

# Climate Action with ClimatePartner

EBU EVENT: The Scope 3 Conundrum

5th December 2023

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# Agenda

1

**About ClimatePartner**

2

Challenges in Climate Action

3

Climate Action Journey – 5 Steps



## EXPERTISE

**15+** years | **14 offices** worldwide | **6,000+** corporate clients

## ONE STOP SOLUTION

Support throughout the entire **climate action journey**

## SCALABLE TECH

State of the art **software** to leverage automation and efficiency

## REDUCTION

**SBTi, Net Zero, Green Energy, Network Platform**, etc.

## CONTRIBUTION

**Development** of certified climate projects worldwide

## LABEL

Provides **transparent disclosure** of your entire climate action strategy

# Agenda

1

About ClimatePartner

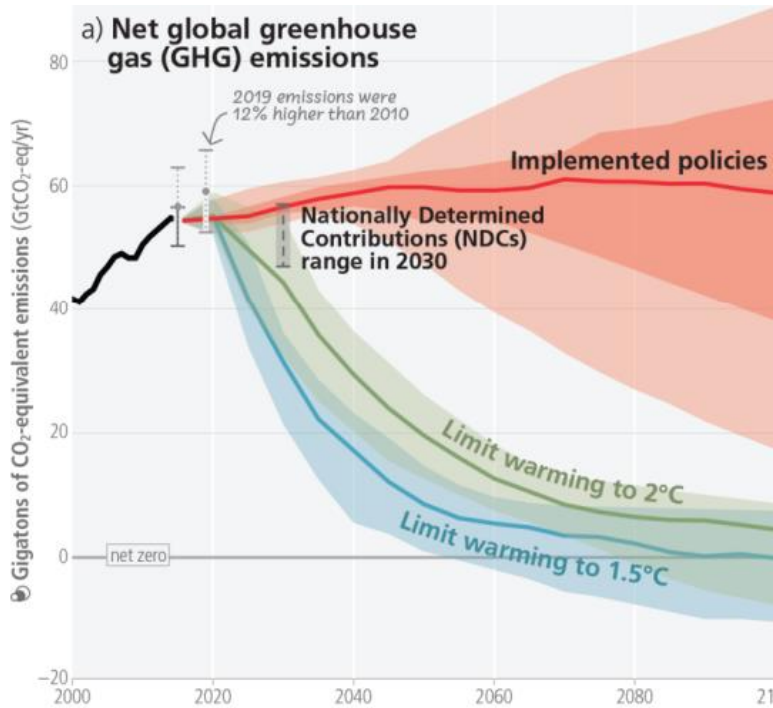
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**Challenges in Climate Action**

3

Climate Action Journey – 5 Steps

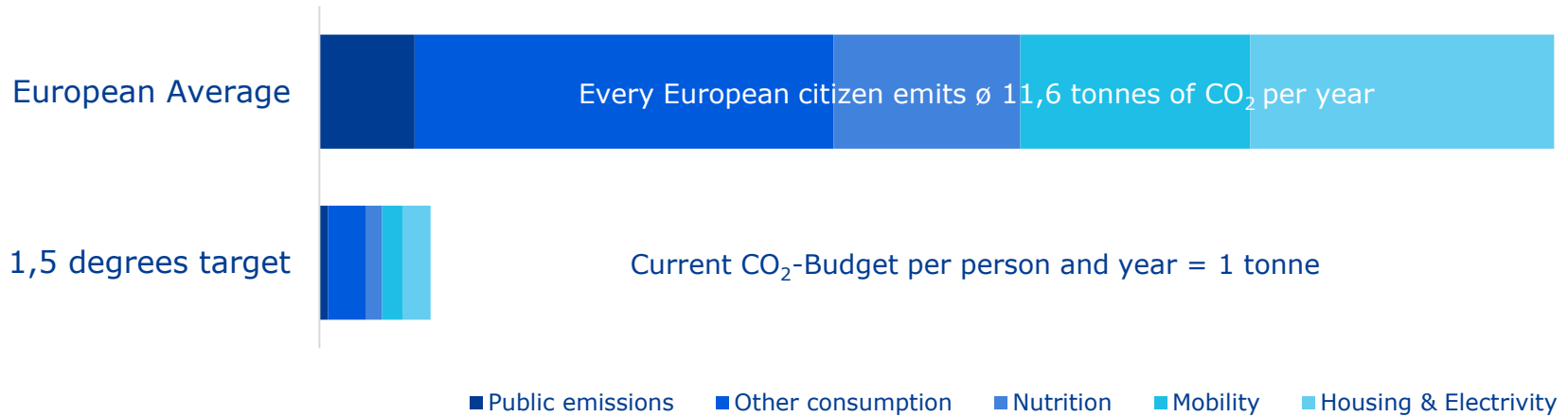




- In order to achieve the Paris Agreement targets, a **massive acceleration of absolute emission reductions** is necessary
- The **remaining carbon budget** to limit global warming below 1.5°C will be used up in **less than 7 years**
- 66% likelihood **1.5°C will be breached by 2027** – Met Office, 17 May 2023

Source: [climateactiontracker.org](https://climateactiontracker.org)

Current policy & targets pathways are **far** from what is required



To meet our 'per person' target we need action from individuals, governments and organisations

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**Climate Action Journey – 5 Steps**

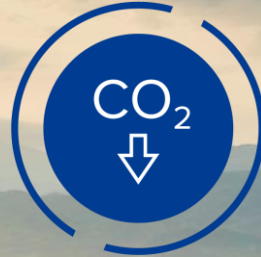




Measure  
carbon footprints



Set  
reduction targets



Implement  
reductions



Finance  
climate projects



Communicate  
transparently



A holistic climate action strategy consists of 5 steps

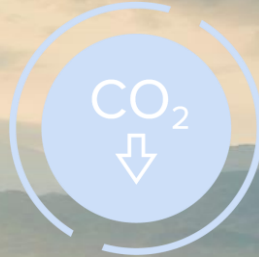




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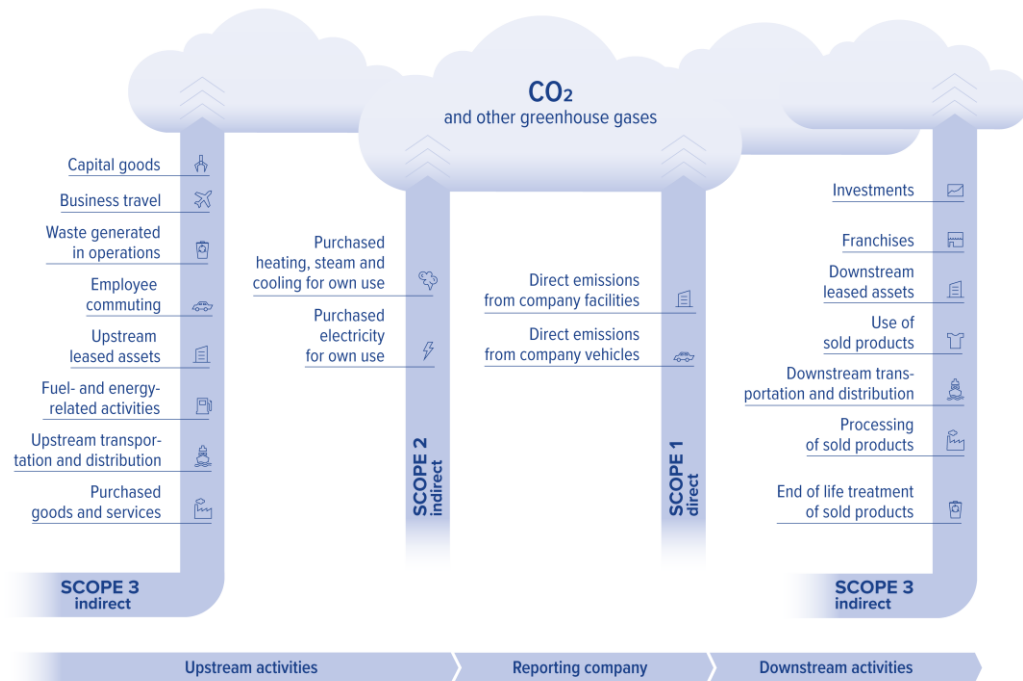
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## How to measure the Corporate Carbon Footprint



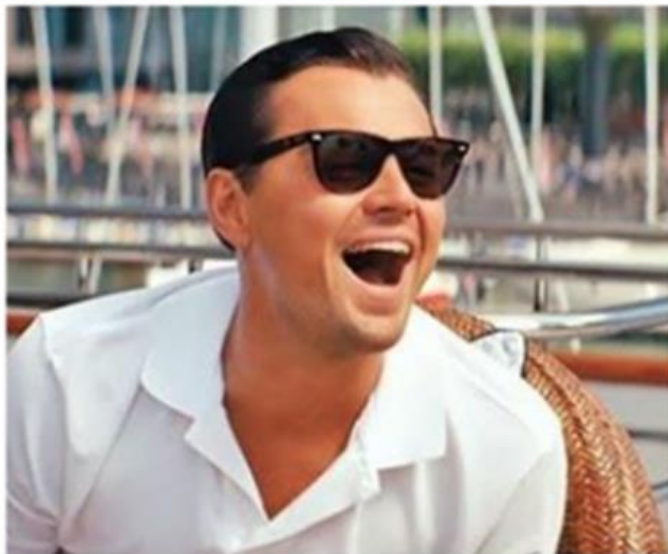
**Scope 1**  
Self-regulated emissions (direct)

**Scope 2**  
Purchased energy (indirect)

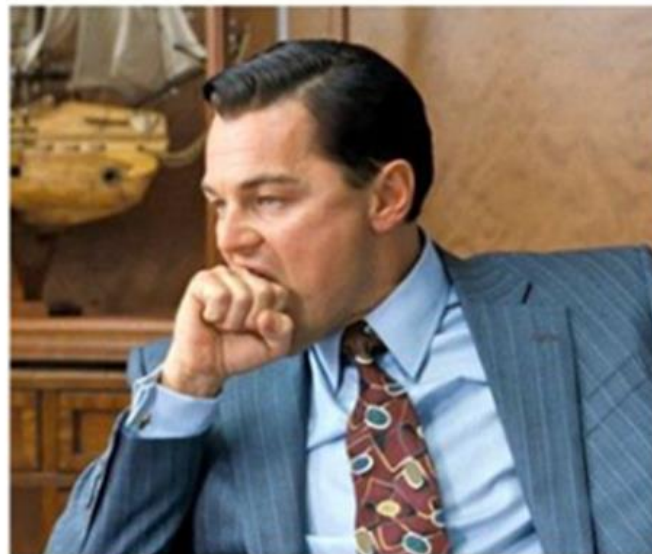
**Scope 3**  
Upstream and downstream emissions (indirect)

## Measuring your greenhouse gas emissions: Operational system limits by scopes

Scope 1 & 2



Scope 3



What it feels like to calculate different carbon emissions!

## Primary data

- Data from specific activities within your value chain e.g., energy consumption from electricity bill
- Includes data provided by suppliers or value chain partners related to specific activities in your company's value chain (including activity data)

## Secondary data

- Data that is not from specific activities within your value chain, e.g., census data on average logistics distance
- Includes industry-average data (gov. statistics, published databases, literature studies etc.), financial data, proxy data, etc.

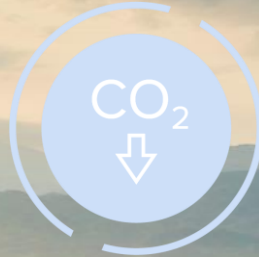
Improving data quality (primary > secondary) is a journey



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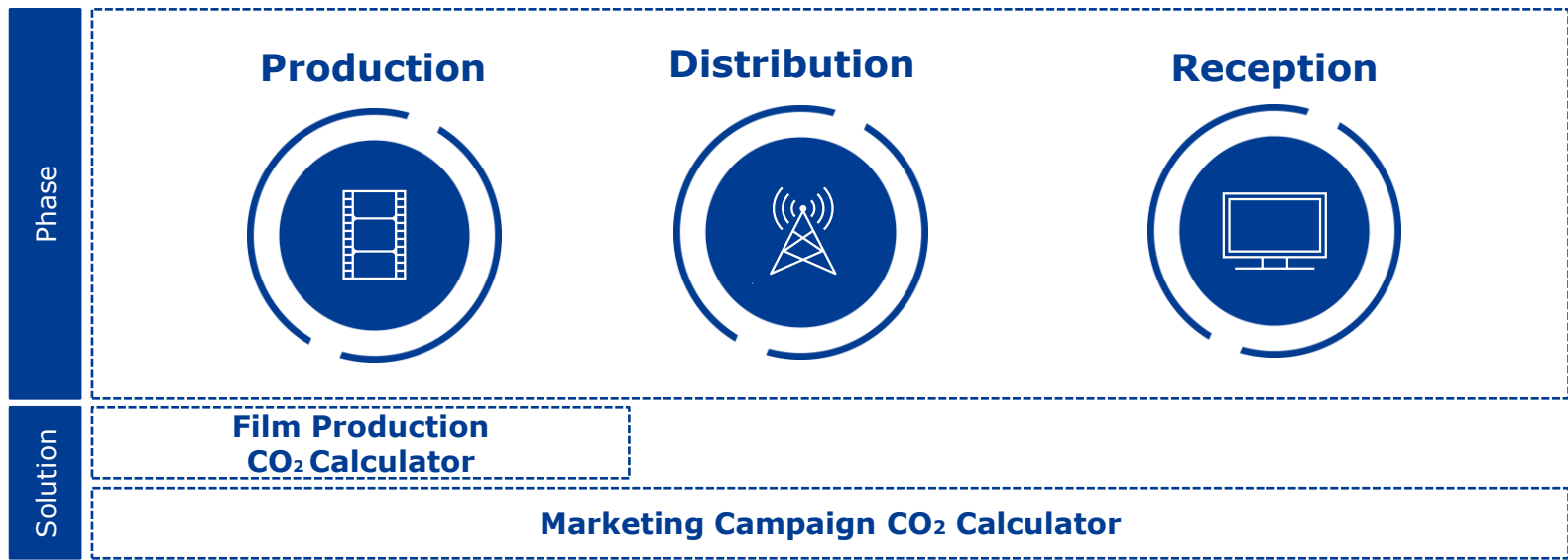
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## How to measure the Corporate Carbon Footprint



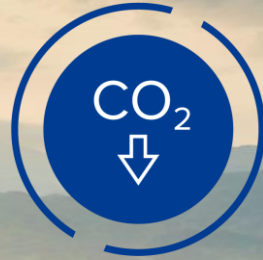
Marketing campaigns cause emissions in 3 phases:  
Production, distribution and reception by the end consumer



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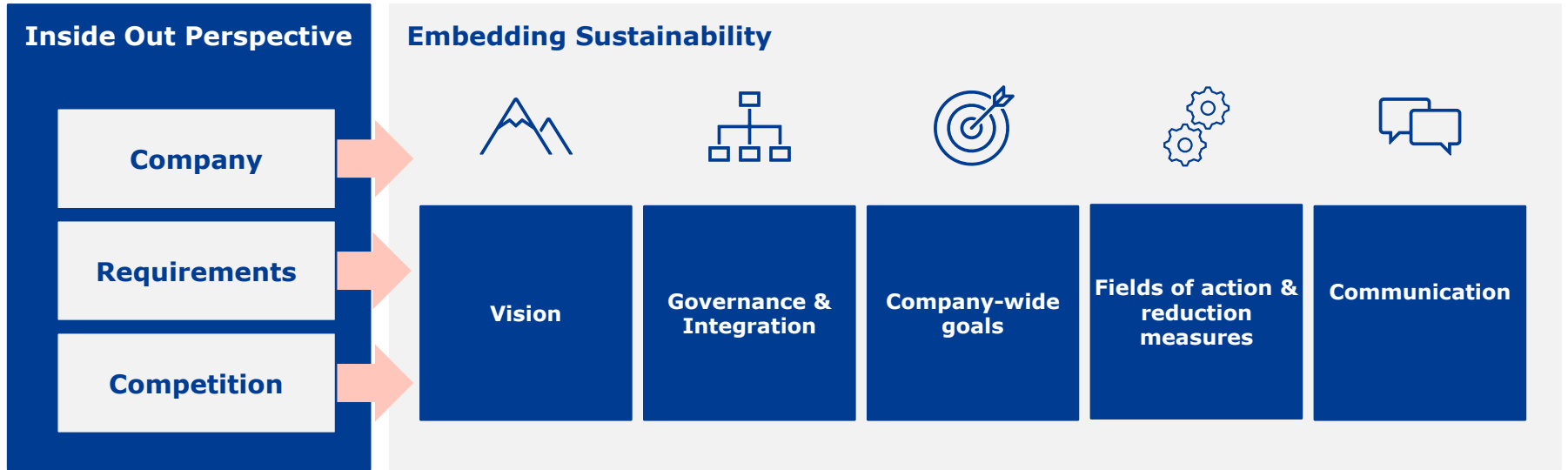
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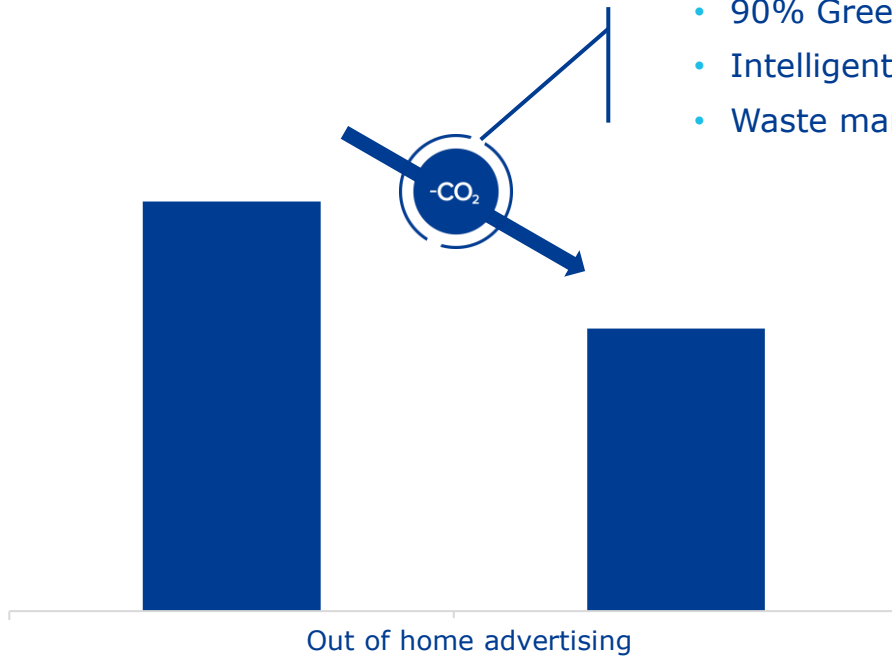


How to continuously avoid and reduce emissions

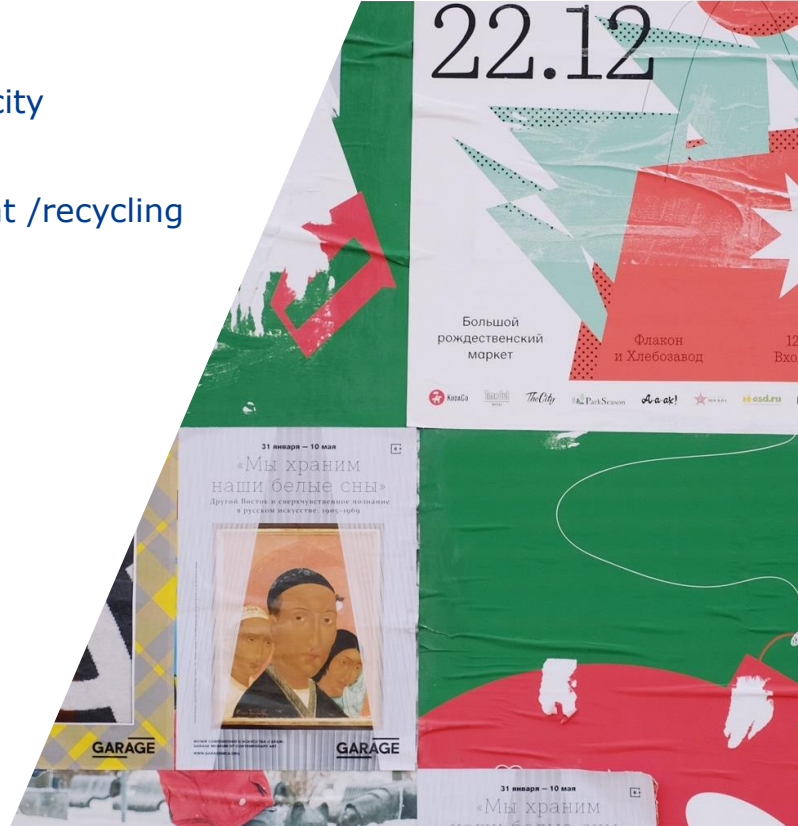


The foundation for holistic climate mitigation measures is a climate action strategy





- 90% Green electricity
- Intelligent logistics
- Waste management /recycling



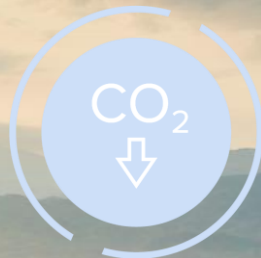
Over 30% reduction in out of home advertising (OOH) is feasible



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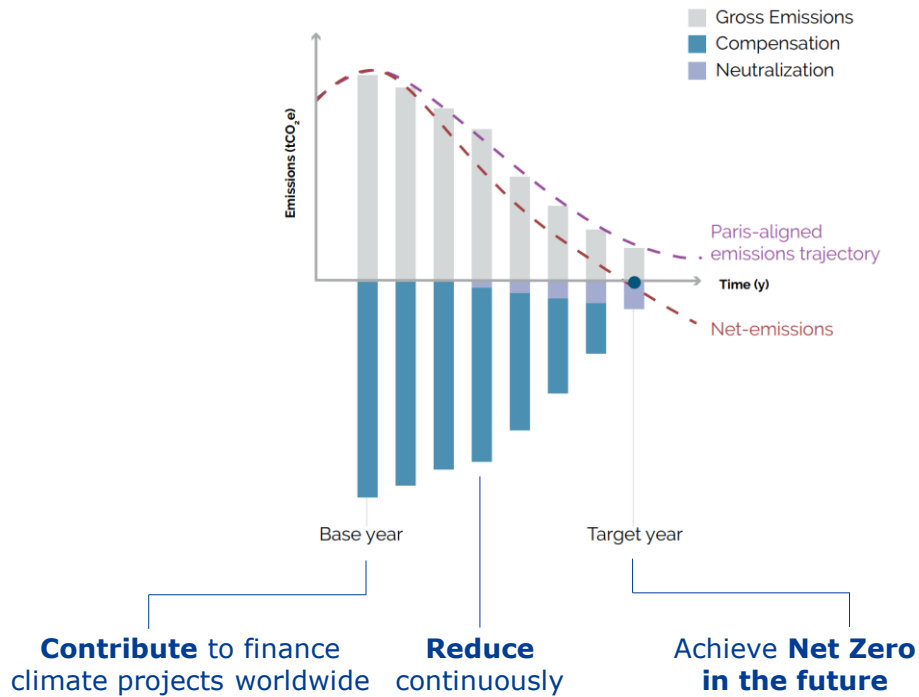
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Invest in mitigation outside your value chain now



SCIENCE  
BASED  
TARGETS

Companies should go further and **invest in mitigation outside their value chains now** to contribute towards reaching societal Net Zero – **Beyond Value Chain Mitigation**

Source: [sciencebasedtargets.org](https://sciencebasedtargets.org)

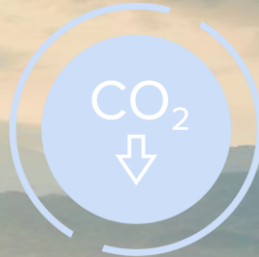
A comprehensive climate action strategy consists of measuring, reducing, and contributing



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How to communicate credibly and transparently

- Your commitment to climate action can be made transparent on different **communication channels**.
- You can do this by explaining **all five steps** of your climate protection strategy.
- Consumers don't accept empty advertising promises from companies, they expect **serious commitment**.
- The more information you disclose about your climate protection strategy, the **more credible you are**.

#### Checklist for your climate action communication:

- ✓ Is your communication based on facts?  
Can you back up your claims, for example when you talk about emissions reduction?
- ✓ Have you researched key terms, such as net zero and the Greenhouse Gas Protocol, in order to apply them correctly?
- ✓ Is your climate action communication detached from promotional statements in order to be credible?
- ✓ Do you also address the difficult facts?  
What obstacles still need to be overcome on your climate action journey? Which products or business areas are not yet sustainable and for what reasons?
- ✓ Do you avoid inaccurate and misleading terms?  
For example, climate-friendly, zero emissions, carbon free, climate negative, climate positive.

Transparency is everything!

A full-page photograph of two mountaineers on a snowy mountain peak. The sun is bright in the upper left corner, creating a lens flare. The mountaineer in the foreground is wearing a blue jacket and green pants, while the one in the background is wearing a blue jacket and black pants. The background shows a vast, snow-covered mountain range under a clear blue sky.

**Let's lead the change. Together.**



Contact us!



Explore how your organisation  
can take climate action.

[Connect with us](#)



Get updates and climate  
action insights.

[Learn more](#)

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