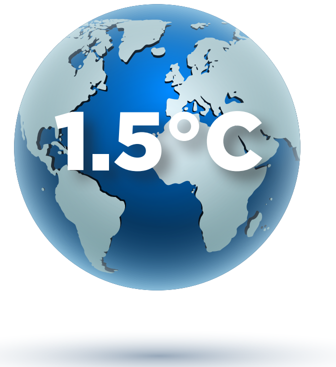
pure|STRATEGIES
SOLUTIONS FOR A SUSTAINABLE FUTURE

TRENDS IN ADVANCING CORPORATE CLIMATE STRATEGY



Very aggressive greenhouse gas emissions (GHGs) reductions are required to limit warming to the 1.5°C target scientists recommend to limit the effects of climate change. Compared to 2010, we need to reduce GHGs by 40–70% by 2050.

Taking action drives business benefits:

- Companies can **reduce costs** by engaging upstream in their supply chain in climate initiatives.[CDP1]
- Companies actively managing and planning for climate change generate **superior profitability.**[CDP2]

Momentum is building:

Due to the critical need to substantially reduce greenhouse gas emissions, companies are moving from setting goals based on what they think can be achieved to aiming toward what needs to be achieved. As a result, unique approaches are emerging to progress toward these new targets. More and more companies are advancing their corporate climate strategy in this way, and earning business benefits along the way.

Over 150 companies have committed to greenhouse gas emissions reductions that are in line with climate science — referred to as science-based targets.

Companies are leading with key initiatives:

- Ben & Jerry's and Seventh Generation using an internal price on carbon to drive internal alignment and innovative solutions.
- HP is working with their supply chain to reduce greenhouse gas emissions and Dannon is engaging with farmers.
- Walmart committed to using 100% renewable energy and zero net deforestation.

General Mills: committed to absolute emissions reductions of 28% from farm-to-fork-to-landfill by 2025, vs. 2010.

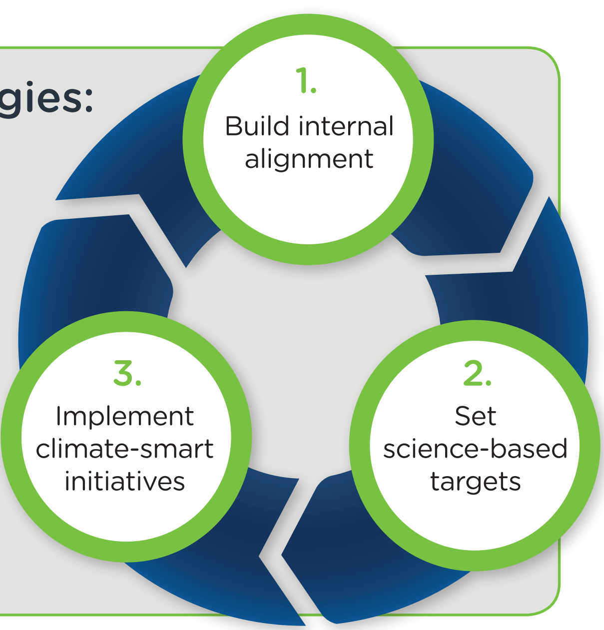
BEN & JERRY'S

seventh generation

Walmart

Effective corporate climate strategies:

1. **Build internal alignment** to support the needed action by providing market knowledge and technical insight.
2. **Set science-based targets** for greenhouse gas emissions reductions using standard methods, such as 3% annual reductions by 2020 vs. 2010.
3. **Implement climate-smart initiatives** from internal carbon pricing to farm engagement and renewable energy use.



pure INSIGHT

Effective corporate climate strategies:

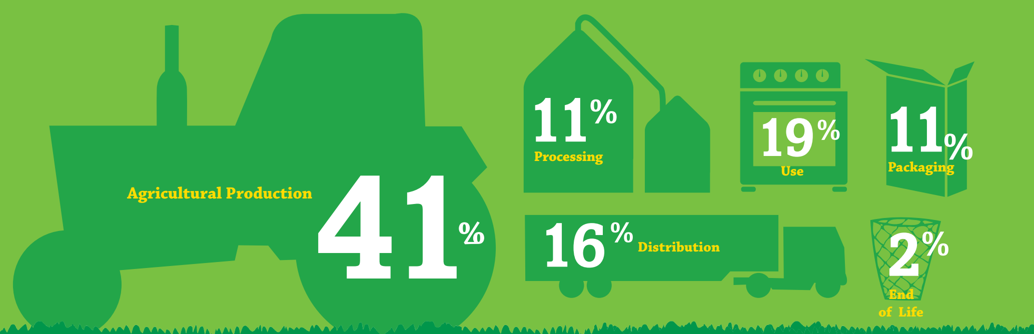
1. BUILD INTERNAL ALIGNMENT

Provide internal stakeholders with market knowledge and technical insight to build the alignment needed to develop and set effective greenhouse gas reduction targets. This includes understanding the company's own impacts, climate scientist recommendations, competitor actions, and how such targets align with business strategy.

2. SET SCIENCE-BASED TARGETS

Set science-based targets using standard methods that include at least company-wide Scope 1 (direct) and Scope 2 (indirect emissions including, purchased energy, heat) and all relevant greenhouse gas emissions. Other indirect emissions, such as purchased materials, may need to be included if they are a significant contributor.

CARBON FOOTPRINT ALLOCATION ACROSS THE LIFECYCLE OF ANNIE'S PRODUCTS



Life Cycle Assessment (LCA) of your product portfolio may help identify sources of emissions and priorities for action. Often, it reveals that much of your climate impact is upstream or downstream. A portfolio-level LCA at Annie's found that 41% of greenhouse gas emissions came from agricultural production. This drove action at that stage of their business.

Source: http://purestrategies.com/case-study/annies-inc

3. IMPLEMENT CLIMATE-SMART INITIATIVES

Develop and implement effective initiatives based on your company's priorities. A roadmap of opportunities is a key planning tool to determine which initiatives help drive progress to the targets.

This may demand creative strategies, robust tools, and deep engagement, especially when addressing impacts outside of your company's direct control.

An internal carbon price and fund has been a game-changer for companies looking to spur carbon reductions. It helps build alignment and incentive for action and also drive to innovative solutions. Over a thousand companies are currently pricing their carbon emissions or have plans to by 2017.[CDP3]

Sharing best practices across the supply chain boosts progress. Companies work to understand and transfer knowledge on energy efficiency and other greenhouse gas emissions reduction practices from manufacturing best performance to soil carbon sequestration. Engaging in this way strengthens these partnerships, both inside and outside of the company.

Farm-level engagement can benefit the producer and progress toward the target. For example, optimizing soil health can boost productivity, resilience, and emissions reductions, as can other climate-smart agriculture efforts.

WE CAN HELP.

Pure Strategies has helped companies across diverse sectors advance climate strategies that include providing strategic to tactical assistance. We use a combination of industry experience, technical insights, and market knowledge to build corporate alignment, set targets, and design and implement climate-smart initiatives.

Science-Based Targets	Life Cycle Assessment	Roadmap Development	Internal Carbon Pricing	Supply Chain Engagement	Emissions Tracking

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pure|STRATEGIES
SOLUTIONS FOR A SUSTAINABLE FUTURE

MASSACHUSETTS, USA
47R Englewood Rd
Gloucester, MA 01930

VIRGINIA, USA
2634 Wild Cherry Place
Reston, VA 20191

CONTACT US
Main phone: (978) 525-0480
Main email: info@purestrategies.com