

PO.1NT ONE

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POINT ONE LAUNCHES WITH BUSINESSES COMMITTING 0.1% OF REVENUE TO HELP CLOSE THE CLEAN ENERGY FUNDING GAP IN 15 YEARS

Bold initiative backed by pioneer businesses and global leaders, shows how collective, small, catalytic contributions can unlock billions.

London, 18th March 2026 — Point One, a new global platform mobilising private sector finance for clean energy, launches today with a first wave of more than 30 participating businesses already committing a simple annual contribution of 0.1% of revenue - channeled to clean energy projects across emerging and developing economies. New research among SME decision makers across US and UK indicates 79% support contributing to a collective clean energy and climate effort that's simple and delivers clear impact.

The platform's creation is led by **Ryan Kohn, entrepreneur and co-founder of Propersnacks**, the purpose-led challenger brand that built Propercorn into a market-leading, globally recognised B Corp. Point One is championed by prominent voices from business and climate leadership, including **Paul Polman, Sir Andrew Steer, and Christiana Figueres**, with the support of **Riz Ahmed** and other cultural influencers.

Through an inaugural partnership with the **Global Energy Alliance for People and Planet**, contributions to Point One will support clean energy, grid modernisation, and community resilience work across emerging and developing countries, creating jobs, improving health and education, and driving rapid emissions reductions alongside economic growth.

Point One focuses strongly on mobilising SMEs, which make up over 90% of all businesses and on average are responsible for at least 50% of GDP globally¹. The model is designed to scale, bringing businesses of every size, from start ups to global companies, to deliver a response that matches the scale of the challenge.

Analysis by the think tank **Global Nation** shows that allocating just 0.1% of global business revenue could generate enough financing to allow the full transition of the world's power supply to clean energy by 2040, in line with the International Energy Agency's 'Net Zero Emissions by 2050 Scenario'. This assumes that every dollar contributed by businesses leverages at least \$1.5 in additional funding from governments and private investment - a ratio consistent

¹ <https://www.ifc.org/en/what-we-do/sector-expertise/financial-institutions/msme-finance>

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with the track record of Point One's inaugural delivery partner, the Global Energy Alliance for People and Planet, which has demonstrated the ability to unlock up to 15x additional investment through its public, private and philanthropic alliance model."

A Point One poll of **SME decision-makers and leaders** in UK and US, conducted by Survation in January 2026, found:

- Nearly 7 in 10 (69%) SMEs are already comfortable with a financial contribution level equivalent to Point One's 0.1% of revenue ask or higher.²
- SME decision makers are twice as likely to say they would have more impact acting collectively than individually.
- 82% support clean energy in emerging markets but half (52%) currently lack the mechanisms to act.
- Three quarters (74%) feel SMEs are overlooked as a force for change on clean energy and climate action.

Polling was conducted by Survation, with a sample of 313 SME decision makers across the UK (160) and USA (153). Fieldwork was carried out between 26-28 January 2026. Full data tables are available on request.

Richard Reed CBE, Co-founder of Innocent and Co-Founder of JamJar said: "Small businesses are the backbone of the economy, but their collective power is often underestimated. Point One shows how companies of any size can unlock significant finance for clean energy through a model that's simple, scalable and commercially realistic."

Paul Polman, Former CEO of Unilever, Business Leader, Climate and Equalities campaigner, said: "The transition to clean energy is the greatest economic opportunity of our time. Companies that lead will build resilience, trust, and long-term value. Point One provides a practical, scalable mechanism for businesses — particularly SMEs — to contribute meaningfully while strengthening their own future competitiveness. That is smart climate leadership."

Christiana Figueres, Founder, Global Optimism, former UNFCCC Executive Secretary, said: "We are no longer debating whether the clean-energy transition will happen — we are debating how fast we will make it a reality. Initiatives like Point One highlight how, by aligning every day economic activity with climate ambition, we can begin to unlock new finance and broaden participation at the scale this challenge demands."

² To translate profit-based answers into revenue terms, we modelled a conservative average SME profit margin of 10%. **47% of SMEs** are comfortable contributing **2–5%+ of profits** - equates to **0.2–0.5%+ of revenue**. **69% of SMEs** are comfortable contributing **1%+ of profits** - equates to **0.1%+ of revenue**. **85% of SMEs** are comfortable contributing **0.1%+ of profits** - clears **0.01% of revenue**

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Riz Ahmed - Point One Ambassador, Actor and Activist

"I'm not a climate scientist. I'm just someone who wants my grandkids to inherit a planet that works. Point One is simple. Businesses put in 0.1% of their revenue, and that funds clean energy where it's needed most. I can understand that and I can explain it to anyone. That's what we need, practical solutions people can actually grasp and get behind."

Today's launch is accompanied by a campaign celebrating and calling on businesses to take the first bold steps toward clean energy, bringing to life the power of 'Almost Nothing to change everything', and showing just how simple it is for any company to get involved.

Business Participants

Alex Eagle Studio, ASK Industries, Atlas Properties, At Collective Ltd, Big Week, Carbon Cambridge, Citizens Creative, Claudia Afshar Design, Colours of Arley, Completedworks, Doctors Updates, Everyday Produce Ltd, Global Nation, Hooper, Iris Audio, JAMJAR Fund, Joelson Law, Left Handed Films, MNB Properties, Pineapple Partnerships, Piper PE, Quintessentially Estates, Roseate Jewelry, Ruby Pie Ltd, Storyverse, TeeBox, The Vanguard Collective, TMS Productions, Total Sports Promotions, Transition Value Partners, Wally, Woodrow.

For more information, visit www.pointone.world

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ABOUT POINT ONE

Point One is a global initiative harnessing the power of collective economic action to accelerate the clean energy transition within 15 years. By encouraging businesses to commit just 0.1 % of their revenues, Point One is aiming to create a self-sustaining engine for real-world climate solutions at scale — driving investments into clean energy projects that reduce emissions, foster energy access and promote sustainable growth. Rooted in the belief that small, consistent contributions can unlock outsized impact, Point One empowers companies of all sizes to align their economic footprint with planetary goals while strengthening resilience and competitiveness. Through a strategic inaugural partnership with the Global Energy Alliance for People and Planet, Point One simplifies participation for businesses and channels funding toward proven clean energy deployments that accelerate the transition to a fairer, cleaner future for people and the planet. www.pointone.world

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About Global Energy Alliance for People and Planet

The Global Energy Alliance for People and Planet builds transformative public, private, philanthropic partnerships to end energy poverty and accelerate green economic opportunity. Founded in 2021 by The Rockefeller Foundation, IKEA Foundation and Bezos Earth Fund, we work to unlock finance, strengthen institutions and transform markets, delivering progress that goes beyond individual projects to drive lasting systems change. Through our two interconnected global pillars, **Grids of the Future** – focused on innovation and infrastructure – and **Energy and Opportunity** – with a focus on jobs and livelihoods – we work toward our vision: a world where everyone has access to affordable, reliable, clean electricity and the means to use it to improve their lives.

With work in more than 30 countries across Africa, Asia, Latin America and the Caribbean, our Alliance aims to reach 1 billion people with clean electricity, prevent 4 billion tons of carbon emissions and create or improve 150 million jobs. For more information, please visit www.energyalliance.org and follow us on X at @EnergyAlliance.

NOTES TO EDITORS Point One would like to thank the following organisations for their support and expertise in developing the initiative: BEACH, Marzee.

With special thanks to Omnicom, Babyteeth, Smuggler and Big Week for ongoing creative support as well as to the individual creatives who have helped make this launch successful: Steve Moss, Natasha Zlobec, Mara Vojnovic and many others

ACCOMPANYING PRESS APPENDIX for full list of endorsements, case studies and survey data.

SELECTION OF QUOTES FROM SUPPORTIVE BUSINESS AND CLIMATE LEADERS

Ryan Kohn, Founder, Point One and Co-Founder Proper Snacks

"We're at a tipping point. The technology exists, the economics work, renewable energy is already the cheapest option globally. What's been missing is a funding mechanism that's simple enough for any business to adopt and powerful enough to move the needle. Point One is that mechanism. Almost nothing - just 0.1% - changes everything."

Woochong Um, CEO Global Energy Alliance for People and Planet

"The Global Energy Alliance exists to unite partners across the world to deliver clean power that cuts carbon, drives inclusive growth, and transforms lives. We all know business is critical to making this happen and Point One aims to activate faster, scale urgently needed agile finance, and turn everyday business activity into real, measurable impact where it's needed most."

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Sir Andrew Steer, Professor at LSE and Georgetown University, Chair of Kew Gardens.

“Critical times call for bold, moral leadership. Point One offers an inspiring opportunity for companies and consumers alike to help drive the clean-energy transition. We should all get on-board!”

Ambassador Patricia Espinosa, CEO of onepoint5, and UNFCCC Former Executive Secretary

“The transition to clean, affordable energy benefits people everywhere. It protects nature and nations while promoting economic growth and social wellbeing. Yet investments in clean energy projects remain woefully insufficient. I’m excited about what Point One’s innovative framework could mean for scaling impact in emerging markets and driving progress at the pace this moment demands.”

Patsian Low, Chief of Markets and Deputy CEO, AVPN

Asia has the scale and momentum to lead a bold clean energy future. As an ecosystem builder representing over 700 members, AVPN supports initiatives like Point One that mobilise collective action and accelerate the flow of capital toward high-impact clean energy solutions.”

Hassan Damluji CEO of Global Nation

Achieving a global clean energy transition is the hardest thing humanity will ever do, but it is possible. It will require governments to act decisively, but there is also a role for business. Point One offers businesses an easy, affordable way to play their part, knowing that if everyone did the same, it would change the world.

Mick Sheldrick Co-Founder, Global Citizen

“Global change happens when millions of people — and businesses — act together. Point One shows how everyday economic activity can become a force for clean energy, climate justice and opportunity in the places that need it most. This is what collective action looks like in practice.”

QUOTES FROM PARTICIPATING BUSINESSES

Doctor’s Updates - Participating Business - Bernie Liban

As healthcare professionals, we understand better than anyone the connection between planetary health and human health. Climate change is already affecting our patients—through heat-related illness, respiratory conditions, infectious disease spread, and mental health impacts. Point One offers a practical way for businesses to invest in the infrastructure that

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protects both: just 0.1% funding clean energy globally. It's preventive medicine at a planetary scale.

Alex Eagle Studio - Participating Business - Alex Eagle

Great design is about restraint, knowing what to leave out, not what to add. Point One embodies that philosophy perfectly. It's not asking for everything, just 0.1%. But that tiny, deliberate choice, made collectively, creates something beautiful and lasting. That's the kind of thoughtful action that actually changes things.

Claudia Afshar Design - Participating Business - Claudia Afshar

With clients and projects spanning the US, Europe, and the Middle East, we witness the rising global demand for climate solutions that are both elegant in design and effective in impact. Point One delivers exactly that — a refined mechanism that transforms everyday commerce into meaningful climate action. This is the kind of leadership that makes sustainability seamlessly accessible to businesses of all sizes.

Big Week - Participating Business - Isabella Mullen Lipman

“In production, our mission is all about bringing stories to life. Point One tells the most important story of our generation: that almost nothing can change everything. We're proud to support an initiative that proves 0.1% can power a global clean energy transition. That's the kind of incredible impact we want to be part of”

At Collective Ltd. - Participating Business - Skye Trayler

Our work is about creating stories with impact. Point One tells the most powerful story there is: that almost nothing can change everything. We're proud to be part of a collective effort that proves small, intentional actions—just 0.1%—can power a cleaner future for everyone.

Piper Private Equity - Participating Business - Dan Stern

As an investor, we've long believed that businesses grow stronger when people and planet sit at the heart of decision-making. Point One brings this belief to life. By committing just 0.1% of revenue to clean energy infrastructure, it offers businesses a simple, practical way to make a meaningful difference. We've signed up ourselves and are encouraging our partner brands to do the same. When purpose and profit align this naturally, it's an easy choice.”

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Colours of Arley - Participating Business - Louisa Tratalos

At Colours of Arley, every stripe tells a story capturing the essence of the people and places we create for. As a small business owner, I feel a great responsibility to approach every part of business with people and planet at the forefront of my thinking. Point One tells an equally powerful story: that just 0.1% of our revenue can help write a new chapter for our planet. It's a simple commitment that creates a lasting narrative of change. I'm so excited to be part of this movement.

Roseate Jewellery - Participating Business - Pam Cloud

We founded Roseate with a core belief that we could build a fine jewelry brand differently, with a core tenet of traceability and transparency in our sourcing and making better choices in where we sourced our materials, who crafts our designs, and how we give back to conserve and protect the precious natural world. When we discovered Point One, we agreed with their mission that small, thoughtful commitments can contribute to real, lasting change. We are proud to be a founding supporter of this important initiative.

The Vanguard Collective - Participating Business - Jason Bailey

At The Vanguard, we bring together the leaders shaping the future of the luxury design industry. With that influence comes responsibility. Supporting Point One reflects a shared commitment to protecting the environment our businesses and communities depend on. At 0.1%, it's a simple, collective action with meaningful long-term impact.