



B Corp Climate Action Roadmap and Pathways Overview

Business Emissions Reduction Working Group





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Clockwise from top left:
Reef Ecologic, Intrepid Travel,
Artist Matahi Brightwell's
Ngatoroirangi Mine Bay Maori
rock carvings on Lake Taupo,
Waikato, Hepburn Wind

Context

The **purpose** of the ANZ B Corp Climate Collective Business Emissions Reduction Working Group (BERWG) is to advance ambitious business action towards a safe climate.

Our **vision** is that by 30 June 2022, every existing B Corp in ANZ will have reached a climate action milestone and that moving forward, every new B Corp will reach a climate action milestone within 12 months of becoming certified.

Our **objectives** are to:

- Provide access to resources
- Engage others
- Accelerate learning and action.



This document provides a first draft overview of the proposed Climate Action Roadmap to fulfil this strategy.

It is being led voluntarily by Certified B Corp employee Jorge Acevedo from South Pole with support from Danielle Duell from People With Purpose.

One of the key strategies the BERWG is employing to realise its vision and purpose is to “Publish A Climate Action Roadmap and Pathways.”



We will endeavour to collaborate closely with the teams leading these strategies to ensure we leverage the opportunities to align our activities and multiply their impact.



Left to right:
Patch, Alberts,
Koskela

Alignment With Other Strategies

We anticipate strong synergies and interdependencies between this strategy - “Publish A Climate Action Roadmap and Pathways” and other strategies within the BERWG’s plan, in particular:

- Create and Maintain ANZ Resource Hub
- Create and deliver a Climate Action kit
- Develop and Implement Climate Action Audit
- Coordinate regular Learning and Action Events.

Key Objectives

The primary objective of Publishing the Climate Action Roadmap and Pathways is to drive decision making, commitments and action towards the Climate Positive milestone outlined in our vision.

KPI'S

We will measure our progress towards our key objective by tracking the following metrics:

By June 2022 every existing BCorp will have reached a new climate milestone



Nice to have

We will also track the following metrics to understand the scope of our impact:

Number of cities and countries that access the tool

Number of unique visitors



Number of repeat visitors

Number of businesses who have progressed to a new climate milestone after accessing the roadmap.



Resource hub

Audit/Survey

Events

Target Markets

This roadmap and various pathways will be designed for leaders and employees from B Corps and aspiring B Corps within Australia and New Zealand, as well as leaders and employees from other organisations around the world who are interested in taking action towards a safe climate.

of organisations in ANZ who have completed their B Impact Assessment to target the new potential BCorps at any given time.



—
Approximately 300 B Corps in ANZ, including 11,000 employees.



Flow

I don't know how to begin/continue the climate action journey in my business

The roadmap will illuminate potential climate action pathways and resources for businesses at various stages of climate action.

I would like to advance climate action in my business but I/we keep putting it off

.... Key Pain Points of our Target Markets

Annual audits will provide a sense of commitment to avoid making climate action a low priority.

I don't know which resources are available to assist our business in taking climate action

Key Benefits of our Roadmap

Each step/milestone in the Roadmap will provide linked access to cascading layers of detail in terms of relevant resources for that stage in the climate action journey.

I don't know who to speak to learn about how other businesses have taken climate action

Each step/milestone in the Roadmap will also provide linked access to relevant providers for that stage in the climate action journey.

FIGHT TODAY

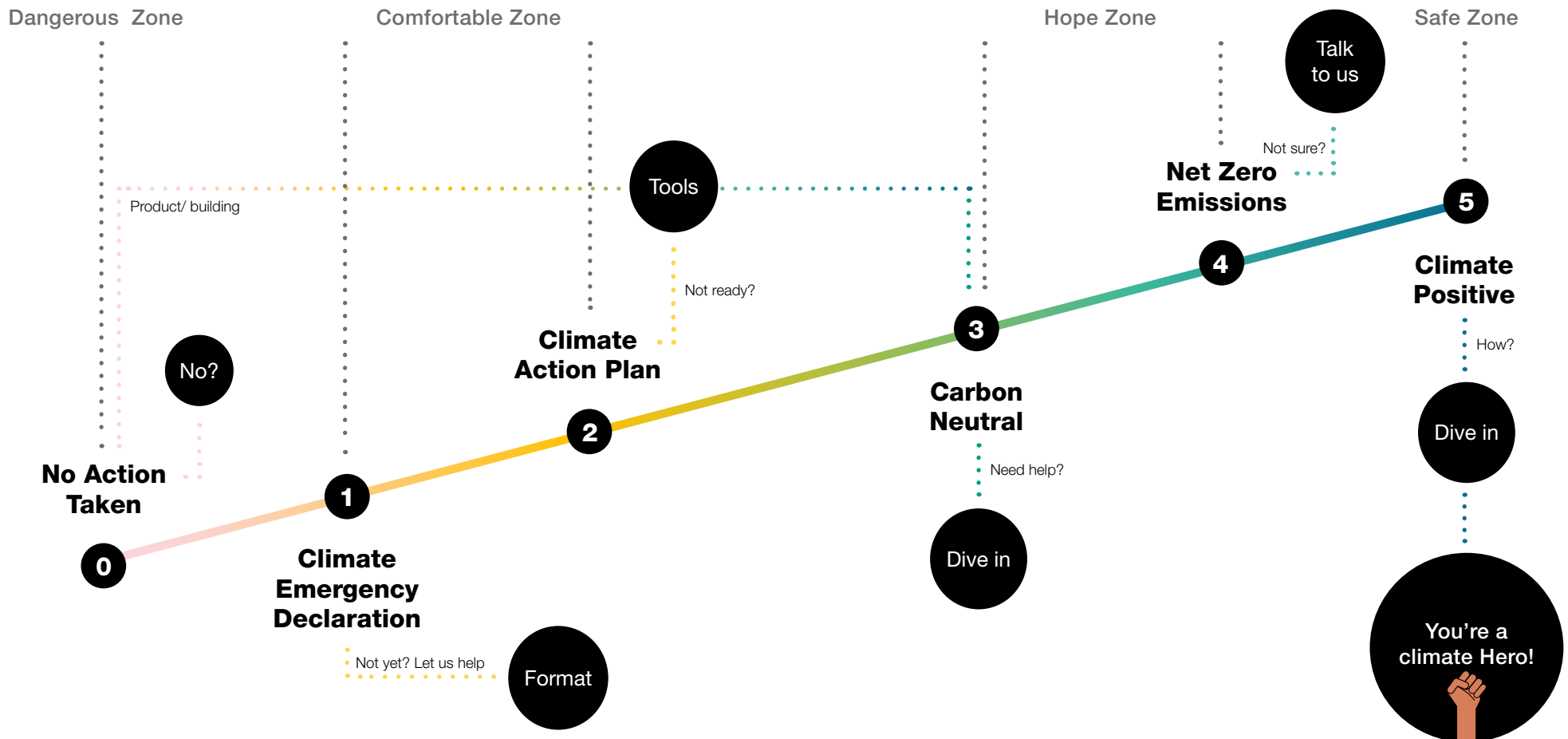
FOR A BETTER

TOMORROW



Roadmap Design

The roadmap will be designed in alignment with the milestones identified in the BERWG strategy and the working group's vision that by 30 June 2022, every existing B Corp in ANZ has reached a climate action milestone and that moving forward, every new B Corp reaches a climate action milestone within 12 months of becoming certified.



0

No Action Taken

Zero

What steps do we take to be able to declare a climate emergency?

- Board Presentation
- Employee Engagement and Training
- External Stakeholder Engagement where relevant
- Develop Communications Strategy
- Board Approval.

Not ready to take the next step, or need help?

Click here for more info

Comfortable Zone

1

Climate Emergency Declaration

Milestone 1

What steps do we take to develop a Climate Action Plan?

- Peer review
- Desktop review of existing initiatives (internal)
- Desktop review of potential initiatives (external)
- Internal Interviews
- External Interviews
- Internal/External Surveys
- Strategic Framework** – describes why the company is taking this initiative and other background information.
- Company Emissions** – describes the company's current emissions trajectory and sets a target date for a climate milestone. This section could include visual representations of the institution's emissions trajectory under business as usual and under the mitigation plan, as well as a graph illustrating the contribution to the institution's total emissions from each emission source

2

Climate Action Plan

Milestone 2

What steps do we take to get to carbon neutral?

- Decide on the scope of your analysis (e.g. carbon neutral organisation/product/building/events.). (Should we actually do this as part of the plan?)
- Calculate your footprint (ensure alignment with GHG Protocol)
- Set an emissions reduction target
- Develop strategies to reduce your emissions e.g. PPAs, onsite generation, energy efficiency audit, refrigerants upgrade, review travel policy, review fleet upgrade protocol, review procurement policy to preference certified product
- Request credible offsets that align with your organisational mission and values
- Track your progress and purchase carbon credits to offset your remaining emissions
- Certify your efforts to boost your

(cont)

Milestone 1

- Mitigation Strategies** – shows how the company intends to achieve the climate milestone. This section should include sub-sections describing how the institution will neutralize emissions from each source
- Resilience Strategy** – describes plans to make the company and community more resilient, including the indicators developed by the planning team to track progress over time
- Financing** – explains how the institution will finance the mitigation strategies and other efforts described in the rest of the plan
- Implementation & Tracking Progress** – describes how the institution will assign responsibility for implementing the plan and how it will track its progress in achieving the goals set out in the rest of the plan.

Action:
Declare a climate emergency

Achieved

(cont)

Milestone 2

credibility. The Climate Active certification is a federal program in Australia that can certify you as carbon neutral and become a member of a national climate leaders network. Other B Corps offer the professional services to get you certified and even some have their own climate neutral labels

- Repeat annually - use the cost of procuring carbon credits to build a business case to invest in emissions reduction technologies.

Action:
Make a climate action plan

Achieved

Carbon Neutral

Milestone 3

What steps do we take to get to net zero emissions?

Determine the scope of your target - are you including your suppliers?

- Set a science based target
- Calculate your emissions annually to demonstrate reduction and progress towards your SBT
- Research eligible and credible offsets allowed for compensation and neutralisation of your residual emissions for Net Zero claims
- Track your progress and purchase carbon credits to offset your remaining emissions
- Use removal carbon credits to Neutralise residual emissions at Net Zero.

Action:
Become carbon neutral

Achieved

Net Zero Emissions

Milestone 4

What steps do we take to get to climate positive?

- Purchase additional carbon offsets
- Explore potential unused space to install additional generation capability
- Look into potential cofunding/coinvestment options with communities to contribute to community solar
- Look out for updates on the definition and best practice for Climate Positive claims.

Need help?
Click here for more info



Action:
Reach net zero emissions

Achieved

Climate Positive

Milestone 5

What else can we do?

- Continue working with suppliers to reduce their emissions
- Establish industry working groups to find innovative solutions to Scope 3 emissions such as product stewardship initiatives, co-investing in low carbon technologies, consider mentoring other organisations, etc
- Find innovative solutions to address other planetary boundaries such as the purchase and rehabilitation of land for biodiversity. Note: This is also a great way to draw down carbon!

Action:
Become climate positive

Achieved

Next steps.



- If you haven't yet, **take the survey** and tell us where you are at in your climate journey
- Go to the **resource hub** to take climate action
- **Register** to our next event

Certified



Corporation

ANZ B Corp Climate Collective

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