

Electrify Transportation



Decarbonize The Grid

Fix Food



Protect Nature

Clean Up Industry



Remove Carbon



Win Politics And Policy

Turn Movements Into Action



Innovate!



Invest!



Act now for our planet
at speedandscale.com.

**Speed
&
Scale**

An Action Plan for Solving Our Climate Crisis Now

Emissions Objective 1



Electrify Transportation

Reduce 8 gigatons of transportation emissions to 2 gigatons by 2050.

- KR 1.1 **Price**
EVs achieve price-performance parity with new combustion-engine vehicles in the U.S. by 2024 (\$35K), and in India and China by 2030 (\$11K).
- KR 1.2 **Cars**
One of two new personal vehicles purchased worldwide are EVs by 2030, 95% by 2040.
- KR 1.3 **Buses and Trucks**
All new buses are electric by 2025 and 30% of medium and heavy trucks purchased are zero-emission vehicles by 2030, 95% of trucks by 2045.
- KR 1.4 **Miles**
50% of the miles driven (2-wheelers, 3-wheelers, cars, buses, and trucks) on the world's roads are electric by 2040, 95% by 2050.
↓ 5 Gt
- KR 1.5 **Planes**
20% of miles flown use low-carbon fuel by 2025; 40% of miles flown are carbon-neutral by 2040.
↓ 0.3 Gt
- KR 1.6 **Maritime**
Shift all new construction to "zero-ready" ships by 2030.
↓ 0.6 Gt

Emissions Objective 2



Decarbonize The Grid

Reduce 24 gigatons of global electricity and heating emissions to 3 gigatons by 2050.

- KR 2.1 **Zero Emissions**
50% of electricity worldwide comes from zero-emissions sources by 2025, 90% by 2035 (up from 38% in 2020).
↓ 16.5 Gt
- KR 2.2 **Solar and Wind**
Solar and wind are cheaper to build and operate than emitting sources in 100% of countries by 2025 (up from 67% in 2020).
- KR 2.3 **Storage**
Electricity storage is below \$50 per kWh for short duration (4–24 hours) by 2025, \$10 per kWh for long duration (14–30 days) by 2030.
- KR 2.4 **Coal and Gas**
No new coal or gas plants after 2021; existing plants to retire or zero out emissions by 2025 for coal and by 2035 for gas.*
- KR 2.5 **Methane Emissions**
Eliminate leaks, venting, and most flaring from coal, oil, and gas sites by 2025.
↓ 3 Gt
- KR 2.6 **Heating and Cooking**
Cut gas and oil for heating and cooking in half by 2040.*
↓ 1.5 Gt
- KR 2.7 **Clean Economy**
Reduce reliance on fossil fuels and increase energy efficiency to quadruple clean energy productivity rate (GDP ÷ fossil fuel consumption) by 2035.

* This is the timeline for developed countries. For developing countries, this key result is expected to take more time (five to ten years).

Emissions Objective 3



Fix Food

Reduce agricultural emissions from 9 gigatons to 2 gigatons by 2050.

- KR 3.1 **Farm Soils**
Improve soil health through practices that increase carbon content in topsoils to a minimum of 3%.
↓ 2 Gt
- KR 3.2 **Fertilizers**
Stop the overuse of nitrogen-based fertilizers and develop greener alternatives to cut emissions in half by 2050.
↓ 0.5 Gt
- KR 3.3 **Consumption**
Promote lower-emissions proteins, cutting annual consumption of beef and dairy 25% by 2030, 50% by 2050.
↓ 3 Gt
- KR 3.4 **Rice**
Reduce methane and nitrous oxide from rice farming by 50% by 2050.
↓ 0.5 Gt
- KR 3.5 **Food Waste**
Lower the food waste ratio from 33% of all food produced to 10%.
↓ 1 Gt

Emissions Objective 4



Protect Nature

Go from 6 gigatons of emissions to -1 gigatons by 2050.

- KR 4.1 **Forests**
Achieve net-zero deforestation by 2030; end destructive practices and logging in primary forests.
↓ 6 Gt
- KR 4.2 **Oceans**
Eliminate deep-sea bottom trawling and protect at least 30% of oceans by 2030, 50% by 2050.
↓ 1 Gt
- KR 4.3 **Lands**
Expand protected land from 15% today to 30% by 2030, 50% by 2050.

Emissions Objective 5



Clean Up Industry

Reduce 12 gigatons of industrial emissions to 4 gigatons by 2050.

- KR 5.1 **Steel**
Reduce total carbon intensity of steel production 50% by 2030, 90% by 2040.
↓ 3 Gt
- KR 5.2 **Cement**
Reduce total carbon intensity of cement production 25% by 2030, 90% by 2040.
↓ 2 Gt
- KR 5.3 **Other Industries**
Reduce emissions from other industrial sources (i.e., plastics, chemicals, paper, aluminum, glass, apparel) 80% by 2050.
↓ 2 Gt

Emissions Objective 6



Remove Carbon

Remove 10 gigatons of carbon dioxide per year.

- KR 6.1 **Nature-Based Removal**
Remove at least 1 gigaton per year by 2025, 3 gigatons by 2030, and 5 gigatons by 2040.
↓ 5 Gt
- KR 6.2 **Engineered Removal**
Remove at least 1 gigaton per year by 2030, 3 gigatons by 2040, and 5 gigatons by 2050.
↓ 5 Gt

Accelerant Objective 7



Win Politics And Policy

- KR 7.1 **Commitments**
Each country enacts a national commitment to reach net-zero emissions by 2050, and gets at least halfway there by 2030*
- KR 7.1.1 **Power**
Set an electricity sector requirement to cut emissions 50% by 2025, 80% by 2030, 90% by 2035, and 100% by 2040.
- KR 7.1.2 **Transportation**
Decarbonize all new cars, buses, and trucks by 2035; freight ships by 2030; semi trucks by 2045; and make 40% of flights carbon neutral by 2040.
- KR 7.1.3 **Buildings**
Enforce zero-emissions buildings standards for new residential by 2025, commercial by 2030, and prohibit sales of nonelectric equipment by 2030.
- KR 7.1.4 **Industry**
Phase out fossil fuel use for industrial processes at least halfway by 2040, and completely by 2050.
- KR 7.1.5 **Carbon Labeling**
Require emissions-footprint labels on all goods.
- KR 7.1.6 **Leaks**
Control flaring, prohibit venting, and mandate prompt capping of methane leaks.
- KR 7.2 **Subsidies**
End direct and indirect subsidies to fossil fuel companies and for harmful agricultural practices.
- KR 7.3 **Price on Carbon**
Set national prices on greenhouse gases at a minimum of \$55 per ton, rising 5% annually.*
- KR 7.4 **Global Bans**
Prohibit HFCs as refrigerants and ban single-use plastics for all nonmedical purposes.
- KR 7.5 **Government R&D**
Double (at minimum) public investment into research and development; increase it fivefold in the United States.

* This is the timeline for developed countries. For developing countries, this key result is expected to take more time (5–10 years).

Accelerant Objective 8



Turn Movements Into Action

- KR 8.1 **Voters**
The climate crisis is a top-two voting issue in the twenty top-emitting countries by 2025.
- KR 8.2 **Government**
A majority of government officials—elected or appointed—will support the drive to net zero.
- KR 8.3 **Business**
100% of Fortune Global 500 companies commit immediately to reach net zero by 2040.
- KR 8.3.1 **Transparency**
100% of these companies publish transparency reports of their emissions by 2022.
- KR 8.3.2 **Operations**
100% of these companies achieve net zero in their operations (electricity, vehicles, and buildings) by 2030.
- KR 8.4 **Education Equity**
The world achieves universal primary and secondary education by 2040.
- KR 8.5 **Health Equity**
Eliminate the gaps among racial and socio-economic groups in greenhouse gas-related mortality rates by 2040.
- KR 8.6 **Economic Equity**
The global clean energy transition creates 65 million new jobs, equitably distributed and out-pacing the loss of fossil-fuel jobs

Accelerant Objective 9



Innovate!

- KR 9.1 **Batteries**
Produce 10,000 GWh of batteries yearly at less than \$80 per kWh by 2035.
- KR 9.2 **Electricity**
Cost of zero-emission baseload power reaches \$0.02 per kWh, with peak-demand power reaching \$0.08 per kWh by 2030.
- KR 9.3 **Green Hydrogen**
Cost of producing hydrogen from zero-emissions sources drops to \$2.0 per kg by 2030, \$1.0 per kg by 2040.
- KR 9.4 **Carbon Removal**
Cost of engineered carbon dioxide removal falls to \$100 per ton by 2030, \$50 per ton by 2040.
- KR 9.5 **Carbon-Neutral Fuels**
Cost of synthetic fuel drops to \$2.50 per gallon for jet fuel and \$3.50 for gasoline by 2035.

Accelerant Objective 10



Invest!

- KR 10.1 **Financial Incentives**
Increase global government subsidies and support for clean energy from \$128 billion to \$600 billion.
- KR 10.2 **Government R&D**
Increase public-sector funding of energy R&D from \$7.8 billion to \$40 billion a year in the U.S.; other countries should aim to triple current funding.
- KR 10.3 **Venture Capital**
Expand investment of capital into private companies from \$13.6 billion to \$50 billion per year.
- KR 10.4 **Project Financing**
Increase zero-emissions project financing from \$300 billion to \$1 trillion per year.
- KR 10.5 **Philanthropic Investing**
Increase philanthropic dollars from \$10 billion to \$30 billion per year.

Speed & Scale

Learn more about our OKRs at speedandscale.com.