

NEWSFLASH 2020

NBI
National Business Initiative



7 October 2020

Don't Miss the TED & Future Stewards Global Countdown Event - Live in 3 days!

In an unprecedented global event, TED and Future Stewards aim to mobilise millions around the world to meet the goal of halving Greenhouse Gas Emissions by 2030, in the race to a net zero-carbon world.

Countdown is a global initiative to highlight solutions to the global climate crisis from around the world, launching on October 10, 2020. This will be the first ever TED conference that is both free and open to the public. The Countdown launch will be live streamed on [TED's YouTube channel](#) with a free five-hour live virtual event featuring a star-studded line-up of thinkers, leaders, scientists, activists and celebrities.

Topics to be covered by keynote speakers include what communities and businesses can and must do to transform and transition in order to carve out a safer, cleaner and more equitable future for people and the planet. A full agenda and speaker list can be found [here](#).

In addition to the live global event, there will be over 500 TEDx Countdown virtual events taking place locally all around the world. The intention behind this global effort is to encourage local actions and solutions as part of the global conversation. Countdown asks companies and organizations to join the **Race to Zero** through **Business Ambition for 1.5°C** and **The Climate Pledge**. Business Ambition for 1.5°C is a commitment to set science-based targets that are aligned with limiting global warming while The Climate Pledge calls on signatories to be net zero carbon a decade earlier than the Paris Agreement goal of 2050.

According to **the National Business Initiative's (NBI)** international partner, **We Mean Business**, the Countdown event aims to answer five fundamental, interconnected questions that inform a blueprint for a better future:

- **ENERGY:** How rapidly can we switch to 100% clean power?
- **TRANSPORT:** How can we upgrade the way we move people and things?

- **MATERIALS:** How can we re-imagine and re-make the stuff around us?
- **FOOD:** How can we spark a worldwide shift to healthier food systems?
- **NATURE:** How do we better protect and re-green the earth?^[1]

To be a part of climate change history, join the live event on 10 October, 2020 at 5pm (SAST) here: [TED's YouTube channel](#)

For more information on the TEDx Countdown initiative, please contact Geeta Morar (NBI Project Manager: Environmental Sustainability): GeetaM@nbi.org.za

^[1] We Mean Business, "TED and Future Stewards Host Global Countdown Event Mobilizing Millions To Halve Greenhouse Gas Emissions by 2030 in the Race to a Zero-Carbon World," 15 September 2020, Available: <https://www.wemeanbusinesscoalition.org/press-release/ted-countdown-event/>



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The National Business Initiative (NBI) is an independent and voluntary coalition of South African and multinational businesses launched in 1995 by the then President, Nelson Mandela.

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