

NET ZERO GUIDE: ACHIEVING NET ZERO



Cities and corporations around the globe are setting targets to radically reduce their greenhouse gas emissions in order to control climate change. These targets and commitments often align with a desire to achieve Net Zero by a date well before 2050.

Achieving this requires coordinated action touching on many aspects of the organisation. What may seem daunting can be broken down into strategic and manageable pathways for transformation that starts with analytics, moves on to developing a solution, and ends in implementing change.

WHAT IS NET ZERO?

According to the Science Based Target initiative (SBTi), “Net Zero emissions are achieved when anthropogenic emissions of greenhouse gases to the atmosphere are balanced by anthropogenic removals over a specified period.”

WHY IS IT ESSENTIAL?

In response to meet the ambitious, yet essential, global warming target of 1.5°C set out in the Paris Agreement, reducing carbon emissions alone is not sufficient. In December 2019, the UN announced that going beyond that temperature will most certainly lead to catastrophic disaster.

We need to go one step further in order to halt the climate emergency. Therefore, a Net Zero future is the *only* future to contemplate.

OUR STRATEGIC FRAMEWORK

Our strategic framework focuses on four key areas for organisations to consider on the path to Net Zero. The framework is aligned with the SBTi’s best practice for science-based Net-Zero target setting.

> Key components to building towards Net Zero:

- Better design
- More informed decision-making
- Circularity of materials
- Smarter built environment and transportation
- Utilisation digital tool
- Low carbon supply chains



AVOID

Avoid future carbon emissions through evaluating the data, designing and making decisions differently



REDUCE

Reduce current greenhouse gases through greater efficiency in energy and materials, and using renewables



INVEST

Invest in removing carbon elsewhere within your value chain



INNOVATE

Innovate through collaboration in green finance, clean technology, big data and social movements

OUR FOUR KEY AREAS TO CONSIDER ON THE PATH TO NET ZERO

From strategy and reporting, to design and innovation, Anthesis is uniquely placed to help businesses achieve their Net Zero targets whilst also maximising return on investment and unlock new revenue for businesses.

	AVOID	Using smart decision-making and intelligent design avoid future emissions even as your business and organisation grows.	<ul style="list-style-type: none"> • Science Based Target setting • ESG screening • Designing green buildings • Product design + circularity solutions • Supply chain engagement
	REDUCE	Enabling cleaner, more efficient operations and supply chains to allow a better performance across all operations to help bring down costs and carbon equivalents, leading to a return.	<ul style="list-style-type: none"> • Carbon, water and waste analysis • Low carbon heat + power solutions • Sustainable mobility plans • Responsible sourcing
	INVEST	Seeking solutions outside of your operations, using techniques such as carbon capture and use to neutralise residual emissions.	<ul style="list-style-type: none"> • Renewable energy targets • Awareness + engagement • Brand + purpose positioning • Carbon capture + conversion • Carbon offsetting, insetting + removals
	INNOVATE	Calling on human ingenuity and collaboration through innovation fusing finance, information, technology and human behaviour.	<ul style="list-style-type: none"> • Technology horizon scanning • Partnership evaluation • Investment + fund-raising • Market development

CASE STUDY

AVOID

REDUCE

A STRATEGIC APPROACH TO REACHING NET ZERO FOR A LEADING MEDIA COMPANY

SITUATION

A leading media company is working towards an ambitious target to reach net zero carbon operations before 2030. Known for the promotion of sustainability through its operations, the company increasingly understood that it needed to be more ambitious with its sustainability agenda and sought a strategy to reduce CO2 emissions, while minimising disruption to operations.

SOLUTION

Anthesis developed a long-term investment strategy to identify the most commercial route to net zero carbon emissions across two of the company's major campuses. The annual operational energy spend for the campuses range between £0.5million and £5million per annum. The strategy set out a programme of work which delivers high impact and high returns within current investment parameters, whilst enabling the introduction of future low carbon technologies to support the next stages of the net zero carbon transition.

OUTCOME

The project identified the following substantial opportunities for the first round of investment:

- Removal of 1,500 Tonnes of CO2e with approximate savings of over £700,000 annually
- An 11% reduction of the company's carbon emissions across the sites

Future projects falling outside of the current investment parameters will be reviewed continuously to seek additional savings.

Learn more about our Net Zero service offering



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