

# HOW DUCKY IS REDUCING CITIZEN EMISSIONS GLOBALLY

By Erryl Ho

I had the pleasure of interviewing Nigel Powell, the International Relations Director of the climate change startup, Ducky. He shared how Ducky grew to become a company that fights the climate crisis at the frontlines – and what strategies they've come up with to put a stop to it.



Nigel Powell  
International Relations Director at Ducky

## TELL ME A BIT ABOUT YOURSELF

"I initially trained in law, but for 20 years, I was a technology columnist and feature writer for the Times and Sunday Times newspapers in the UK. My conversion to environmentalism happened after I covered COP21 in Paris in 2015. I emerged from that experience traumatised at the scale of the climate crisis and decided to dedicate my efforts to that issue from then on. My role in Ducky is to manage our international partnerships outside Norway and help drive the adoption of our consumer emissions tool kit."

## HOW AND WHY DID DUCKY START?

"Ducky was formed in 2014 in Trondheim in Norway. The company was created to tackle a big question. How could people be encouraged to take action to reduce society's carbon emissions at a personal level? Most environmental activism at that time focused on large-scale projects, like improving infrastructure with solar and insulation. This was great, but it kind of ignored the fact that a considerable percentage of global CO2 emissions - Scope 3 emissions - happen because of our personal consumption habits. We buy stuff, which increases emissions.

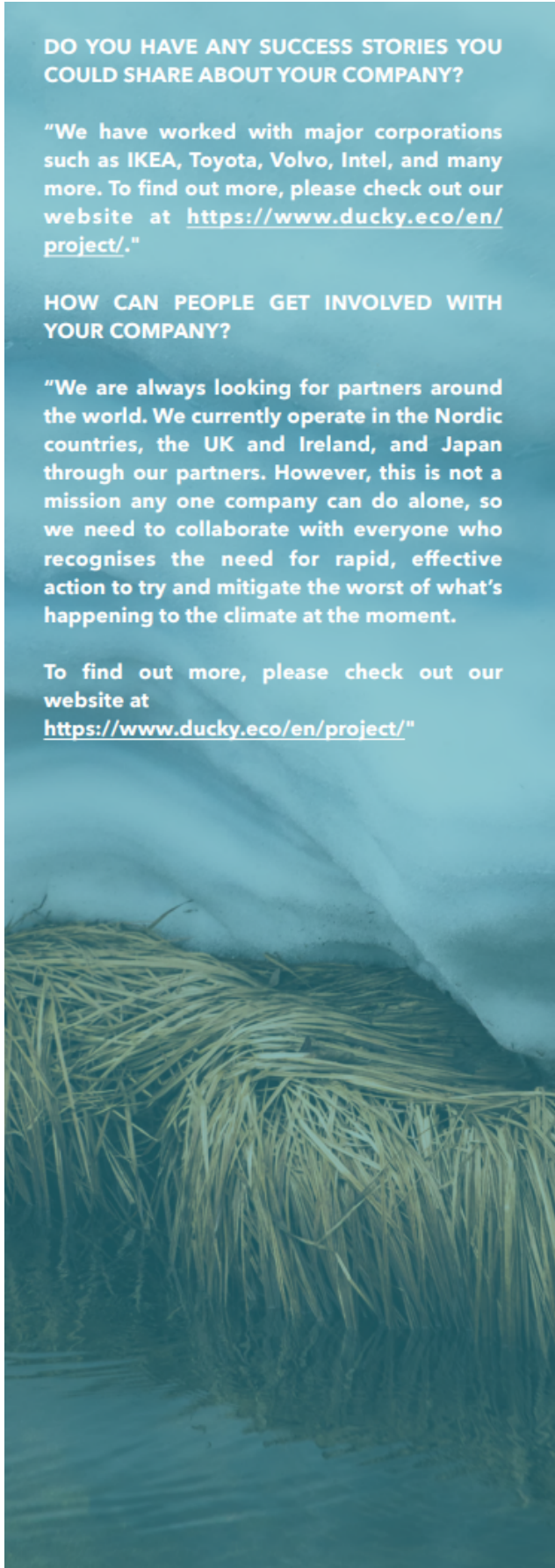
The idea behind Ducky was to help people realise this fact and gently, without guilt shaming, help them learn ways they could reduce emissions by modest lifestyle and habit changes. The Ducky platform, the vehicle we built to do that, is now acknowledged as a state-of-the-art toolset to tackle consumer CO2 emissions. Bottom line - we're one of the world's leading consumer emissions technology experts, with seven years of experience helping people and organisations track and reduce consumer emissions."

## WHO OWNS AND RUNS DUCKY?

"Ducky is majority-owned by a non-profit foundation in Norway, but we are also a Teal company. This means that all of the people working here are treated as equally responsible for the direction and goals of the company. We do have a CEO and board members, but they act more like advisors to ensure we operate according to our internal governance rules and commercial law in general. It's an incredibly empowering but demanding environment, as we each share responsibility for the success of our mission."







### DO YOU HAVE ANY SUCCESS STORIES YOU COULD SHARE ABOUT YOUR COMPANY?

"We have worked with major corporations such as IKEA, Toyota, Volvo, Intel, and many more. To find out more, please check out our website at <https://www.ducky.eco/en/project/>."

### HOW CAN PEOPLE GET INVOLVED WITH YOUR COMPANY?

"We are always looking for partners around the world. We currently operate in the Nordic countries, the UK and Ireland, and Japan through our partners. However, this is not a mission any one company can do alone, so we need to collaborate with everyone who recognises the need for rapid, effective action to try and mitigate the worst of what's happening to the climate at the moment.

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### HOW CAN ORGANISATIONS BENEFIT FROM USING YOUR SERVICES?

"There are several challenges facing business in the 21st century. The climate crisis is no longer a distant threat to our society, and companies are coming under increasing pressure to take the lead in tackling the worst. This means they're desperate for real solutions, not just greenwashing, to tackle climate change and inspire their staff and customers to follow their lead. There are three main products we offer to help them do this.

The first is a gamified app, Ducky Campaign, which organisations use to teach their staff and customers how to reduce their personal climate footprint. Historically green projects in companies are limited to writing annual reports or a few employees doing some eco activity now and then. Running a Ducky Campaign engages everyone in the company, who compete in teams to save CO2 using their phones. It delivers real-world action, which is hugely motivating for staff and customers.

The second product is the Ducky Data API. While a Ducky Campaign provides a tool for groups, Ducky Data is designed to motivate individuals to reduce their carbon footprint directly through their shopping habits. Any business with a website or an app can use our tool to inject CO2 values into their customer transactions. So, for instance, a bank can automatically add a CO2 value in their customer app to show their clients how much of an impact their purchases have in terms of carbon emissions. We motivate people with green hints and tips as well.

The third part of our platform, the Ducky ZEC Map, is probably the most exciting. We have created the world's first public consumer emissions map, displaying real-time data on a region's CO2 consumer emissions. By showing people, planners, and politicians a breakdown of their consumption emissions (e.g., food, transport, energy, goods, services, etc.), we can encourage change on all levels. The first iteration of the map is in Norway, and it's already creating a stir as people realise that they can see the results of policy changes in hard numbers for the first time. <http://carbonhero.org> temporarily points to the Norwegian version of the map."