



Measure: The first step toward Climate Neutral Certification

For brands with 2019 revenues of \$5-100 million

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1. AN OVERVIEW: MEASUREMENT FROM A BIRD'S EYE VIEW

1. Prepare and Aggregate:

The first step is to pull together the data you'll need to complete your emissions estimate using our Brand Emissions Estimator (BEE). You should identify the people you'll need to work with inside your company, and prepare to track down the data inputs you'll need (don't worry—we have a list).

Using our worksheets, pull all of your company's data together into one place. Set some time aside. Depending on the complexity of your business and supply chain, this could require a decent amount of work.

2. Measure:

This is where the magic happens. You'll take everything that you've collected and load it into Climate Neutral's easy to use, web-based BEE tool. The BEE will use a combination of estimation and primary data to simplify the exercise. You'll first develop a "Level 1" estimate and then refine it with your data to develop a "Level 2" estimate for certification.

3. Onward and Upward:

Congrats! You've completed the first big step to becoming Climate Neutral Certified. Your report from the BEE will be crucial for what comes next—creating a reduction action plan and knowing how many tonnes you need to offset for 2019.



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DEC	JAN	FEB	MAR	APR
A: PREPARE AND AGGREGATE YOUR DATA		B: MEASURE ESTIMATE YOUR FOOTPRINT		
C: REDUCE DEVELOP YOUR REDUCTION PLAN				
			D: OFFSET TALLY/PURCHASE	SUBMIT ALL DOCUMENTATION
			BRAND LICENSE AGREEMENT	E: CERTIFY
				F: LABEL

2. MEASUREMENT TIMELINE:

1. Prepare and Aggregate:

KEY DATES	CLIMATE NEUTRAL WILL	BRAND WILL
Dec 13th	Provide the aggregation worksheet and data inputs list	Begin collecting data inputs
	Provide the Step 1: Measure How-To Guide	Begin aggregating data
Dec 17th	Host Webinar #1: Review timeline and discuss aggregation	
Jan 31st		Complete the aggregation worksheet

2. Measure

KEY DATES	CLIMATE NEUTRAL WILL	BRAND WILL
Jan 13th	Open the Brand Emissions Estimator (BEE) online tool	Identify team lead for BEE access
	Send an orientation quick-start including instructional video, general guidelines, and support details	
Feb 7th		Recommended: complete Level 1 estimate
Feb 10th		Begin Level 2 refinement process
Mar 10th		Complete BEE Level 1 & 2
		Send BEE Results to Climate Neutral
	Begin reviewing results	

Certification Timeline 2019
Committed Brands: For Brands with \$5-100m Revenues
BOLD DATES = Deadline



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3. PREPARE AND AGGREGATE: LET'S START HERE!

Measuring your company's carbon footprint may sound daunting. We're simplifying the footprinting process with an estimation tool that prioritizes ease of use and minimizes the time required. Climate Neutral Certified is based on a reasonable estimate of your footprint, not a detailed lifecycle assessment of all of your products.

Preparing now will make this easier for you down the line:

- 1. Get your team on board**
- 2. Collect source data**
- 3. Fill out the data aggregation workbook**

1. Get Your Team On Board

Everything is better with friends! It'll make the process easier and will engage stakeholders across your company. Get internal stakeholders together in a room or on video chat to talk about the data you'll need to measure your footprint. This will help:

- Build excitement
- Catalyze cross-team action later in the reductions step
- Ensure that you have all of the inputs you need
- Increase the accuracy of your inputs—each department can own the data sources that they're most familiar with.

We recommend starting this process in December, even before the year is over. Having the right channels and team members lined up now will save time in January.

2. Collect Source Data

Work with your team to track down the key sources of data: bills of materials, shipping manifests, utility bills, employee travel activity. Use the provided list of data inputs as a checklist to gather everything you'll need to fill out the Data Aggregation Worksheet. We suggest planning ahead since this step will involve different team members and some of what you'll need may take time to track down. Start the process early and allow time for follow-up.

3. Fill Out the Data Aggregation Workbook

Following the in-line instructions, fill out the data aggregation workbook using the data that you've collected from your team. The workbook will sum it all up so you can enter it into the BEE tool easily.



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4. MEASURE: CREATING A LEVEL 1 ESTIMATE

On January 13th, go to bee.climateneutral.org to access the tool. You should plan on about 20 minutes to complete the Level 1 Assessment. This step asks you about your company's revenues and manufacturing activities. First you will have to identify one or more sectors for the revenues that you generate, and allocate your revenues across those sectors. Then you will need to specify where your manufacturing takes place, allocating shares across countries. We use this information to develop a first-order estimate of your emissions across Scope 1, 2, and 3. After you finish this step, Level 2 allows you to tailor the assumptions with actual data about the goods, services, and energy you buy. Follow the on screen instructions and watch our instructional video for tips.

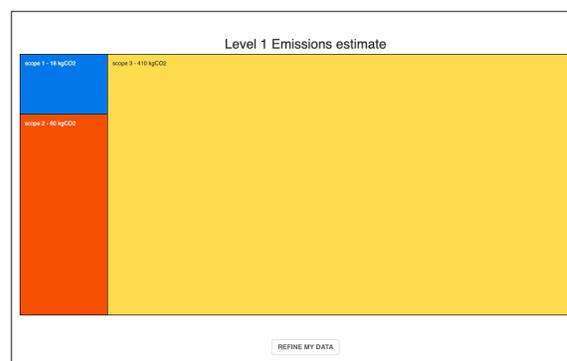
What is it Good For?

Level 1 gives you a rough estimate for your footprint along GHG Protocol categories, beginning to distinguish your emissions that come directly from your direct energy consumption (Scope 1) versus emissions that are indirect (Scope 2) or in your supply chain (Scope 3). Your results from Level 1 will allow you to 'ballpark' your offsetting needs. It's helpful to understand that Level 1 results are based on average global economic activity based on the types of products and services that you offer. It's our best guess, but we won't use the Level 1 numbers for certification.

5. MEASURE: COMPLETING YOUR LEVEL 2 REFINEMENT

After you've finished with Level 1, you'll move onto Level 2. Our team will provide you with user login information so that you can save your data from this step.

Level 2 begins with a detailed breakdown of your emissions by Scope in a "treemap" that looks like this:



Throughout Level 2, you'll move back and forth between different treemaps that break your emissions down across Scopes, sectors, and subsectors. The larger the boxes in the treemap, the bigger the estimated contribution to your footprint.

The purpose of this step is to move from the Level 1 estimate to a more specific number that better reflects your own business operations. For the smaller sources of emissions, estimated data is sufficient to produce your final footprint. For larger sources, you'll enter the data that you collected in the aggregation workbook. You'll do that by clicking on those bigger boxes and inputting more data into the table of purchases. As you input more data, you'll see that the treemap updates to reflect your refinements.



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6. ONWARD AND UPWARD: INTERPRETING YOUR RESULTS

Your footprint is composed of emissions from different categories. These categories correlate to the GHG Protocol categories and are delineated by scope and then broken down into categories and subcategories which can help you to understand what is contributing to your footprint and to what extent. The results will present categories as relative to one another, which will help you to identify 'hotspots'. We'll have some helpful visualizations for you to reference at the end of the Level 2 process. They will help focus your reductions efforts.

Next Steps

1. Plan to share these results with your team. We'd definitely recommend that you present the results to the original team that helped you with data aggregation.
2. Use this report to identify reductions strategies. Look at your results to understand your hotspots and begin to think about how you can adjust to reduce emissions. You'll submit a reduction action plan in order to get certified.
3. Use this report to anticipate your need for offsets. Your footprint results will tell you how many offsets you will have to purchase to be Climate Neutral Certified. Offsets can be purchased through Climate Neutral or you can purchase your own offsets according to Climate Neutral requirements and have your portfolio verified.