

The UK's CO₂ emissions displayed on live billboards using satellite technology

- Four billboards across the UK capital will show Londoners their rolling CO₂ emissions until 3 July 2022.
- Doconomy and Kayrros, leaders of the project, aim to promote climate literacy and empower consumers and corporations to take charge of their climate impact.

8:00 BST Thursday 30 June 2022, LONDON – Climate tech leaders [Kayrros](#) and [Doconomy](#) this week unveiled four billboards across London to promote climate literacy. The project uses outdoor digital displays to show a snapshot of the UK's carbon emissions footprint from energy, industry, road transportation and domestic aviation.

The billboards will display rolling data on UK CO₂ emissions in a UK first until 3 July.

The initiative coincides with the meeting of world leaders at the [G7 Summit](#) and [London Climate Action Week](#), an independent yearly event bringing together businesses, politicians, NGOs and civil society to build new solutions to tackle climate change.

Founded in Paris in 2016, Kayrros is a climate data company and the world leader in Earth Observation technology. Kayrros leverages AI and advanced mathematics to extract timely, actionable signals on greenhouse gas emissions from Earth Observation sensors and other sources.

Founded in Sweden in 2018, Doconomy provides applied impact solutions, using data to help empower individuals and corporations to take responsibility for their environmental footprint.

Johan Pihl, Co-Founder and Chief Innovation Officer at Doconomy, said: "The public deserves to be aware of our actual progress in achieving the emissions reduction goals. The 2030 Forecast marks the first step toward making the connection between an individual's carbon footprint and the environmental impact of industrial emissions. At first, the national emission figures might be difficult to grasp, but we are confident that our collective climate literacy will improve over time."

Antoine Rostand, Co-Founder and President of Kayrros, said: "We are thrilled to bring climate data out in the open and help raise climate literacy for Londoners and visitors of this great city. Keeping track of our climate footprint through earth observation and science-based technologies is great and indeed essential to tackle climate change, but finding the visual vocabulary to bring the data home to the public and make it relevant to everyone is just as important. That's why we're so happy about our partnership with Doconomy and our joint campaign to raise public awareness of climate change and empower the public to make a difference."

The billboards will be live until 3 July on West Cross Route by Westfield, White City; Trinity Road, Wandsworth; Gypsy Corner on the A40; and Hammersmith Broadway.

Members of the public can visit 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.

Kayrros and Doconomy leaders expect the launch will increase the level of transparency around emissions and foster a sense of responsibility between individuals and corporations to accelerate climate action.

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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, 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

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

Media contacts:

Kayrros:

Victoria Pearson

victoria@sonder-london.com

02071831267

Kirsty Cantwell

Kirsty@sonder-london.com

Doconomy:

Milton Noel Malmestrom

milton@doconomy.com