

Workshop template

Set your yearly climate plan



Goal

The goal of this workshop is to enable you, as a person intended to drive climate action in your company, to set business-specific climate plan in relation to

1. Reduction
2. Removal
3. Community involvement

We want to enable you to look beyond smaller reduction actions and moving towards setting a climate plan in your sphere of influence.

By having the planning workshop you will spot significant reduction or "climate positive" impact potentials, prioritise actions, get them approved by your management and then move to implementation.

Setup

Workshop Lead

Sustainability Manager / Climate Officer from your company

Workshop Participants

- Members of your Green Team
- Team leads from your key departments (e.g. procurement, supply chain, operations, logistics, etc)
- CEO (best case)

**We recommend inviting no less than 3 participants and no more than 12.*

Length

From 4h to 2 days (depending on the depth of the analysis)

Methodology

We built on the framework of an advanced illustrative map, similar to how it is used in the [Sustainability Playbook](#) for ESG measures, with the main difference being an adjusted focus on the E and corresponding questions.

Introduction

- Even the most ambitious targets are futile unless there is a plan in place to achieve them.
- A key risk with long-term targets is losing momentum. While short- or medium-term goals might easier be integrated into current operations.
- You need to know that setting your goals will be iterative and will require significant stakeholder engagement to get the required buy-in.
- Invite internal stakeholders from across your business within key functions to enable reaching your goals.
- These stakeholders will facilitate productive engagement that builds “buy-in” on the final goals set.

Introduction

Remember your goals need to be science based, ambitious, relevant, timely, measurable and beyond your 4 walls.

You need to answer 3 questions of:

1. What is our state at the moment?
 2. What is needed?
 3. How to do it?
- You may not have all the solutions to reach your goals. Be aware that it is an iterative process.

Parameters to consider

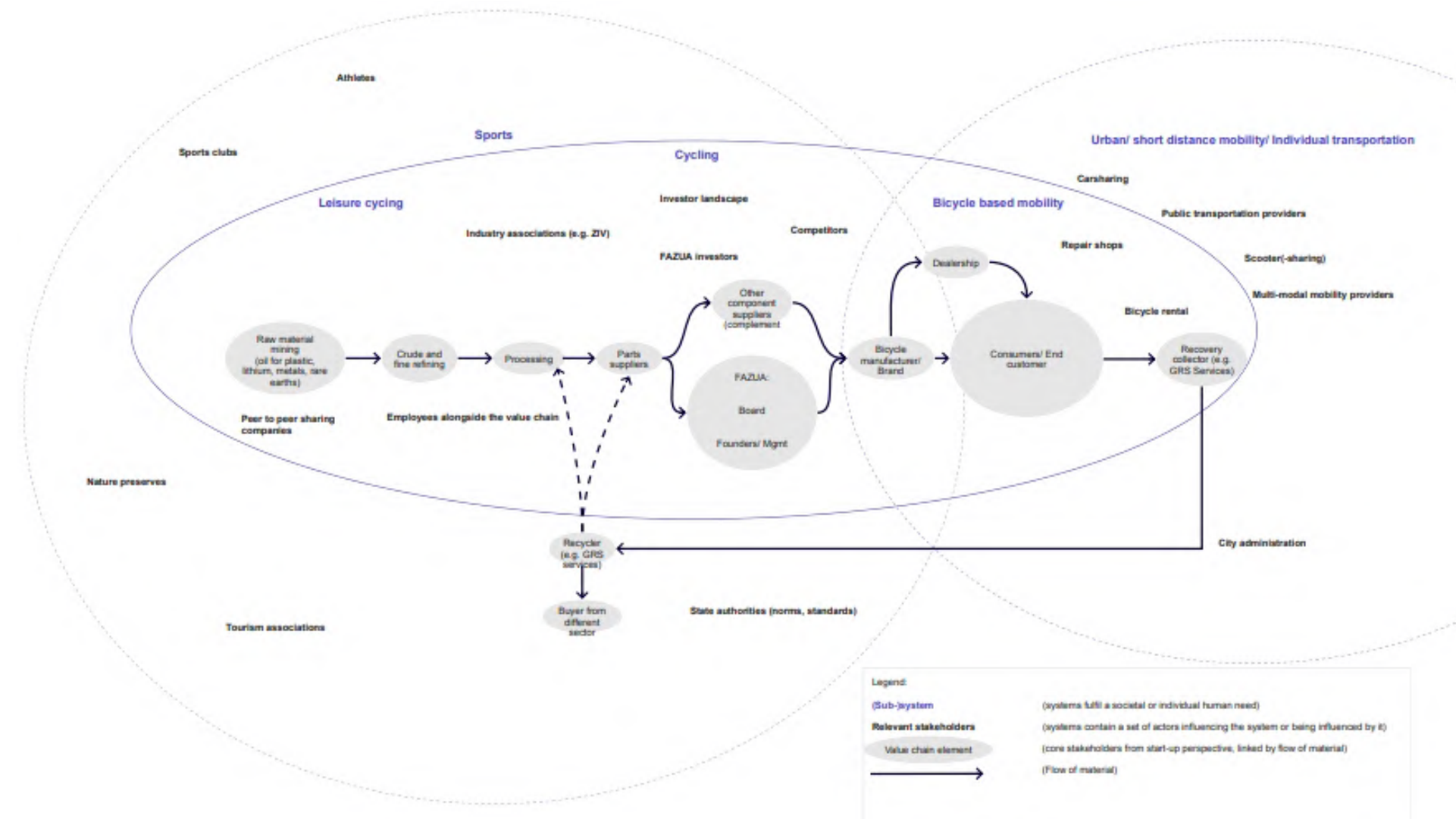
Before you dig deeper into your climate planning, consider the following parameters:

- **Boundary:** you need to address the most contributors to emissions within your scope 1-2-3 and move towards your sphere of influence.
- **Time frame:** you might have defined long-term goal in compliance with Paris agreement. It is important to break them down to yearly goals and revisit them each year.
- **Mitigation hierarchy:** you should follow a mitigation hierarchy that prioritizes the reduction and elimination of sources of emissions in your value chain. During the company's transition to net-zero, compensation and neutralization may supplement but not substitute.
- **Transparency:** you need to be transparent regarding your emission reduction goals which are included or excluded.

Step 1 – Illustrative Map of your ecosystem

- **Draw-up** your value chain (e.g. from raw material sourcing to product recovery at the end of its lifecycle or – if you don't have a physical product – from purchasing your hardware and hiring to service delivery and application) and visualize material flows.
- **Lay** circles over your **value chain** representing the (sub-)systems you operate in (e.g. mobility, sports, and culture if you're providing an urban lifestyle vehicle).
- **Situate** all the stakeholders you directly or indirectly **interact** with into the systems map.
- **Discuss** the map of your ecosystem and potentially ask key stakeholders for clarification (starting with your management team, key mentors, and possibly investors). Adjust and redefine until you feel comfortable with the depiction.

Example



Example of FAZUA value chain (downstream)

Step 2 – Spot Potential for Improvements

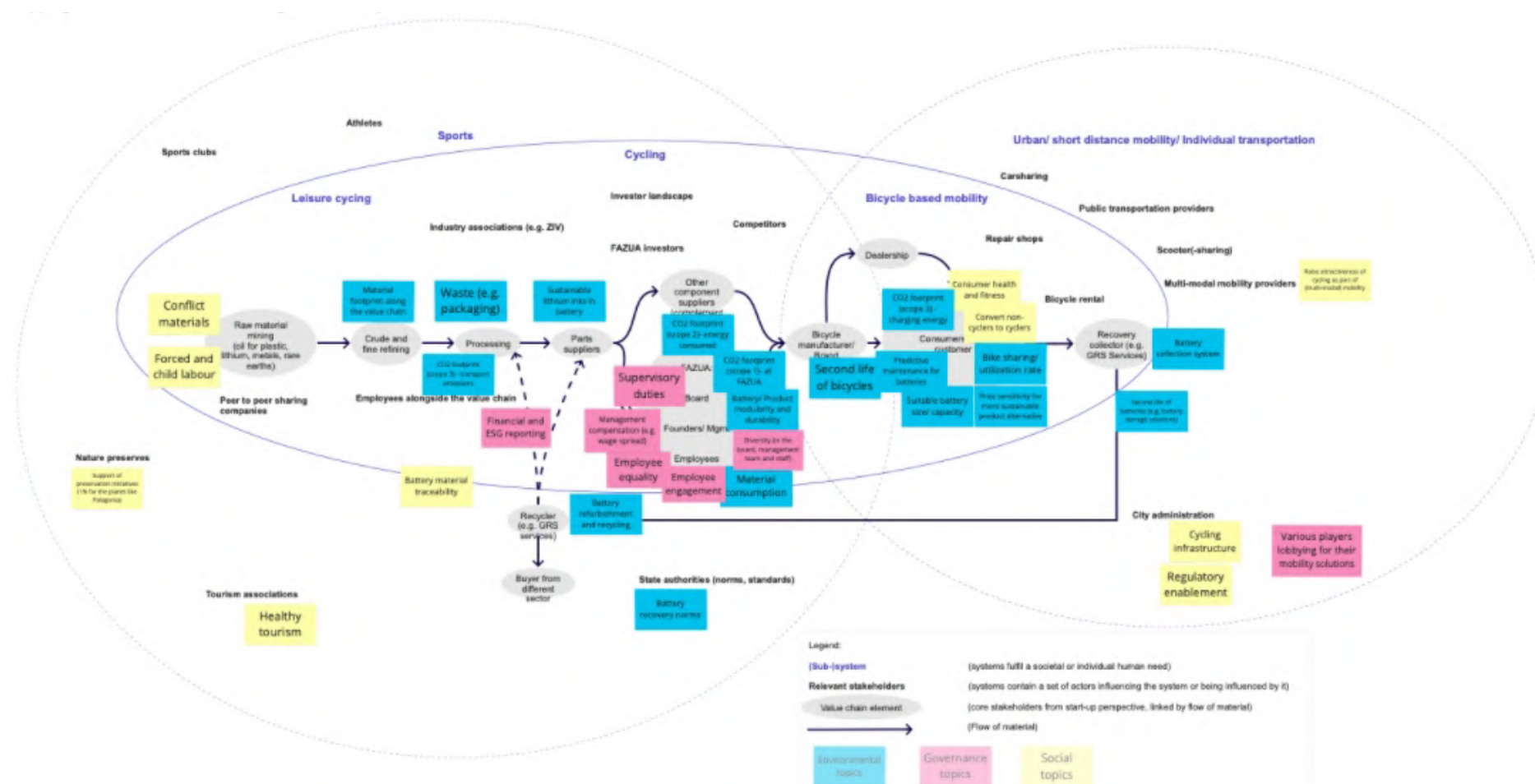
Now hand out post-its to every participant of the workshop and give them 10 min to brainstorm and spot the potential for improvements from a climate change perspective.

Important: Don't just think about emission reduction potential but think about positive contributions as well

Don't restrict yourself! Use “How-might-we” questions to let your creativity flow.

- If you already use Green Energy for your warehouse, you might think “great, that is already checked” – but potentially there is an economically and ecologically viable **opportunity** to put solar plants on your warehouses' roofs and generate enough electricity to become truly climate positive.
- There might be a simple way to **activate your customer base** creating even stronger bonds to your brand
- Check opportunities to use your **buying power** to influence your suppliers.
- Think how you can **replace conventional goods** with greener alternatives, or offer products that are less carbon-intensive.

Example



Step 2 – Spot Potential for Improvements

Let every participant explain their post-its and locate the opportunities and issues you come up with on your map.

Here are some guiding questions for you to ask during that exercise:

1. How well does the ecosystem you operate in already **fulfill ecological / low carbon standards**?

Note: *This can help you to spot big issues that go beyond your company scope and towards your sphere of influence.*

Example: *Let's say you work in the blockchain ecosystem. You realize that your ecosystem needs tons of energy that is currently mostly coming from fossil fuels. You might realize that the biggest impact YOU can have is to form an alliance with other players to change this fundamental problem.*

2. What are the **side effects** of this system? What are the external effects, e.g. waste you are creating by producing your product, or other effects of people using your product or service?

3. What is your **vision** for the system in 10–20 years (to be distinguished from the vision of your firm as part of the system)? What must happen for that transition?

4. What are **ecological inefficiencies** or challenges in the system?

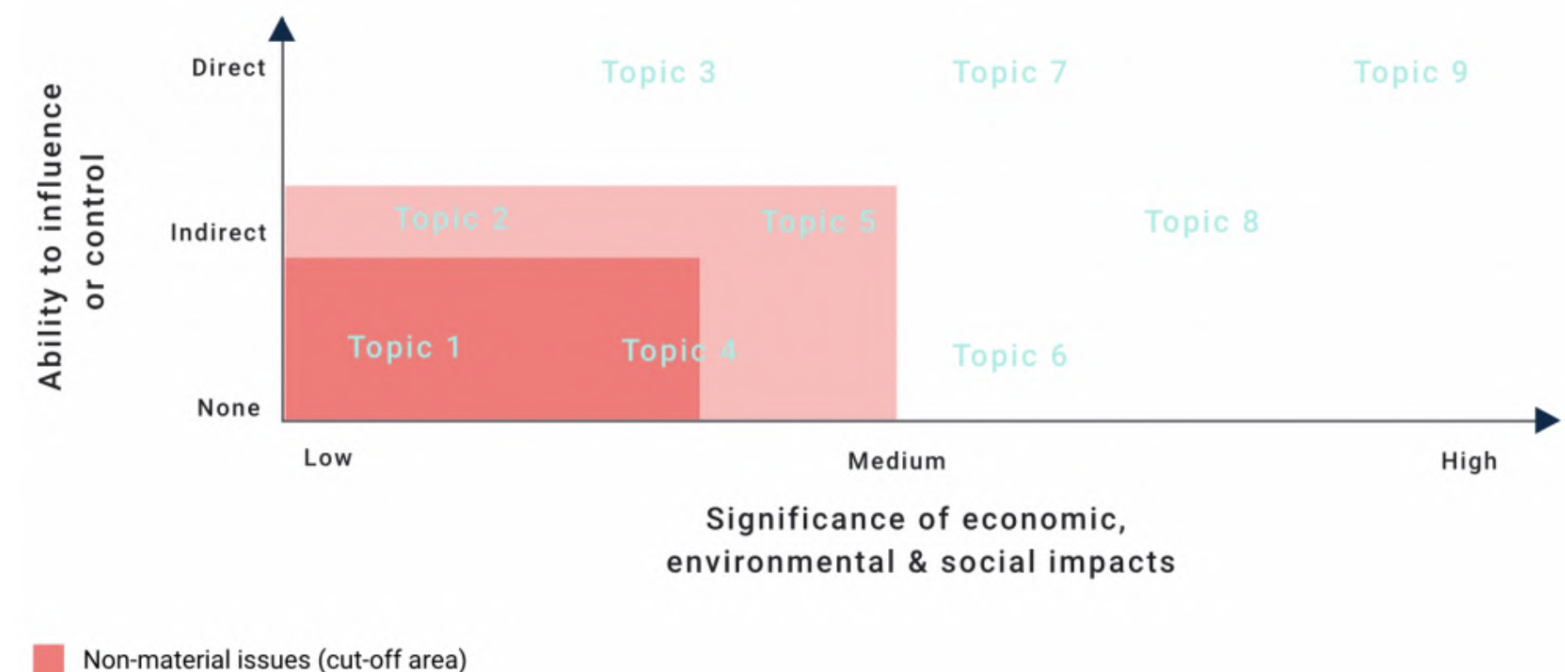
5. What are the **impacts** (Reduction, Removal or Community engagement) of your solution/ when reaching your mission on the system?

Step 3 – Identify the most important goals

Now you have the entire range of possible impact areas in front of you. But above all, working on climate action means prioritizing. And you will not solve all issues at once. So let's take a look at the materiality assessment:

1. Make a list of all **potential improvements** & issues you have identified to be relevant within your ecosystem.
2. Assess your **ability to influence or control** each issue – define your own scale (e.g.: none | indirect | direct control). Make sure you do not define your ability to influence or control an issue just by the resources that might currently restrain you.
3. Evaluate your **functional ability** if you had the resources – think more in general about how a company producing products / offering services like yours can influence certain topics.

Example



Example of matrix to compare topics / projects and find the best match of potential impact and required resources

Step 3 – Identify the most important goals

4. Estimate the **carbon reduction impacts** you could have if you remained inactive, continued, or started to engage on this very issue. Again, define a scale that suits you best (e.g.: low | medium | high impact).
5. Make sure that you **factor in your current company size** and reach when evaluating your potential impact.
6. Choose 1-3 topics with the **highest potential impact** and fitting your company resources. Shape tangible projects based on that.
7. Commit to implementing **1-3 of these projects** by the end of the year. Communicate this commitment internally company-wide and publicly .

Goals are set, time to act!

Alternative Approaches

If you think the suggested framework is not suitable for your case, conduct a similar workshop – with the same participants and goals – but working with other types of input data:

- **Measure** your footprint on the full scope, including products that you sell, and set clear goals based on your carbon footprint structure,
- **Assess** your impact with the BCorp free tool, or similar. It doesn't require any financial investments nor much time, but answering the questionnaire there might help you to find promising ideas,
- **Examine** your competitors' climate-related actions and plans and use them as a starting point for shaping your internal initiatives. The good thing about sustainability is that in this area even competitors are often open for some exchange and cooperation.

Let us know about the results!

After you set new climate-related goals and set your yearly plan, please let us know about it, so that we can highlight your new plans.

