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## New Climate Meter displays CO2 Footprint in relation to the Paris Agreement



Today, Footprint Level AB is officially launched as a brand. The startup is developing a climate meter that shows how much the climate footprint for a company is changed, over time. Companies will be able to display their footprint in relation to the 1.5°C goal in the Paris Agreement. A clear communication system will simplify for companies, their potential investors and other stakeholders how their footprint is developing.

– We connect our customer’s climate journey to the Paris Agreement, to clarify the communication for the company and their customers as well as investors and other stakeholders, says **Mats Huss**, CEO and Co-Founder of Footprint Level AB.

Sustainability communication is often produced by experts. However the receivers of this are not seldom a great group of laymen in the field. The message can therefore sometimes get lost. More and more people and companies want to understand how the sustainability of companies is progressing. This communication should therefore be adjusted for this non-expert target group, both in text and graphics, to be clear and simple in the eyes of the viewer.

– We have to realise that we are all on the same side in the battle for the climate. Our goal is a communication system that reduces the gap between climate and business, says **Andrea Hägg**, Sustainability Advisor and Co-Founder.

Mats Huss came up with the original idea in 2017 and has since then developed the concept. In 2019 **Karl-Fredrik Johnfors** joined as Concept Developer and Art Director. The brand was registered at PRV (the Swedish Intellectual Property Office) as *Global Footprint Level®* in 2019 and in 2020 Andrea Hägg, with a degree in environmental science, joined forces. The new company Footprint Level AB was founded in 2020 and the new and shorter brand Footprint Level was registered at PRV in 2020. In December the company acquired its first paying customer; Malmö based Altitude Meetings, and has also managed to receive “Letter of Support” from GoToWork, Karlstad University CTF), WaterAid, Stockholm Business School and Altitude Meetings.

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### Topics

#sustainability #communication #brand #startup #fintech #cleantech #prv #climatetech

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**Footprint Level** develops services for companies that show their climate footprint in relation to the 1.5°C goal in the Paris Agreement. The company was founded in 2020 in Skanör, southern Sweden, and has already a paying customer and “Letters of Support” from both academia and business in Sweden and UK. The company is owned by Andrea Hägg, Karl-Fredrik Johnfors and Mats Huss.

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