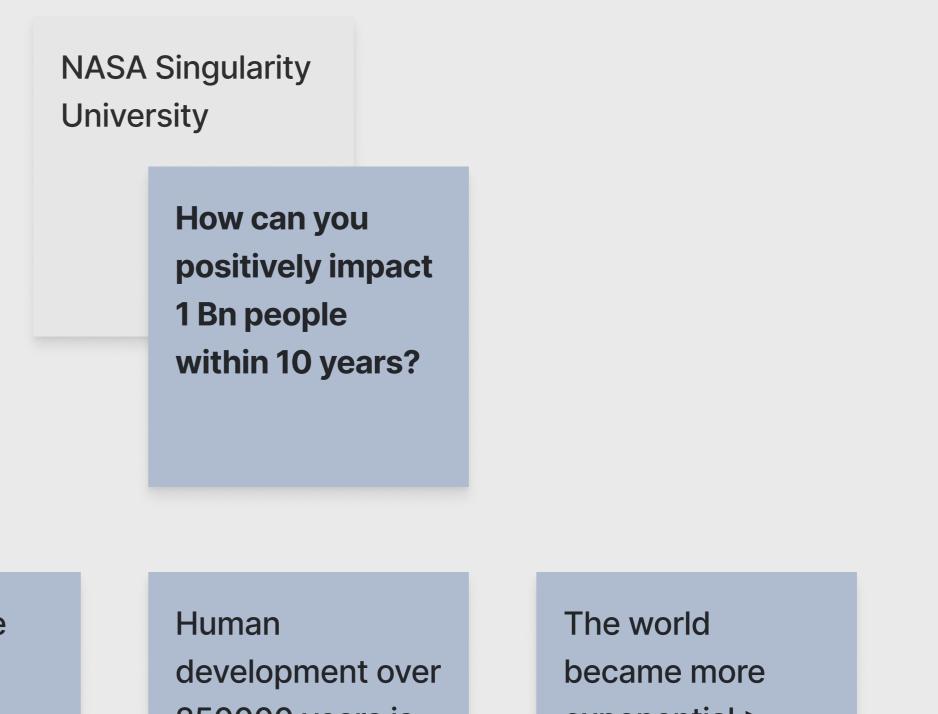
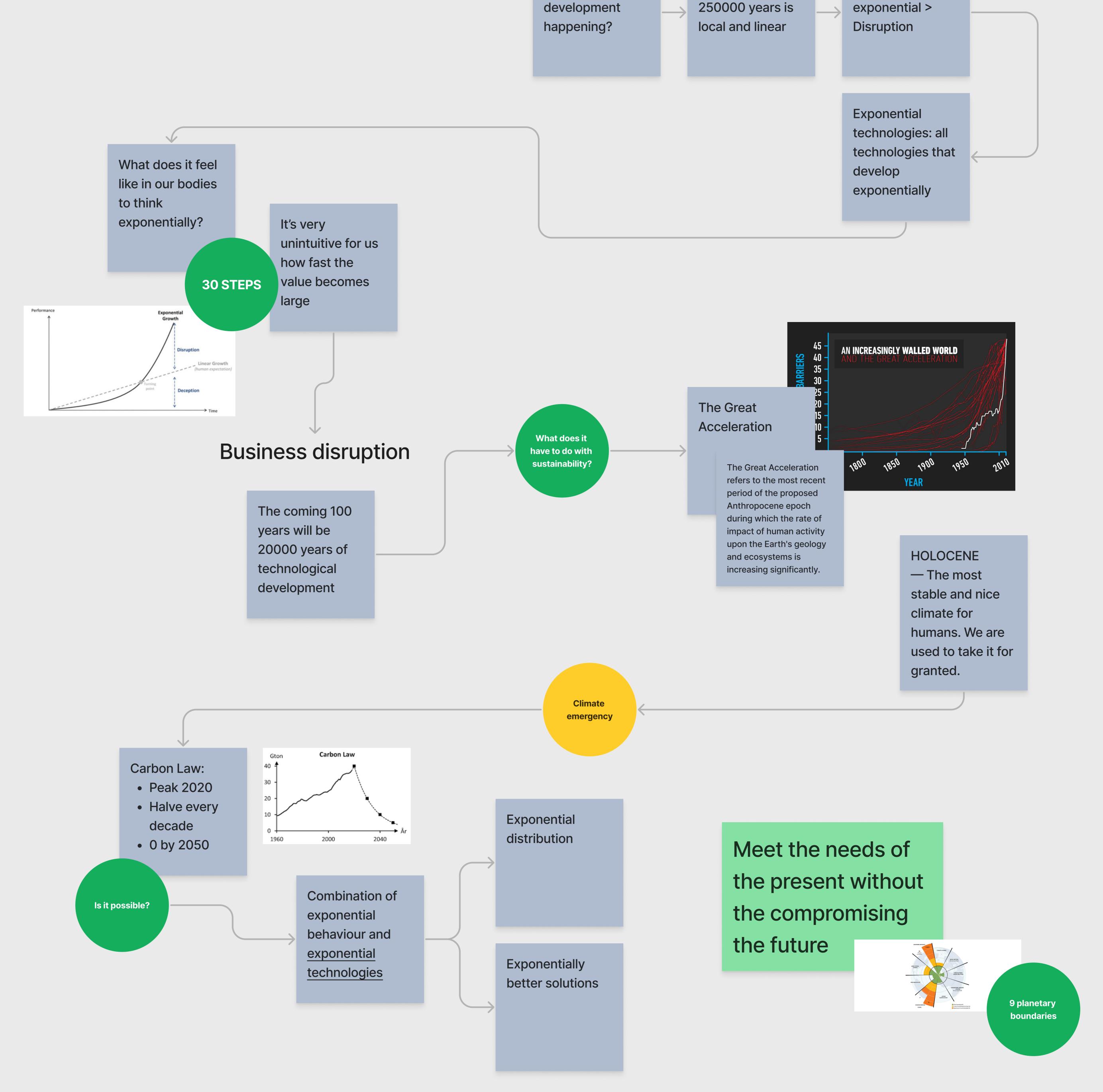


Sustainability and exponential tech







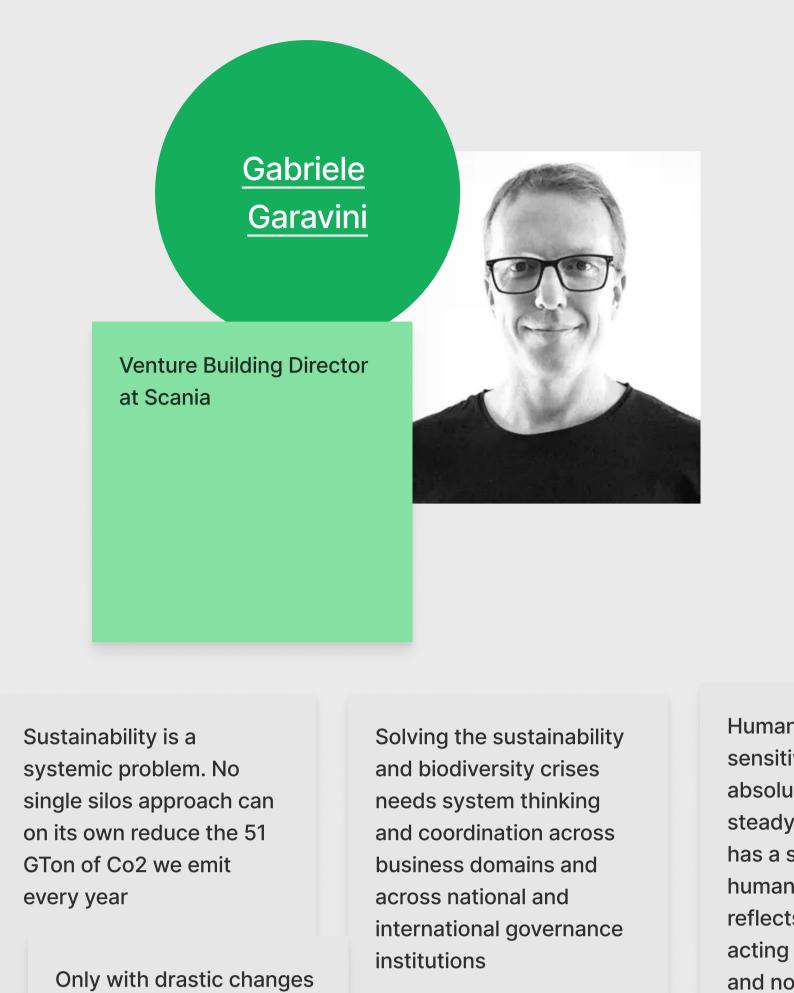
Sustainability is a major business disruptor

Exponential demand for sustainable products and services

Exponential supply and competition How can we develop new business models that really drive sustainability?



What is stopping us from building a sustainable and resilient future?



Humans are more sensitive to changes than absolute values, so a slow, steady and small change has a small effect on human behavior. This reflects on strategies acting on the short term and not on the long term.

Driving the shift of Scania towards sustainability: changing the ecosystem and creating opportunities for the whole ecosystem.

in policies and massive

investments we can have

the real impact, without

that we will be left only

with adaptation strategies

What is stopping you from taking exponential leaps?

6 Scania has a 50% reduction targets in Scope 1 and 2 and 20% in the Scope 3 and **you** don't control the scope 3

Where is the future of long haul transportation? Digitalisation

 The push for electrification Autonomy

Sustainability is a systemic problem > We need to open up.

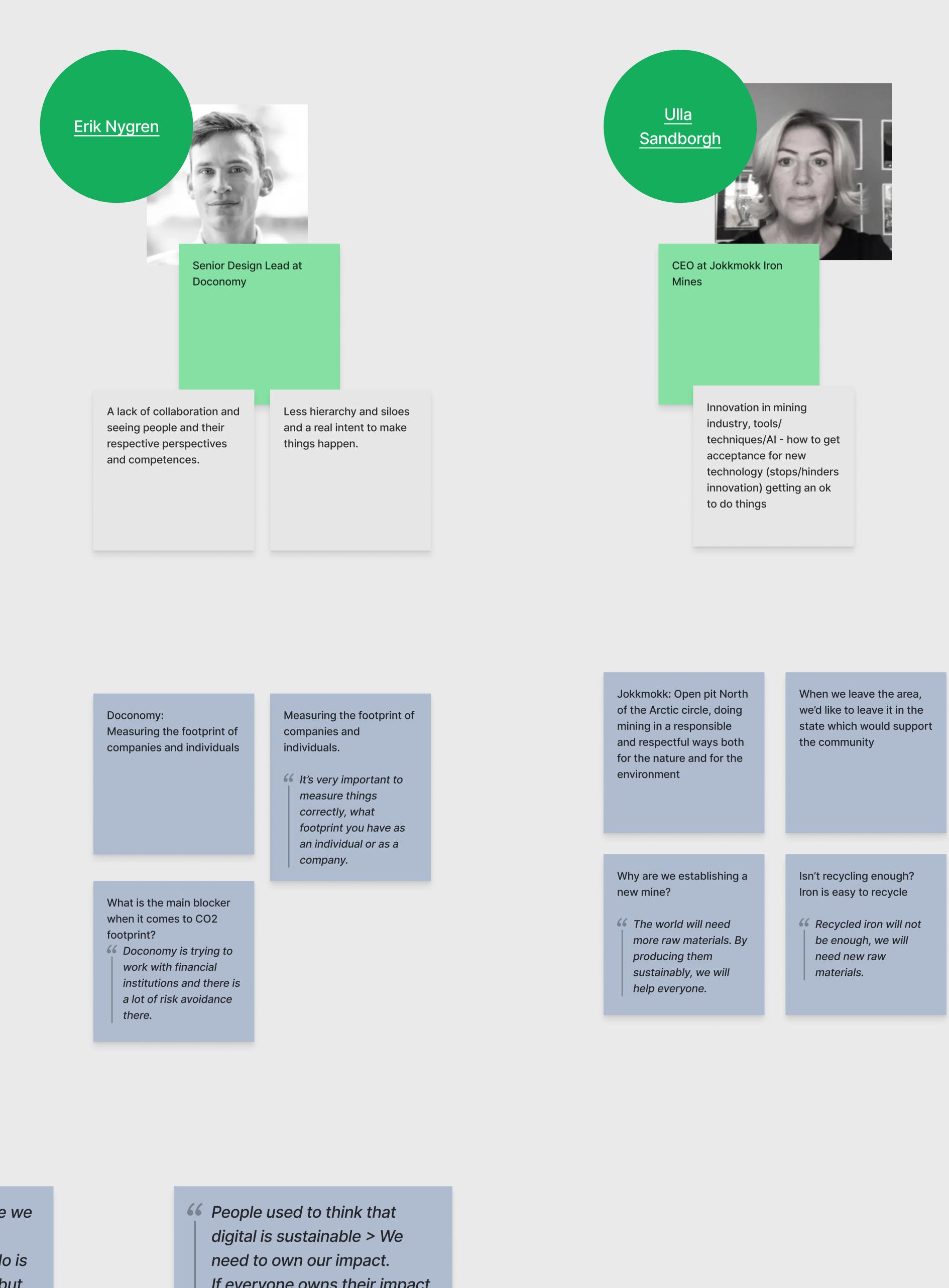
> Everything you do from a technology point of you to address sustainability has higher costs in the beginning. It's difficult to collaborate with partners because of this.

We need to have a 360 view so that everyone in the business ecosystem can benefit

66 It's a complex network of effects that we need to put in motion and we need to understand what is the first thing we need to kick

66 It's not always clear where we need to act: the most impactful things we can do is not cancelling the flights but repurposing the pension portfolio: we need to scale with speed all the innovations we can — we need to rethink where we want to invest

How can we tackle the complexity and the systemic nature of sustainability & work better across silos?



If everyone owns their impact, we will know what we need to do and what's our perspectives on sustainability

How can we scale up innovations as fast as possible?

How might we engage and encourage people to make the change in their behaviour?

66 We see a shift from being passive to starting to act.

A bit like digitalisation 10 years ago: from sprinkles to putting it in the core.

Andreas Lindqvist

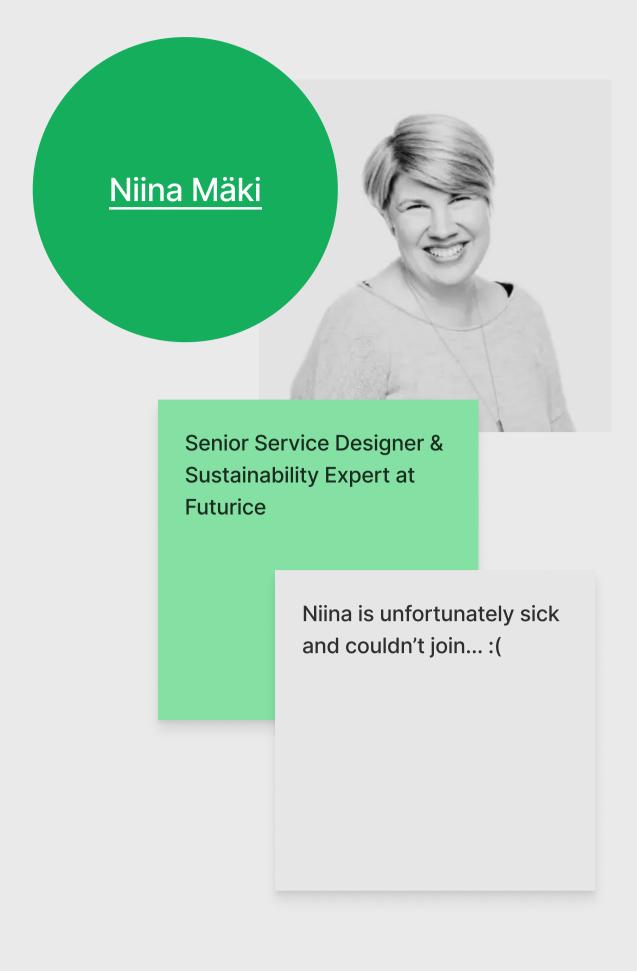


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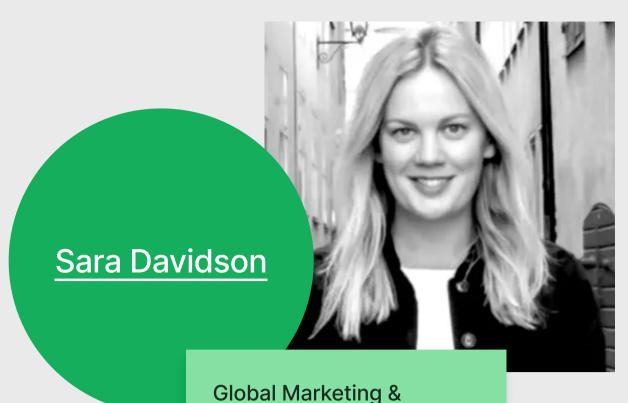
Whatever we can start doing in any direction is good anyway

Timing of the solutions is a challenge: we need the new solutions pretty soon — a challenge in the short term, but no challenge in the long term

How can we utilise new solutions to implement a Responsible approach to raw materials?



How can we collaborate to achieve sustainable outcomes?



Communication Manage

at Klarna

We're a service company which means that it's easier for us to reduce own emissions but we can support other companies to nudge our consumers to make more informed choices

We see ourselves as an enabler and a platform to drive change

Main challenge: greenwashing being able to substantiate all the claims we are making

150 mln consumers on our platform that we can make collaborate with us

Offer our consumers an easy way to top-up and make a contribution but also track their impact and see what their donation made possible.

We need to break the silos and join forces to create a lasting impact and be a real driver for change

Green hashing: companies starting to be afraid to talk about what they do in sustainability

How can we nudge our 150 mln consumers to make more informed choices?

How might we increase the consumer understanding around sustainable food systems?



Yingzhi Zhu Ryberg **Director of Strategy &** novation at Stora Ensc

Biggest emissions in food value chains come from farming (Scope 3)

When we talk about Scope 1,2 and 3 we're talking about the same things with our partners and can align our vision

We need to share platforms, technologies and open up + have a more flexible and problem-solving mindset in the whole organisation, not

just individual teams

Example of Yara: carbon neutral fertiliser

Biggest challenge 1: consumer understanding

With the partnership with Yara who has a fossil free fertilizer we have been able to accomplish a complete fossil free value chain.

We need to collaborate cross different types of organizations and players in the eco system. Maybe new business models for shared technologies, development and shared platforms & co development between players.

66 We need to collaborate, share platforms and so on

Biggest challenge 2: being persistent what's the biggest problem to solve for you and your company and visualising it for consumers

Our own footprint: we have the whole value chain but at the same time how do we communicate with our suppliers and communicate our ambitions

Scaling is a complex issue: it's not a technology problem but a political, power balance problem.

Ease the barrier for others to join because we need their help to validate our ideas (e.g. a startup)

How can an organisation be persistent in focusing on the biggest problem and communicating it?

How do we scale small pilot projects across organisations and get everyone's buy-in?



<u>Mary Jackson</u>

Senior UX & Service Designer at Futurice

Another part is the vision: we want to turn the linear economy to a circular one

Building new value chains that did not exist before > write the future together with a complex ecosystem you want to manage

Small scale pilots go well but once you try to make them normal practice, you

Make exceptions to allow these ideas to live in the company > we create new ways of measuring of how successful is this radical idea from a sustainability perpective

E.g. reuse, to make it a common practice, you need to align with the buyers, operators, sustainability teams and everyone needs to agree.

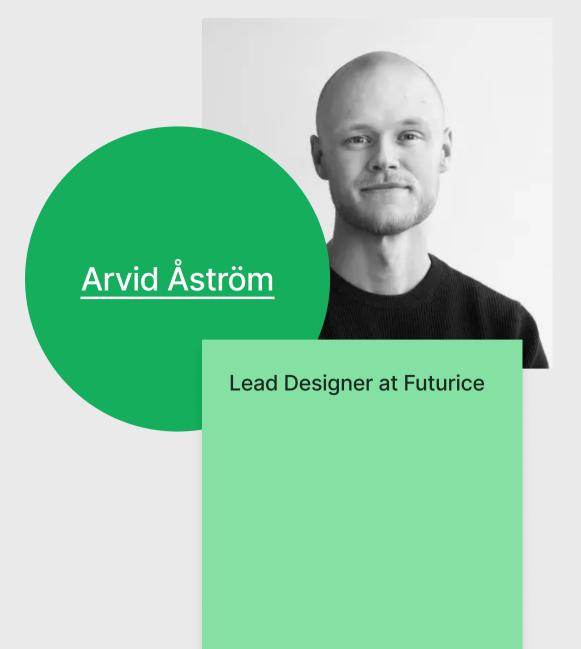
Futurice is good in helping companies with digital transformation: what experts do you need to get to the next step? We can help by making digital transformation measurable

Individual perspective instead of a systemic perspective

66 How to we push the scale-up of small scale pilots with is currently a bottleneck?

How can we lower the barrier for our partners to join sustainability initiatives?

How can we measure the success of radical initiatives in sustainability to allow them to flourish?



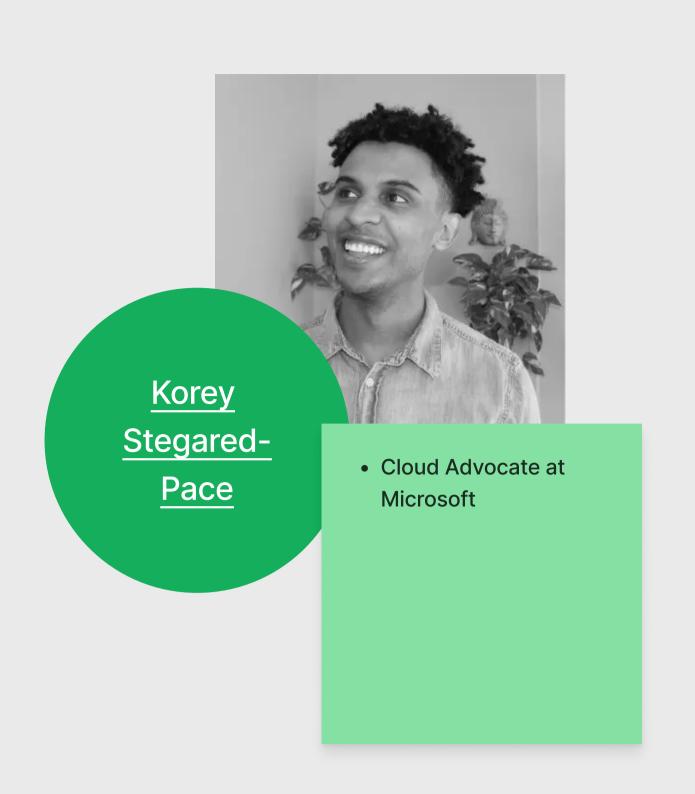
Radical

transparency of the metrics that we are working towards as businesses

> A shift of perspective needs to happen to co-create systemic solutions together

> > How can we shift our perspective from an individual to a systemic view?

What is the role of technology in building a sustainable future?



Actual developers or data scientists don't have the sense of ownership of sustainability > it's important to incorporate them better

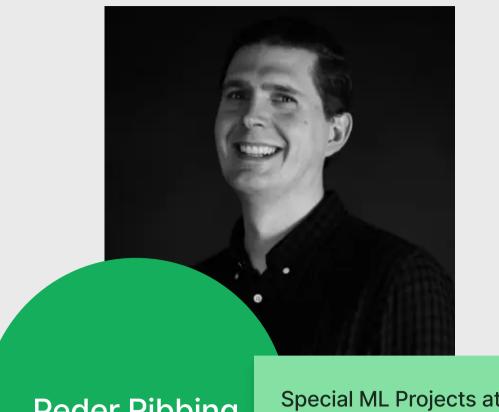
66 AI and ML is quite unique because if you do it right, sustainability comes naturally

Microsoft: green software for developers event but nobody came

66 We don't feel that's it's a part of our role and this needs to change

It's important to incorporate a technologist into sustainability conversations early on.

How can we keep sustainability in mind for every technical decision and create a sense of ownership among tech people?



Peder Ribbing

How do you package something you

want to get

across to the

other person?

A message that gets one person excited might not work for another person

How to we frame the message for the majority to

get them excited?

Importance of education: as technology starts to make decisions for us, we need to be educated to have a sustainable outlook on what's going on.

How break the silos to create an Al which can contribute to both ethical and sustainable outcomes?

How to ensure that Al is ethical and responsible? How to prevent harmless effects at the societal level?



<u>Mounia Borg</u>

ESG Expert 8 Sustainability Researcher at Anch.ai

Technology can accelerate the achievements of SDGs (e.g. Al for good)

How can Al reduce human error and contribute to sustainability?

95% of health Al applications are fed with data from male data sets > technology is not neutral

We need to collaborate between the silos Al in Stockholm is used for waste management, in maritime — to optimise the use of natural resources.

We need to make sure that the technology itself is sustainable

Biases in data: immature data is not sufficient for the training

It's important to think outside of the box and adopt a systemic view

Principal Data & Al <u>Teemu</u> Toivonen **Consultant at Futurice**

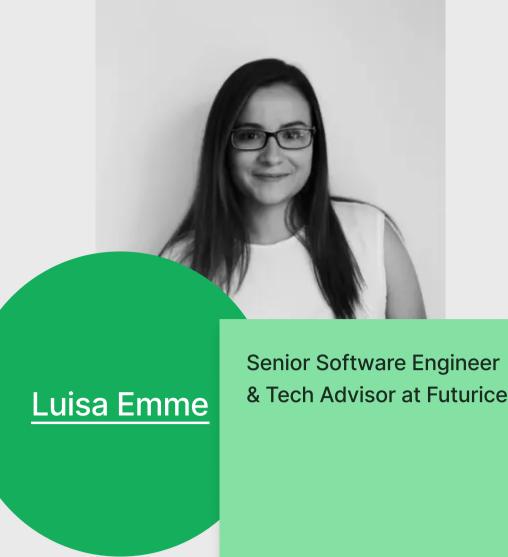
As we see with many client discussions, the innovation has toned down but the optimisation (energy / supply chain management) has become an important topic

How to consider long-term implications and impact of AI?

Introducing ethical impact assessment: we need to understand how news are served to people at large and making it transparent

66 If you know the why, you'll reach the how.

> How to consider long-term implications and impact of Al?



People use these technologies without understanding their impact or what they mean

Human-in-theloop machine learning solution > a human can intervene in the personalisation system at any time

Transparency: How can we make it explicit how content is personalised for a particular person?





Takeaways

How can we nudge our 150 mln consumers to make more informed choices?

Consumers and users

Consumers

How might we engage and encourage people to make the change in their behaviour?

Transparency: How can we make it explicit how content is personalised for a particular person?

How might we increase the consumer understanding around sustainable food systems?

How can we develop new business models that really drive sustainability?

> How can we keep sustainability in mind for every technical decision and create a sense of ownership among tech people?

How can we scale up innovations as fast as possible?

Scaling innovations and putting them into use

How can we utilise new solutions to implement a responsible approach to raw materials?

Companies: operational activities

How do we scale How can we measure small pilot projects across organisations and get everyone's buy-in?

the success of radical initiatives in sustainability to allow them to flourish?

Partners and networks: Strategic activities

How can we lower the barrier for our partners to join sustainability initiatives?

Systemic view and breaking the silos

How to ensure that Al is ethical and responsible? How to prevent harmless effects at the societal level?

How to consider long-term implications and impact of Al?

How can we tackle the complexity and the systemic nature of sustainability & work better across silos?

How can we shift our perspective from an individual to a systemic view?

How can an organisation be persistent in focusing on the biggest problem and communicating it?

How break the silos to create an Al which can contribute to both ethical and sustainable outcomes?