.planetly by OneTrust

Planetly Seal Guide

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Table of contents

1. Introduction

a. Purpose

This document describes the requirements that apply to companies seeking to obtain one of Planetly's seals starting July 2022. The scope of Planetly's seals has been revised and updated to reflect developments in climate science, international policy, industry guidance, standards and business practice.

The seals presented in this document serve as a visual representation of a company's efforts and can be used to communicate climate commitments and achievements to stakeholders. It provides the methodological approach toward planning for and achieving the seals, as well as guidance on how to best communicate the associated claims.

b. Context

The climate crisis is one of the greatest challenges humankind has ever faced, and it is clear that corporations are an important contributor to this. However, they can also be an integral part of solving the crisis. Without ambitious corporate climate action, we will not be able to keep global warming under 1.5 °C – as called for in the Paris Agreement[1].

In order to achieve this goal, global anthropogenic emissions need to reach net-zero by 2050. According to a report by the IPCC titled "Climate Change 2022: Mitigation of Climate Change" from April 2022, GHG emissions must peak by 2025 and reduce by 43% by 2030 to limit warming to around 1.5 °C. We need to move swiftly to a low-carbon society, but it will require an enormous effort by governments, businesses, and individuals. Accordingly, the Corporate Net-Zero Standard of the SBTi encourages companies across the world to halve emissions before 2030 and achieve net-zero emissions before 2050.

By investing in climate action, companies can already achieve the interim milestone of carbon neutrality while transitioning towards net-zero. Given the urgency of the climate crisis, carbon neutrality should be reached as soon as possible with the appropriate use of compensation. Good practice elements for high-integrity voluntary compensation include prioritization of own mitigation action, robust quantification of carbon footprints, use of high-quality carbon credits, avoidance of double counting, transparent and accurate reporting, and clear and truthful claims and marketing.

c. Climate action in four steps

Planetly's mission is to enable businesses to successfully transition to a net-zero economy. We work closely with clients to analyse their emissions in line with the GHG Protocol, and

[1] The Paris Agreement is a legally binding international treaty on climate change. It was adopted by 196 Parties at COP 21 on 12 December 2015, and entered into force on 4 November 2016

provide software tools to manage carbon data, reduction strategies as well as offsetting solutions from high-quality offset projects. We strongly believe that *"you can only manage what you can measure",* and calculating your carbon footprint is therefore the first crucial step towards managing your emissions.

Corporate climate action consists of the following elements:

- **Calculate:** For any credible claim about carbon neutrality, a company needs to be transparent about its carbon footprint and how it was measured
- **Reduce:** Identify important reduction levers, and develop a roadmap that helps you reduce your carbon emissions over time
- **Offset:** Offset emissions that cannot yet be avoided via certified climate projects
- **Communicate:** Share your climate action commitment, progress, and success with employees, customers, investors, and the world

d. Planetly's seals

Planetly's seals are designed to communicate clients' climate action to their stakeholders. The table below shows the four different seals that can be obtained.

Category	Claim	Seal
Company seals	Carbon Conscious Company	.planetly Carbon Conscious Company
	Carbon Neutral Company	.planetly Carbon Neutral Company
Other seals	Carbon Neutral Product	.planetly Carbon Neutral Product

In addition, companies can achieve the **Carbon Pioneer** sticker on top of one of the company seals.

Category	Claim	Sticker
Add-on to company seals	Carbon Pioneer	

2. Technical backdrop

a. Guiding principles

Taking into account the principles listed below is essential to ensure that climate action is achieved and demonstrated truthfully, and fairly. These guiding principles form the basis for the requirements in this document.

Conservatism
Use conservative assumptions, values, and procedures to ensure that progress toward or achievement of carbon neutrality is not overestimated.

Completeness
Account for and report on all GHG emission sources and activities within the chosen inventory boundary. Disclose and justify any specific exclusions.

Transparency
Provide clear and sufficient information for stakeholders to assess the credibility and reliability of climate action claims.

Hierarchical approach
Within the carbon management hierarchy, reduction of GHG emissions has the priority.

"Do no harm" approach
Actions or activities towards carbon neutrality should aim to avoid unintended negative impacts on the environment or society.

b. Relationship with other standards and initiatives

For the GHG accounting, the analysis closely follows the GHG Protocol Corporate Standard and the GHG Protocol Corporate Value Chain (Scope 3) Standard. For products, the analysis is aligned with the GHG Protocol Product Life Cycle Accounting and Reporting Standard. The requirements for the carbon neutrality claims are informed by the logic of PAS 2060.

We continuously track government regulations and guidelines for environmental claims to ensure that our seals comply with these recommendations. In addition, Planetly is constantly reflecting and reviewing new policies and will adjust its seal policy where needed.

Planetly can assist companies in the process of achieving third-party certification for carbon neutrality claims. Once available, support can also be provided to companies pursuing third-party certification under the ISO 14068 or VCMI's Claims Code of Practice.

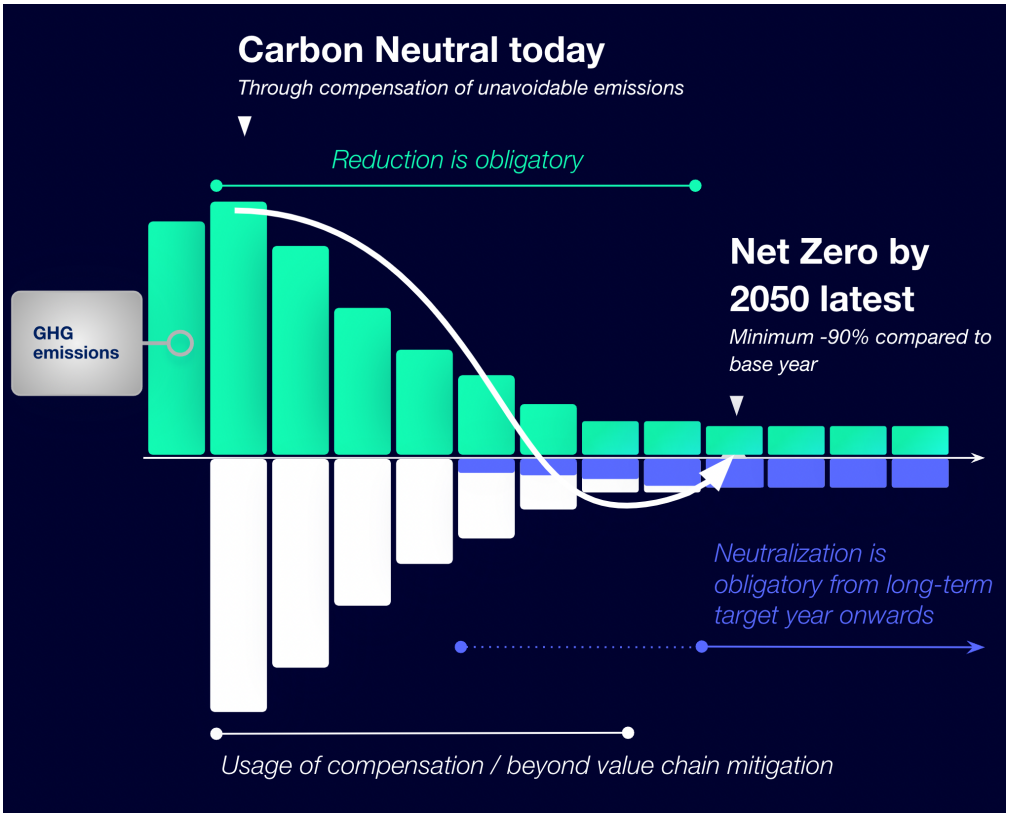
c. Difference between net-zero and carbon neutrality

The terms “carbon neutral” and “net-zero” are sometimes used interchangeably. However, at the company level, differentiation is necessary between the transitional state with offsetting of as yet unabated emissions (carbon neutrality), and the end-state with only residual emissions being counterbalanced (net-zero)

On the planetary level, net-zero is a state in which the total GHG emissions emitted to the atmosphere are negated by an equivalent amount of GHG removal. On the company level, net-zero is a state that is reached when emissions have been reduced as much as possible and the remaining emissions are neutralized by carbon removal projects. The SBTi speaks of net-zero being achieved when 90-95% of emissions have been reduced, which should happen before 2050. In this end-state, companies should then ‘neutralize’ any remaining emissions with carbon removals.

Companies can achieve carbon neutrality in the early stages of the journey toward net-zero, when emitted emissions are compensated for with carbon reduction or carbon removal projects. Indeed, in order to keep temperature rise below 1.5 °C, companies are encouraged to purchase carbon credits in parallel with their emission reduction efforts to compensate for emissions released during decarbonization. In the SBTi Net-Zero Standard, this is referred to as *“beyond value chain mitigation”*.

Figure 1: Carbon Neutrality and Net-Zero trajectory



Source: Adapted from the SBTi (2021)

Thus, carbon neutrality is by no means an end goal for corporate climate action. Rather, it can be a first step on the way toward a more long-term net-zero target. The role of compensation will just evolve and diminish along the way to net-zero.

d. Role of carbon footprint analysis

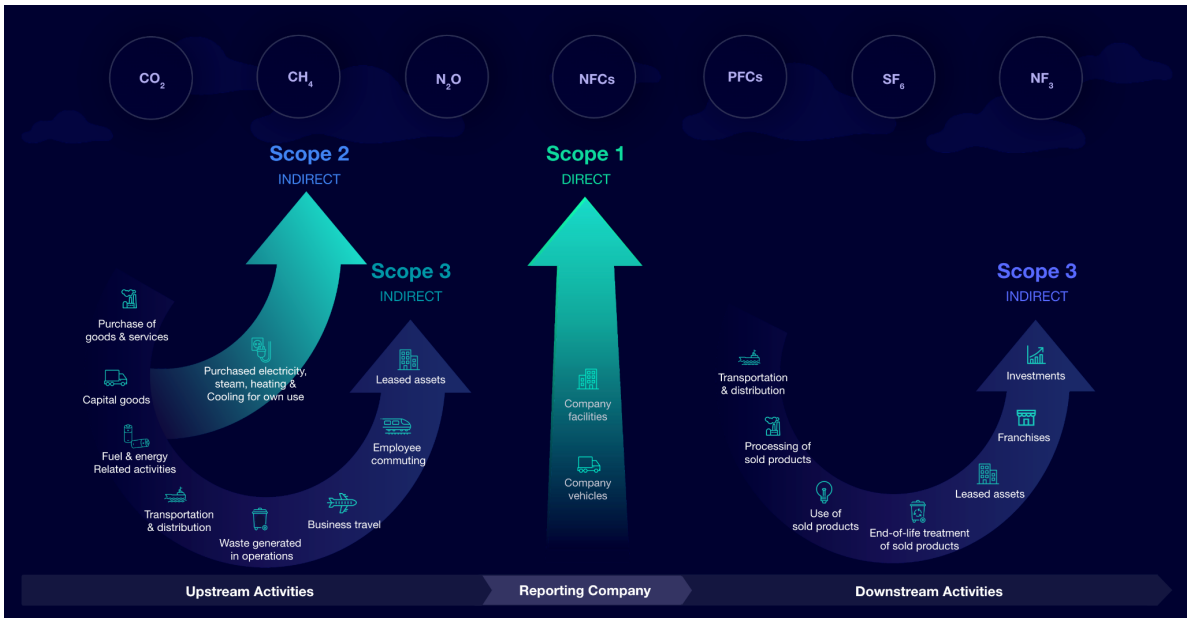
Calculating your carbon footprint is the first important step on the way to carbon neutrality. For such a claim to be credible, the extent of the footprint measured is key. In particular, this means that all relevant GHGs must be included (expanding the claim to CO_2e, and the boundaries should cover the company's entire value chain.

The underlying GHG accounting required to receive Planetly's seals is based on the GHG Protocol. The GHG Protocol is a recognized international standard that defines clear requirements for the structure and content of carbon corporate reports and the collection of the key figures contained therein. An essential aspect is the definition of scopes, which differentiate between different types of emissions and avoid double entries.

The GHG Protocol distinguishes between the following 3 categories of emissions:

- **Scope 1** signifies direct emissions that come from on-site facilities. This can include the fuel you burn in company vehicles, the natural gas you use to heat your office, or any direct emissions from owned manufacturing plants
- **Scope 2** represents indirect emissions. This is mostly your purchased electricity
- **Scope 3** represents indirect emissions from your value chain, and in most cases makes up the majority of a company's footprint. Scope 3 represents GHG emitted across the entire corporate value chain – that means emissions released from extracting raw materials used for finished products, corporate business travel, employee commuting, shipping and transporting, and more

Figure 2: Overview of the three Scopes of the GHG Protocol



Source: Adapted from WRI and WBCSD (2022)

Any calculation of the carbon footprint remains subject to uncertainties to a certain degree. To make sure that companies can make their claims with confidence, Planetly advises that an additional 10% of the calculated footprint should be compensated as a security margin, to account for any discrepancies that might have resulted from assumptions and estimates taken. The margin of safety is only relevant for offsetting and does not change the carbon footprint itself.

Making meaningful comparisons of emissions data over time is an integral part of any GHG accounting that aims to be credible, transparent, and useful to stakeholders. To achieve this, the inventory boundary must be held consistent between those data sets that are used for a direct comparison. A base year is a reference point in the past with which current emissions can be compared. In order to maintain the consistency between data sets, base year emissions may need to be recalculated. Companies should have a recalculation policy in place to retroactively recalculate emissions should certain conditions trigger a need for a recalculation.

According to the GHG Protocol, previous corporate carbon footprints used as a comparison with the current footprint must be recalculated in the following cases:

1. Structural changes in the organization (e.g. the organizational boundaries change due to a merger, acquisition or divestiture)
2. Changes or improvements in calculation methodologies, emission factors or data that have a significant impact on the outcome

3. Discovery of an error, or a number of cumulative errors, that are collectively substantial

If calculation is necessary and feasible, companies are advised to recalculate the carbon footprint and offset previously underestimated emissions if they are significant (>10% of the calculated footprint).

e. Role of reduction

It is absolutely crucial that companies backup their claims with efforts to decarbonize their operations and supply chains. Limiting global warming to 1.5 °C requires that all actors reduce their direct and indirect emissions at a scale and pace consistent with this goal. The best practice for companies is to set and implement targets, pathways, and plans for reducing their direct and indirect emissions that are consistent with a pathway aimed at 1.5 °C, using available tools and standards.

Planetly is committed to helping companies to set ambitious climate targets in line with the latest climate science and support them throughout the entire process of setting and submitting targets in line with the SBTi, from a readiness assessment and target modelling to the communication of targets. Moreover, Planetly supports its clients in developing a holistic reduction strategy, and identifying short to long-term reduction measures.

In any case, reduction of direct and indirect GHG emissions should take precedence over offsetting. As such, in order to be awarded one of the Planetly seals, companies should show continuous ambition to reduce GHG emissions over time.

f. Role of compensation

Carbon offsetting is a mechanism that enables companies to compensate for the emissions they cannot avoid, by supporting emission reduction projects that avoid, reduce or remove emissions elsewhere. This voluntary compensation is done by purchasing carbon credits issued by a recognized crediting standard in the voluntary carbon market and retiring or cancelling these credits in a carbon registry. A carbon offset represents one tonne of CO_2e that has been absorbed, removed or prevented from being emitted into the atmosphere through a carbon offset project. The ‘e’ in CO_2e stands for ‘equivalent’ and refers to the seven GHG emissions defined under the Kyoto Protocol.

The carbon credits used to obtain Planetly’s seals must meet the highest industry standards and follow a defined methodology. Carbon credits should be purchased from third-party verified emissions reduction projects certified by benchmark standards, such as the Gold Standard or the Verified Carbon Standard, and follow a robust due diligence process.

There are many types of projects, as emissions reductions can be achieved through various technologies. Basically, there are two main categories: carbon avoidance or reduction and carbon removal. Carbon removal projects, as the name suggests, are about removing

carbon from the atmosphere (e.g. afforestation projects), while carbon avoidance projects are about preventing carbon from being produced in the first place (e.g. community-based energy efficiency projects).

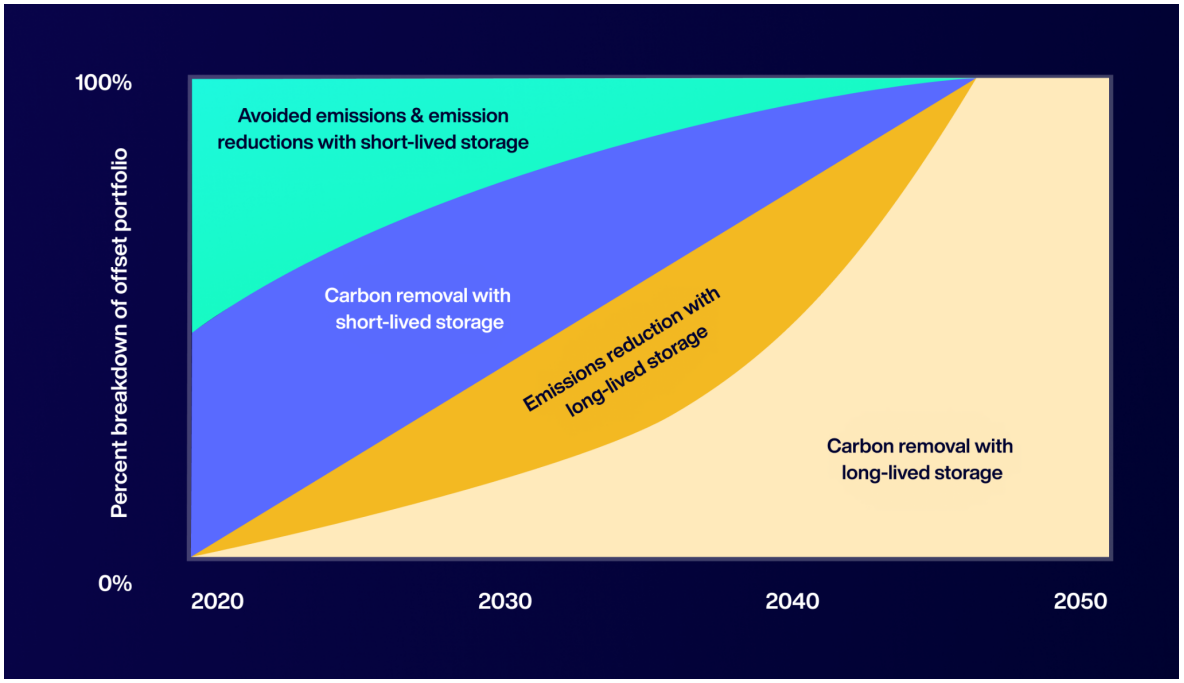
Planetly encourages companies to take into account the Oxford Principles for Net Zero Aligned Carbon Offsetting where possible. These principles were published in September 2020, and outline how offsetting needs to be approached to ensure it helps achieve a net-zero society.

The four Oxford Principles are:

1. Cut emissions, use high-quality offsets, and regularly revise the offsetting strategy as best practice evolves
2. Shift to carbon removal offsetting (i.e. certified offsets which result in the removal of carbon from the atmosphere as opposed to offsets which result in emissions reductions)
3. Shift to long-lived storage (i.e. where carbon is stored permanently with minimal risk of re-release)
4. Support the development of net-zero aligned offsetting (i.e. creating demand or carbon removal and long-lived storage, promoting the principles and supporting the development and restoration of ecosystems)

Figure 3 below shows an illustrative breakdown of the percentages of different types of offsets that could be used to offset unavoidable emissions between now and 2050. It is not intended to be prescriptive, but shows a plausible path that an offset plan compatible with Principles 2 and 3 could take. It shows the shift away from emissions reductions (orange) to carbon removal (blue) and the shift away from short-lived storage (above the diagonal line) to long-lived storage (below the diagonal line).

Figure 3: Illustrative net-zero aligned offsetting trajectory



Source: Adapted from University of Oxford (2020)

As such, we advise corporations to take a progressive approach, starting by offsetting with readily available projects (such as avoided emissions) and slowly incorporating a greater proportion of carbon removal projects in the blend of credits used for offsetting.

3. Company seals

a. Carbon Conscious Company

This seal serves as a stepping stone toward deep transformation within a company's operations. It signals that a company is starting the journey towards net-zero with Planetly.

Analysis requirements:

- GHG Protocol compliant calculation of the carbon footprint, which shall cover at least Scope 1 & 2
- Companies should strive to include Scope 3 emissions categories whenever they are significant and can be reliably calculated

Other requirements:

- Demonstrate first steps in climate action by achieving one of the following:
    - Compensation of Scope 1 & 2 emissions by investing in verified, high-quality carbon credits
    - Establishment of an ambitious and credible GHG emission reduction plan, for which the reduction requirements of Carbon Neutral Company apply

b. Carbon Neutral Company

This seal is for companies who wish to demonstrate their commitment to climate action. It is a clearly defined claim that signals ambitious climate action toward net-zero.

Analysis requirements[2]:

- GHG Protocol compliant calculation of the carbon footprint, covering at least 95% of emissions across Scope 1, 2 and 3
    - Calculation of Scope 1 + 2 + 3.1 – 3.8 and 3.14 – 3.15 are always conducted
    - Remaining Scope 3 categories emissions (3.9 – 3.13) are only analysed in full if determined to be relevant in data screening (i.e. a material scope boundary of 5% applies)
    - Where a single emission category contributes more than 50% of the total GHG emissions, the 95% threshold shall also be applied to the remaining categories
- All material emission sources must be included, and in the case of immaterial emission sources, decision-making for these exclusions must be demonstrated (i.e. transparent description of underlying assumptions)

[2] See Annex B for a detailed overview of the required scopes and categories

- Companies should strive to include further Scope 3 emissions categories whenever they can be reliably calculated

Reduction requirements:

- An ambitious and credible GHG emission reduction plan needs to be created, implemented and advanced on an annual basis. This reduction plan includes different aspects that show companies are genuinely working on emission reductions
    - Companies have to confirm that they are working on reduction. This can cover a range of reduction aspects, ranging from reduction targets to implementation of long-term reduction measures
    - To support the confirmation, Planetly provides a predefined list of the most common reduction aspects[3]
    - Companies shall fulfil at least one aspect in the first year. Each year, at least one more reduction aspect needs to be considered. For renewal seals, reduction plans shall include reports on progress made against actions included in the prior year's plan (i.e. evidence of achieved reductions)
    - Companies are urged to identify and implement additional measures to reduce GHG emissions where possible. It should be described how these measures will be implemented, preferably along with the estimated reduction volume and an indicative timeline
- Setting reduction targets that are consistent with the latest climate science is highly encouraged (e.g. through the SBTi), but are only required from year 3 onwards

Compensation requirements

- Compensate for all material emissions sources by investing in verified, high-quality carbon credits

[3] See Annex A for the list of suggested reduction measures

4. Other seals

a. Carbon Neutral Product

This seal is for companies who wish to demonstrate their product or a specific brand (line of products) is carbon neutral[4]. These claims represent achievement across the full value chain of the subject in question.

Analysis requirements:

- Product Carbon Footprint (PCF)[5] analysis shall be performed in alignment with the Product Life Cycle Accounting and Reporting Standard of the GHG Protocol and ISO 14067:2018
- Quantification of GHG emissions shall take into consideration the entire life cycle of the subject, including material acquisition & pre-processing, production, distribution & storage, use and the end-of-life (i.e. cradle-to-grave)
    - For some products, the use and end-of-life phases may be excluded, but a clear explanation must be provided and communicated as to why only cradle-to-gate emissions are covered
- All material emission sources must be included, and in the case of immaterial emission sources, decision-making for these exclusions must be demonstrated (i.e. transparent description of underlying assumptions)

Reduction requirements:

- Analyse potential reduction levers in the lifecycle emissions and/or emissions intensity associated with the product
- Implement a credible reduction strategy for the relevant product, preferably with progressive reduction targets to reduce residual GHG emissions

Compensation requirements:

- Compensate for all material emissions sources by investing in verified, high-quality carbon credits

[4] Planetly highly recommends that companies pursue verification of a carbon neutral product by an independent third party (e.g. TÜV)
[5] Product Carbon Footprints (PCF), also known as product GHG inventories, are a subset of life cycle assessment (LCA) because they focus only on the climate change impact category

5. Additional climate action

a. Carbon Pioneer

Removing GHG emissions from the atmosphere is essential to meet the Paris Agreement's looming climate targets. As suggested by the Oxford Principles, users of carbon credits must increase the portion of their offsets that come from carbon removal to ultimately reach 100% carbon removal by mid-century. Only this will ensure compatibility with the Paris Agreement goals. Various nature-based projects types (e.g. afforestation and reforestation, soil carbon sequestration) are already certified under international carbon standards for use as offsets.

The IPCC asserted in their report from April 2022 that substantial amounts of carbon removal are necessary to stay below 2 °C. New carbon sequestration methods have already emerged in response to the need, but these project types are still in their infancy and do not yet align with traditional verification methodologies. Support for these projects is highly needed to help them grow and prove their technologies.

Planetly is excited to partner with various innovative carbon removal projects that have great potential. However, robust, transparent and standardized international certification and accounting methodologies for these projects are not yet available. As the seals described above require carbon credits to come from projects verified by an internationally accepted standard, such projects are not eligible for offsetting purposes as of today.

We encourage clients to make a financial contribution over and above their offsetting commitments to these climate action projects. To recognize investment in such projects, Planetly rewards early adopters of future-oriented technology with a “Carbon Pioneer” sticker, which is only available as an add-on to the “Carbon Conscious Company” or “Carbon Neutral Company” seals.

Requirements:

- As a prerequisite, the requirements of either the “Carbon Conscious Company” or “Carbon Neutral Company” seal have to be met in full
- Support carbon removal projects that are not yet certified by benchmark standards, but which are actively formulating and working to a benchmark standard methodology, to analyse, calculate, certify and verify the emissions reductions
- Eligible project types include:
    - Technology-based or hybrid carbon removal projects (e.g., bio-oil, direct air capture, enhanced weathering, carbon capture and storage such as carbon mineralization)

    - Ambitious nature-based carbon removal projects (e.g. forestation, soil sequestration, seagrass restoration, kelp farming, mangrove restoration)

- The financial contribution must occur over and above offsetting efforts. Investments in these projects are excluded from being utilized for offsetting purposes in the future

b. Climate protection initiatives

Planetly also offers its clients the opportunity to invest in local and international climate protection initiatives. These initiatives do not generate carbon credits, but still allow companies to finance specific climate action, as well as contribute to supporting local communities or increase employee engagement. Most notably, this includes local climate protection initiatives that are non-certified (e.g. local afforestation projects that do not scientifically calculate and certify the carbon sequestration)

Investments in these initiatives are neither eligible for offsetting purposes, nor can they be used to obtain the Carbon Pioneer sticker. Nevertheless, companies can still proudly communicate that they support these initiatives on their own, thereby signalling to stakeholders that they take further responsibility for the environmental impact of their activities.

6. Usage and communication

Planetly wants the companies it works with to showcase their climate commitments and achievements loud and widely. However, it is key that this information is communicated clearly and accurately, as it is the only way to establish transparency and accountability.

Corporate climate commitments and achievements vary widely in scope and ambition. In practice, the same claim can be based on different underlying requirements. Increasing scrutiny of corporate climate commitments puts reputations at risk, if done incorrectly or not transparently. Therefore, companies have a great responsibility to act with urgency and ambition, but also to be clear and transparent with their stakeholders about what they actually do.

Carbon neutrality is an interim achievement in the journey towards net-zero, and should be communicated as such. We strongly advise against using alternative terms that have not been standardized, such as “carbon free”, “carbon negative”, “carbon positive”, “zero carbon”, “zero impact”, or “zero emissions”, as well as the term “climate neutral”.

In any case, companies should make sure that any claims they make are meaningful and not vaguely formulated. Claims should always be backed up with data or other types of proof. If further assistance is desired, clients can reach out to Planetly’s team of experts for best practices on communicating sustainability efforts.

For communication surrounding all the seals described in this document, the following shall be considered:

Usage requirements:

- Companies are only allowed to use the respective seals for one year according to the seal licence agreement
- Companies must comply with Planetly’s Usage Guide[6]
- Local laws need to be taken into consideration when formulating public claims
- The Carbon Pioneer sticker may only be communicated in conjunction with the underlying company seal

Communication recommendations:

- Recipients of Planetly’s seals should make the information, backing up the underlying claim, publicly accessible to their stakeholders
- The respective public documentation should cover the following information:

[6] See Annex C

    - Description of the subject (company or product) and its boundaries, as well as the period to which the claim corresponds
    - Total annual carbon footprint calculated (broken down by Scope 1, 2, and 3 emissions categories for companies, or by life cycle stages for products)
    - For products, the system boundaries of the calculation and the carbon footprint per product unit should be described
    - Details on carbon credits used to compensate, namely, certification standard name, project name, host country, project type and project description
    - Summary of GHG emission reduction plan
    - Description of whether the carbon neutrality claim of the subject was verified externally and, if so, when and by whom
    - Details on additional climate action (especially when being awarded the Carbon Pioneer sticker)
- Planetly provides templates to create this public documentation. We strongly advise clients to communicate seals along with a reference to this

Glossary of key terms and concepts

- **Carbon:** Throughout this document, carbon is used as shorthand for aggregated GHG emissions, also reported as CO2e
- **Carbon avoidance:** Avoided emission projects reduce emissions compared with a business as usual baseline scenario. Projects that protect forests from deforestation or replace fossil fuel energy with renewable energy fall under this category
- **Carbon credit:** Tradeable certificate representing one tonne of CO_2e in GHG emission reductions or GHG removal enhancements
- **Carbon dioxide equivalent (CO_2e):** Unit for comparing the radiative forcing of a GHG to that of carbon dioxide. The CO_2e is calculated using the mass of a given GHG multiplied by its global warming potential
- **Carbon neutrality:** Situation where the GHG emissions attributed to a company's operations, products or services have been fully offset by using at least an equivalent amount of carbon credits that are exclusively claimed by the actor, such that the net contribution of the actor's operations, products or services to global GHG emissions is zero
- **Carbon removal:** Removal projects absorb carbon from the atmosphere. These include nature-based projects where carbon is sequestered and stored into biomass like trees, seagrasses or soil. There are also engineered methods to remove carbon, such as direct air capture and storage
- **GHG Protocol:** The GHG Protocol provides the most widely used GHG accounting standards. Their corporate accounting and reporting standard describes requirements and guidance for companies, and serves as the basis for virtually every corporate reporting program in the world
- **Greenhouse gases (GHG):** Gaseous constituent of the atmosphere, natural or anthropogenic, that absorbs and emits radiation at specific wavelengths within the spectrum of infrared radiation emitted by the earth's surface, the atmosphere, and clouds. According to the Kyoto Protocol, the seven main GHGs are: carbon dioxide (CO_2), methane (CH_4), nitrous oxide (N_2O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), sulphur hexafluoride (SF_6) and nitrogen trifluoride (NF_3)
- **LCA:** Life cycle assessment (LCA) is a method for evaluating the environmental impact of a commercial product through all stages of its life cycle, from cradle (raw material extraction) to grave (final disposal)
- **Net-zero:** Condition where GHG emissions caused by human activity are reduced, and residual emissions are balanced by human-led removal over a specified period

- **Offsetting:** Counterbalancing of unabated or residual GHG emissions, usually by retiring or cancelling carbon credits in a public registry
- **PCF:** With the Product Carbon Footprint (PCF) method, it is possible to identify and evaluate the GHGs that are produced during the life cycle of a product. This means that the analysis not only covers the product itself, but also takes into account additional factors such as the supply chain, logistics, internal production, usage phase and disposal of a product
- **SBTi:** The Science-Based Targets initiative (SBTi) encourages companies to set science-based targets in line with the Paris Agreement. They provide general as well as industry-specific guidance on how to meet these targets
- **Science-based target:** An emission reduction target is science-based if it accords with what climate science tells us about how to meet the goals of the Paris Agreement: to limit global warming to less than 2° C above pre-industrial levels and ideally pursue a stricter 1.5 °C target

References and further reading

BSI, 2014 – PAS 2060:2014 Specification for the demonstration of carbon neutrality

ISO, 2013 – ISO 14067:2018 Greenhouse gases — Carbon footprint of products — Requirements and guidelines for quantification

ISO, nd – ISO/WD 14068 Greenhouse gas management and related activities — Carbon neutrality (under development)

IPCC, 2022 – The Sixth Assessment Report, Climate Change 2022: Mitigation of Climate Change

Science Based Targets, 2021 – SBTi Corporate net-zero standard

University of Oxford, 2020 – The Oxford Principles for Net Zero Aligned Carbon Offsetting

VCMI, 2022 – Provisional Claims Code of Practice

WRI and WBCSD, 2004 – Greenhouse Gas Protocol, A Corporate Accounting and Reporting Standard

WRI and WBCSD, 2011 – Greenhouse Gas Protocol, Corporate Value Chain (Scope 3) Accounting and Reporting Standard

WRI and WBCSD, 2011 – Greenhouse Gas Protocol, Product Life Cycle Accounting and Reporting Standard

WRI and WBCSD, 2022 – Diagram of Scopes and Emissions Across the Value Chain

Annex A – Reduction aspects

The overview below shows a non-exhaustive list of reduction aspects that can be considered for the requirements of the Carbon Conscious Company and Carbon Neutral Company seals.

- ☐ Implementation of a reduction strategy
- ☐ Definition of science-based reduction targets
- ☐ Submission of science-based reduction targets to the SBTi
- ☐ Identification of reduction measures
- ☐ Implementation of short-term reduction measures
- ☐ Implementation of long-term reduction measures
- ☐ Engagement of external service providers and suppliers (e.g., engage with existing suppliers to promote climate action along the supply chain, or include climate-relevant KPIs when engaging with new suppliers)
- ☐ Nomination of dedicated sustainability person(s) (formally, e.g. Head of Sustainability, or informally, e.g. Green Team)
- ☐ Accession of other net-zero initiatives (e.g. Business Race to Zero, Transform to Net Zero, Leaders for Climate Action, the Climate Pledge)

Exemplary short-term reduction measures

- Switch to renewable energy
- Implement energy efficiency measures (e.g. smart thermostats)
- Switch to data centres running on renewable energy (i.e. green servers)
- Switch fleet to EVs
- Switch to climate-friendly food and drinks (regional, seasonal, meatless)
- Separate waste
- Implement a sustainable travel policy (fly lower class, take trains, car-sharing)
- Encourage sustainable commuting (job-ticket, employees bikes)

Exemplary long-term reduction measures

- Implement green procurement
- Changes in product design or product mix
  - Increasing the energy efficiency of products
  - Educate users for a climate-friendly use of products
  - Adoption of new technologies in production

Annex B – Required analysis for Carbon Neutral Company

The table below outlines the requirements pertaining to the analysis part of the Carbon Neutral Company seal.

The quantified carbon footprint must cover >95% of all GHG emissions. This is ensured by making all emission categories obligatory, except for certain downstream scope 3 emissions categories (3.9 – 3.13). Usually, these downstream categories have a marginal impact, and data availability and quality is often limited. Therefore, analysis of these emissions are only obligatory when they are assumed to represent >5% of the footprint.

Where a single category across Scope 1, 2 and 3 contributes >50% of the total, a 95% threshold shall also be applied to the remaining sources of GHG emissions. Companies offering products with direct energy consumption must always analyse all categories in full.

Emission category	Analysis
Scope 1 & 2	
All categories	Obligatory
Scope 3	
1. Purchased goods & services	Obligatory
2. Capital goods	Obligatory
3. Fuel- and energy-related activities	Obligatory
4. Upstream transportation & distribution	Obligatory
5. Waste generated in operations	Obligatory
6. Business travel	Obligatory
7. Employee commuting	Obligatory
8. Upstream leased assets	Obligatory
9. Downstream transportation & distribution	**Only if material (>5%)**
10. Processing of sold products	
11. Use of sold products	
12. End of life treatment of sold products	
13. Downstream leased assets	
14. Franchises	Obligatory
15. Investments	Obligatory

Annex C – General guidelines for seals usage

When using one of Planetly's seals, the following should be considered.

Dos	Don'ts
The Planetly seal may be used for the entire duration of the analysis/offsetting agreement on the website and on other market material of the customer	Don't use the Planetly seal for any other purpose that is not in scope of the analysis/offsetting agreement
The Planetly seal may be used in a way that is clearly and exclusively assigned to the subject matter of the analysis/offsetting agreement	Don't add additional elements of any kind to the Planetly seal
Product-related claims are only permitted for those Planetly seals that explicitly refer to the carbon neutrality of that respective subject (i.e. "Carbon Neutral Product")	Don't change the colour scheme of the Planetly seal
Depending on the image resolution of the output medium, a minimum height of 15 mm or 64 px is recommended	Don't adjust the scale or proportions of any Planetly seal element
Digital use: A link from the respective seal to the Planetly website should be added for reference	