

How 400+ leading tech companies empower 100 million people to take Climate Action during Earth Day

Summary:

This Earth Day, more than 400 tech companies are launching a joint campaign: [Time for Climate Action](#). Participating companies are both taking climate action themselves and encouraging their customers and partners to follow their lead. The aim is to engage with more than 100 million people and trigger millions of meaningful and measurable actions for the planet. The campaign takes place between 19-24th of April.

Berlin, 11th April 2022 - Let's try something different: This is not your typical press release. Instead, this one presents you with a choice. You either waste 5 minutes on reading the full body of text. Or choose to invest those same 5 minutes and [take climate action right now](#).

This Earth Day (between 19th - 24th of April), [Leaders for Climate Action](#) and over 400 companies partner up to empower 100 million people to take action. There are a lot of exciting things to share about this campaign. We will talk about how serious companies are about the issue, and how this campaign is different from other meaningful Earth Day initiatives. But before we get there, please ask yourself: do you really want to read this press release. Or would you rather use the next minutes to contribute to clean air, water, thriving biodiversity, healthy society, and a liveable planet? All that takes are small deliberate acts by millions of people like you. We've just wasted one minute. How will you spend the next 4?

Stand Out by Standing Together

This is the second year in a row for 'Leaders For Climate Action' to bring this campaign to life. The aim is to shift the paradigm around Earth Day from marketing-oriented competition to purposeful collaboration. For this year, LFCA teams up with over 400 companies and dozens of partners, among them: UN ActNow, Count Us In, and 50+ prominent influencers. Together they provide tools and information aimed to inspire 100 million people to take climate action.

"With global carbon emissions continuing to soar in spite of bold pledges and policies, it is clear that none of us – individuals, businesses, or politicians – can rise to the climate challenge alone. The message at the heart of our grassroots campaign is simple: it's time to work across boundaries,

geographies and generations. This is our only chance to secure a liveable planet — Timo Müller, Co-Founder LFCA.

Participating organisations show their commitment through setting up initiatives such as webinars, employee challenges, promotion of eco-friendly products, publication of educational material, interactive website integrations and many more.

Not every company is eligible to join. Applicants are carefully vetted on their commitment towards climate goals. Furthermore, every member discloses their full carbon footprint, their actions towards reducing carbon emissions, and can prove they avoid financing fossil fuels.

The call for climate action comes at an acute time, harbouring benefits for both our planet and our society. As transitioning to green energy alternatives also means cutting support for fossil fuel based regimes.

Among the campaign participants are well-known brands such as Spotify, Ecosia, BlaBlaCar, FlixBus, Home24, ebay Kleinanzeigen, Cabify, Universal Music, Delivery Hero, Blacklane, Marley Spoon, TIER, Doctolib, Personio, Idealo, and the list keeps growing.

Last year's edition was named one of the most impactful Earth Day campaigns [by Sifted](#).

An upward spiral of collective influence

Leaders For Climate Action and its partners are going beyond what a single company can achieve. Companies going out on their own and implementing Earth Day campaigns fight an uphill battle to create lasting impact. LFCA and its partnering organisations choose a different route and combine their resources and skills.

The campaign's collective deliberate measures not only reduce emissions but create an upward spiral of influence. Moving the needle on climate change, together. Time For Climate Action is a non-profit initiative, meaning the motive is entirely altruistic and for the common good.

The success of the campaign - taking climate action - comes through two main channels:

The first is through the main campaign page. Here, visitors are inspired to take quick and easy climate action. Most of these actions can be done in 5 minutes: changing their household power supply to renewable energy; taking climate action in their workplace; switching to a green bank account; planting trees while they browse; demanding change from politicians and more. These actions are communicated in an educational, easy-to-share format.

The second is through the campaign supporter's products and services. Participating organisations have built climate action-related features on their platforms, thereby lowering the barrier for their users to contribute. Furthermore, they educate customers about sustainable solutions in their sector; promoting more sustainable product alternatives; planting trees for every transaction during campaign week; and more. Each campaign supporter leverages their unique resources to create lasting impact.

Leaders For Climate Action and its partners call upon everyone - organisations, governments, and individuals - to join the campaign for the benefit of our planet. Great acts are made up of small deeds. Contribute either by visiting [the campaign page](#) and acting now, or [become part of the movement](#) and inspire others.

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About Leaders For Climate Action:

LFCA is a global community of 1700 digital entrepreneurs, united by the will to counter the climate crisis through their own concrete actions and to demand more effective legislation from policymakers. Their vision is to turn the digital industry climate neutral worldwide and thus set an example for other industries.

About Time For Climate Action:

Time For Climate Action is organised by Leaders for Climate Action, Europe's largest climate action community. The Time For Climate Action campaign takes place between 19-24 April 2022. LFCA, together with over 400 companies and dozens of partners, among them: UN ActNow, Count Us In,

and 50+ prominent influencers aim to inspire 100 million individuals to take climate actions.

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Links to the campaign: [main website](#), [instagram](#), [facebook](#), [twitter](#), [linkedin](#)

[Google drive for press pictures](#)

Participating companies:

212, &Charge, 22d consulting, 3VC, Active Giving, Acton Capital, Alasco, alley, Aninsu, Ape Unit, Apsiyon, APX, ARTEBENE, Arvantis Group, Astutia Ventures, Augustus Management & Architecture, Babysits, Banxware GmbH, better ventures, betterplace.org, BlaBlaCar, Blacklane, Blinkist, Blueforte GmbH, bluplanet, BMH BRÄUTIGAM, BoostRoas, brandpfeil GmbH, Breega, Brightpoint Group, Bringoo GmbH, Bullfinch Asset AG, Cabify, carbonauten GmbH, catch gmbh, Circular Unity, circuly, ClimatePartner, Clime, CO2free, CO2HERO, COKO, COMATCH, Commuter Services GmbH, Computop - the Payment People, Comtravo, CONCEPT X, COOLTRA, Crafting Future GmbH, CTG Consulting, Daphni VC, Dark Horse, Data4Life, Datenschutz Experte.de, DAXcon, delphai, dentsu Germany & DACH, DIDIT/DISCOEAT, Digital Hub Logistics GmbH, digitalpositiv.de, Documation Software Ltd, DONE! Berlin GmbH, Dr. Knabe Unternehmensgruppe, dropp, DynAdmic, eagle lsp Rechtsanwaltsgesellschaft mbH, Earthchain, eBay Kleinanzeigen, eCAPITAL ENTREPRENEURIAL PARTNERS, eco.mio GmbH, ecoligo GmbH, econda, Econos, Ecosia, Ecotrek, eduki, Efficient Energy, Eigenherd, elaboratum, ELEMENT Insurance AG, EMPAUA, enspired, ENVIRIA Energy Holding GmbH, ERS electronic GmbH, Eurobattery Minerals AB, Exnaton, eye/o, Faircado, Faradai, Fashion Cloud, FixFirst, Flexcavo, FlixBus, Footprint Technologies, Founders Future, FRIDAY, Future Energy Ventures, FutureBens, FutureScape, GameDuell, gate, getmomo, Glacier, GOLDBECK SOLAR GmbH, Gothaer Digital GmbH, GP Bullhound, Greenance, GreenCircle, greenfield Steuerberatungs- GmbH, Greenly, Greens Bistro Hamburg, Grubengold, GUD.berlin, Hago Energetics, Haiilo, HCDN Holistic Corporate Development Network, Helen Ventures, HelloAsso, Hepstar, HeyJobs, Highsnobiety, Holidu, Holocene, HomeToGo, idealo, IDEASCANNER, INASKA GmbH, INDEED innovation GmbH, innogames, Innovation Evangelists GmbH, INDOVA GmbH, Inveon, itravel group, JUNG MUT, Keepoala, Kenkou GmbH, Kiwigrind, klarx, klima, KONUX, Lakestar, Lanasia, Laserhub, Ledgy, Lightbird Ventures, Loanboox, Lykon, Marabunta Acción Social, Maze, medienreaktor, MiMask, Mobile.de, Murmann Publishers GmbH, Musixen, MutualBenefits, MVP Management GmbH, mymuesli, NativeCard UG, nextbike, NIYU, Nøie, Normative.io, NovoCarbo, nu3, Oda, Opinary, optilyz GmbH, Otsimo, Oviva, Pacifico Energy Partners GmbH, pack-it-eco, PANDA | The Women Leadership Network, Pelion Green Future, Penta, Perdoo, Personio, PHAT CONSULTING, Phiture, Phoenix Design, PIABO PR, Picus Capital, Pina, Pirate.global, Planet A Ventures, Planetly, Plant A Million Zambia, POMMINE, Project A, Project Climate GmbH, Purenessity, QLab Think Tank GmbH, R8tech, redstone, Reedsy, Reengen, reINVENT, Rex Technologies GmbH, Rösberg Engineering GmbH, RYDES, Sãdu, sahibinden.com, Savings United GmbH, SCHIRMBECK & HARTMANN GmbH, Serious Business, Serviceplan Group SE & Co. KG, Shop Apotheke Europe, Snooze Project, SolarBlick GmbH, Sono Motors, Specialsitting GmbH, Speedinvest, Spielfeld Digital Hub, SpinLab, SQUAKE, Staffbase, Staffgroup GmbH, Startnext, Stimulus, Stoyo Media, Surve Mobility, Sustainable Growth Associates, Systemiq, tado°, Taxdoo, Tech Zero, ten23 health, THE CLIMATE CHOICE, The Goodwins, the wearness, Thermondo, TIER Mobility, Tiko, Tmob, Tomorrow.io, Tourlane, Toyi, Treeconomy, Treedom, TripDoodler, Troi GmbH, truemorrow, Türkiye Girişimcilik Vakfı, Turwel, Universal Music, Urban Sports Club,

Userlutions, venista ventures, Visable GmbH, vividam, voiio GmbH, VUCANION GmbH, wattx, We Don't Have Time, Wermuth Asset Management, WEROCK Technologies GmbH, WEtell, Wetter.com, Wilderness International, Wingie Enuygun Group, wirDesign, WoodYouCare, Zattoo