



Everbridge to Present at COP26 World Climate Summit on the Importance of Technology to De-risking Climate Change

October 12, 2021

Industry Thought Leader [Dr. John Maeda](#) to Present on the Role of Technology in Helping Governments and Businesses Adapt to Extreme Climate Events

COLCHESTER, England--(BUSINESS WIRE)--Oct. 12, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management (CEM), today announced its [partnership](#) with the COP26 [World Climate Summit](#) to present on the contributions of national [early public warning](#) solutions and critical event management (CEM) technology to unlocking resilience as a climate adaptation measure.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211012005646/en/>

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The workshop, led by Everbridge's Chief Experience Officer Dr. John Maeda, will take place on November 8, 2021, from 11:30-12:30 (GMT) in [Glasgow](#), at the World Climate Summit – *The Investment COP*, recognized as one of the most important official side events of COP26, the leading forum for business and investment-driven solutions to climate change.

Everbridge's technology supports the United Nations [Sustainable Development Goal 13](#) and [17](#) by bridging the last mile of the [Hydromet](#) chain for public safety organizations, aiding the international organization's efforts to ensure that 'by 2025 all countries have the capability for effective, authoritative emergency alerting.' Everbridge [endorsed](#) the collective efforts of the [International Federation Of Red Cross And Red Crescent Societies](#) (IFRC), [International Telecommunication Union](#) (ITU) and [World Meteorological Organization](#) (WMO) as part of the [Call to Action on Emergency Alerting](#).

[Dr. John Maeda](#) and Chief Communications Officer [Jessica Deckinger](#) will showcase global examples of the critical advantages of software technology for minimizing loss and damage as organizations adapt to extreme climate events.

The workshop will delve into how data-driven indicators and software communications can unlock organizational resilience by helping to identify risk at a hyper-local level, warn people of extreme climate threats, and reduce loss and damage to governments and business. In line with the [Hydromet Gap Report 2021](#) (from July 8, 2021), by *The Alliance for Hydromet Development* "the rapid advances in technology [...] such as the next-generation smart hybrid public warning systems which combine cell broadcast and location-based SMS with situational awareness [...] allow governments to give specific messages to target populations located in the area before, during, and after a disaster."

Dr. Maeda will share insights related to Everbridge's support of governments, helping to ensure the public safety of citizens, and how corporate leaders from insurance, retail, healthcare and others proactively plan for [enterprise resilience](#). LinkedIn recognized Dr. Maeda as #11 on its [Top Voices](#) ranking and *Esquire* described Dr. Maeda as one of the "75 Most Influential People of the 21st Century." Dr. Maeda's background includes serving as a MIT-trained engineer and researcher, Silicon Valley venture capital partner, and acclaimed TED-talk presenter. Appearing as a speaker all over the world, from Davos to Beijing to São Paulo to New York, his talks for TED received millions of views, and Maeda's Twitter feed was named one of the 140 best by *TIME Magazine*.

More [local](#), [state](#), and [national governments](#) across the [globe](#) deploy the [Everbridge population alerting](#) solutions than any other provider, offering the ability to reach over two billion residents and visitors in more than 200 countries in case of [digital threats](#): such as ransomware, cyberattacks, and IT disruptions; [manmade threats](#): such as geo-political, terrorist attacks, and industrial accidents; and [natural disasters](#): such as floods, severe storms, volcanic eruptions, earthquakes, and wildfires.

About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate organizations' operational response to critical events in order to Keep People Safe and Organizations Running™. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events including IT outages, cyber-attacks or other

incidents such as product recalls or supply-chain interruptions, over 5,800 global customers rely on the Company's Critical Event Management Platform to quickly and reliably aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes through the secure delivery to over 100 different communication modalities, and track progress on executing response plans. Everbridge serves 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, 9 of the 10 largest global consulting firms, 8 of the 10 largest global automakers, 9 of the 10 largest U.S.-based health care providers, and 7 of the 10 largest technology companies in the world. Everbridge is based in Boston with additional offices in 25 cities around the globe. For more information visit www.everbridge.com

Cautionary Language Concerning Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the anticipated opportunity and trends for growth in our critical communications and enterprise safety applications and our overall business, our market opportunity, our expectations regarding sales of our products, our goal to maintain market leadership and extend the markets in which we compete for customers, and anticipated impact on financial results. These forward-looking statements are made as of the date of this press release and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "could," "intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the ability of our products and services to perform as intended and meet our customers' expectations; our ability to successfully integrate businesses and assets that we may acquire; our ability to attract new customers and retain and increase sales to existing customers; our ability to increase sales of our Mass Notification application and/or ability to increase sales of our other applications; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to attract, integrate and retain qualified personnel; our ability to maintain successful relationships with our channel partners and technology partners; our ability to manage our growth effectively; our ability to respond to competitive pressures; potential liability related to privacy and security of personally identifiable information; our ability to protect our intellectual property rights, and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission ("SEC"), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2020 filed with the SEC on February 26, 2021. The forward-looking statements included in this press release represent our views as of the date of this press release. We undertake no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

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Source: Everbridge, Inc.