



Environmental sustainability solutions

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Unveiled at the World Economic Forum Annual Meeting in 2020, the platform - launched with founding partners Deloitte and Salesforce - connects the next generation of change-makers and social entrepreneurs to networks of contacts with the resources, expertise and experience to help bring about change.

Since its launch, UpLink has surfaced the best entrepreneurial solutions through competitions such as its Ocean Solutions Sprint, Trillion Trees Challenge, COVID-19 Social Justice Challenge and COVID Challenges. Here are some of the most innovative.

Oman-based Cubex Global aims to cut global shipping emissions by enabling businesses to easily buy and sell unused container space on existing cargo routes. The company claims that its blockchain-based marketplace could help reduce emissions from shipping vessels by up to 20% and recover about \$25 billion in lost freight revenue each year.

Waste management service RecyGlo works with businesses in Myanmar and Malaysia to recycle and process material in a safe and non-hazardous manner, helping to avoid mismanaged plastic being dumped in the region's rivers and ending up in the ocean. The Yangon-based company manages 500 tonnes of waste and saves 1,470 tonnes of CO2 each month.

Scottish biotech start-up Oceanium uses sustainably-farmed seaweed to create food and nutrition products and compostable biopackaging. It believes that a sustainable seaweed farming industry can help mitigate the effects of climate change and create jobs.

Developed at Johns Hopkins University, Intelehealth is a telemedicine platform that connects patients and frontline health workers with remote doctors to deliver primary care services at a distance in countries such as India.

It is an open platform designed to engage anyone who wants to offer a contribution for the global public good. The core objective is to link up the best innovators to networks of decision-makers, who can implement the change needed for the next decade. As a global platform, UpLink serves to aggregate and guide ideas and impactful activities, and make connections to scale-up impact.

Emergency services app Flare provides next-generation 911 for those who do not have access to help in case of an emergency. In Kenya, its "Uber for ambulances" platform has reduced response times by 87% and helped save 2,500 lives since its 2017 launch.

Tech-enabled primary care provider Carbon Health aims to improve access to world-class healthcare. In the US, it established pop-up COVID clinics in 30 cities, with doctors available on video call, and has so far tested



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more than 500,000 people.

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