Go Climate Positive

Go Climate Positive Limited

Our Roadmap to Net Zero

The steps we are taking to get to Net Zero...

December 2022

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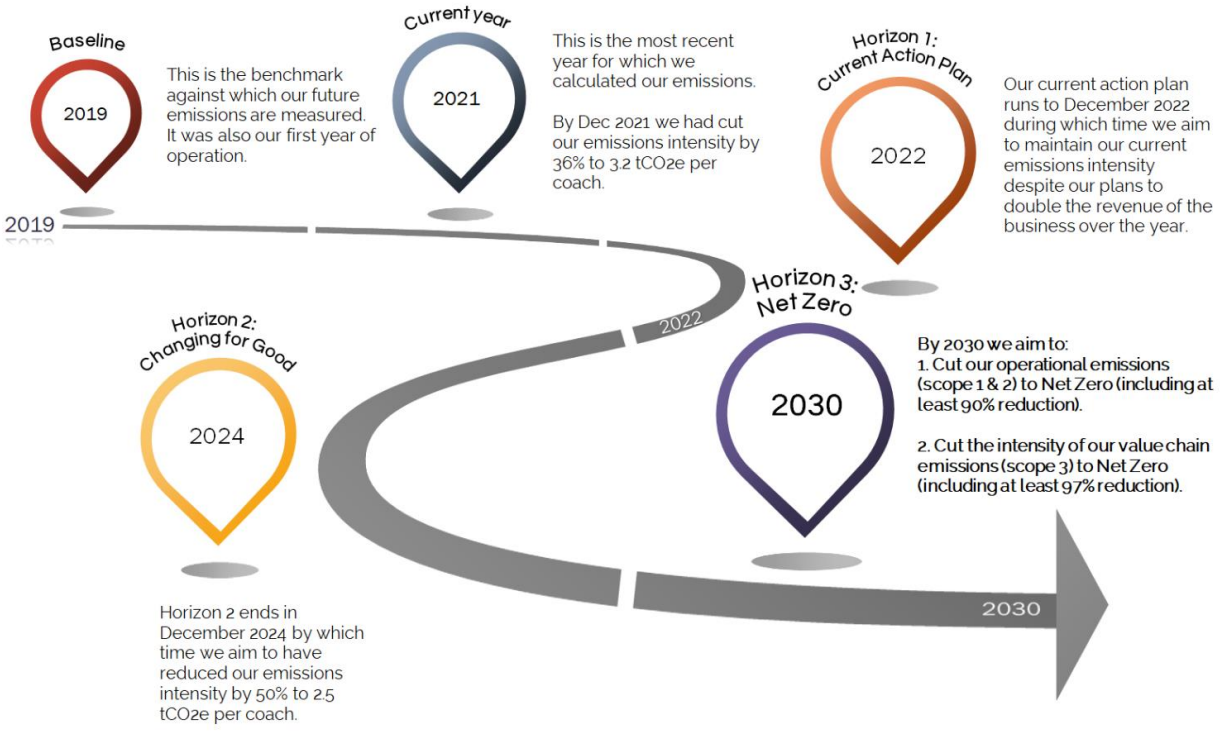
Our Roadmap to Net Zero Emissions

The phrase "Net Zero Emissions" describes the transition of our economy to a low-carbon future where human emissions of greenhouse gases into the atmosphere go back to the levels they were before the industrial revolution and the human impact on climate change is eliminated. At Go Climate Positive we are committed to playing our part in that transition, and this document explains how we will do that.

Achieving Net Zero as an organisation means eliminating all unnecessary emissions and neutralizing the small amount of residual emissions by removing carbon from the atmosphere and permanently locking it away.

Summary of our Roadmap



Our Net Zero Targets

We are committed to the following goals:

1. Cutting our operational emissions (scope 1 & 2) to Net Zero by 2030 (including at least 90% reduction).
2. Cutting the intensity of our value chain emissions (scope 3) to Net Zero by 2030 (including at least 97% reduction).

Our Near-Term Targets

We have also made the following near-term commitment to help us build momentum:

3. Cutting the intensity of our emissions in half by 2024 and maintain it there.

Our Baseline Emissions

Our baseline was set in 2019, the first year of our business (when we were called "Sustainable Business Design Limited"). The emissions we generated in 2019 set the benchmark against which our achievement of Net Zero will be measured.

Our baseline emissions were 5 tonnes of CO2e; of which 50% were generated by business travel; 30% by the goods and services we purchased; 8% by the electricity we used and 7.5% by inbound deliveries of marketing materials.

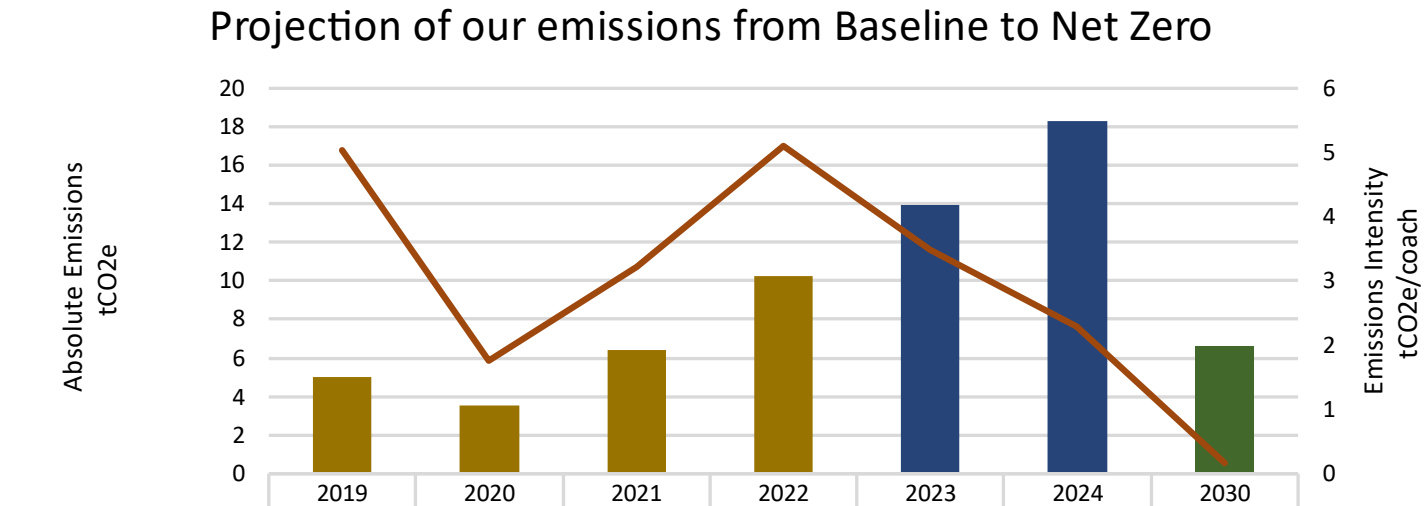
Our breakdown of emissions by scope in 2019 is shown in the table below:

Scope	Emissions (tCO2e)	Key sources of emissions
Scope 1 Emissions (direct energy)	0.015	Gas heating at home office
Scope 2 Emissions (indirect energy)	0.44	Electricity used at home office
Total Scope 1 & 2 Emissions	**0.45**	**Total emissions from energy use**
Scope 3 Emissions (value chain)	4.59	Business travel, purchases and deliveries
Total Scope 1, 2 & 3 Emissions	**5.04**	**Total business emissions**

Click here for an explanation of "CO2e" and emissions "scopes".

We also measure the intensity of our emissions. We do this by calculating how many tonnes of CO2e we generate per coach (we call the people in our business that work with our clients to help them reduce their carbon footprint "carbon coaches"). This helps us to understand how our emissions change as our business grows.

Our **emissions intensity** in our baseline year of 2019 was **5 tonnes CO2e/coach.**



	2019	2020	2021	2022	2023	2024	2030
Horizon 3 (tCO2e)							6.65
Horizon 2 (tCO2e)					13.92	18.28	
Horizon 1 (tCO2e)	5.04	3.53	6.43	10.22			
Coaches	1	2	2	2	4	8	44
tCO2e / coach	5.04	1.76	3.21	5.11	3.48	2.29	0.15

Our Current Year Emissions

Our most recent emissions calculation was in 2021 by which time **our emissions had increased by 28% to 6.43 tCO2e** although **our emissions intensity had reduced by 36% to 3.21 tCO2e/coach.**

By 2021 the make-up of our emissions had changed:

- 30% were generated by the cloud IT services we purchased and a further 27% by other services we purchased.
- 23% were generated by the energy we used in our home offices.
- Business travel had reduced to 10% of our emissions (most meetings were done online).

Our breakdown of emissions by scope in 2021 is shown in the table below:

Scope	Emissions (tCO2e)	Key sources of emissions
Scope 1 Emissions (direct energy)	1.03	Gas heating at home offices
Scope 2 Emissions (indirect energy)	0.46	Electricity used at home offices
Total Scope 1 & 2 Emissions	**1.49**	**Total emissions from energy use**
Scope 3 Emissions (value chain)	4.7	Business travel, purchases and deliveries
Total Scope 1, 2 & 3 Emissions	**6.43**	**Total business emissions**

Progress Since our Last Report

This is the first time we have published a Net Zero Roadmap. In the future when we publish an update to the roadmap, we will report how our actual emissions compared with the plan.

The table below summarises how our emissions have changed since our baseline year.

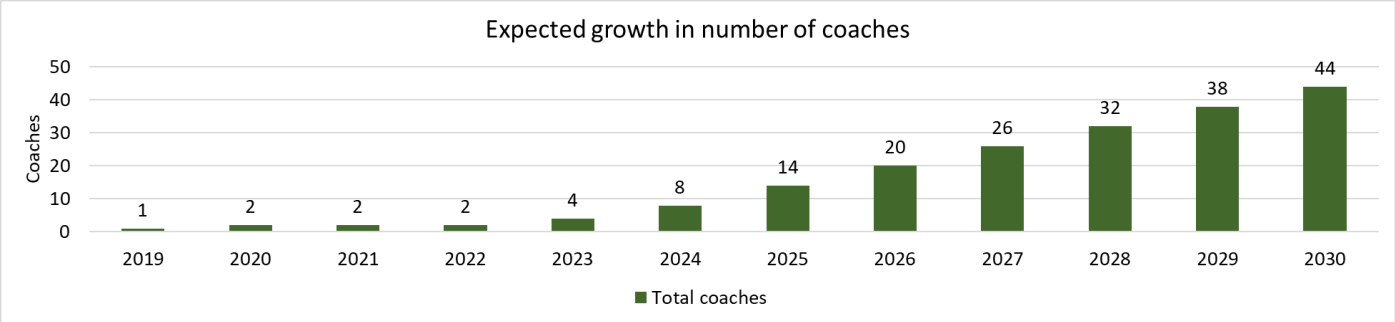
Scope	2019	2021	% change	Key changes
Scope 1 tCO2e	0.015	1.03	+69%	Energy use at additional coach's home office (note 50% of electricity purchased was renewable).
Scope 2 tCO2e	0.44	0.46	+5%	
Scope 3 tCO2e	4.59	4.7	+2%	Business travel reduced by 74%, Purchases increased by 244%
Total tCO2e	**5.04**	**6.43**	**+28%**	
Coaches	1	2	+100%	Additional coach recruited in 2020
tCO2e/coach	**5.04**	**3.21**	**-64%**	

Our Business Strategy

Go Climate Positive is a coaching and consultancy business. Since our baseline emissions were calculated in 2019, we have reduced our business travel dramatically and now deliver our services almost entirely remotely via the internet. This makes us inherently a low-carbon business. However, this alone does **not** make us a "no carbon" business and we are committed to eliminating as much of our emissions across our whole value chain as we can.

Our services are provided by our network of "carbon coaches", who guide our customers through the carbon management process, supported by our central team of analysts and business administration, all facilitated by our bespoke cloud-based software solution that we call the "Go Climate Positive portal". This means that the bulk of our emissions are now generated by the software that we use to run the business, including those generated by the portal. We are about to move into a shared office space, though many of our coaches will continue to work from home offices, making our energy use a significant contributor to our carbon footprint. We still have some business travel, though we try to minimise this and use public transport whenever possible.

Go Climate Positive is a rapidly growing business. Our turnover was 10 times bigger in 2022 than in 2020 and we expect it to be around 4 times bigger again by 2025 and 3 times bigger than that by 2030. As a result of this growth, it will be practically impossible to reduce the bulk of our emissions in absolute terms. For this reason, we have expressed our net zero target for our value chain (scope 3) as a reduction in the intensity of our emissions. Specifically in the tonnes of carbon dioxide equivalent per coach (tCO2e/coach).



This means that we will need to keep a very close eye on our emissions as we grow and will need to ensure that the people and resources we add do not add significantly to our emissions, whilst we work in parallel on eliminating our existing sources of emissions. This roadmap explains our strategy to ensure that we achieve these twin objectives.

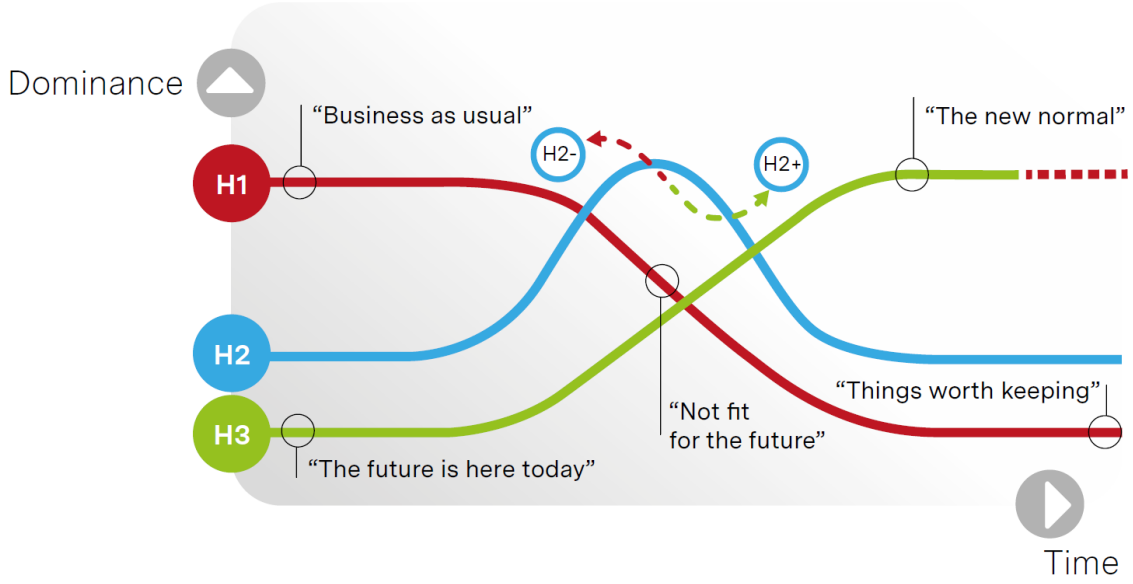
The Structure of our Roadmap

One of the key challenges in defining a roadmap to Net Zero is that the whole journey may not yet be clear. Some technologies needed to achieve it may not yet be available, or easily accessible; we may need to change our business in ways that are not yet entirely clear; it may require changes in the national infrastructure or at our suppliers, over which we have little or no control.

At the same time, there are some straightforward actions we can take in the near future, and some changes we need to make are clear, even if they may take some time to implement. To help deal with these differing levels of uncertainty we use the "**3 horizons approach**" to structure our roadmap.

What is the 3 Horizons approach?

It is a framework that helps us to think and plan for the longer term without getting "hung up" on uncertainty or paralysed by the need to keep "business as usual" going. It acknowledges the ambiguities ahead whilst recognising the things we can get on and do today and the changes and innovations that will require more time, money or resources.



3 horizons model courtesy of Public Health Wales and the office of the Future Generations Commissioner for Wales

Horizon 1 (H1) describes the current situation.

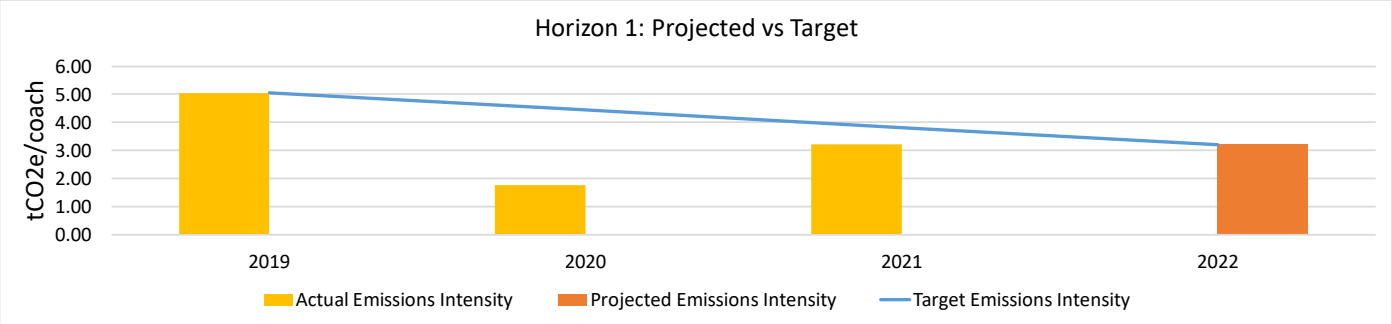
Horizon 2 (H2) explains how we will transition to the new normal described in Horizon 3. Some of the changes (H2+) are long-term fixes that will last, some (H2-) are temporary fixes that will ultimately be superseded.

Horizon 3 (H3) describes the future situation we are planning to achieve, in this case Net Zero emissions.

We will explain more about how we have used this framework through the rest of this document. If you would like to read more about the 3 Horizons approach, please click here.

Horizon 1: Our Current Action Plan

Horizon 1 is our short-term action plan. We know we need to make some big changes in the future, and we are preparing for that, but there are some things we can do in the next 12 months or so that will have a more immediate impact and our current action plan reflects this.



By December 2021 we had cut our emissions intensity by 36% to 3.2 tCO2e per coach.

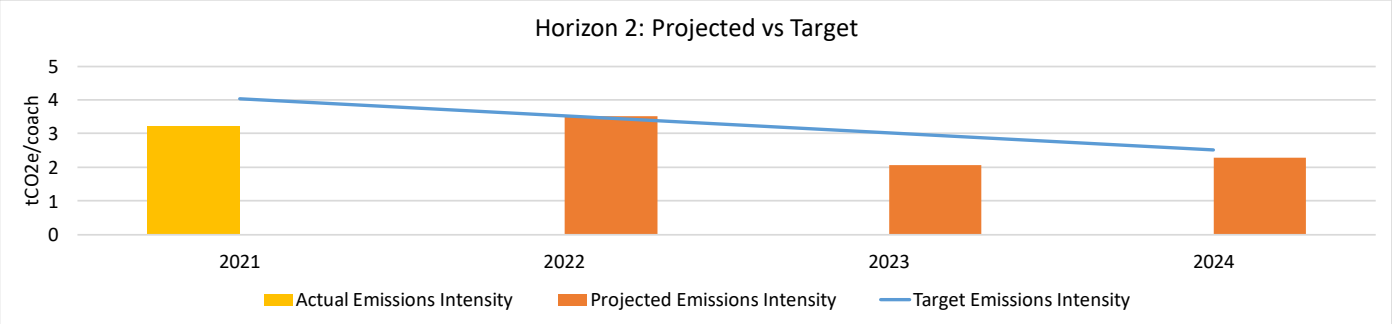
Our current action plan runs to December 2022 during which time we aim to maintain our current emissions intensity despite our plans to double the revenue of the business over the year.

The chart above shows how we expect our emissions to reduce during Horizon 1 and compares this with our target. Below is a list of the key projects we aim to carry out during this horizon:

Project	Target Date	Expected reduction vs baseline
Understand the carbon reduction/energy plan of our suppliers of cloud-based services.	Dec 2022	None - research
Choose a new office that runs on renewable energy (on-site for preference).	Nov 2022	None (this is about not adding)
Choose a furnished office or buy second-hand furniture.	Nov 2022	None (this is about not adding)
Create low-carbon travel plan for employee commuting to new office.	Dec 2022	None (this is about not adding)
Write public-transport-first business travel policy.	Dec 2022	None (this is about not adding)

Horizon 2: Changing for Good

Horizon 2 contains the innovations that help make the shift from Horizon 1 to Horizon 3. This might include researching and testing new ideas to understand which ones will deliver long-term shifts in our carbon footprint.



Our Horizon 2 ends in December 2024 by which time we aim to have reduced our emissions intensity by 50% compared with our baseline of 2019 to 2.5 tCO2e per coach.

The chart above shows how we expect our emissions intensity to reduce during Horizon 2 and compares this with our target. This is a transitional period for us and as we grow we will see some short-term growth in our emissions intensity. Our aim is to compensate for this with further reductions by the end of the horizon.

Our big challenge during this period will be to recruit and onboard additional coaches without adding significantly to our emissions intensity.

Below is a list of the key projects we aim to carry out during this horizon:

Project	Target Date	Expected reduction vs baseline
Move 80% of the cloud-based services we use to suppliers that use renewable energy.	2024	**1.6 tCO2e** (0.2 tCO2e/coach)
Implement a low-carbon travel plan for employee commuting.	2024	None (this is about not adding)
Implement public-transport first business travel policy.	2024	None (this is about not adding)

Horizon 3: Achieving Net Zero

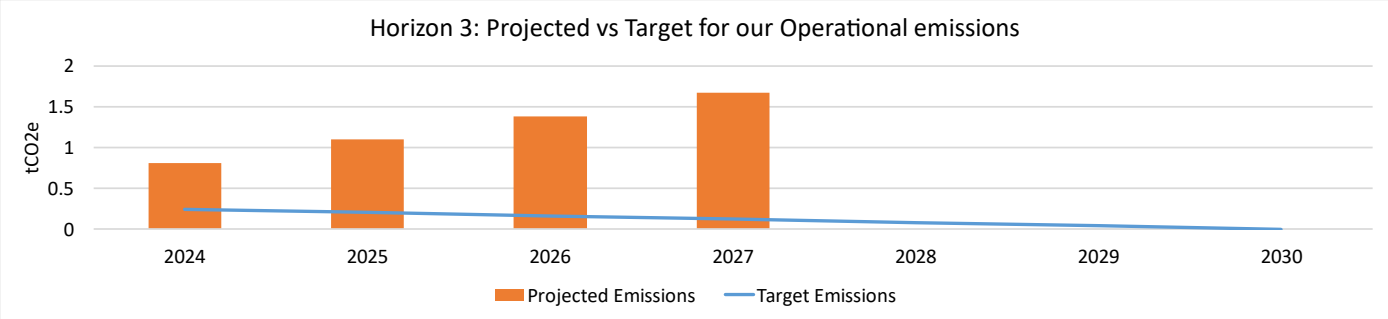
Horizon 3 is the way we want things to work in the future. In our case this means achieving Net Zero emissions. Some of the things we need to do to achieve Net Zero are currently outside our control, and some are not yet entirely clear, but we do know **what** we need to do, even though we are still working on the **how**.

We have defined two Net Zero targets that reflect the different challenges in reducing our Operational emissions vs the emission in our Value Chain. We aim to:

1. **Cut our operational emissions (scope 1 & 2) to Net Zero by 2030 (including at least 90% reduction).**
2. **Cut the intensity of our value chain emissions (scope 3) to Net Zero by 2030 (including at least 97% reduction).**

Our Operational Emissions

These are the emissions generated by the energy used in our office.



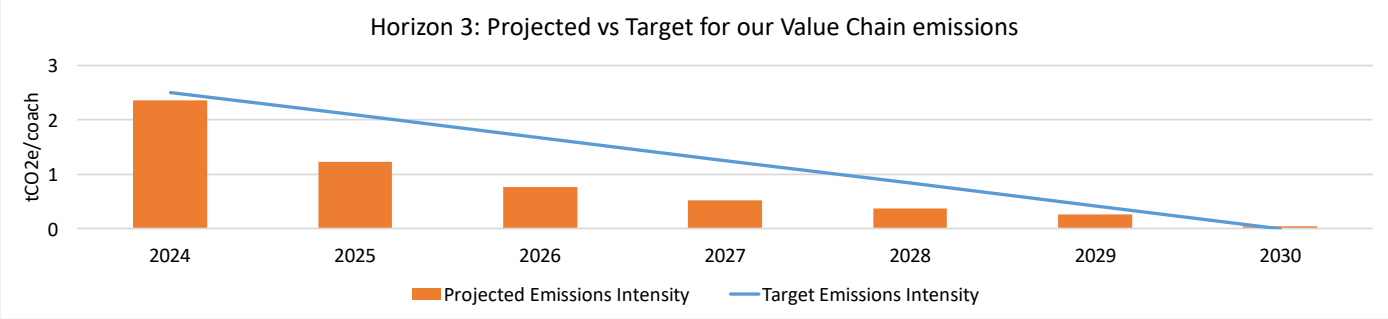
The chart above shows how we expect our Operational emissions to reduce during Horizon 3 and compares this with our target. Our aim is to reduce our absolute emissions by at least 90% by the end of the horizon. The "CO_2 removal" section of this roadmap explains how we will offset any residual emissions still occurring at this time.

Below is a list of the key projects we aim to carry out during this horizon:

Project	Target Date	Expected reduction vs baseline
Move to an office which generates all its energy renewably, on-site.	2028	2.4 tCO2e

Our Value Chain Emissions

These are the emissions generated by our suppliers and team members.



The chart above shows how we expect the intensity of our Value Chain emissions to reduce during Horizon 2 and compares this with our target. We have chosen to base our Value Chain target on the intensity of our emissions due to the high level of growth we expect during this period. As we grow, we will see some short-term growth in our emissions intensity. Our aim is to compensate for this with further reductions by the end of the horizon.

Our big challenges during this period will be to select and switch to suppliers that are also committed to Net Zero and to help our home-based team members switch to zero emissions energy sources at home.

Below is a list of the key projects we aim to carry out during this horizon:

Project	Target Date	Expected reduction vs baseline
Help home-based team members install onsite generated energy (or other zero emissions options).	2030	**26.9 tCO2e** (0.6 tCO2e/coach)
Source 95% of IT from Net Zero suppliers.	2030	**5 tCO2e** (0.1 tCO2e/coach)
Move 95% of the cloud-based services we use to suppliers that use zero emissions energy sources.	2030	**1.9 tCO2e** (0.04 tCO2e/coach)
Source 95% of Training from Net Zero suppliers.	2030	**0.7 tCO2e** (0.02 tCO2e/coach)
Still to be identified savings	2030	**1.9 tCO2e** (0.04 tCO2e/coach)

We will also be reliant on the UK government meeting its pledges to decarbonise the energy and public transport infrastructure (expected reduction by 2030 of **1.2 tCO2e** (0.03 tCO2e/coach).

CO_2 removal: Offsetting our Residual Emissions

Our aim is to eliminate or reduce our greenhouse gas emissions to as low a level as we possibly can. However, we recognise that we are unlikely to be able to reduce our emissions all the way to zero. The emissions that we will still be generating when we achieve Net Zero at our planned date of 2030 are known as our "residual emissions".

We have used the guidelines of the Science-Based Targets Initiative to define the level of residual emissions we expect to need to offset. These state that for the emissions reductions we are measuring in absolute terms (for us this means our Scope 1 & 2 emissions) we may have residual emissions no greater than 10% of our baseline figure, and for the reductions we are measuring by intensity (for use this means our Scope 3 emissions) we may have residual emissions no greater than 3% of our baseline figure.

This means that, based on our current projections, we will need to offset **6.65 tCO2 by 2030**. In line with the guidelines, this will be done by removing at least 6.65 tonnes of CO2 from the atmosphere and keeping it in long-term storage where it will not impact on climate change.

Our approach to offsetting

We have chosen to offset our emissions through the creation of new woodlands in selected locations in the UK. We have chosen this approach because there are many additional benefits from the creation of new woodland, including increasing biodiversity through the creation and restoration of habitat and supporting jobs in the rural economy. We have also chosen this approach as we are able to verify that the trees have been planted and continue to survive in the future. We have chosen 9 Trees CIC as our tree planting partner due to their commitment to increasing biodiversity and to long-term management of the woodlands.

How will this remove carbon from the atmosphere?

Trees absorb carbon as they grow. Figures for the absorption potential of trees vary, so we have chosen the most conservative estimate we could find. "A baby tree absorbs 5.9kg CO2 per year, while a 10-year-old tree absorbs 22kg CO2 per year" (Carbon Pirates in August 2019).

For the CO2 removed by the trees to count as an offset the removal must have occurred prior to our target date of December 2030, so we need to act now and not wait until 2030.

We have calculated that we would need to plant 85 trees in 2023 to absorb 6.65 tCO2 by 2030. However, despite our best efforts we recognise that not all the trees we plant will grow to maturity. So, we have decided to use a safety factor of 100% to account for natural wastage along the way.

Therefore, we have committed to planting 170 trees in UK woodlands in 2023 to neutralize the 6.65 tCO2e of residual emissions we expect to be generating in 2030.

We will review our projections every year and, if necessary, plant additional trees to cover any additional residual emissions or natural wastage above the level expected.

Go Climate Positive

What next?

Thank you for reading our roadmap to Net Zero, which explains the commitments we have made and how we see our journey to eliminating our impact on climate change. Although our commitment will never change, the steps on the journey may, as new opportunities and technologies present themselves. So, our final commitment is to review this document each year and update it when necessary to ensure it remains our best, up-to-date explanation of our journey to Net Zero.

If you would like to create something similar for your business and would like to discuss how to do this, then please book a meeting with our Chief Carbon Coach to discuss how we can get you started.

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Book a meeting

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