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Climate change and its negative impacts have become a global issue in recent years. The trend of sustainable development, in harmony with nature, is gradually spreading, becoming a standard concept for humanity, and the technology sector is no exception.

Amazon has just announced a new investment fund called the Climate Pledge Fund, aimed at supporting the development of sustainable, environmentally friendly technologies and services with the goal of helping Amazon itself, as well as other companies worldwide, achieve net zero emissions (no greenhouse gas emissions) by 2040.

In other words, the mission of this investment fund is to find solutions that help a company's total energy consumption approximate the amount of energy it generates through renewable sources. Therefore, overall, the company's operations do not increase the amount of greenhouse gases in the atmosphere. Of course, finding such a solution is not simple. The investment program will begin with \$2 billion in funding, and this figure will increase significantly over time.



The Climate Pledge Fund will focus on investing in visionary businesses and innovators, providing them with the financial resources to realize the creation of sustainable, environmentally friendly production processes for products and services, and especially to keep CO2 emissions as low as possible, even achieving 'net zero'.

Companies from all regions of the world, of all sizes and sectors, from startups to established businesses, will all have the opportunity to be considered for investment. Each investment will be evaluated based on the companies' potential and the feasibility of their plans to bring CO2 emissions to net zero.

- Amazon

According to Amazon, the Climate Pledge Fund will focus not only on investing in and supporting companies in the technology sector, but also in other essential areas such as transportation and logistics, energy production, storage and use, manufacturing and materials, the circular economy, and food and agriculture.

The e-commerce giant's ambition is to achieve 'net zero' emissions by 2040. However, Amazon's immediate goal is to switch to 100% renewable energy by 2025, five years ahead of schedule. In fact, in its consumer-facing operations since 2015, Amazon has already reduced its packaging by 33% and eliminated 880,000 tons of packaging materials.

Amazon is truly becoming one of the leading flagbearers in the movement to promote sustainable, environmentally responsible business models.

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