



Announcing the Launch of the Digital Transformation and Sustainability Solutions Lab Accelerating the UN SDGs

Catalyzing Innovative Technology & Data Science and Informing Digital and Sustainability Policy to Accelerate the Global Goals

STAMFORD, Conn., December 5, 2023 – Pegasus Capital Advisors is excited to announce a new upcoming initiative, *The SDG Digital Transformation and Sustainability Solutions Lab*, which will engage renowned academic experts to unlock innovative approaches and insights aimed at accelerating the delivery of the 2030 Sustainable Development Goals through tech and data science innovation. This Lab aims to bring together several top technology minds from Silicon Valley including Stanford and U.C. Berkeley communities, with impact entrepreneurs working on the ground, grassroots communities, NGOs, and local and regional governments to advance and measure impact. In addition to leveraging technology and data analysis to address local challenges, round table conversations will be held to ideate and co-create digital and sustainability policy.

This new initiative comes in the context of Pegasus' mandate to mobilize transformative impact investments and innovative solutions aimed at improving the lives and livelihoods of the people and communities most affected by climate change and biodiversity loss. A key goal of this initiative is to engage with local partners at the country level including governments and NGOs to understand local challenges and to co-ideate and co-design digital solutions to advance the SDGs. Working in close collaboration with other multilateral and bilateral development institutions, Pegasus manages two climate funds anchored by the Green Climate Fund, covering multiple geographies and sectors in the Global South. This initiative will help catalyze innovative sustainability solutions and new ways of measuring impact with Pegasus and its various partners including Green Climate Fund, Africa Adaptation Initiative, UNDP, Gold Standard, IICA, Forum for Farmers and Food Security among others.

The founding Co-Chairs of the new initiative include Pegasus founding CEO & Chairman Craig Cogut, as well as Pegasus Strategic Advisors and Stanford community leaders Radhika Shah, who is also Co President Stanford Angels & Entrepreneurs and Board member of CEGA, U.C Berkeley, and Claudia Thieme who is also Cofounder of Stanford Alumni in Sustainability.

Emphasizing his enthusiasm for this initiative, Craig Cogut said, "Building bridges is a key part of the Pegasus ethos. We are delighted to support the development of this Lab and pioneer innovative new approaches to real-world data challenges to further the Global Goals." 'Stanford Angels & Entrepreneurs' Co-President, Radhika Shah said, "I am excited about this new initiative, which aims to bridge the power of tech innovation with local grassroots context and data to catalyze sustainable solutions accelerating Agenda 2030." 'Stanford Alumni in Sustainability' Cofounder, Claudia Thieme, added, "We are thrilled to support Pegasus and its development partners' mission to advance the Global Goals by bringing together leading academic and private sector experts with local leaders and grassroots organizations to co-create solutions to pressing data and sustainability challenges."



First White House National Climate Advisor and former US EPA administrator, Gina McCarthy, on the Lab's Global Executive Advisory Committee, said "The climate crisis necessitates urgent action. The time is now to bring top minds across different fields together to brainstorm and craft sustainable solutions to the challenges our planet faces today."

Brilliant academics such as Professor Emeritus of Computer Science, Vaughn Pratt, Stanford Professors Ato Quayson (TBC), incoming Chair of the new African Studies Department, Management Science & Computer Science Professor Ashish Goel, Professor Emerita of Energy Resources Engineering, Margot Gerritsen, and Causal Inference expert Professor Vasilis Syrgkanis have agreed to join the Academic Faculty Advisory Board of this initiative.

"I am very excited to join this multidisciplinary effort with the hope of bringing cutting edge data analytics technologies from causal inference and machine learning to analyze the impact of sustainability policies and enable data-driven policy making to improve agriculture and economic outcomes." says Professor Vasilis Syrgkanis.

The Executive Director of the Global Center for Sustainable Digital Finance at Stanford University, Thomas Puschmann, said "The Global Center for Sustainable Digital Finance at Stanford University is looking forward to collaborating on this exciting new initiative and jointly entering new ground with innovative, technology based ways to sustainability."

On the margins of UNGA week, there was a two-part dialog around Accelerating the SDGs via Digital Transformation & Sustainability Solutions with Stanford community leaders, Stanford and Berkeley academics, and Pegasus senior leadership. Looking ahead, the Lab will cover cross-cutting subject matter in sustainability including Agri-Food Security, Job Creation, Renewable Energy and Ocean Aquaculture, with an initial focus on Africa particularly Ghana and Togo. The pilot will focus on Agriculture, Job Creation and Economic Impact for Farmers, and Meta Analysis, assessing the effectiveness of farmers' work and measuring impact and outcomes.

This initiative will explore and share learnings and metrics of value to farmers and other stakeholders such as efficiencies with crops, drought resistant grains, and other trends and outcomes, along with scenario modeling. Collectively, this joint initiative would explore what locals can do to protect crops, evolve and ensure food security with participation and co-creation from on-the-ground experts, the Academic Faculty Advisory Board and the local community. Additionally, the transition to a net-zero and nature-positive economy in participant countries is expected to create new job opportunities (especially green jobs), stimulate innovation, and research and development while promoting economic growth in key sectors. In addition to data analysis, this initiative will co-convene high visibility global virtual events to create awareness about the SDGs and propose sustainability solutions across policy and the private sector.

The SDG Digital Transformation and Sustainability Solutions Lab Website SDGDigitalTransformation.org