

Dentsu launches 'Climate change like never before'

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The fifth edition in the [dentsu wisdom series](#) titled, [Climate change like never before](#) has officially launched. A series of clear, actionable reports created by dentsu Africa that assist brands in adapting to rapidly changing landscapes.



With growing pressure on companies and the human race to understand and act in response to the unfolding climate crisis, dentsu Africa have endeavoured to inspire readers through our in-depth research, to be propelled into action through the [Climate change like never before](#) white paper.

Our collective human behaviours have resulted in global temperatures being one degree centigrade above pre-industrial levels. In 2018, the world encountered 315 cases of natural disasters which were mainly related to the climate. Approximately 68.5 million people were affected, and economic losses amounted to US\$131.7 billion, of which storms, floods, wildfires and droughts accounted for approximately 93%. In 2015, the Paris Agreement was introduced with the main objective of limiting global temperature increase to two degrees centigrade by 2100 and pursuing efforts to limit the increase to 1.5 °C.

This has motivated us all to act and invest in sustainable solutions and to educate and inspire others to take real action.

Our commitment

Globally, [dentsu has committed to becoming a Net Zero business](#), underpinned by a validated near-term Science Based Target for 2030. This is aligned to the highest level of climate ambition to prevent a rise above 1.5 °C, and to mitigate the most dangerous effects of climate change. We have joined the Race to Net Zero – a United Nations initiative that is the largest ever alliance committed to achieving Net Zero carbon emissions.

Recently we have announced that dentsu international is one of the first companies in the world to have its [net-zero](#) target validated. It goes further and deeper than our existing 2030 commitment. It includes a new target to reduce absolute emissions by 90% by 2040.

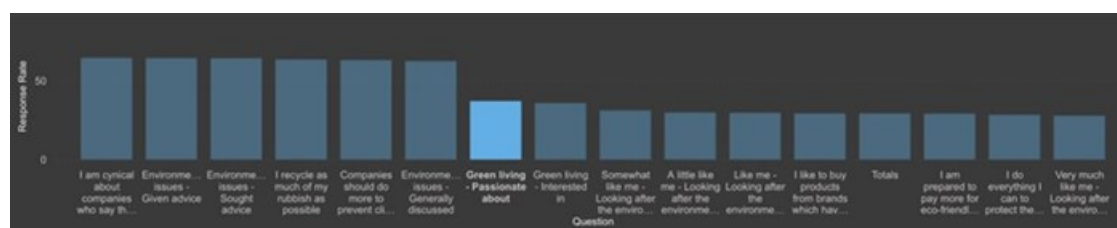
As a leader in digital communications, we also understand the power we have to influence how people think, feel and act.

We are not simply spectators.

Given our uniquely placed positioning, at dentsu, we are tasked with changing mindsets and behaviours with our social impact strategy that continues to guide us. Our ambition is to be a beacon of constant innovation and a force for good. We help clients navigate and thrive in a world of change, and believe that the progressive, human-centric solutions we create can have powerful returns for both business and society.

Our carbon footprint and reduction – how can an individual help to reduce climate change

By reducing household consumption, households (and the individuals living in them) can have a direct impact on carbon emissions. The largest mitigating factors are transport, food and household carbon production. The transport industry can shift to battery-driven or electric vehicles and can reduce flying (especially long-haul return flights). With regards to the food industry, changing our eating habits and making dietary changes are important – even shifting to a vegan diet. Households, shifting to renewable electricity sources and the refurbishment of existing products (upcycling) rather than buying new products are important changes to make. See the figure below, showing opinions on the CO2 economy within sub-Saharan Africa. Individual opinions are stronger related to companies doing something to encourage climate change, rather than individuals having to change their daily lives.



In the section titled, “Situation analysis of climate change” in the white paper, we’ve developed an interactive dashboard that represents visualisation of energy and CO2 generating activities across Africa accompanied by interview data from across the region on the relevancy of CO2 reduction per country. The visualisation also includes a heatmap of CO2 policy legislation across Africa, and indication of a countries 'readiness' to embark on a CO2 economy. Download the report [here](#) to view the dashboard.

The report includes contributions from over 30 experts across Africa and global leaders in their respective fields. Authorities such as [Tim Christopherson](#), head of Nature for Climate Branch at UNEP; [Anna Lungley](#), chief Sustainability officer for dentsu International and [Roxanne Boyes](#), Sustainable Business Strategy director at dentsu SSA.

Brands who are making a concerted effort to address climate change

We sat down with [Albin Wilson](#), chief Strategist and Marketing officer at [Opibus](#) about the way in which this start-up is setting the standard for electrified motor vehicles in Africa. He highlights how petrol and diesel emissions significantly reduce cognitive capacity and even kill up to 4.8 million people globally on an annual basis. This discussion tackles noise pollution, global emissions and local emissions, and what we can do about them by investing in locally designed and manufactured electrified vehicles. Tune in [here](#).

Roxanne asks Tim Christopherson, head of Nature for Climate, UNEP, how we can meet the 2030 goals – within the 'decade of action' – from an African perspective. Tim advises, among other matters, that Africa has the fastest-growing population, the largest young population, and is also the place where almost half of all ecosystem-restoration commitments have been made. Click [here](#) to watch.

[Jess Schulschen](#), director at the Sustainability Institute, who also heads up Partnerships for The Embedding Project in Africa, is passionate about the role that humans and corporates play in a rapidly changing world. Jess says, many of the narratives from the global north refer to the climate crisis as a big environmental challenge but enthuses that we have to

recognise the contribution we've made as humans – with some countries and companies having contributed disproportionately. Also, many who have contributed least to the problem are most vulnerable and will be most affected. Listen to her thoughts [here](#).

The experts explore the following and more in our latest report on climate change:

- Climate change and legislation
- Consumer attitudes and behaviour
- Industry interviews; finance, food, connectivity, mobility and available technologies
- Media that matters – the superpower of communications
- Green washing vs green hushing

- Chasing zero – getting onto the world's to-do list

To navigate the complex world of climate change we need to educate ourselves on how we can all make a real difference. This report harnesses the power of the experts to provide you with the wisdom needed to join forces in the race to Net Zero. Click [here](#) to download the report.

About dentsu international

Part of dentsu, dentsu international is made up of nine leadership brands – Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle, MKTG, Vizeum, Posterscope and supported by its specialist brands. Dentsu International helps clients to win, keep and grow their best customers and achieve meaningful progress for their businesses. With best-in-class services and solutions in media, CRM, and creative, dentsu international operates in over 145 markets worldwide with more than 48,000 dedicated specialists. <https://www.dentsu.com/>

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