

WEBINAR

Carbon Reduction and Management Tools

**Business Workshop On Carbon: Tactics And Tools For
Carbon Strategy And Management.**



Wisconsin

Sustainable Business Council™

Educate | Measure | Improve | Connect

Our mission is to advance sustainable principles and practices forward through the power of business.

www.wisconsinsustainability.com

Speakers



**Kathy Kuntz, Climate Specialist
Dane County Office of Energy &
Climate Change**



**Lisa Geason-Bauer, President,
Evolution Marketing, LLC**



**Jessy Servi Ortiz, Managing Director
WI Sustainable Business Council**

Why Now & What to Do



Kathy Kuntz, Climate Specialist

Definitions

Sustainability:

meet the needs of the present without compromising the ability of future generations to meet their own needs.

People, planet & profit



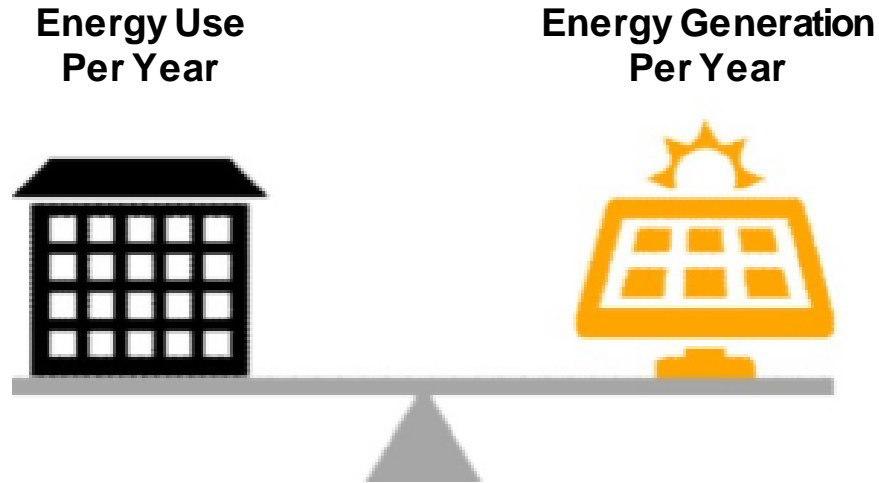
Net Zero Carbon or Carbon Neutral

All activities—building energy usage, transportation, water usage, food and product consumption—are as **low-emission** as feasible.

Remaining emissions are offset so that the result of all activities is zero emissions.



Net Zero Energy



Graphic Source: Red Car Analytics

Why Act Now?

86% of S&P 500 companies published a sustainability report in 2018

ESG & Market Performance

Stocks of sustainable companies tend to significantly outperform their less sustainable counterparts

Evolution of \$1 invested in the stock market in value-weighted portfolios



70% of institutional investors look at ESG data

Why Act Now?

Consumers are becoming far more environmentally aware, and some of the world's biggest brands are struggling to keep up with the pace of this change...

Forbes



Why Act Now?

Harvard
Business
Review

Marketing | Research: Actually, Consumers Do Buy Sustainable Products

MARKETING

Research: Actually, Consumers Do Buy Sustainable Products


by Tensie Whelan and Randi Kronthal-Sacco

June 19, 2019



Why Act Now?

40% of Millennials have chosen to work for a company that performed better on sustainability than the alternative

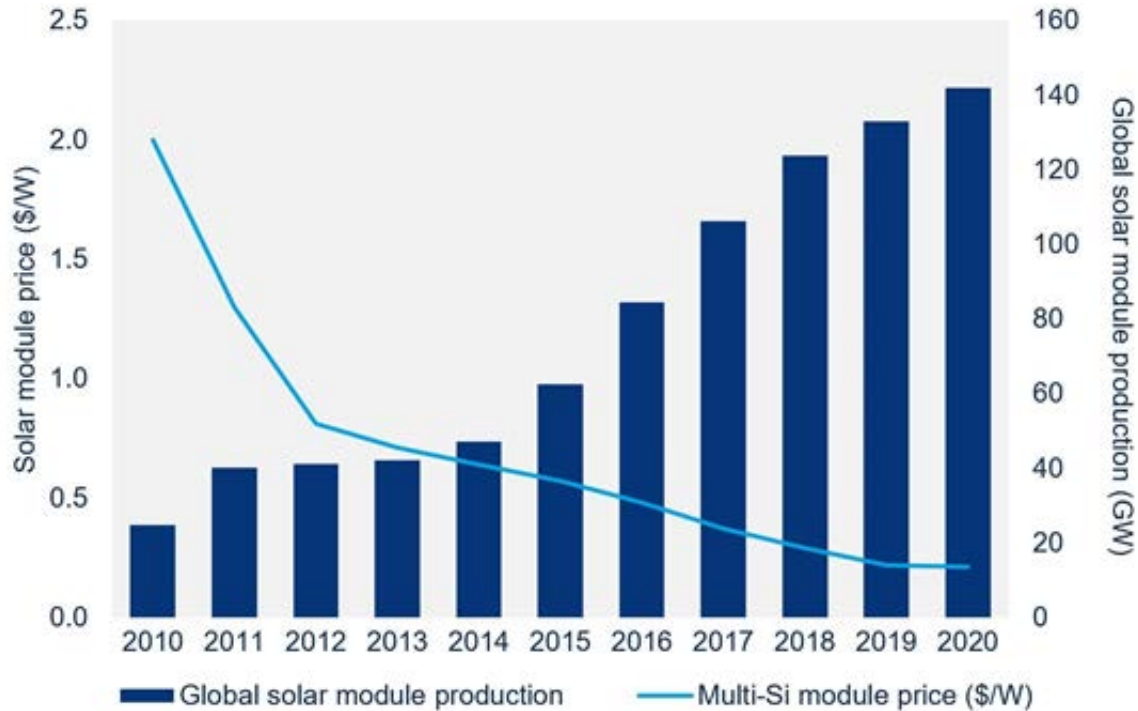


[Fast Company 2019](#)

Why Act Now?

71% of all employees want opportunities to help make a positive impact on the company's social and environmental commitments

Why Act Now?



The economics are better than ever.

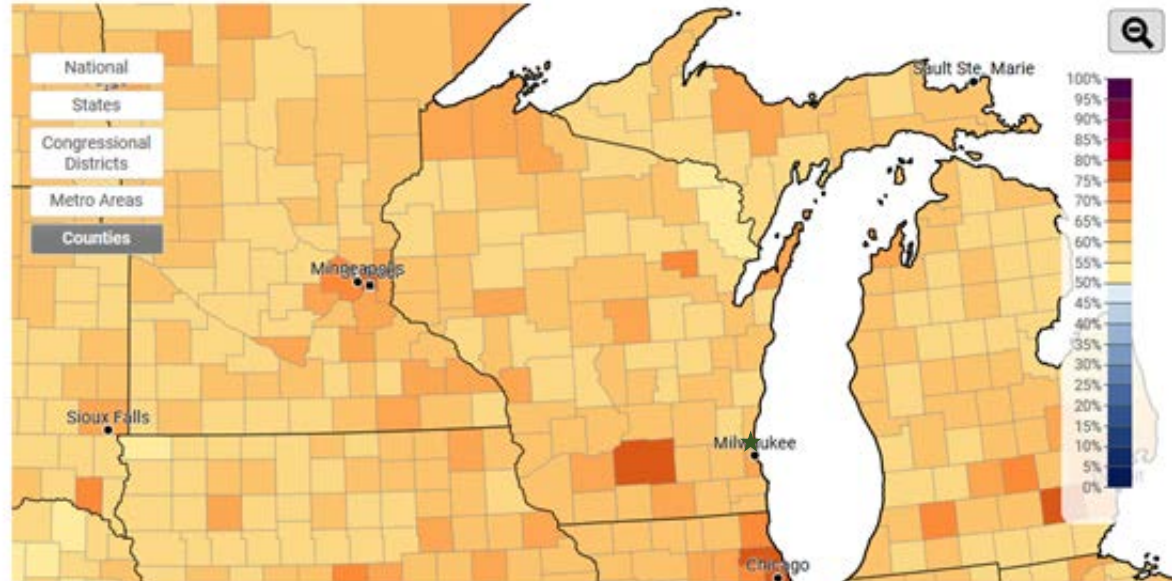


Why Act Now?



Estimated % of adults who think global warming is happening (67%), 2019

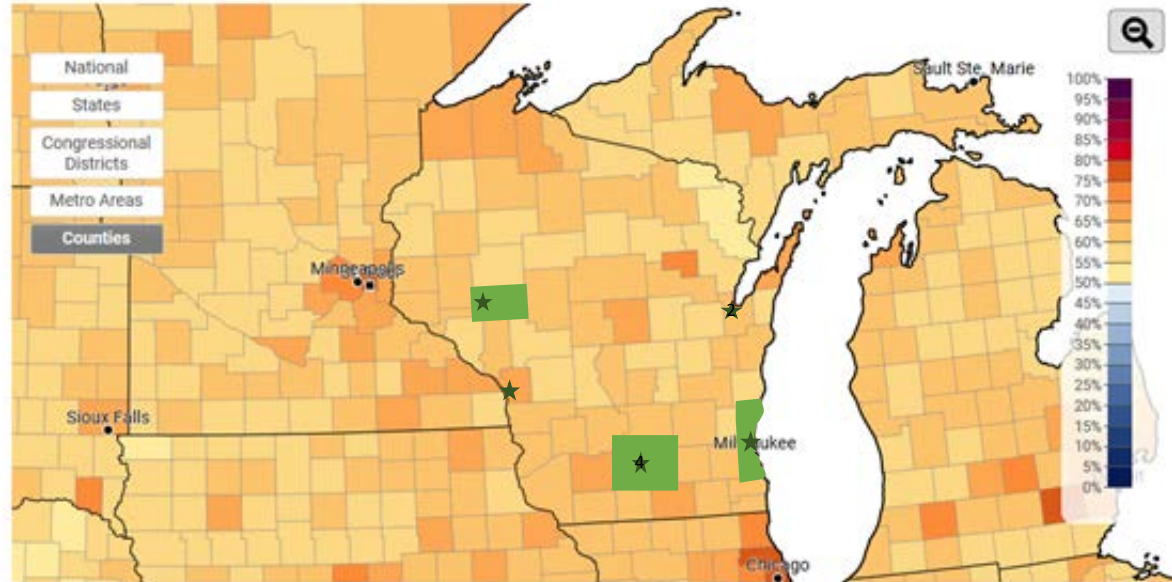
Select Question: Global warming is happening Absolute Value
Click on map to select geography, or: Wisconsin Select a County



Across Wisconsin
the majority
recognizes global
warming is real.

Estimated % of adults who think global warming is happening (67%), 2019

Select Question: Global warming is happening Absolute Value
Click on map to select geography, or: Wisconsin Select a County



About

1/3 of

Wisconsin residents live in communities with ambitious climate goals

Across Wisconsin
the majority recognizes global warming is real.



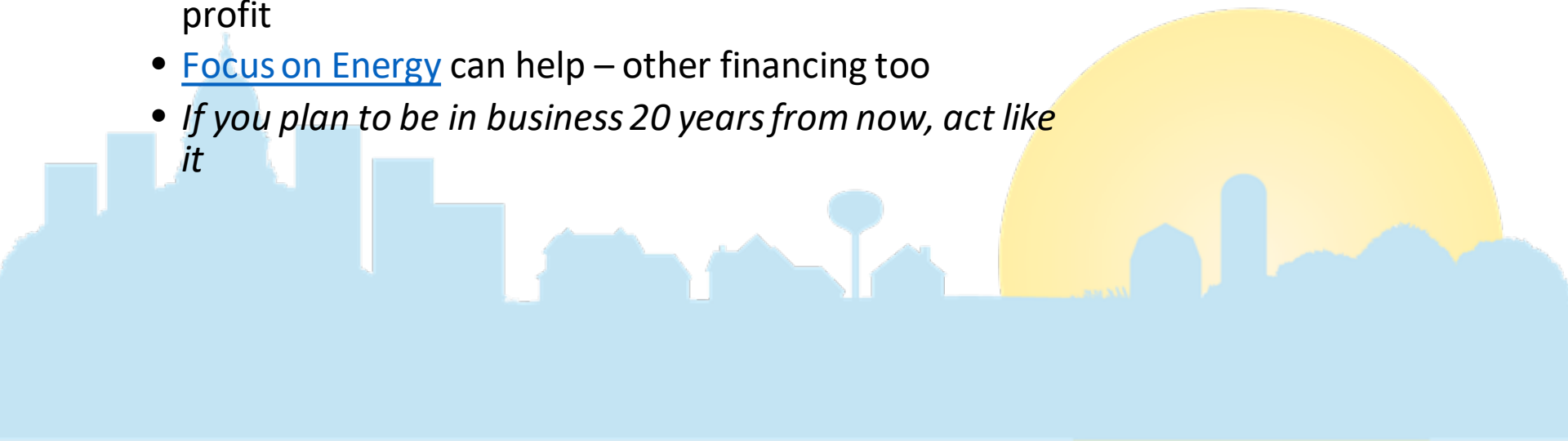
What to Do?

- Benchmark your efforts
 - EPA Energy Star Portfolio Manager
 - [It's free](#) and easy to use
 - Calculates Energy Use Intensity (EUI)
 - Compares your energy and water use to similar buildings around the country
 - Normalized for weather, size of building, number of occupants
 - *See how you compare and then work to get better*



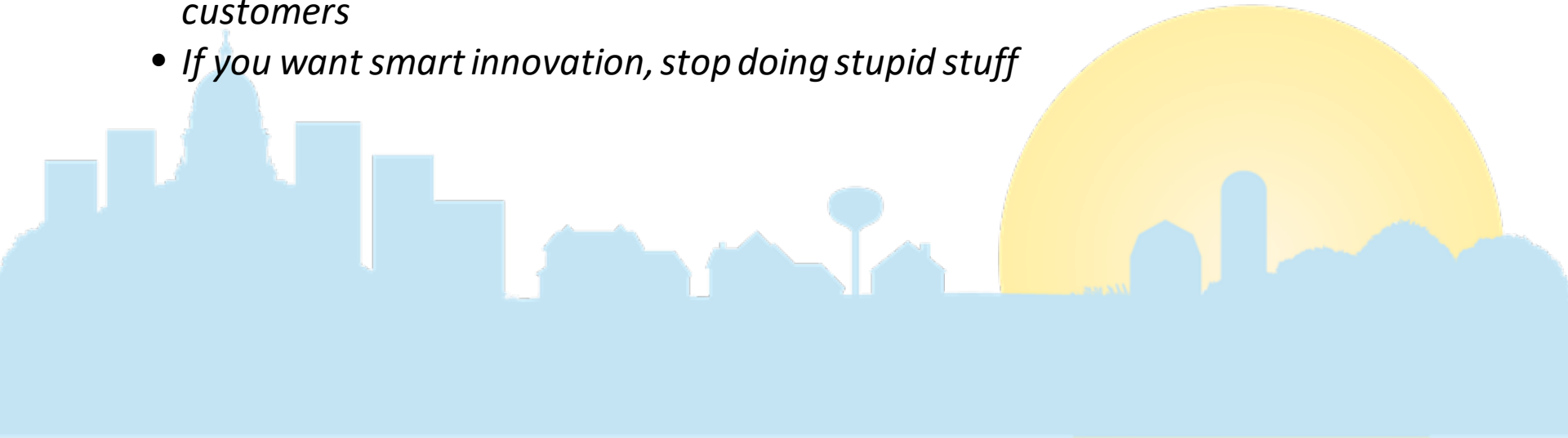
What to Do?

- Choose efficiency, always
 - [ENERGY STAR](#), [WaterSense](#)...look for those labels
 - Lights, HVAC, equipment - everything
 - Efficient option is higher quality
 - A 5-year payback on a 15-year appliance = 10 years of profit
 - [Focus on Energy](#) can help – other financing too
 - *If you plan to be in business 20 years from now, act like it*



What to Do?

- Reduce waste (stop burning money)
 - Lights, computers left on in empty workspaces
 - Idling vehicles
 - Dripping faucets
 - *Waste sends the wrong message to employees, customers*
 - *If you want smart innovation, stop doing stupid stuff*



What to Do?

- Consider Installing Solar
 - [Project Sunroof](#) to assess roof
 - Low prices, [tax credits](#), [Focus on Energy](#) incentives...now is the time!
 - [PACE financing](#) means no up-front cost
 - Visible way to demonstrate your commitment
 - Employees as well as customers will respond



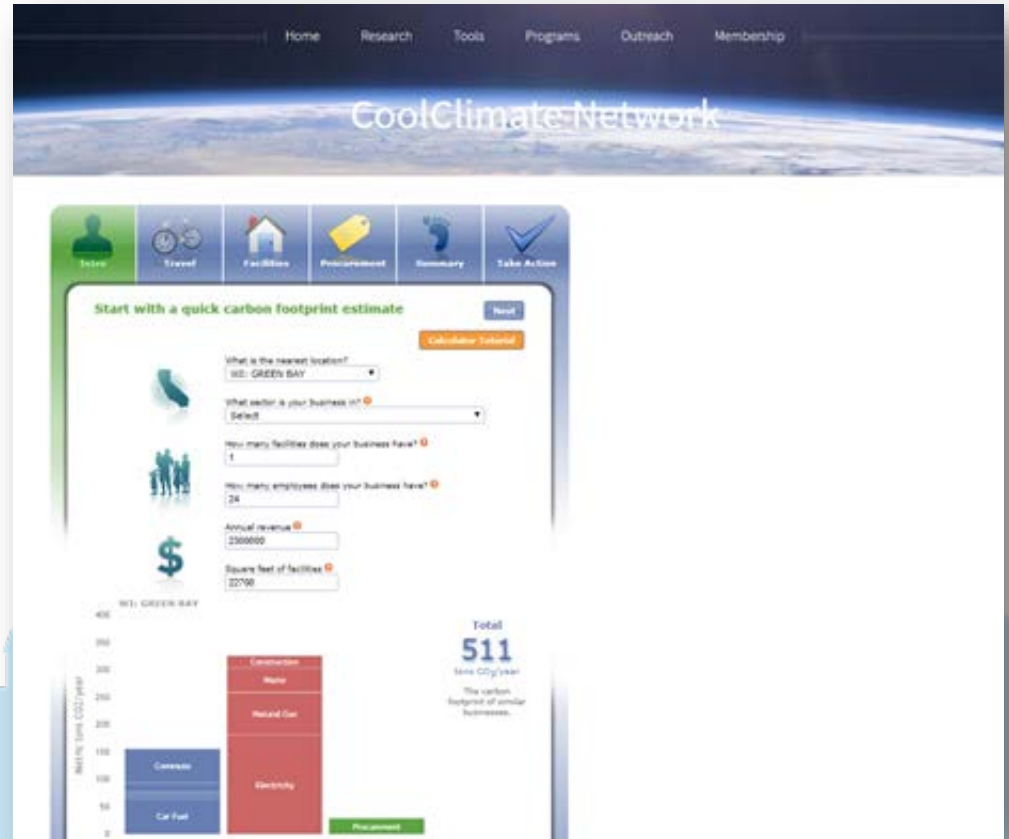
Fine-tune your information to find out how much you could save.

What to Do?

- Look at your fleet expenses too
 - Electric vehicles
 - Renewable natural gas vs diesel
 - Reduced idling, eco-driving
 - [Wisconsin Clean Cities](#) is a great resource
 - *Your fleet is mobile marketing for your values*



Calculating Your Emissions



<https://coolclimate.berkeley.edu/business-calculator>



GMP is for Wisconsin businesses to measure, monitor, improve their sustainability initiatives.

1. **Assessment** – benchmark and compare your sustainability performance internally and to other companies in your sector.
2. **Recognition** – earn a certificate, share your success. The top 20% are recognized at our annual conference.
3. **Certification** – A third party credential (unaudited) to validate your sustainability programming.

GMP ACTION MANAGER



Energy Actions

Supply Chain Actions

Carbon Actions

Workforce Actions

Water Actions

Governance Actions

Transportation Actions

Waste Management Actions

Community Actions

GMP Process

- ✓ Submit an application
- ✓ Receive your score
- ✓ Track your progress





**Green
Masters
Program**



Three Levels of Performance

1. Apprentice – 120 to 300 points
2. Professional – Over 300 points
3. Master – Top 20% - 2019 was 550 to 745

2019 Scoring

- Average Score - 469
- Participant Total - 130

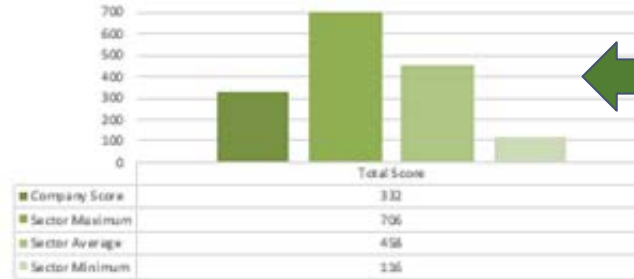
DASHBOARD - Sector Comparison

Date of Application: 7/11/2019

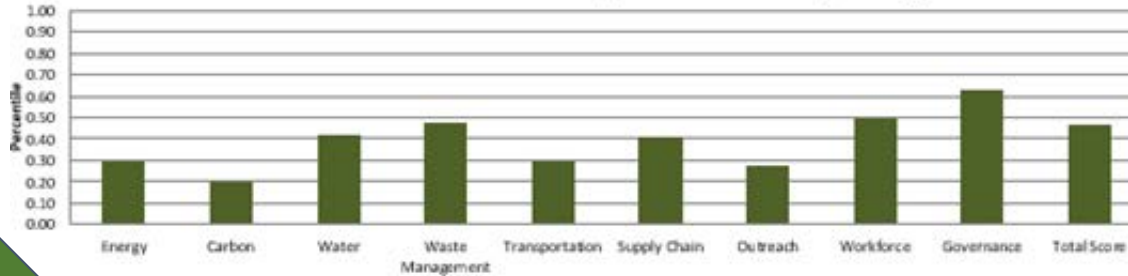
Sector: Manufacturing (52 companies in sector)

Your Total Score: 332

In this snapshot is the summary of your performance in relation to the other business of your sector in the Green Masters Program's nice sustainability areas.



How You Compare to Other Program Applicants



The percentiles to the left show your performance in the 9 sustainability areas. Your score has been converted to percentile with 1.0 representing the highest score in the area.

Below are your scores within each area compared to your sector average, maximum, and minimum.

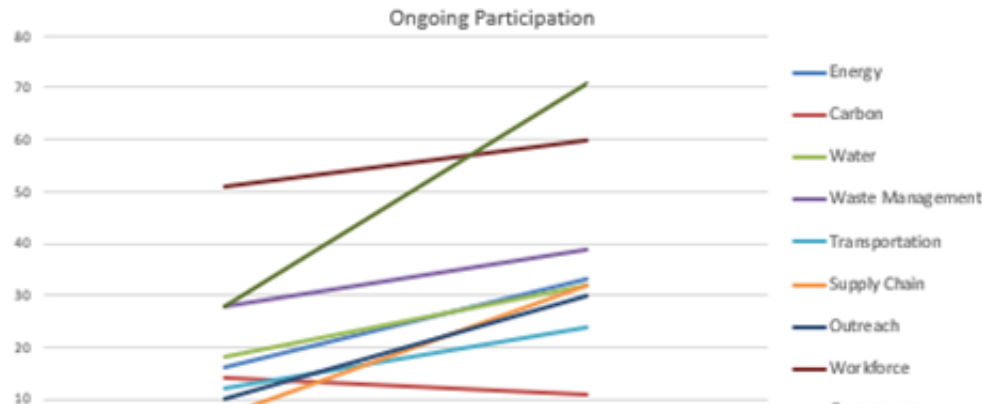
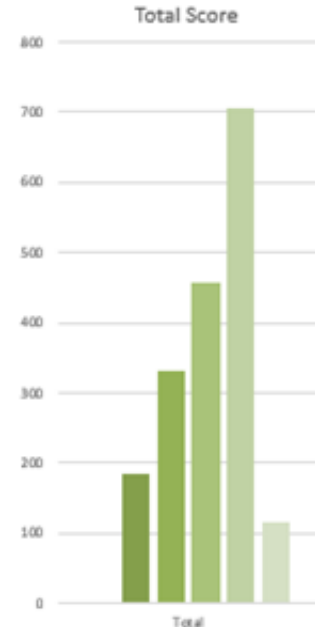


DASHBOARD – Company Progress

Green Masters Progress Snapshot

For those who have been in the program for more than a year, we show how your scores change over time.

Sector	2018	2019	Score Increase From Previous Year	Percentage Change From Previous Year
Energy	16	33	17	106
Carbon	14	11	-3	-21
Water	18	32	14	78
Waste Management	28	39	11	39
Transportation	12	24	12	100
Supply Chain	7	32	25	357
Outreach	10	30	20	200
Workforce	51	60	9	18
Governance	28	71	43	154
Total	184	332	148	80.43





Green Masters V7.0

✓ Introduction

67% General Information

Energy Actions

100% Carbon and Other
Emission Actions

Water Actions

Waste Management
Actions

Transportation Actions

Supply Chain Actions

Community and
Educational Outreach
Actions

Workforce Actions

Governance

Final Certification

English



Carbon and Other Emission Actions

A distinction between Energy and Carbon is that Energy actions refer to the actions taken to reduce the use of burned fuel (primarily from fossil fuels) for energy. Carbon is about understanding, measuring and tracking carbon and other emission factors. It also includes how you communicate, educate about and seek to reduce your overall carbon footprint.

1. Does your company track relevant carbon emission metrics?

Yes

2. Does your company publicly share the carbon and other emissions data that you track?

Yes

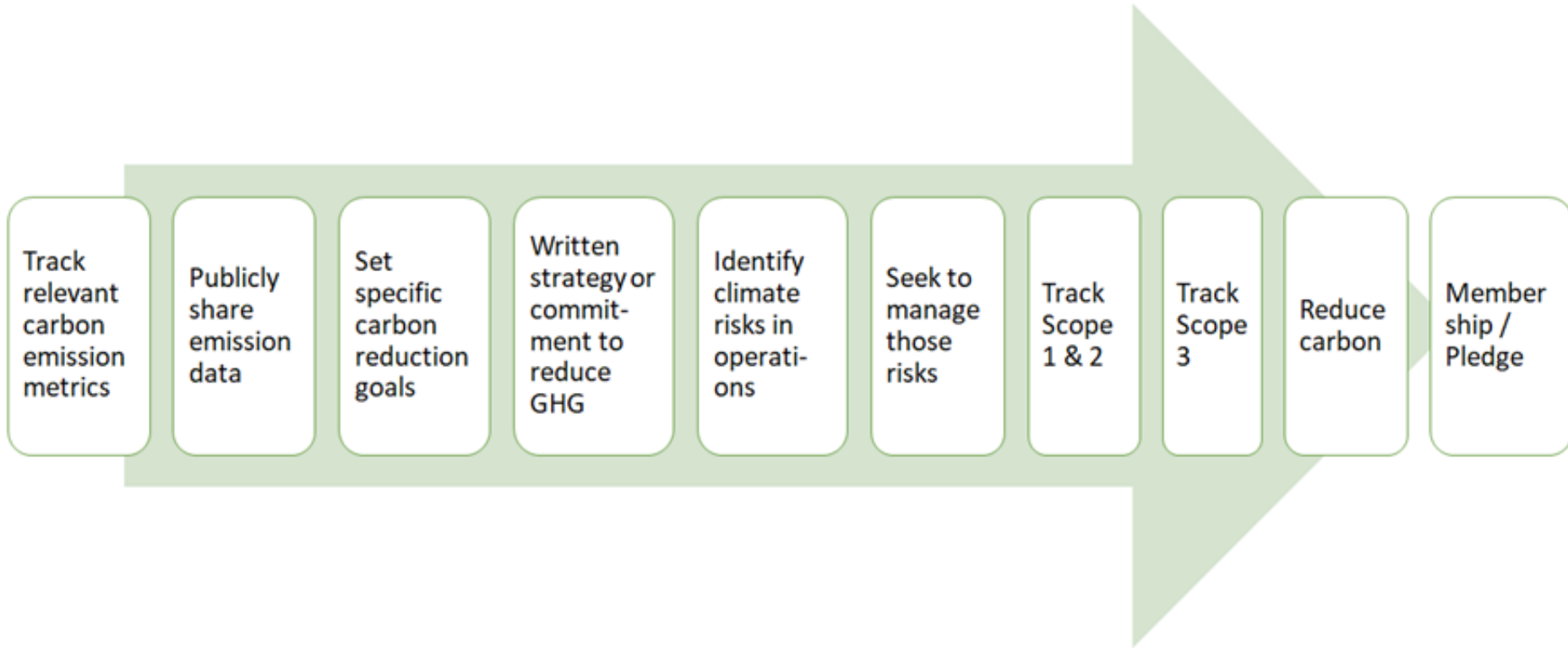
3. Have you set specific carbon reduction goals?

Yes

4. Does your company have a written strategy to reduce greenhouse gas emissions?

Yes

Carbon Progression / Program Questions



About the Program

Apply

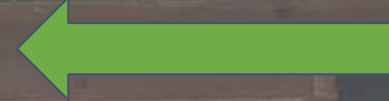
Download the Application

Current Participants

Dashboard Purchase

Mentorship Program

FAQs Page



www.wisconsinsustainability.com



Lisa Geason-Bauer
President

www.GreenMkting.com

SDG ACTION MANAGER

Take action.

Track progress.

Transform the world.



Overview of Tool & SDG Action #13

SDG Action Manager

Tool Created by:



United Nations
Global Compact



Based on:





Recommended

Recommended Modules are the areas where your company has the most opportunity to contribute to the SDGs, based on the World Benchmarking Alliance's market analysis. Many other factors may be used to identify where your company should prioritize its efforts. With that in mind, we recommend that your company undertakes its own context-specific analysis to identify priority SDGs based on factors like geography, industry, stakeholder engagement, etc.

To learn more about how your company can best identify the SDGs to prioritize, take a look at [Integrating the Sustainable Development Goals into Corporate Reporting: A Practical Guide](#) created by GRI and the UN Global Compact.



Remaining



Screenshot of baseline + module's

Baseline = UN Global Compact 10 Principles

The UN Global Compact Ten Principles



HUMAN RIGHTS

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.



LABOUR

v3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour;

Principle 6: the elimination of discrimination in respect of employment and occupation.



ENVIRONMENT

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility;

Principle 9: encourage the development and diffusion of environmentally friendly technologies.



ANTI-CORRUPTION

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.



148 SDG 13: CLIMATE ACTION

- 149 Target 13.1. Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries
- 154 Target 13.2. Integrate climate change measures into national policies, strategies and planning
- 155 Target 13.3. Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

SDG Action Manager

**SDG
ACTION
MANAGER**

Developed by



BETA



SDG Action Manager

The SDG Action Manager brings together B Lab's B Impact Assessment and the Ten Principles of the UN Global Compact to enable meaningful business action through dynamic self-assessment, benchmarking, and improvement.

QUESTIONS ANSWERED

175

QUESTIONS UNANSWERED

120

Recommended

SDG
BASELINE



Baseline

8 DECENT WORK AND
ECONOMIC GROWTH



SDG 8 - Decent Work and
Economic Growth

SDG Action Manager

- Built on the same platform as the BIA (B Impact Assessment)
- Tool is FREE, it is a public good
- Not Audited - Internal Impact Management Tool (NO verification is necessary)*
- Launched publicly end of Jan. 2020

* = for verification complete the BIA & become a Certified B Corp.

Features of the SDG Action Manager

- Find your starting point
- Understand and share your impact
- Set goals and track improvement
- Collaborate across your company
- Learn at every step
- **Trailblaze together:** Join a global movement of companies working to build a better world for people and our planet by 2030.

11 SUSTAINABLE CITIES
AND COMMUNITIES



**SDG 11 - Sustainable
Cities and
Communities**

10.0%

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



**SDG 12 -
Responsible
Consumption and**

17.9%

13 CLIMATE
ACTION



**SDG 13 - Climate
Action**

44.4%



SDG 13 - Climate Action



Take urgent action to combat climate change and its impacts

This module highlights key practices your business can take to contribute to SDG 13 - Climate Action, including employing climate risk assessments, adopting climate change governance, inventorizing greenhouse gas emissions in your operations and supply chain, and setting science-based targets.

OVERALL SCORE

80.4%

QUESTIONS ANSWERED

19 of 19

Business Model

This section provides an overview of how your company's business model can contribute to SDG 13 - Climate Action, including providing financing services focused on climate mitigation and adaptation activities in the least developed countries and emerging markets.

SCORE

20.2/33.3333

Introduction - Climate Action



Business Models Designed to Contribute to Climate Action



Intensity of Business Model Designed to Contribute to Climate Action



LEARN FEEDBACK

Has your company done any of the following to help identify and manage its potential contributions to SDG 13 - Climate Action?

- We have reviewed the targets of SDG 13 - Climate Action and are familiar with them
- We have analyzed the targets related to SDG 13 - Climate Action to identify the most direct opportunities for positive contribution
- We have analyzed the potential negative or unintended impact of our business activities on the targets of SDG 13 - Climate Action
- We have aligned our social and environmental performance objectives to specifically address the targets of SDG 13 - Climate Action
- We have a formal commitment to align our business with the Paris Agreement and measure progress towards it
- Other (please describe)

- None of the above

LEARN FEEDBACK

Total Greenhouse Gas Emissions (metric tonnes of CO2 equivalent) in:

Scope 1:

Total Greenhouse Gas Emissions (metric tonnes of CO2 equivalent) in:

0.954

We do not track this

Points Available: 0.00

NEXT

Activity

Comments

Provide a comment, insert a link, attach a document...

This question can also be found in:



SDG Action Manager - SDG 7 - Affordable and Clean Energy



SDG Action Manager - SDG 14 - Life Below Water



B Impact Assessment - Environment

More info / ??
about the question

Shows other sections
that have the same ??
and
BIA environment ???

LEARN FEEDBACK

Are any of the following true regarding potential risks that your company's activities pose to achieving SDG 13 - Climate Action?

- We have not conducted a climate risk assessment for our company
- We engage in lobbying, including involvement in industry organizations and trade associations that engage in lobbying activity, that has the risk of impeding efforts to achieving SDG 13 - Climate Action
- We operate in the extraction of, production of, trade in or distribution of fossil fuel based oil, natural gas or coal
- We operate in an energy and emissions intensive industry, like food processing, pulp & paper, metals, oil refining, transportation, etc. with direct risks to promoting SDG 13 - Climate Action
- We have engaged in large scale deforestation and habitat degradation
- We do not know if we have accidentally discharged harmful substances to the air
- Our facilities do not have the necessary equipment for containing GHG emissions such as CH₄, NO_x, etc.
- We do not have the necessary information to accurately answer or verify all of the answers above
- None of the above

Points Earned: 10.00 of 10.00

NEXT

More Resources:

[SDGActionManager.com](https://www.sdgactionmanager.com)

<https://www.unglobalcompact.org/take-action/sdg-action-manager>

<https://sdghub.com/project/sdg-action-manager-tool/>

Follow Up Questions?



Kathy Kuntz,
Kuntz.Kathryn@countyofdane.com



Lisa Geason-Bauer,
Lisa@evolutionmarketing.biz



Jessy Servi Ortiz,
Jessy@wisconsinsustainability.com