



Why Businesses should include Direct Air Capture as a key component of their sustainability strategy

Industry Leaders such as Microsoft, Stripe, Shopify, Audi, amongst others, have included DAC in their climate strategy.

WHY?

1

Reducing emissions is not enough.

“Greenhouse gases must be scrubbed from the air. Cutting emissions will not be enough to keep global warming in check” The Economist

2

Carbon Removal is essential to achieve Net Zero.

To achieve Net Zero, a company needs to remove as much carbon as it emits. This is made possible with *Negative Emissions Technologies*. These are different from conventional offsets which avoid emissions, but do not remove them.

3

The direct air capture technology sets a high bar for technical rigour.

It is a science-backed, fully measurable, safe and permanent carbon removal solution.

4

This much-needed technology needs support to scale up.

Businesses which support Direct Air Capture are early adopters of a pioneering, breakthrough industry. As such, not only do they remove CO2 from the air, they also help this emerging technology develop.

There are many ways in which businesses can support Direct Air Capture.

For example, **Stripe Climate** allows companies globally to direct a fraction of their revenue to help scale emerging carbon removal technologies.

Several DAC companies offer highly rated **carbon offsets**, some are accessible to everyone, from businesses to individuals.

Some corporates choose to fund research and development in this much-needed emerging technology, such as Microsoft **Climate Innovation Fund**.

Business **awareness, voice and advocacy** are also important to help build the profile of Direct Air Capture.



Lara Boro, CEO, The Economist Group

Investing in carbon removal with Climeworks is a complementary feature of The Economist Group's sustainability strategy, as our primary focus is on emissions reduction. We believe that nascent technologies, such as direct-air capture, will be an important component in the mix of solutions for global emissions to reach net zero by 2050 and it lies in our nature to press for progress.

