

Amazon pledges to be carbon neutral by 2040

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Amazon CEO Jeff Bezos announces the co-founding of The Climate Pledge, which aims to make the tech giant carbon neutral by 2040 while encouraging other companies to join the initiative

Amazon chief Jeff Bezos pledged Thursday to make the US technology and retail giant carbon neutral by 2040 and encourage other firms to do likewise, in a bid to help meet the goals of the Paris climate accord 10 years early.

"We want to use our scope and our scale to lead the way," Bezos told a news conference in the US capital, aiming to shake off the firm's reputation as a laggard on environmental issues.

Amazon announced its "Climate Pledge" initiative and said it would be its first signatory, as part of an effort to reduce emissions in line with a 2050 goal for carbon neutrality set by the Paris agreement.

"We're done being in the middle of the herd on this issue," Bezos said.

"If a company with as much physical infrastructure as Amazon—which delivers more than 10 billion items a year—can meet the Paris agreement 10

years early, then any company can."

Bezos said he had spoken with other CEOs of global companies, and noted "I'm finding a lot of interest in joining the pledge."

As part of the ramped-up effort, Bezos said Amazon had agreed to purchase 100,000 electric delivery vans from vehicle startup Rivian, to help cut its carbon footprint. Amazon previously announced a \$440 million investment in Rivian.

The first vans will hit the road in 2021, with the fleet to be fully operational in 2030. Amazon also pledged to invest \$100 million on reforestation efforts in cooperation with the Nature Conservancy.



As part of its climate initiative, Amazon will purchase 100,000 electric vehicles for its deliveries, the first of which will begin operating in 2021

Amazon said its new "sustainability" initiative would deal with all of its business operations, with reduced carbon in packaging, delivery and its own energy use.

Bezos's announcement came the day before a

global day of demonstrations to demand action on climate change, ahead of a UN summit on zero emissions on September 23.

'Huge win'... but 'not enough'

Amazon faces mounting pressure to address its environmental impact, with more than 1,000 of its workers planning to walk off the job Friday as part of the Global Climate Strike.

Asked about the Amazon employees set to join the strike, Bezos called it "totally understandable."

"People are passionate about this issue," he said. "Everybody in this room should be passionate about this issue."

Amazon staff welcomed the announcement but said they would maintain their protest.

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