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Progress Relies on People

Monika Martinsson, co-founder, Chief Growth Officer, Deedster

A woman with voluminous, curly brown hair is shown from the chest up. She is wearing a bright red top with a large, draped collar. Her right hand is resting on her chest. She is looking slightly to the right with a thoughtful expression. The background is a soft, out-of-focus grey.

CO₂

Measure. Explain. Reduce.

Finance without People
=
Finance without Impact



Low climate literacy
No easy tools
No real data

A large, diverse crowd of people, mostly young adults, are gathered at what appears to be a night event or concert. Many individuals are holding up their smartphones, capturing photos or videos. The crowd is dense, and the atmosphere seems lively. The text is overlaid on the center of the image.

The Human Multiplier

Every SME, Every Customer, Every Employee Counts.

Knowledge. Tools. Data.

“Culture eats strategy for breakfast”

– Peter Drucker

