

Agents of Change: FuturePlus partners with Expect to reduce 500 Megatons of carbon by 2030

Sustainability and ESG management and reporting platform FuturePlus is working with AI-driven Climate Action Platform Expect AI, to solve the complexities of carbon accounting and data accuracy across all industries, and in businesses of all sizes.

We are a green planet.

With 73,300 distinct tree species currently known and 3 trillion trees scattered around the earth, these creatures are the emblem of planet Earth.

The first traces of trees go back to 360 million years ago, i.e. over 100 million years before the dinosaurs, and 359 million years before Homo Sapiens first appeared.

They have since been the guardians of life on Earth. Turning CO₂ into oxygen, but also providing us with shade, wood, shelter and fuel. However, as time passed and humanity became more needy, we required more resources, and the greed of humans has consumed forests and vegetation all around the

globe. Trees, more than ever before, need our help. Not only can we help them through replantation, but we must also find alternatives to help them complete their mission.

By working together, *FuturePlus* and *Expect AI*'s mission is to reduce carbon by 500 megatons, that is to say do a task equivalent to the annual work of over 22 billion trees.

Progress doesn't mean fighting nature, but partnering with our planet, with each other.

Agents of destiny working together

FuturePlus is a sustainability management and reporting platform that gives companies and investors of all sizes the ability to understand, measure, evidence, improve and report on their sustainability and social impact. Driven by a future-focused view of what makes a sustainable business, they assess sustainability across five themes: Climate, Environment, Social, Economic, and Diversity and Inclusion.

Expect AI combines end-to-end decarbonisation data technology, market-leading knowledge and collaborative thinking to organisations understand, navigate and accelerate decarbonisation, profitably.

Their partnership will offer much-needed support to carbon-heavy organisations, giving them the chance to explore ways to inset their emissions, and not just offset or pay hefty carbon taxes. Poor and low-quality offsetting schemes have rightly attracted growing criticism and haven't provided the incentive to focus on reduction. Through insetting, companies can revitalise the environments in which they operate via tactics such as agroforestry, converting to EVs, switching to renewable energies, minimising plastic use, and socially mobilising local economies with green initiatives. Both companies are committed to collaborating as they believe that working together enables the customers to accelerate their transition to Net Zero.

A necessary collaboration

The partnership comes at a time when the government has introduced tighter regulations and disclosure requirements to further reduce emissions from 2024, forcing companies to thoroughly evaluate current decarbonisation processes in order to meet reporting requirements on the road to Net Zero. Also in July, the *FTSE Russell* analysis has shown that more than half of companies that have set emissions targets are likely to miss them. And with the new EU *CBAM* (Carbon Border Adjustment Mechanism) rule coming into

effect on October 1 to monitor and control carbon leakage when companies move their products across borders, calculating carbon emissions accurately has never been more imperative.

“The road to decarbonisation is becoming ever more treacherous as companies scramble to make sense of how to dance to climate action, regulations and reporting requirements. Accurate carbon insights and reporting is particularly challenging as the data is often disparate and unstructured, but we remove that friction through AI and knowing what to look for and calculate. We also make carbon analysis and reporting so simple by seamlessly integrating with FuturePlus to offer a holistic view of a company’s carbon maturity. Through the power of AI-powered data organisation and carbon activity pipeline, we help businesses to understand their carbon data, navigate their decarbonisation roadmap and, with FuturePlus, accelerate their sustainability ambitions by taking actions that are profitable.” says Anand Verma, Founder and CEO at Expect.

In response, both FuturePlus and Expect are committed to accelerating the decarbonisation efforts of companies anxious to simplify the process of structuring, calculating, measuring, managing and reporting their carbon scopes 1, 2 and 3 and meeting CBAM requirements in a transparent and accurate manner.