



2022 Impact ESG Report

Tomorrow.io's Review of
Environmental, Social, and Governance
(ESG) Impact and Performance



Performance Highlights Overview



CLIMATE ACTION

Scope 1+2 emissions are being mapped and mitigated.

Developing green procurement policies and offices.



5,000+

trees planted as part of carbon-offsetting programs



DIVERSITY

40% of Tomorrow.io's U.S. hires and 36% of our Tel Aviv hires from underrepresented and diversified groups.
27% senior management diversity

150+

businesses and governments empowered to drive climate adaptation at scale with Tomorrow.io's weather and climate security platform

40 million

airline passengers kept safe from weather impact each year

jetBlue



15+

million severe, hyperlocal weather alerts sent each year to individuals through Tomorrow.io's consumer platform

700+

farmers empowered to monitor the health and conditions of their crops through weather data

REACHING NET ZERO THROUGH EDUCATION AND DIVERSIFICATION

Tomorrow.io plans to reach net zero. We'll also educate our users about measuring GHG emissions through our **Customer Academy**, and train our employees on reducing our environmental footprint while creating a diversified inclusive workforce.

A Message From Our CEO

Here at Tomorrow.io, we're on a mission to transform how individuals, organizations, and countries address climate change challenges while creating business opportunities to better manage the positive effects on people and the planet.

The impact of climate change is undeniable and results in devastating effects for communities, society, and global economies each day. The average global surface temperature is rising at an alarming rate, leading to grave consequences for Earth's life-supporting systems.

Reducing climate-related risks requires action on several fronts: reducing emissions while striving for a decarbonized economy, leveraging high-quality data to support more informed decision-making, and adapting to the new weather and climate extremes.

For industry leaders, the imperative of sustainability has never been clearer. More and more businesses are investing in environmental, social, and governance (ESG) initiatives, a more formal version of sustainable business practices. Although this push isn't breaking news, it's a timely reminder of how businesses can—and must—transform the way they operate in order to protect their employees, communities, and the planet.

At Tomorrow.io, we're committed to extending our own impact through more sustainable operations while empowering businesses, governments, and individuals to do the same using our weather intelligence technology backed by our proprietary data, modeling, and upcoming [constellation of weather satellites](#).

Against the backdrop of a changing climate, the importance of this mission is greater than ever.

Our solution translates the weather forecast into operational insights for any industry so our global community can better prepare for and adapt to extreme weather and climate extremes. The time to act is now, and we invite you to join us.

Shimon Elkabetz,



Shimon Elkabetz
CEO and Co-founder

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Tomorrow.io Overview

Who We Are

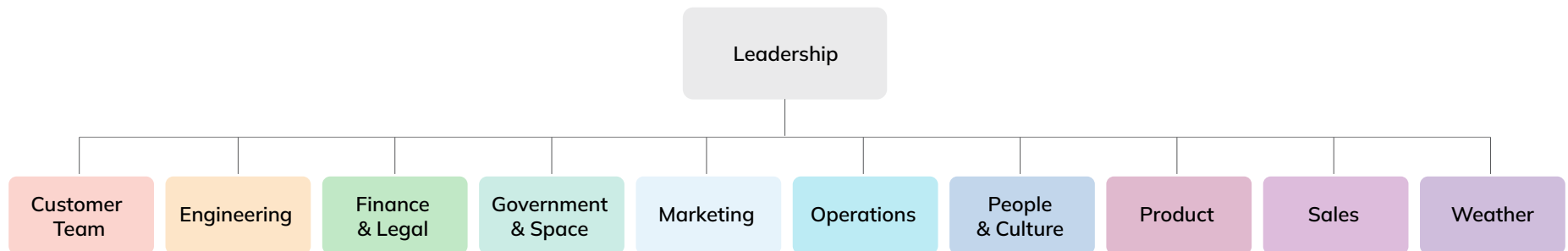
Tomorrow.io is the world's weather and climate security platform. We are the fastest-growing software company in the history of the weather industry, focused on building the most cutting-edge technology and products.

Our Mission

Tomorrow.io's mission is to equip humanity with the weather intelligence needed to adapt and thrive in an era of climate crisis. Using our weather and climate security platform, businesses and governments can better adapt to an ever-changing climate by better predicting operational impact and automating decision-making.

Organizational Structure

Tomorrow.io's organizational structure provides a seamless framework for planning, directing, and controlling ESG-conscious operations. By organizing personnel and business functions into departments according to job responsibilities, lines of reporting, and communications, we enable employees to concentrate their impact on their specific business lines in order to best drive our missions and serve our customers.



ESG Roadmap

As a global society, we are all affected by climate change and must continue striving for a better future in order to slow its progression and adapt to current realities. As an organization dedicated to ESG standards, Tomorrow.io is committed to incorporating these values into every aspect of our operations, including our day-to-day goals: Environmental, Social, & Governance (ESG) incorporates standards, considerations, and practices relating to the environment, social/human capital, and governance topics. This includes, but is not limited to material sustainability topics as defined by the Sustainability Accounting Standards Board (SASB).



Our Material ESG Factors



Environmental Tomorrow.io is committed to reducing our GHG emissions and advancing towards a net zero goal.

- GHG Emissions
- Energy Management



Social and Human Capital Tomorrow.io is committed to spearheading social equality, diversity and inclusion, and fostering a working environment that prioritizes well-being.

- Human Capital
- Leadership & Governance
- Social Capital
- Labor Practices
- Employee Health & Safety
- Employee Engagement
- Diversity, Equity and Inclusion



Governance Tomorrow.io is committed to leadership based on transparency and corruption-free practices.

- Business Ethics
- Critical Incident Risk Management
- Systemic Risk Management
- Human Rights & Community Relations
- Customer Privacy
- Data Security



Our Environmental Impact

Taking proactive actions today, to support the future, is crucial for combating climate change. Our sustainability efforts are relatively new, as we're currently preparing a more formal climate action plan to reach net zero by 2030. Drastically reducing emissions is both a significant challenge and enormous business opportunity, and reducing our own carbon footprint is a key component of our commitment to climate action.



Climate Action Plan

Here at Tomorrow.io, our ultimate goal is to contribute more to the environment than we consume. Our climate emissions mitigation roadmap will be built on the following four pillars.



We are currently reviewing our major Scope 1+2 sources, assessing gaps, and designing a reduction pathway.





Data Centers Emissions

Tomorrow.io's most significant environmental impact is from the use of data centers, which are hosted by Amazon Web Services and Google Cloud, and are major contributors to our carbon emissions. Reducing data-related emissions is our top climate-mitigation priority, beginning with monitoring our server emissions, analyzing gaps, and finding ways to reduce Scope 1 emissions. We'll also explore how to leverage energy management to reduce our consumption in the public cloud, while regularly reviewing our emissions and working to reduce them.



Green Offices, Sustainable Supply Chains

With a focus on climate-positive operations, Tomorrow.io offices follow environmental-friendly operations. Our initiatives include: purchasing from local social and ecological suppliers, reducing overall waste, and establishing a "Green Team" that works directly with our ESG leaders. In addition, we are currently analyzing our procurement data and deliveries to minimize our supply chain emissions. As a data-driven company, we utilize applications powered by data: sustainable travel software to track our corporate travel, and a social NGO that employs people with disabilities to do our office recycling.





Actions to Cut Our Carbon Footprint

Besides maximizing our reduction potential, Tomorrow.io is also exploring how organization can mitigate additional emissions through carbon capturing and carbon-offsetting projects. We currently work with carbon-offsetting programs like the **One Tree Planted** program. Our team planted 5,000 trees in January 2021 and continues to plant one tree for every new hire.

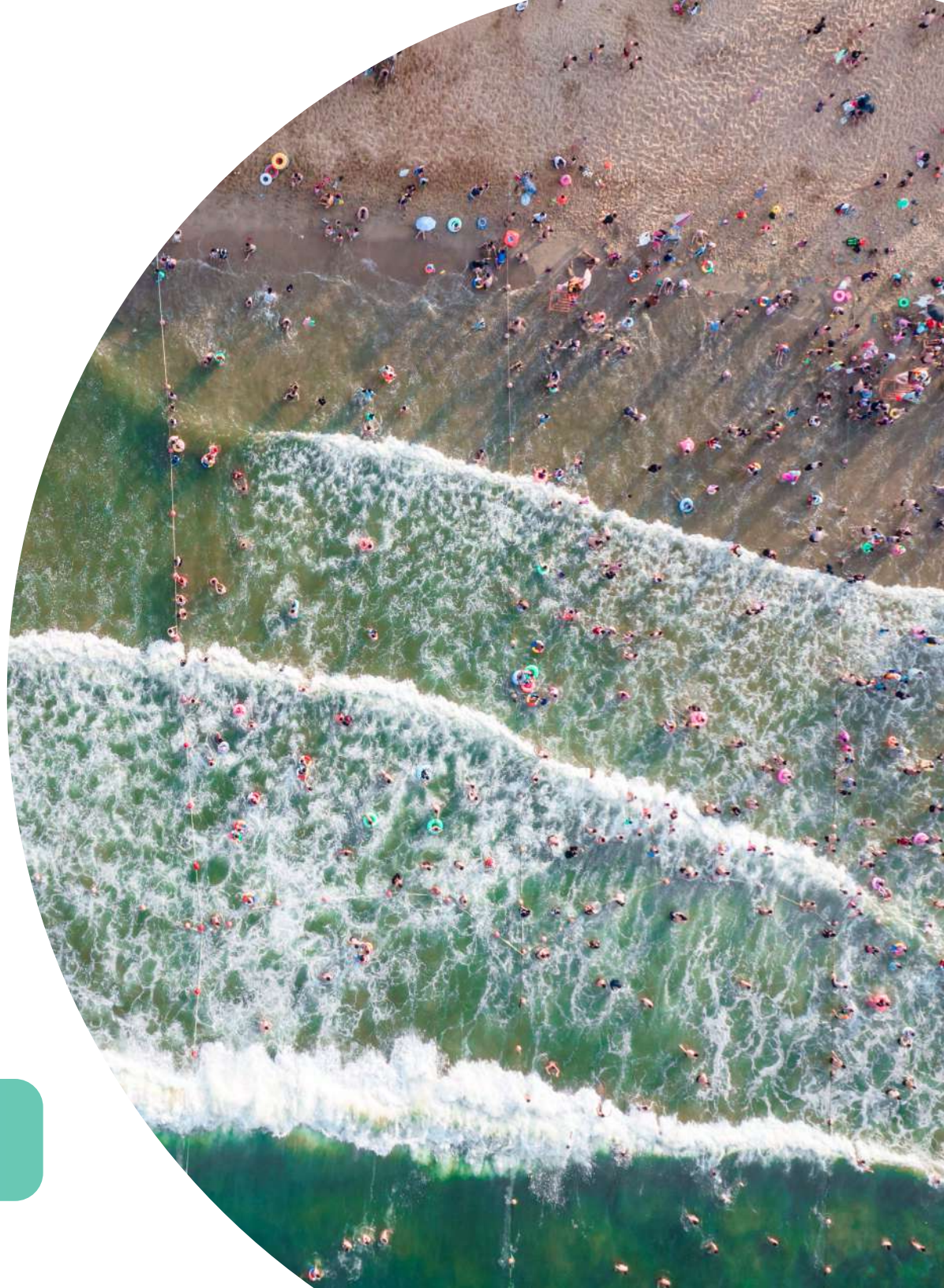
Green Pledge: Climate Action Community

We believe global collaboration and bold action are must-haves in combating the climate crisis. The necessity of leadership cannot be overemphasized. With that in mind, we have joined Leaders for Climate Action and signed the "Green Pledge": The pledge requires companies to measure, reduce, and offset their carbon footprints in their Net-Zero journey.



Our Social Impact

Tomorrow.io takes a people-first approach to everything we do, and this starts with our team. We have a bias for action, never give up, and value relationships above all else. In order to shape a better tomorrow, we also understand the importance of equality today. We believe that embracing each other with genuine respect enables us to build the strongest, most cohesive team possible. Ultimately, we're working to create a world that is more just and equitable for all as we promote climate adaptation.



Global Company, One Team

200+

EMPLOYEES

5

LANGUAGES



4

LOCATIONS

4

CONTINENTS



Our Core Values

Our team has a can-do attitude built on resilience, drive, and curiosity. This approach is reflected in our core cultural tenants:



IMPACT

We have a desire to build a more informed world for all.



GRIT

We never give up and focus on things we can control.



PEOPLE

We believe that magic happens through partnership.

People First

First and foremost, we value human connection and know that success only happens through collaboration. We show empathy, mutual respect, and work as one diverse team each and every day while putting our mission and purpose ahead of ego.



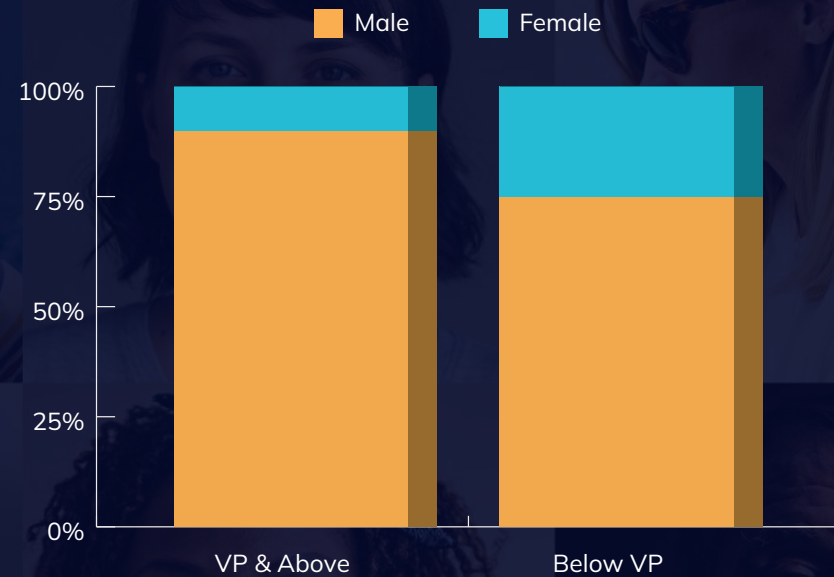
Diversity, Equity, Inclusion, and Belonging

We believe that fostering diversity, equity, inclusion, and belonging in the workplace is not only a moral imperative but critical to business success. So you can be yourself, always. To shape a better tomorrow, we are committed to equality today. Here at Tomorrow.io, we ensure all voices are heard, empowered and appreciated. We believe that embracing each other with genuine respect enables us to build the strongest, most cohesive team possible.

Here at Tomorrow.io, we're currently defining DEI goals for the organization and working to commit to those targets through active talent acquisition with the goal of reaching the most diverse candidate pool possible. We also recognize there's still work to be done: We have diversity gaps and are taking steps to mitigate them.

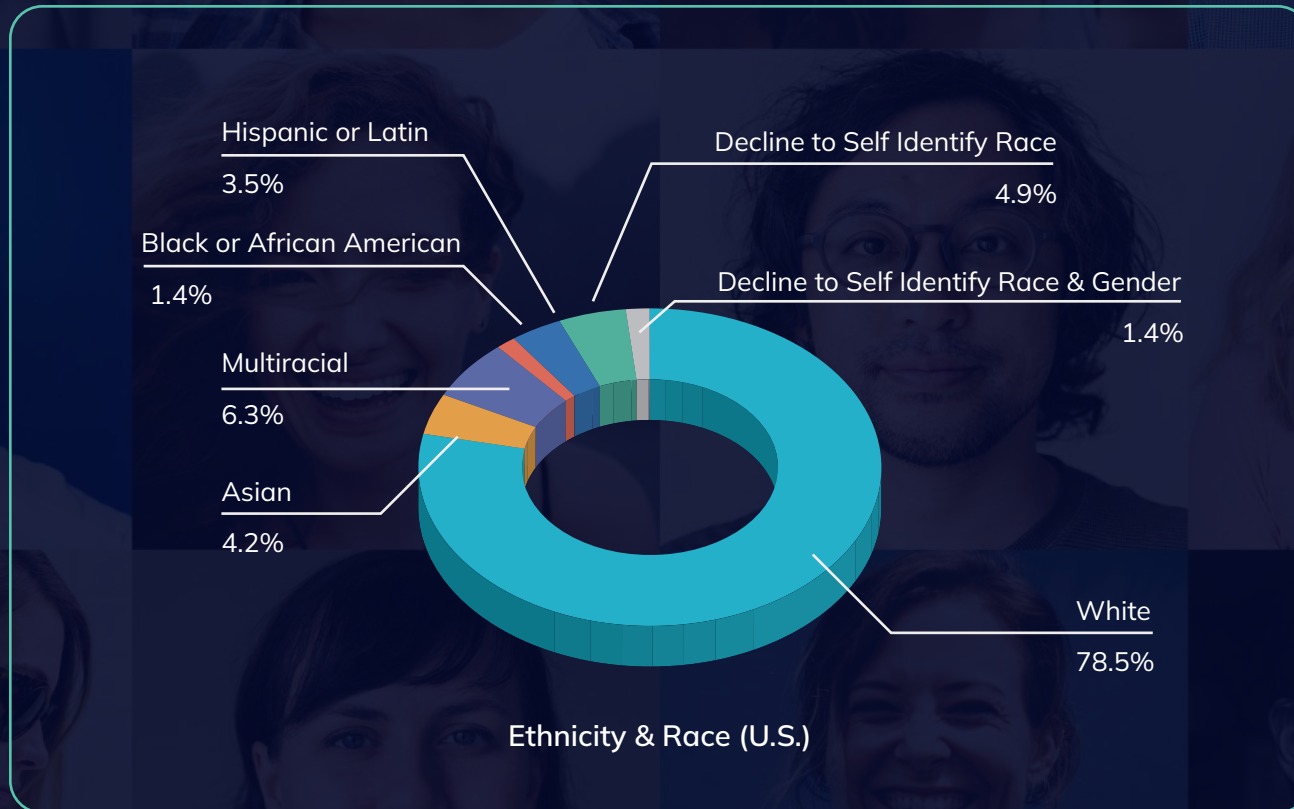
Employee and Management Gender Distribution

Female and Male Employees by Level



Workforce Diversity

Employees with the youngest age are 24 and the oldest 54.





Management Training

As part of our development programs, we actively assist managers in improving their management skills. This allows them to better support employees from all backgrounds and become more effective leaders.



Fair and Equal Hiring Practices

We use several tools to support our unbiased process: a behavioral assessment tool in our interview process to overcome interviewer biases and a gender free language tool for our job posts. Our team also leverages automated systems with role-specific criteria to create repeatable processes. Our hiring teams are made up of team members from a variety of professional and cultural backgrounds, ensuring that each candidate meets at least one woman during the interview process.



Freedom of Expression

Tomorrow.io encourages all employees to share their ideas and suggestions of new ways to grow, by quarterly surveys, round tables and in person check ups. We offer flexible working hours, a focus on execution rather than hours worked, and growth opportunities. Our team also values respect above all else and hosts yearly anti-harassment workshops to provide education around preventing, identifying, and reporting harassment behavior in the workplace.



We Grow as Our People Grow

As Tomorrow.io grows, so too should our people. We offer our global team new learning opportunities that enable them to become industry leaders. Each employee receives a personalized growth plan backed by supportive management and an allocated budget for ongoing training and development programs. Growth plans are customizable and focus on both a professional and personal pillar, empowering each employee to take ownership of their unique growth path.



Women of Tomorrow - Mentorship Program

In addition to diversity recruiting, we also provide DEI-focused opportunities for current employees, including female-led mentorship programs. This initiative invites women from across the company to support one another and offers an outlet to address common challenges. The goal is to enhance employee satisfaction, encourage leadership development, and empower junior female employees to gain support from a mentor.



Employee Perspective:

Alex Chang

Alex Chang is Tomorrow.io's Senior Events Marketing Manager. She drives our company's events strategy, including our annual weather and climate security conference, ClimaCon in order to expand Tomorrow.io's footprint and help more businesses become climate resilient.



Growing up, Alex lived in nine different places across the world, including Taipei, Taiwan, Chattanooga, TN, Nashua, NH, and more. As a result, Alex brings a global perspective to both Tomorrow.io's culture and business initiatives.

“

I've lived all around the world and as a result, have witnessed the power of our weather and climate first-hand across a number of amazing places. Joining Tomorrow.io was a no-brainer. I immediately connected to the mission, team, and culture. I'm consistently excited by the opportunity to tell our impactful story through events.”

Besides working at Tomorrow.io, Alex is also a professional athlete, playing Ultimate Frisbee for the Arizona SideWinders. Tomorrow.io's supportive work-life culture allows Alex to advance her career while competing out on the field.



“

I'm so thankful to work somewhere that allows me to bring my whole self—as an individual, marketer and athlete—to work everyday.”



Employee Perspective:

Fitz-Robert Aaron

Fitz-Robert Aaron is Tomorrow.io's Manager of Small Business Sales. He introduces the power of weather and climate security to smaller organizations. Originally from the Caribbean, Fitz-Robert has first-hand experience with global weather and climate challenges and chose Tomorrow.io for its mission-driven impact and culture.



“

Having experienced the devastating effect of tropical storms and hurricanes year after year back home, I could see the humanitarian and business impact that Tomorrow.io's solution would have on the world and again, that spoke to who I am at the core.”

When he's not working, Aaron enjoys spending time with family, travelling to new places, and learning about other cultures. He also directs a drum corp and recently started working towards becoming a professional photographer.

“

I absolutely love being able to help business owners realize that there is no need to just 'wing it' when it comes to how weather events affect their operations and the safety of their employees.”



Employee Perspective:

Logan Karsten



Logan Karsten is Tomorrow.io's Principle Atmospheric Scientist. He leads the development of Tomorrow.io's flood forecasting solutions and products, including the creation of the platform's Global Flood Risk Index, which allows businesses to better prepare for and protect their organization from the impact of severe flooding.

As global warming continues to exacerbate rising sea levels and extreme weather patterns, Logan's work on Tomorrow.io's flood capabilities has been critical in enabling other businesses to become more climate secure.

“

“Seeing how weather and flooding impacts various industries is extremely interesting, in addition to the science. Tomorrow.io is right in the middle of the intersection of science and business intelligence, which is one of the driving forces that prompted me to join the organization.”

When he's not driving meteorological innovation, Logan loves exploring new cities, boating in the summer, and even the occasional storm chase.

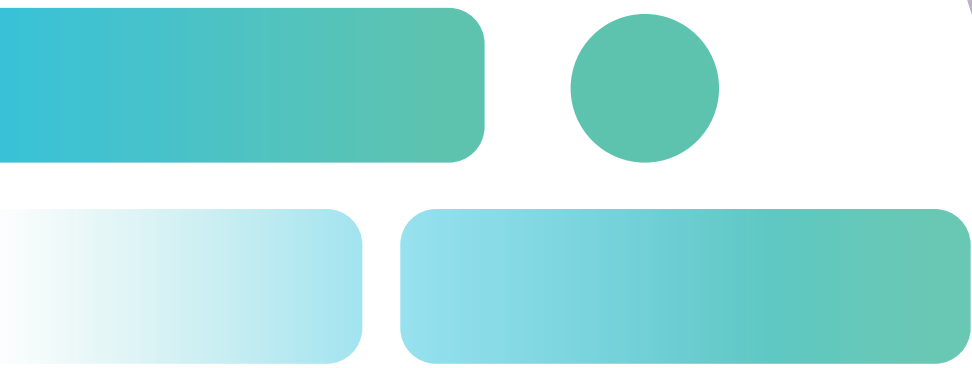
“

It's easy to think about how weather impacts our day on a personal level. However, when you begin to look at large enterprises and industries, you begin to realize how slight deviations in weather conditions can lead to large impacts that have significant business implications. Being a part of those conversations and hearing how weather impacts businesses is by far my favorite part of my job.”



Our Governance Impact

Tomorrow.io is committed to best-in-class corporate governance practices through an effective board of directors and stable management team. A crucial element to our long-term business success, strong corporate governance benefits our executive officers, directors, employees and users. Our board of directors is currently composed of ten members who meet on a regular schedule and hold special meetings as needed. Tomorrow.io's management team meets on a weekly basis in order to evaluate threats, discuss and address security/ non-compliance issues, and build scalable ways to address challenges.



Mission-Driven Governance Policies and Practices



ESG and DEI Committees

DEI and ESG-related board committees are composed of management, employees, and other themed stakeholders.



Systemic Risk Management

The most threatening climate risks are those which affect the safety and well-being of our employees. Our team addresses threats like COVID-19 and extreme weather events through established disaster recovery plans, which ensures that we proactively respond to these circumstances in a timely, appropriate manner.



Top-Down Integrity and Ethics

Integrity and ethical values are essential elements of Tomorrow.io's governance strategy team, acting as the guiding light of all planned initiatives and key processes. The development, communication, and monitoring of these values reflect Tomorrow.io's ethical and behavioral standards.



Corporate Code of Ethics

We review employee compensation monthly based solely on contributions. We also provide all employees with benefits and cover 100% of health insurance for all U.S. employees.



Secure Human Resources Policy and Practices

Our ability to recruit and retain highly trained, competent, and responsible team members is a result of reliable and repeatable human resource policies and practices. Employees are trained annually about our anti-sexual harassment policy, which collects anonymous complaints. There were no adverse incidents related to harassment in 2021.



Product Privacy Policy

Tomorrow.io's privacy policy (the "Policy") describes our privacy practices with respect to the Service, including the ways users personal information and data is collected, stored, used and shared. Providing us your information is optional and voluntary. The company is GDPR compliant.



Anti-Corruption and Code-of-Conduct Policies

Tomorrow.io complies with a corrupt-free policy and a code of conduct, including relevant training and awareness.





Information Security

We implement measures to reduce the risks of damage, loss of information and unauthorized access or use of information. Although efforts are made to secure users' personal information, the service cannot be guaranteed to be free from information security risks.



Third-Party Collection of Information

Our Privacy Policy only addresses the use and disclosure of information we collect from users.



Children's Privacy

We do not knowingly or intentionally collect personal information about children who are under 16 years of age. Learn more about our [product privacy policy](#).






Technical Risk Assessment and Mitigation

Ongoing monitoring and risks assessment procedures are built into the normal recurring activities of Tomorrow.io and include regular management and supervisory activities. Identified risks are analyzed through a process that includes estimating the potential significance of the risk as well as risk mitigation processes.

We securely manage our data in order to protect the interests of our organization and the privacy of our clients, aligned with the SOC 2 certificate. Tomorrow.io performs a review of the SOC 2 report on an annual basis.

Information We Collect

- 
Registration information: This includes your company name, full name, mobile phone number, job position, and business address ("User Profile"). Additionally, to use the Service, users provide an email address and set a password used as login to access your account on the Service.
- 
Usage information: This includes geolocation and any information users provide us in order to create, update, and analyze weather maps solutions.
- 
Analytics and device information: This includes any information gathered through the use of third-party analytics tools, such as Google Analytics, which automatically collects information about your use of the Platform. This information may entail session durations, content, interactions and user-interface, referring URLs, the frequency and scope of your use of the Platform.



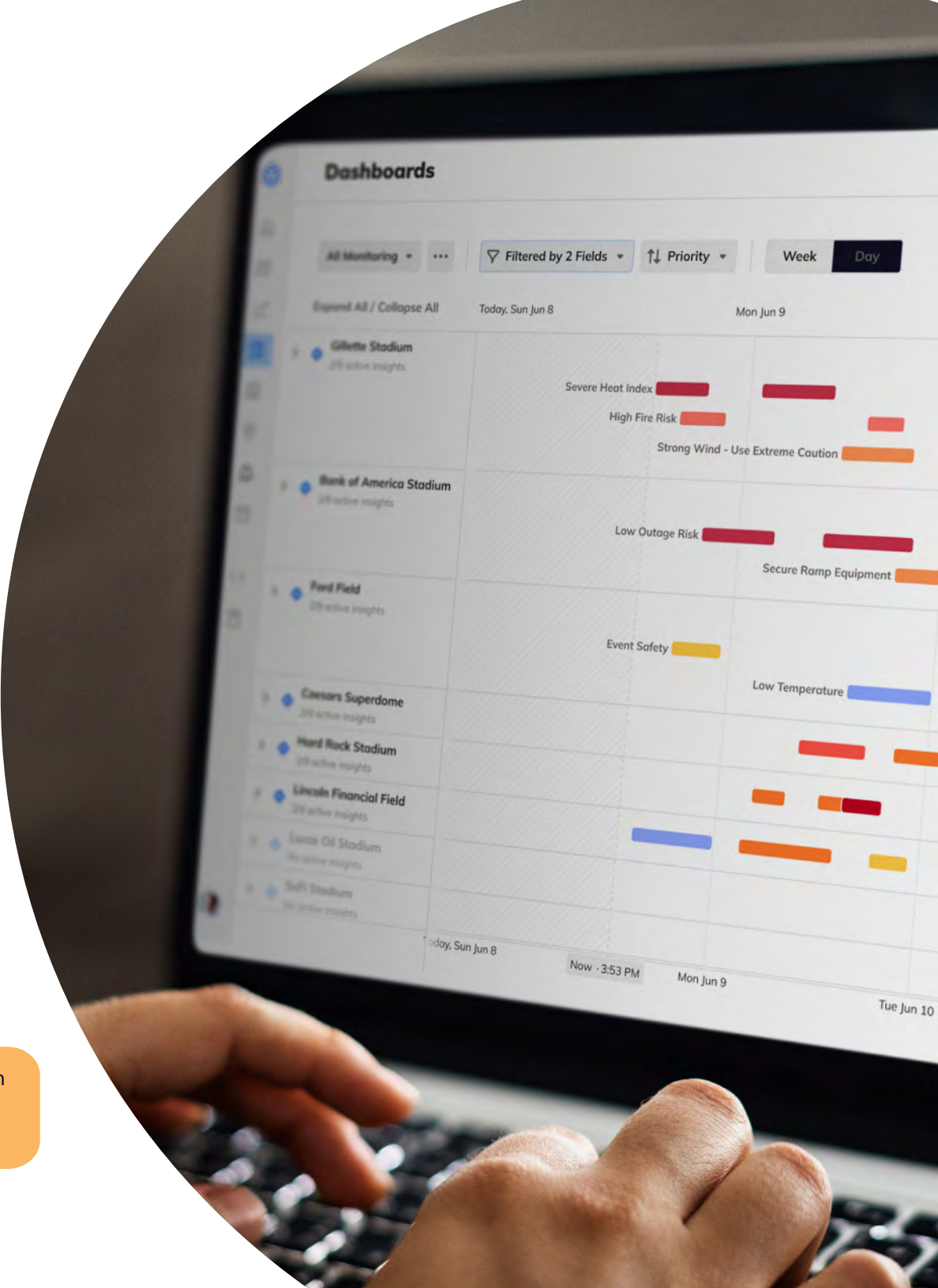
Managing Our Global Climate Security With Weather Intelligence

The changing climate and extreme weather pose safety, financial, and business continuity risks to employees, products, and services. Even low levels of climate risk can prevent businesses from meeting their operational needs.

Tomorrow.io's most significant opportunity to advance ESG initiatives is by empowering businesses, governments, and countries to make better operational decisions. By engaging with stakeholders from the 150+ organizations who use Tomorrow.io's platform, we're able to gain a deeper understanding of our challenges and needs, providing us a unique view into our global climate risks as we empower them to scale their own adaptation strategies.



Using our platform, advisory organizations can address risk and response related to climate adaptation and improve their resilience.



The Challenge

Climate change and extreme weather increase business risks, including injuries and workplace accidents, material damage, health risks, and more. These are accompanied by financial risks due to ineffective infrastructure management, resulting in increased emissions, high traffic, increased air pollution.

Traditional weather forecasts often lack the specificity and context needed to be actionable, requiring users to translate how predicted conditions will impact their particular operations, resulting in limited utility and effectiveness.



Our Solution

Backed by proprietary data, models, and an upcoming weather satellite constellation, our weather intelligence technology allows stakeholders to take a proactive approach to managing weather and climate risks. Our solutions enable climate adaptation at scale across all industries, including aviation, logistics, sports, on-demand services, municipalities, and more.

Weather and Climate Security Platform



FOR OPERATIONS & ANALYTICS

- **150+** Enterprise and government customers across:
 - 35+ Industries
 - 15 Countries
 - 10+ Languages
 - 24 States

Weather API



FOR DEVELOPERS

- 31,000+ users
- 80+ data layers with access to hyperlocal data for key weather and climate-related parameters

Consumer Weather App



FOR INDIVIDUALS

- 3.5+ Million Downloads
- 55+ Million Daily Forecast Alerts Each Year
- 15+ Million Severe Weather Alerts Each Year
- 3+ Million Precipitation Alerts Each Year



Our Customers

Tomorrow.io partners with the world's most trusted brands to transform the way businesses, governments, and countries look at and adapt to weather and climate.



The Results

By enabling companies and organizations worldwide to mitigate and manage their weather and climate risks, Tomorrow.io's efforts allow for the following positive impacts:



Reduced GHG emissions in industries with high environmental footprints



Decreased employee hazards and deaths by reducing injuries and accidents



Improved health and wellbeing for customers, employees, and global community by reducing air pollution exposure



Impact Driven



Sustainable Development | SDGs Addressed by Tomorrow.io

Tomorrow.io's positive outcomes extend to five of the United Nations' Sustainable Development Goals (SDG), used as a blueprint to achieve a better and more sustainable future for all.





SDG 3

Promote Health and Wellbeing

3.9

By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air water and soil pollution and contamination

Monitoring Air Quality and Health

According to the WHO, occupational exposure to outside air pollutants results in more than 860,000 deaths a year. Tomorrow.io's Air Quality Index allows us to monitor air pollutants and real-time air quality in order to foster a healthy working environment for all employees. Applications include prioritizing miners' physical wellbeing while also ensuring the safety of the local community and surrounding environment.



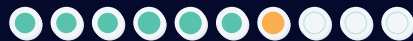
INDUSTRIES IMPACTED

- Mining
- Warehouses
- Automotive



OUTPUT METRICS

Enabled mining company to better predict and reduce the impact of its operations on neighboring communities' air quality.



7 AFFORDABLE AND
CLEAN ENERGY

SDG 7

Affordable and Clean Energy

7.3

By 2030, double the global rate of improvement in energy efficiency. Weather and climate resilience play a key role in maximizing operations efficiency and safety procedures. Optimizing the use of resources, preventing, and restoring damages and better adjusting to weather-driven supply and demand.

Enhancing Energy Management

Tomorrow.io's solutions allow businesses to optimize their energy management by:

- **Centralizing Rules and Protocols:** Predict the supply of electricity and demand for natural gas based on upcoming weather.
- **Automating Decision-Making:** Monitor all weather parameters needed to stay profitable and protect billion-dollar assets.
- **Predicting Energy Impact:** Gain a marketplace advantage by understanding the weather impact in advance.



INDUSTRIES IMPACTED

Energy
Electric Utility
Municipalities



OUTPUT METRICS

400 electric utility locations
protected during Cyclone Amphan



8 DECENT WORK AND ECONOMIC GROWTH



SDG 8 Sustainable Economic Growth

8.3

Protect labor rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.

Protecting Employee Health and Safety

Save shifts and increase productivity, ensure crew safety by sending alerts and reduce hazards and material damage. Establish preventative working measures and break schedules that will protect workers against weather-related risks.



INDUSTRIES IMPACTED

- Construction
- Automotive
- Field Services
- Warehouses



OUTPUT METRICS

24 hours of unnecessary overtime eliminated during each winter storm



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE

SDG 9

Build Resilient Sustainable Infrastructure

9.4

By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.

Enabling Resilient Operations

While the planet looks to cut emissions and find more sustainable ways to operate, the daily reality of weather continues to present significant risk to people, governments, and businesses around the world. We see this manifestation across all global industries each day: ships capsizing, energy grids failing, airlines delayed leaving, passengers stranded, etc. Longer-term planning is essential for businesses and ESG Climate risks mitigation offers that opportunity.

With weather intelligence, businesses gain a competitive advantage by ensuring their company's behavior is compliant with ESG principles. Tomorrow.io's dashboards allow organizations to identify climate risks and implement strategies that improve employee wellbeing, reduce environmental risk, and maintain high levels of ethics and integrity.



INDUSTRIES IMPACTED

All Industries



OUTPUT METRICS

Empowered **20%** increase in sales for professional sporting organization through predictive weather systems





SDG 11 Sustainable Cities and Communities

11.5

By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations.

11.6

By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and waste management.

Preventing Disasters

Reduce the risk and cost of weather-related events by implementing operating protocols synced to our software.

Protecting Your Bottom Line

Reduce the risk and cost of weather-related events by implementing operating protocols synced to our software.



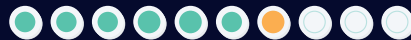
INDUSTRIES IMPACTED

- Municipalities
- On-demand
- Transportation
- Supply Chain



OUTPUT METRICS

121,000 residents protected from 4 major winter storms





SDG 13 Climate Action Adaptation

13.3

Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

Enabling Climate Adaptation At Scale

Tomorrow.io's weather and climate security platform combines more than 30 weather and environmental parameters, high-resolution modeling, automated workflows, and user-specific datasets to continuously monitor for impactful weather and generate actionable recommendations for any use case. By leveraging the platform's proprietary weather intelligence—which uses machine learning to translate the best available forecast into actionable insights—users can proactively solve for all weather- and climate-related challenges.



INDUSTRIES IMPACTED

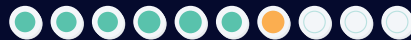
All Industries



OUTPUT METRICS

1,300+ users connected on Tomorrow.io's Weather and Climate Security Platformweather systems

31,000+ users connected through Tomorrow.io's Weather API



Customer and Stakeholder Impact



Relationship Between Tomorrow.io and Our Stakeholders

At Tomorrow.io, we find that collaboration with all relevant stakeholders is critical to understanding the extent to which business impact and value is being created, identifying risks of adverse impacts, and uncovering opportunities for maximizing social or environmental value creation. This includes all relevant parties ranging from customers, beneficiaries, employees, community members, etc. We also take special care to prioritize helping vulnerable populations adapt to the immediate impacts of climate change.



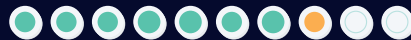

tomorrownow.org



Our Impact Case Studies

As the impact of extreme weather and climate change continues to worsen each day, we're laser-focused on supporting climate action in any way possible—including through our stakeholders' operations.

Here are some of our customers and beneficiaries case studies ▶



jetBlue®

Maximizing
Aviation Efficiency
and Safety for
40 Million Passengers
Yearly with Tomorrow.io



The weather and climate have a significant impact on airlines, and JetBlue is no exception.

The Challenge

Weather-related risks (i.e. extreme temperature & weather disruptions) are “High Likelihood” and “High Impact”, while flooding presents a “Medium Likelihood”, leading collectively to **potential loss of ~\$130M annually**.

The Solution

JetBlue is using Tomorrow.io to improve their impact business operations and mitigate key weather-related risks, including flight delay, resource allocation, and on-time response.

Outputs

- **Enhanced Safety:** The team uses Tomorrow.io to track specific weather insights to **improve business operations and safety**. They also use automated alerts to ensure team protocols go live before such weather approaches.
- **Improved Response Times:** In the early hours of one cold and “snowy” February morning in Boston, every major weather report called for snow. Due to this, most airlines at Logan Airport were experiencing delays and halting their regularly scheduled takeoffs, except for JetBlue. Using Tomorrow.io, JetBlue was able to see that the weather report was wrong and the snow was going to end closer to 8 AM. They implemented an appropriate action plan instantly, choosing not to cancel any flights and instead, continuing operations while all other airlines looked on helplessly.
- **Economic Savings:** JetBlue estimates Tomorrow.io is **saving the operations team as much as \$50,000 per month per hub**, especially during months with volatile weather.



Outcomes:

With weather Intelligence, airlines take preventive measures to mitigate risks, resulting in:



Reduced flights delays and faster response times



Enhanced service and higher customer satisfaction



Operational improvements: Protecting aircraft from hail, tornadoes, high winds



Better air cargo management



Safety and security of airport employees



- A better understanding of JetBlue's risks and preventive mitigation



ITS ConGlobal

Optimizing Supply Chain Operations with Weather Intelligence



ITS Conglobal is North America's largest integrated intermodal services provider with operations at over 120 locations across the U.S., Mexico, and Costa Rica.

The Challenge

ITS ConGlobal's operations. Before using Tomorrow.io, the team relied on traditional weather forecasts to inform their operations. Over the past 24 months, major weather events like wildfires, drought, more intense hurricanes, a polar vortex, and extreme high winds that caused a container ship to block the Suez Canal have added enormous stress to an already disrupted supply chain.

Outputs

ITS ConGlobal is an industry-first mover focused on implementing and scaling the use of Tomorrow.io as the centralized platform, allowing the company to program protocols for severe weather and understand the implications of weather at a more precise level.

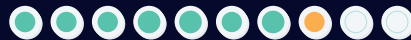
The Solution

Today, ITS ConGlobal **saves time and maximizes revenue** with the power of Tomorrow.io's ultra-accurate weather and climate security platform.



Secure Loose Equipment!

High winds



Outcomes:



Enhanced efficiency and effectiveness of logistics operations



Improved employees outdoors safety and security



Reduction of losses, damages, and delays



Enhanced routes planning, reduced road risks

8 DECENT WORK AND ECONOMIC GROWTH

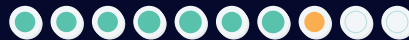


13 CLIMATE ACTION



“When we think about the challenges of weather, we should realize that everything we do takes place outside. Our everyday activity depends on weather: workforce planning to understand weather exposures and keep our employees safe. Next, we have to plan the service offerings for our customers. We can make better business decisions by understanding weather insights and plan accordingly. Before Tomorrow.io, we planned according to weather events, but the approach was inconsistent at best. The Tomorrow.io platform enables us to program our protocols for severe weather in a more precise manner, and to understand its implications. Workdays always begin with a planning session and an operational workforce session, for sites, territories, and systemic levels.”

- Brant Ring, CEO with ITS ConGlobal





Assisting Farmers in Making Better Decisions With Climate-Adaptive Practices, Weather Insights, and Actionable Alerts



The Challenge

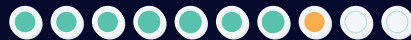
Climate change is forcing many farmers to reevaluate their exposure to weather risk, as record-breaking heatwaves, unexpected frosts, and temperamental rainfall increases. Droughts, floods, hurricanes, severe storms, heat waves, freezes, and wildfires account for 85% of crop losses throughout the U.S. every year. SupPlant helps farmers thrive in spite of the chaotic climate by providing real-time data-based alerts, insights, and recommendations.

The Solution

With SupPlant, farmers are equipped with the knowledge and agronomic insights they need to weather any storm. By taking the results from plant, soil, and weather sensors and combining them with weather forecasts, SupPlant uses Tomorrow.io to help thousands of farmers in Australia, South Africa, Mexico, Latin America, and half a million small hold farmers in Kenya get real-time alerts on temperature, precipitation intensity, and other weather parameters that will help keep crops safe and irrigation operations efficient.

Outputs

- Improving Crop Climate Adaptation and Water Management
- Enhancing Farmers' Alert Frequency and Accuracy





Outcomes:

Reduced Water Use Through Weather-Risk Management

By providing detailed, real-time agronomic insight, Tomorrow.io helps farmers become more resilient in the face of extreme weather events through irrigation. Farmers receive weekly irrigation recommendation plans, a tool to combat severe weather events through irrigation, and agronomic insights that include real-time, real-time, and predicted information.

Lowered Operating Costs and Increased Potential Income for Farmers Globally

This has a positive impact on the social economics of farmers, providing them with more possibilities to raise themselves out of poverty while encouraging more food production where it's needed most. Using Supplant can reduce water costs by up to 30% while increasing crop yields by up to 5%.



"By integrating weather intelligence data into our systems, we provide high resolution insights to farmers. Our decision-making algorithms incorporate data from sensors on the fruits and stem, as well as current and future weather information. With our irrigation models, we are able to contact farmers daily with daily water management updates, delivering a tailored, cost-effective solution to both developing countries' low income farmers and high income farmers."

- Tom Lahad, Executive Chairman of SupPlant





Supporting Cleaner, Healthier Air With Weather Data



The Challenge

Global air quality has improved tremendously in recent years. There is, however, convincing evidence that current levels of air pollution still pose a considerable risk to the environment and human health, especially in certain locations.

The Solution

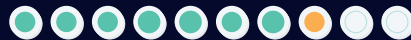
Most people are unaware of the number of pollutants present in the air in their own homes. Aura Air created the world's smartest data-driven air purification system, one that cleanses indoor air while vigilantly monitoring its quality in real-time. This award-winning and patented technology filters and disinfects indoor air through a unique four-stage purification process that captures and kills 99.99% of viruses (including SARS-CoV-2), bacteria, germs, and allergens. Aura is headquartered in Israel, with offices across the globe in 87 different countries.

The Outputs

That's why Aura Air's technology, which actively monitors quality, is so important to ensure that the air you breathe indoors is clean and safe.

Taking Steps to Reduce Air Pollution and Health Hazards

PM (particulate matter) pollution can be harmful to human health. PM2.5 can penetrate deeply into the lung, irritate and corrode the alveolar wall, and consequently impair lung function. Exposure to such particles can affect both your lungs and your heart. Scientific studies have linked particle pollution exposure to: premature death, heart attacks, irregular heartbeat, aggravated asthma, decreased lung function, increased respiratory symptoms, difficulty breathing among others. Susceptible groups with pre-existing lung or heart disease, as well as elderly people and children, are particularly vulnerable. Additional Research on the respiratory effects of PM2.5 is necessary to help hospitals and health facilities deal with the current air pollution crisis.





Outcomes:

Breathing Easier With Innovation Backed By a Best-In-Class Weather API

Aura uses data from Tomorrow.io's Weather API to provide cleaner indoor air across the world. Additionally, Aura's employees use Tomorrow.io to track their commutes to and from their U.S. and India offices. With Tomorrow.io's software, their team has also been able to plan ahead and prevent damage from extreme weather events.

More than 8,000 systems

of Aura air purification are used in industries to monitor clinical health-related air parameters. Aura Air's affected stakeholders include educational institutions, health care providers, and tourism businesses, with 62.2 thousand people in total:



EDUCATION

Universities, public and private schools, and preschools



HEALTH

Hospital common areas, hospital departments: cardiology, IVF, surgical, immunology, asthma center, women and baby medical center, dental care.



LEISURE, HOSPITALITY, & TOURISM

Hotels, spas, fitness centers, hotels, and sports facilities for visitors and guests.



TRANSPORTATION

Mobility is provided with weather alerts in Australia, England and Ireland, and Chile if the individual wishes to receive them.



"Incorporating Tomorrow.io's weather API allows Aura Air to become a trusted source for air quality data.

By combining weather and air quality events on one platform, we are able to provide our customers with a comprehensive picture of what happens both inside and outside, as well as real-time alerts and improve their decision-making process."

- Maya Peled, Chief Marketing Officer





Protecting Municipality Citizens From Extreme Weather and Optimizing Resource Management



The Challenge

Each year, states like Massachusetts receive the brunt of heavy snow, ice accumulation, and freezing temperatures. From staffing and snow removal to maintenance and asset management, these winter conditions like these can be costly events for municipalities.

The Solution

Unlike other neighboring municipalities who simply react to weather conditions, the City of Brockton and Town of Dedham in Massachusetts use weather intelligence to stay a step ahead. With hyperlocal data, automated alerts, and actionable insights, their teams can better operationally prepare for and protect their communities from weather events before they happen.

The Outputs

While a forecast alone doesn't provide any actionable insight, weather intelligence offers leaders the ability to reduce unnecessary overtime and more efficiently schedule staff. And that's exactly what Brockton and Dedham have been able to take advantage of using Tomorrow.io's platform.



121,000 residents protected from **4 major winter storms**



\$200,000 saved on resource management in the winter of 2022 alone





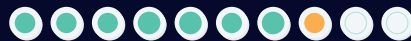
Outcomes:

- **Maintaining a resilient municipal infrastructure and planning**
- **Reducing health hazards by improved response to weather events**
- **Improved employee outdoors safety and security**
- **Improved paving and road maintenance and repair**



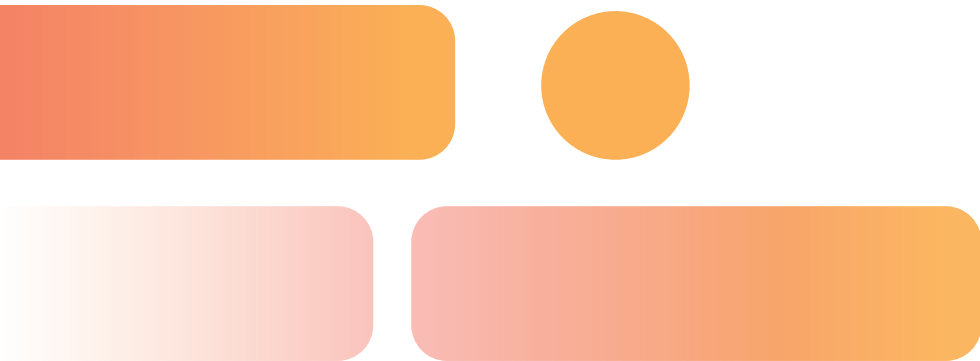
“With Tomorrow.io, we’ve been able to improve precipitation start and stop times by four hours per storm. Now, we know exactly when and where to send crews rather than reactively guessing. This is a gamechanger for any municipality.”

- Pat Hill, Commissioner of Public Works for the City of Brockton



Stewardship: Our Contribution to a Better Future

In recent decades, weather forecasting has progressed steadily, but the economic costs of extreme weather are staggering and increasing. To truly accelerate both the science and operational advances needed, governments and companies must fully embrace the maturing and expanding capabilities of the commercial sector across the entire weather value chain. We feel privileged every day to participate in the mission of helping people and communities to create a climate resilience strategy using Tomorrow.io's weather intelligence technology.





Using Blockchain to Protect Farmers From Climate Change

Blockchain technology offers an immense opportunity to accurately quantify weather risks and protect vulnerable communities from climate change. A majority of Africa's 300 million smallholder farmers aren't financially protected against crippling climate risks such as flooding and drought. Due to the lack of irrigation technology and reliance on rainfall, smallholder farmers are particularly vulnerable to droughts. This makes their main source of food, and the basis of their livelihood, extremely precarious. In Africa, there are far fewer weather monitoring stations on the ground than in Europe or the US. This absence of data means weather forecasts are often inaccurate, and there are barely any early-warning systems for cyclones, droughts, and intense floods.

That's where the Lemonade Crypto Climate Coalition can help: this group integrates industry-leading partners with expertise in various fields to collaborate to address these challenges via a Decentralized Autonomous Organization (DAO) that will build and distribute insurance at-cost using an eco-friendly, proof-of-stake blockchain. The Tomorrow.io in partnership with NGO TomorrowNow platforms will offer fully automated weather insurance models. Among our partners are: Avalanche, Chainlink, and DAOstack, Lemonade, Etherisc, Hannover Re, Pula.





ESG Customer Academy

As a climate leader, Tomorrow.io's network and wide sphere of influence are critical in supporting and accelerating climate action in line with the Paris Agreement. By working with our customers, suppliers, employees, government, city governments, and research organizations, we can accomplish this. This year, our company will launch a climate adaptation and ESG training course for our stakeholders through the Tomorrow.io Customer Academy. This course explores climate sustainability risks and opportunities, helping companies to mitigate risks and take advantage of business opportunities based on Tomorrow's platform.



MITIGATION



ADAPTION



Leaders for Climate Action Campaign

On this year's Earth Day, Leaders for Climate Action wish to inspire 100 million people to take Climate Action. Tomorrow.io is excited to be joining Leaders for Climate Action's Time for Climate Action Campaign 2022. Along with 300+ other brands like Spotify, FlixBus, and Marley Spoon, we're using our platform during Earth Week to activate our users and partners in taking climate action. [Learn more and join us!](#)





Community Engagement

Tomorrow.io also participates in volunteer activities, including diversity-oriented NGOs to promote employment, teaching underserved immigrant children about weather models, and donating food to underserved populations in Israel.



Tsofen: Joint, Arab & Jewish organization promoting hi-tech in the Arab society as a lever for economic development and the creation of a shared society in Israel.



SheCodes: Offers coding workshops to women in order to work towards decreasing the gender gap in the tech industry.



InHerSight: Use data to help women find and improve companies where they can achieve their goals.



TalenTeam: Connects businesses with talent in Europe, the Middle East, Africa.





Empowering People to Prepare and Take Action Through TomorrowNow.org

As a founding member and partner of TomorrowNow, we are proud to see our technology making a difference now to communities most in need.

Tomorrow Now - Inclusive Climate Action Now

TomorrowNow is a visionary 501(c)(3) non-profit founded to bridge the latest weather security innovations with communities most in need. Our motivation? To ensure that EVERYONE, even the poorest in society, can survive and thrive in our changing climate.



“At TomorrowNow, we are driven by urgency and hope. Climate change is impacting billions of lives today. Innovative weather technologies can make a difference now.”

- Georgina Campbell Flatter, Executive Director for TomorrowNow.org



1 NO POVERTY 	2 ZERO HUNGER
8 DECENT WORK AND ECONOMIC GROWTH 	10 REDUCED INEQUALITIES
13 CLIMATE ACTION 	17 PARTNERSHIPS FOR THE GOALS





Weather can drive people into poverty. Weather intelligence can lift them out.

Invest in transformation for tomorrow: We catalyse partnerships that will lead to the long-term viability and inclusivity of weather systems – the backbone of national climate resiliency – in underserved regions. At TomorrowNow, we:



Help people prepare and act now: TomorrowNow leads projects that connect the latest climate action data and tools to at-risk communities today



Invest in transformation for tomorrow: We are also invested in the long-term viability and inclusivity of weather systems – the backbone of national climate resiliency – in underserved regions

There is a phenomenal opportunity for Tomorrow.io innovation to make a difference to billions of lives.





Farmers: Empowering Farmers

TomorrowNow leads projects to empower agricultural and food systems in Africa with critical farm-first weather and climate tools, including Bill and Melinda Gates Foundation funded activities in East Africa.



TomorrowNow created a series of climate action videos made by farmers for farmers to help proactively act and protect their farms against the desert locust.



Youth: Empowering Youth To Thrive in Our Changing Climate

TomorrowNow runs educational activities to connect at-risk children with weather and climate knowledge



TomorrowNow visits to an orphanage in Uganda to learn from children how weather tools can improve their lives.





Women:

Lifting the Voice of Women in Weather and Climate

TomorrowNow believes that inclusive solutions start with inclusive leadership. TomorrowNow leads women-centered projects to lift the voice of women across the weather and climate sectors.



TomorrowNow lead a project in Kenya that engaged 200 women farmers on how to improve weather and climate services for women.



System:

Working Together to Transform Weather Systems

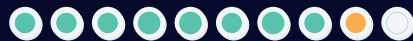
TomorrowNow brings together the public, private and NGOs sectors to enable long term viability of weather and climate services. We lead virtual and in-person forums, generate thought leadership and facilitate partnerships.



TomorrowNow meeting with public sector leaders in Kenya and Uganda to discuss how to enable “weather for all” through new innovations and business models.



TomorrowNow visits COP26 to promote TomorrowNow’s mission and vision.



Summary and Next Steps

Striving for a Brighter Future

These steps are just the beginning of Tomorrow.io's journey toward creating a more sustainable, secure, and equitable future for the global community.

As part of our Pure Purpose ESG strategy, earlier this year, we conducted our first ESG internal risks and opportunities assessment to identify and prioritize our most important ESG topics and impacts.

Our assessment helps us to focus our efforts where we will make the greatest difference to the environment and society. During the process, a professional Impact ESG consultancy analyzed feedback from investors, customers, and partners. Having established the infrastructure, we will continue to collect stakeholder feedback and measure our impact to minimize gaps and prioritize our most important impact areas.

The time to take ESG action is now, and Tomorrow.io isn't slowing down both in our own impact and in the work we're doing to enable other individuals, businesses, and governments to advance their own ESG goals. Protecting our employees, communities, and environment is a shared responsibility for us all, and the SEC's recent climate-risk disclosure mandates now make it a business imperative.

Going forward, we're striving transparency in our net-zero climate strategy. We'll be outlining our data-oriented Scope 1 emissions and reducing our supply chain footprints, while setting science-based reduction targets based on GHG protocol. Together, these efforts will allow us to reduce our emissions progressively year after year. We will be working to better mitigate and address gender pay gap. Continuing to partner with TomorrowNow will also be a key part of our progress, as we work together on their mission of helping vulnerable populations adapt to climate change through weather intelligence technology.

Ultimately, Tomorrow.io's ESG roadmap will be guided by addressing current gaps in our operations and capabilities with sustainable, scalable solutions for both internal and external stakeholders. Just as the aforementioned actions are only the first steps on our ESG journey, this too is our first Impact Report. We welcome any/all suggestions at impact@tomorrow.io and invite you to join us in creating a brighter tomorrow, today.





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