



**INNOVATION
ZERO WORLD
CONGRESS**

2024 Speaker Action Report

A PATHWAY TO NET ZERO



Introduction

As we approach the critical juncture in our journey towards achieving net-zero emissions, the role of collective action cannot be overstated.

Innovation Zero 2024 provided a unique platform for industry leaders, policymakers, and innovators to share their visions for a sustainable future. The final part of this series explores the specific requests and calls to action posed by participants, emphasising the steps that attendees and stakeholders can take to ensure that the momentum generated at the event translates into meaningful, long-term impact.

What emerged from the discussions is a clear recognition that while technological advancements and policy frameworks are essential, the real drivers of change are the actions taken by individuals and communities. The urgency of the climate crisis demands that every participant becomes an active agent of change, leveraging their influence and resources to contribute to the net-zero transition. This report highlights the diverse ways in which stakeholders can engage, from adopting sustainable practices in their daily lives to advocating for systemic policy changes that will shape the future of our planet.

Through the collective efforts of all attendees, Innovation Zero has the potential to catalyse a movement that extends far beyond the event itself. By taking the ideas and strategies discussed and putting them into practice, we can create a ripple effect that inspires broader societal change, accelerates the adoption of sustainable solutions, and ensures a resilient and thriving planet for future generations.

Call to Action:

A Collective Responsibility

Participants at Innovation Zero 2024 echoed a common theme: the journey to net-zero is a collective responsibility that extends beyond the confines of the event. Whether through individual actions or broader systemic

changes, every stakeholder has a role to play in driving the transition to a sustainable future.

1. Embrace Sustainable Practices in Daily Life

A recurrent message was the importance of integrating sustainability into everyday decisions. Attendees were urged to reconsider their consumption habits, opting for repair and reuse over continuous replacement. The idea is simple: small actions, when multiplied, can lead to significant change. For example, participants suggested that individuals could take simple steps such as picking up litter, reducing waste, and making more sustainable choices in their daily lives, from transport to energy use.

Moreover, the notion of "Bit by Bit" was introduced as a way to encourage incremental but impactful environmental stewardship. By focusing on what can be done on a personal level, attendees are encouraged to make sustainable practices a norm rather than an exception.



2. Advocate for Policy Change and Engage with Decision Makers

The transition to net-zero requires not only individual action but also systemic change driven by policy. Participants emphasised the need for continued public pressure on policymakers to prioritise environmental initiatives. Engaging with elected representatives, particularly after the upcoming elections, was highlighted as a key strategy for ensuring that the environment remains a top priority on the political agenda.

Attendees were also encouraged to lobby for specific policies, such as the promotion of bio-based construction materials, stricter building standards, and broader education on sustainable practices. These initiatives, if implemented, could significantly accelerate the transition to a low carbon economy.

3. Support Innovation and Collaboration

Innovation is at the heart of the net-zero transition, and participants called for increased support for startups and innovators working on climate solutions. This support can take many forms, including funding, mentorship, and collaboration with established institutions. By fostering a culture of innovation and providing the necessary resources, the potential for groundbreaking solutions to emerge is greatly enhanced.

Collaboration was another key theme, with participants stressing the importance of working together across sectors. Public-private partnerships, cross-industry collaborations, and international cooperation were all identified as essential for scaling solutions and achieving the ambitious targets set for 2050.

4. Raise Awareness and Inspire Others

Education and awareness are crucial for driving the cultural shift needed to achieve net-zero. Participants urged attendees to share their knowledge

and experiences, telling stories that highlight the benefits of sustainable practices and the possibilities of a net-zero future. By changing the narrative and inspiring others, attendees can help overcome the inertia that often hinders progress.

There was also a strong call to focus on the next generation. Empowering young people with the skills, knowledge, and opportunities they need to lead on climate issues was seen as vital for ensuring the sustainability of current efforts.



5. Take Immediate and Decisive Action

Perhaps the most urgent call to action was the need to move beyond discussion and into decisive action. The time for talking is over, participants argued; it is now time to implement the changes that have been discussed. This includes not only supporting and scaling innovative solutions but also making difficult decisions that may involve trade-offs between short-term convenience and long-term sustainability.

Participants also highlighted the importance of embracing new technologies and being open-minded about the solutions they offer. By

being proactive and embracing change, attendees can help accelerate the transition to a sustainable future.

Conclusion

The calls to action from Innovation Zero 2024 were clear: achieving net-zero emissions will require a concerted effort from all sectors of society. By embracing sustainable practices, advocating for policy change, supporting innovation, raising awareness, and taking decisive action, we can collectively drive the systemic changes needed to create a sustainable future. The path ahead is challenging, but with determination and collaboration, it is within our reach. Now is the time to act, to turn ideas into reality, and to ensure that the progress made at Innovation Zero 2024 has a lasting and meaningful impact.

In conclusion, the success of the net-zero transition will be measured not just by the policies we implement or the technologies we develop, but by our collective willingness to push beyond the status quo. Every individual, organisation, and community has a role to play in this critical journey. The future is not a distant concept but a reality that is shaped by the decisions we make today. By heeding the calls to action from Innovation Zero, we can forge a path towards a more sustainable, equitable, and prosperous world, ensuring that the legacy of this event endures in the tangible, positive changes we create together.