



**Global Demand Meets
Actual Impact**

rewired
earth

Mission + Vision



Our vision

The largest public sustainability survey ever conducted.

Creating an interconnected global community that has the capacity to effect positive environmental and social change.



Our mission

Creating a global initiative enabling billions of people to express their views on sustainability, activated at scale and supported by a diverse group of partners.

Producing a data-set which can advance discussions at COP28 and unlocks value for increasingly sustainable future.



Our Objectives



3. Deliver gamified approach

To accompany this launch with an app to facilitate the various parts of the campaign and ongoing engagement; delivering a gamified approach to personal impact, partnering with leading game designers/studios.



Who We Are



rewired earth

- Not-for-profit
- Using the SDGs as a global common language for sustainability
- Seeking to unlock value for sustainable action, to create a financial system that is the most protective force on the planet



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EVERY ACTION COUNTS

- Impact-focused corporate initiative
- Coalition to empower 1 billion people for green action
- Global reach of >2.7 billion people
- Wide range of stakeholders to understand and to cater to



LEARN MORE

Rewired Earth x Every Action Counts Coalition

Transforming financial markets into the most protective force on the planet



Problem Statement



No Shared Language

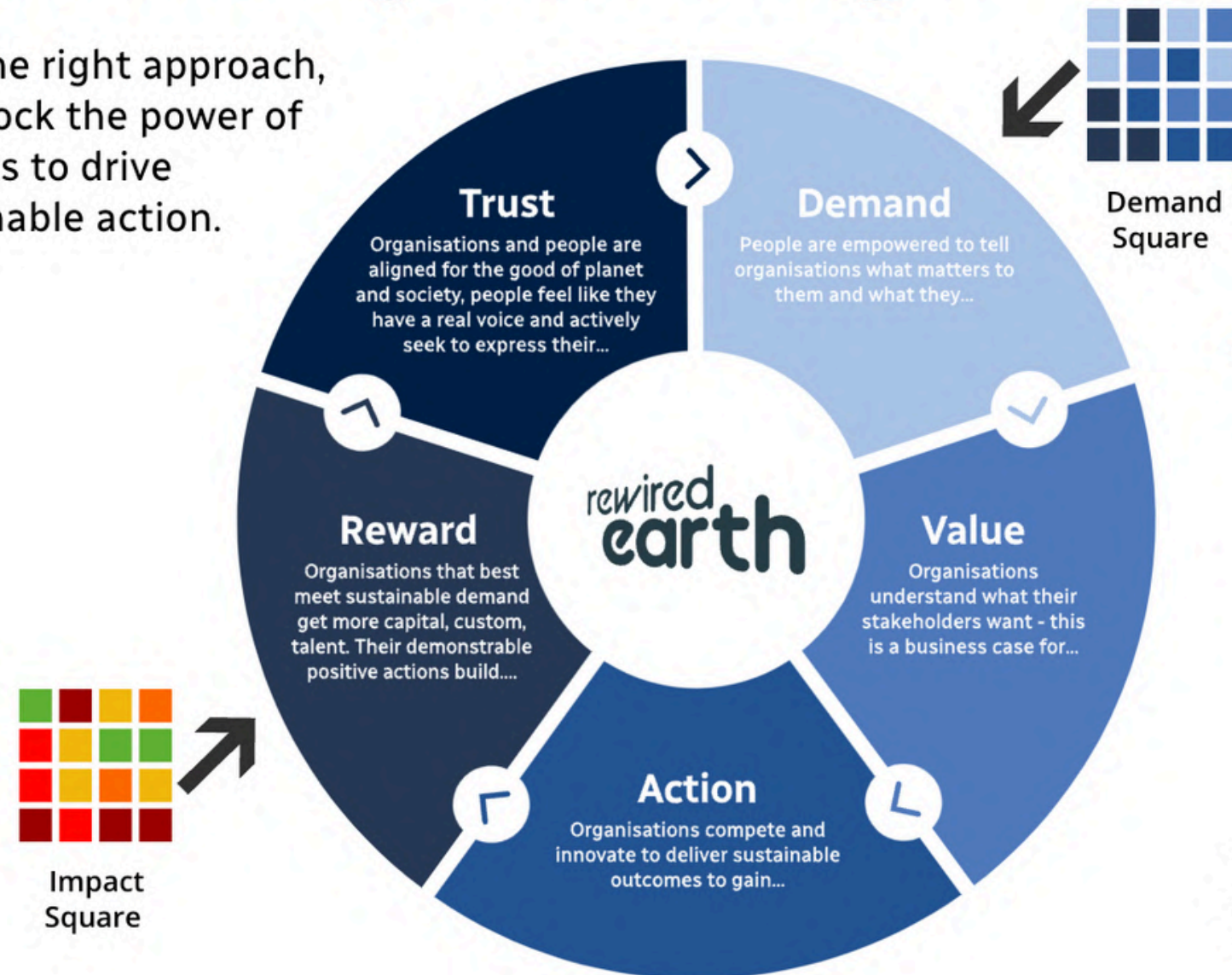
< There is no way for the public (e.g. consumers, investors, employees) to communicate their sustainability needs and preferences, in a way that helps deliver meaningful systemic change. >



Our Theory of Change



With the right approach, we unlock the power of markets to drive sustainable action.



The Results

- Positive outcomes for people and the planet
- People have a stake in their own futures, and a means to drive change.
- Success is built on financial and sustainable outcomes.

The financial system becomes the most protective force on the planet.



Our Approach



Framework

The framework for the common language is the UN SDGs, agreed by 193 countries.



Tool

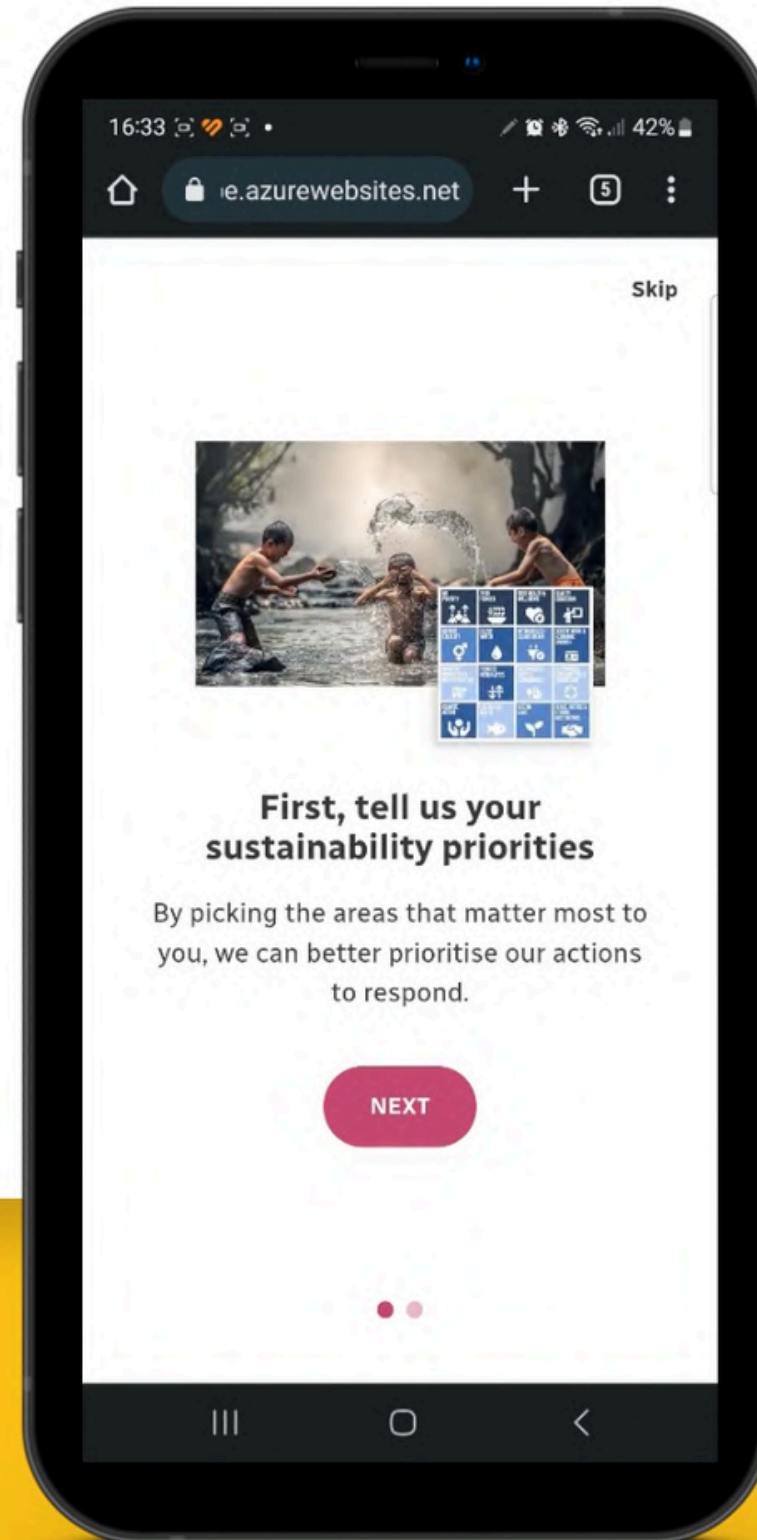
Action

Innovation



Tell us what matters

THE APP



Quick and easy to complete ensuring maximum response 11:17 ✓✓

Privacy-by-design to protect personal data 11:13 ✓✓

Flexible approach with different question types possible 11:13 ✓✓

Visually engaging, with education built in 11:05 ✓✓

A simple web-based tool, no need to install or download 11:01 ✓✓

See the Results >

Benefits for our Supporters



Increase engagement and drive value from employees, customers and investors.



**BRAND
VALUE**

Associate your brand with the Rewired Earth mission including the largest sustainability outreach ever conducted.



**CITIZEN
TOOL**

Receive access to the citizen tool for your own organisations.



**ACCESS
EVENTS**

Access our events, showcase your organisation and speak alongside us.



**COMMS
& IMPACT**

Gain communications support and access to impact fund and other CSR initiatives to prove immediate impact to stakeholders.

[The Broader Benefits >](#)



HOW DO YOU HELP?



The Ask

Become an anchor funding partner and key advisor for Rewired Earth and our roadmap to enable us to effectively engage all parties, and build the best delivery plan possible.

Work with us to leverage your stakeholder networks to ensure the maximum reach and therefore impact.

Join the largest ever sustainability data gathering exercise, supported by leading content creators, not-for-profits, technology partners and leading experts.

As appropriate, supply your expertise and capabilities for the benefit of the collaboration.



TOGETHER, HELP US BUILD A DATASET THAT CHANGES POLICY AND DRIVES VALUE FOR ORGANISATIONS, THE MARKETS, THE PLANET, AND SOCIETY.







THANK YOU

Get involved and help make real, systemic change happen - for good.

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