NETZERO

INCUBATOR & ACCELERATOR

MODULES 1-7 (BETA)

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EMBASSY ROW PROJECT

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SECTION 1: PASSENGER & NON-DELIVERY VEHICLES

Welcome to the NETZERO Incubator, a free and accelerated commercial sector sustainability and carbon reduction training program made possible by a generous grant from the Embassy Row Project. The goal of this incubator is to offer carbon reduction tools, tactics, and procedures that can be implemented immediately for rapid results. Your Incubator training will be followed by the NETZERO Accelerator where our Sustainability Project Managers will assist your organization with the implementation of the carbon reduction best practices you'll learn along with ongoing fine-tuning and support.

The primary areas of opportunity for decarbonization consist of transportation, energy use, refrigerants, water, waste management, and supply chain logistics. Reducing carbon across these sources will help you reduce your company's operating costs and, in return, increase your net revenue.

We will give you the tools and resources necessary to minimize disruption and maximize the efficiency of the process for your company's ongoing carbon cost management.

It would be impossible to offer a course on sustainability without first covering the basics of ESG.

What is ESG?

ESG is an acronym for Environmental, Social, and Governance. ESG has evolved in recent years from other historical movements that focused on a company's health and safety issues, pollution reduction, and philanthropy (1).

Your business, like every business, is deeply intertwined with environmental, social, and governance (ESG) concerns because it relies on and impacts environmental resources (E), people (all your stakeholders such as investors, customers, and employees) (S) and policies (your company's rule book) (G). It makes sense, therefore, that a strong ESG proposition can create value, increasing your bottom line. (1) (2)

How ESG can create value for your company:

ESG can be a business strategy to consolidate, measure, and optimize the ongoing carbon costs associated with your company's architecture. (1) (2)

ESG can reduce operational overhead costs, increase employee retention and engagement, discover new revenue opportunities, create new partnerships, and identify and protect against unnecessary risks, all intended to increase your net profits. (1) (2).

ESG is used by investors as an indicator of your company's current valuation, future viability, and profitability because it enables the assessment of how an organization manages risks, opportunities, and growth. ESG has changed how many investment and capital allocation decisions are made. (1) (2)

BlackRock, one of the world's leading providers of investment, advisory, and risk management solutions claims that "Our investment conviction is that climate risk is investment risk and that integrating climate and sustainability considerations into investment processes can help investors build more resilient portfolios and achieve better long-term, risk-adjusted returns." (3) (4)

McKinsey states that ESG helps create value for your company in five primary ways:

1. Reduce overhead costs;
2. Increase top-line revenue growth by attracting B2B and B2C customers with sustainable products and services and better access to resources with stronger government and community relations;
3. Regulatory and legal interventions such as greater strategic freedoms from deregulation and qualifying for subsidies and grants;
4. Employee retention and productivity uplift that boosts employee morale, engagement, and inspiration and can also attract and retain top-tier executive talent;
5. Investment and asset optimization such as enhanced investment returns by better allocating capital for the long term and the avoidance of investments that may not pay off longer-term because of environmental, social, or company governance issues. (2)

By applying carbon offsets and other environmental commodities to your sustainability programs, your company can accelerate its path to net zero while simultaneously offering various social impact models during the offset project selection process.

We’ve broken this incubator into a series of commercial sector emissions categories with decarbonization recommendations that can be implemented immediately for accelerated results.

We strongly suggest that you schedule a free consultation with one of our Sustainability Project Managers to run your carbon emissions calculations so you know where you stand at the launch of your initiative. When you complete your carbon emissions calculations, you’ll receive an email with the numbers from your emissions report. This incubator course offers reduction strategy recommendations for each emissions category on your report. Each training module contains downloads that offer citation references and additional resources that can help you accelerate your carbon reduction strategy.

Click on the chat box on the bottom right side of the page to schedule your free calculation and rapid launch consultation.

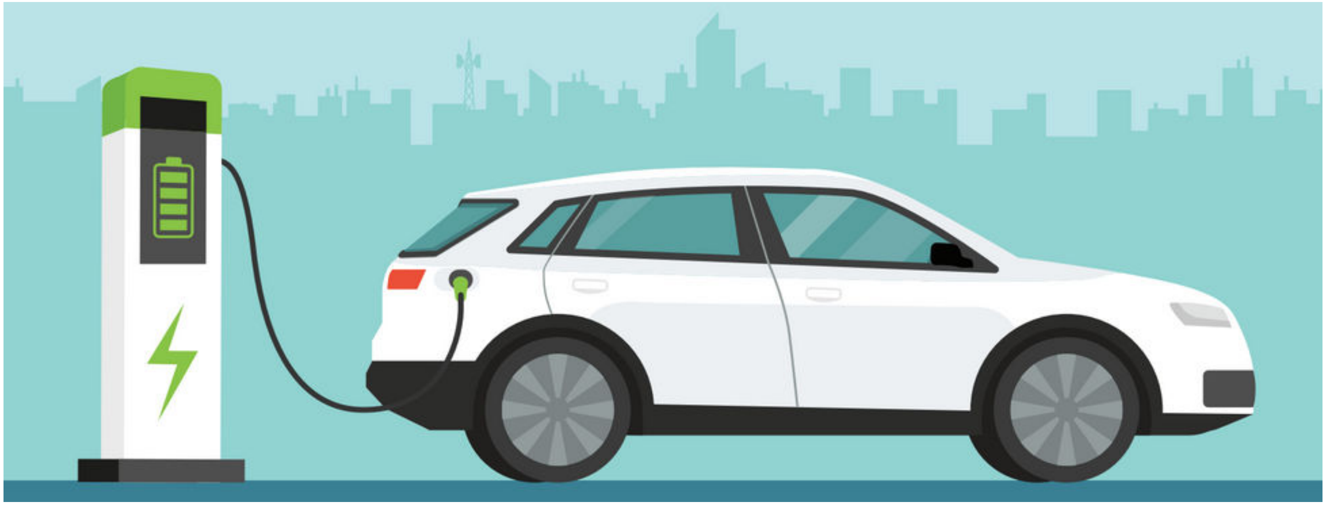
Let’s get started! We’ll begin with Transportation Decarbonization. This emissions category offers multiple layers for sustainability best practices and strategic carbon reduction implementation.

Passenger and Non-Delivery Vehicles

Different vehicles have different carbon footprints (5).

General Carbon Reduction Recommendations are:

- Use plug-in hybrids and electric vehicles to significantly lower your carbon footprint. (5)
- When purchasing a vehicle, pay attention to its environmental impact rating – there are several unofficial rating lists like Bloomberg and The American Council for an Energy-Efficient Economy Greenercars rankings. (6) (7)
- Most countries have adopted a local fuel efficiency labeling system that allows customers to choose a vehicle with optimal fuel consumption.
- Install renewable energy-powered electric vehicle charging stations at your facilities. (8)



Tax incentives:

- Federal tax credits of up to $7,500 are available in the US for all-electric and plug-in hybrid cars purchased new after 2009. (9)
- California's Driveclean initiative provides greenhouse gas and smog ratings and allows buyers to search for local incentives for the acquisition of environmentally efficient vehicles when purchasing new or replacing old vehicles. (10).
- Several US states offer the Clean Vehicle Rebate Project, which refunds $1,000-$7,000 on newly purchased electric vehicles. (11) (12).
- EU countries offer a wide range of tax benefits to the owners and purchase incentives for electric vehicles and plug-in hybrids. (13)

Delivery Vehicles

This does not include the use of external delivery services, which is covered in a later section. This only applies to delivery vehicles owned by your company.

General Recommendations:

Four Sustainable Fleet Core Principles:

1. Optimize vehicle fleet sizes and the number of vehicles required for operations;
2. Reduce the miles/km vehicles travel and all unnecessary idling through proper logistics planning;
3. Increase vehicle fuel use efficiency through regular maintenance;
4. Increase the use of alternative fuels and shift to electric delivery vehicles. (14)

Several incentive programs promote tighter standards on light- and heavy-duty vehicles globally.

Tax incentives:

- US LDV (light delivery vehicle) program creates a per-vehicle cost of around $1,800, which is paid back through fuel savings in around 3.5 years.
- US HDV (heavy-duty vehicle) program has a per-vehicle cost of $400-6200, which is paid back through savings in less than 2 years.
- The Canadian LDV program costs around $2,100 per vehicle, which promises to pay back in fuel savings in 2-5 years.
- The European Union adopted a 95g CO_2 per km standard with a projected cost of around $1,300, with a projected return in savings in 4-5 years.
- India's LDV program costs $400-600, which can pay back in 2-3 years.

This highlights there is a clear economic incentive to transition to more fuel-efficient delivery vehicles to take advantage of savings that pay out the initial investment in replacement vehicles in 2-5 years.

Employee Commuting and Travel Methods

This includes your employee's commute to and from work using their vehicles, public transport, or other means of transport and business travel. Different means of transport have vastly different carbon footprints.

General Recommendations:

- Modernize your office campus to include charging stations for electric cars. (15) (17)
- Reduced in-person workdays:
    a. This also benefits your employees because it reduces the risk of accidents and the time and costs to commute. (15) (16)

- Depending on geography, walking, biking, or using public transportation has been shown to drastically reduce an organization's carbon footprint while simultaneously proving to have short and long-term health benefits to employees (15) (16)
- Offer your employees carbon emissions tracking software that gives them insights and tips to reduce their daily transportation emissions and offer to offset them as part of their employment package.
- Offer your employees subsidies or other incentives to purchase bicycles or alternative electric transportation.
- Encourage or incentivize employees that use personal vehicles for their commute to switch to plug-in hybrids or electric vehicles.
- Encourage or incentivize employees to travel to carpool. This may increase productivity and socialization and reduce carbon emissions. (17)

Driving style can also contribute significantly to the carbon footprint; a study by the Department of Energy found that these factors contribute to lower fuel efficiency:

- An aggressive driving style can increase fuel consumption by as much as 33%;
- High speeds (over 60 mph or 96 kph);
- Cargo or cargo racks on top of the vehicle;
- Towing a trailer or carrying an excessive weight;
- Using 4-wheel drive;
- Running electrical accessories. (18)

Simply educating your employees to develop good driving habits and the use of driver feedback devices can improve fuel efficiency by around 3% for an average driver (18).

Air Travel

This accounts for the carbon footprint of your company's employees' air travel. There are several ways you can reduce your carbon footprint during air travel:

General Recommendations:

- Avoid unnecessary air travel whenever possible
- Use basic economy because it has the lowest carbon footprint
- Avoid layovers and connecting flights as take-off and landing are the most fuel-intensive parts of the flight
- Pack light; any savings in weight reduce fuel consumption and carbon footprint
- If available from an airline, purchase carbon offsets for air travel when purchasing the flight ticket or use a carbon tracking tool to purchase offsets for your employee's air travel (19)

According to Bloomberg:

"Globally, our research finds broad alignment across global markets that sustainable investing is a high priority for fund managers today and in 2030. Around the world, fund managers are convinced of the link between ESG and a company's shareholder value, and this link is a key input for investment decisions. Global business leaders across all industries anticipate strong growth in ESG assets, and they are making investments in ESG with the same bottom line-driven focus as their non-ESG investments. A resounding 71% of global business leaders believe that "Eventually, no investment decisions will be made without considering ESG." (20)

That completes section one. Before moving to section two, click on the bottom right chatbox to schedule your free carbon emissions calculation with one of our Sustainability Project Managers. We'll help you calculate your company's carbon footprint with an in-depth analysis that will only take around 15 minutes to complete. Your incubator experience will be more meaningful when you can apply the recommendations to your real-world carbon footprint.

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Check out Kat O'Brien,
Chief Partnerships Officer of ClimateTrade address
United Nations, World Bank, and IMF Executives
at the Democratizing Decarbonization Summit &
Diplomat Reception, National Press Club, D.C.

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SECTION 2: ENERGY DECARBONIZATION

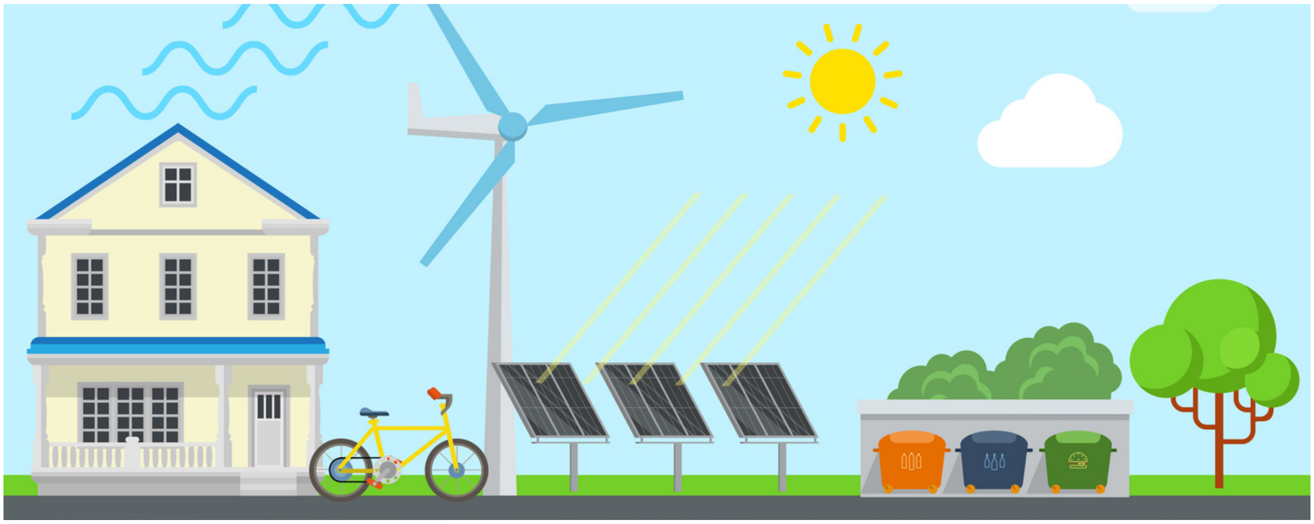
Electricity and Heating

This represents the carbon footprint created by your company's electricity usage.

General Recommendations:

- Prioritize the use of natural over artificial light. (21) (22)
- Use energy-efficient devices (LED lights, Smart energy appliances, etc.). (21) (22)
- Avoid keeping the computers turned on when not in use – use the hibernation option for breaks and meetings. (21)
- Apply environmental commodities and carbon offsets to your sustainability model, and select the offsets projects that will offer a social impact optimization component for your overall strategy.
- Use power strips to power off devices en masse. (22)
- Utilize renewable energy like solar panels, and encourage employees to do the same at home - many countries offer incentives for the installation of solar panels. (23) (24) (25)
- Insulation reduces the need for heating during winter and cooling during summer. (22)
- Natural gas is the most CO_2 emissions effective heating fuel option if renewable energy is not available: for 1 mmBTU of heat natural gas produces 61 kg CO_2e, LPG produces 75 kg CO_2e, while heating oil produces 84 kg CO_2e. (26)
- Look into ways to improve the insulation at your facilities and/or offices – many countries offer insulation incentives like the United States and the Energy Company Obligation (ECO) scheme in the UK. (22) (27) (28) (29)

- Review and compare your energy service providers to ensure you are getting the best pricing and sourcing from your provider.
- Six ways to reduce emissions from your company's energy use to save costs:
  1. Conduct an energy audit at your facilities; (22)
  2. Check the age and efficiency of business equipment; (22)
     i. Upgrade older, less-efficient equipment to low energy-use equipment
     ii. Schedule an ongoing review and maintenance timetable
  3. Shut equipment down when it's not in use; (22)
  4. Utilize think timers and thermostats; (22) (30)
  5. Install a smart meter; (30)
  6. Apply renewable energy options such as:
     i. Solar (31)
     ii. Wind (32)
     iii. Tidal (33)
     iv. Geothermal (34)
     v. Biomass. (35)



JP Morgan proposes these five reasons that support why they believe ESG investing is much more than a short-term fad.

1. Demand is led by investors
   - Over $500 billion flowed into ESG-integrated funds in 2021, contributing to a 55% growth in assets under management in ESG-integrated products1. We expect growth in ESG investing to continue through 2022, and well beyond.
2. Technology is driving product innovation
   - New technology is helping fund managers keep pace with this sharp rise in demand for sustainable investments.

3. Companies are being encouraged to take action
   - The good news is that many companies around the world already understand the need to take action on ESG issues—not least because they recognize that they can only deliver sustainable long-term growth if they manage the Earth's resources prudently, treat their workers with respect and look after the natural environment in which they operate.
4. Investment research is increasingly focused on sustainable outcomes
   - ESG research frameworks are being developed and refined to support the growth in sustainable investment management.
5. The energy transition is creating new risks and opportunities
   - As well as focusing on the ESG credentials of individual companies, investors are starting to give more consideration to the sectors, countries, and regions that have the resilience and competitiveness to thrive as the world moves towards a low carbon future." (36)

That completes section two. Don't forget to schedule your free carbon emissions calculation with one of our Sustainability Project Managers. Just click on the bottom right-hand chatbox and schedule a day and time that works best for you. We're here to help!

SECTION 3: REFRIGERANTS DECARBONIZATION, WATER USE REDUCTION, WASTE DISPOSAL

Refrigerants Decarbonization

This accounts for the use or leakage of refrigerant gasses during normal operation of refrigeration and/or air conditioning in your facilities or offices.

Switching to refrigerants with low GWP (global warming potential) can help reduce your company's carbon footprint and save energy.

General Recommendations:

- Replacing typical baseline refrigerants R-404A and R-410A with the suggested low GWP refrigerants, N40 and L-41a, respectively, achieves a significant reduction in carbon emissions in both commercial refrigeration and residential HVAC systems. (37)
- For supermarket refrigeration, a reduction in carbon emissions of around 50% was reported after the adoption of low GWP refrigerants, N40. (37)
- Home cooling systems reduced 28% of their carbon emissions after the adoption of low GWP refrigerants, L41a, combined with the utilization of more efficient energy options like heat pumps. (37)

- Schedule ongoing inspections of all equipment (valves (biggest leakage source), flanges and pumps, relief valves, and tanks) in facilities to identify leaks, eliminate or reduce them, and reduce the associated costs. (38)
- Turpin’s Air Conditioning, Heating and Refrigeration News article listed the following steps to reduce carbon emissions:
  - “Refrigerant management program four-pronged approach for energy use reduction:
  - Proactive refrigerant leak detection and repair
  - Refrigerant retrofits to lower-GWP refrigerants
  - Natural refrigerant systems, where applicable
  - Reduced system charge size, either through installing a glycol loop or designing systems to have a smaller refrigerant charge
  - Use tools that automate monitoring and alerts”. (38)

The New York Times states that: “The S.E.C.’s job is to meet investor demand for data on a range of corporate activities… greater transparency on E.S.G. issues won’t be optional for much longer. “Human capital, human rights, climate change — these issues are fundamental to our markets, and investors want to and can help drive sustainable solutions on these issues.” (39)

Water Use Reduction

This accounts for the water used by your facilities and offices either through industrial processes or regular consumption by employees for cleaning, etc.

General Recommendations:

- Schedule a water audit with your water provider at your offices and/or facilities to reduce water use and costs. (40) (41)
- General Management Practices - appointing a coordinator and educating employees on water efficiency. (40) (41)
- Equipment Changes - using high-efficiency fixtures, appliances, etc. (40) (41)
- Operating and Maintenance Procedures - detect and repair leaks, implement re-use practices. (40) (41)
- Landscape Irrigation - use treated wastewater where available, use soaker hoses and trickle irrigation, use mulch to reduce evaporation from the soil surface, etc. (41)
- Install a smart meter for water use. (41)
- Other measures: use a commercial car wash that recycles water, do not use ornamental water features that do not recycle water, etc. (42)

Reuters states that: “With trillions of dollars flowing into funds focused on ESG performance, whether and how much it impacts returns is increasingly a focus for investors. A model portfolio of European stocks tilted toward ESG leaders was the best regional performer, with an annual average return of 1.59% above its unweighted benchmark from January 2017 through April 2022, according to the firm. Over a long-term horizon, regardless of region, there are benefits and better risk-return profiles,” said Todd Bridges, head of ESG research and sustainable investing at ESG Book”. (43)

Waste Disposal

This calculates the carbon footprint associated with your company's waste disposal. The waste can be anything from common office waste to industrial waste.

General Recommendations:

- Conduct a waste audit with your waste management company to reduce costs and increase materials recovery at your facilities and/or offices. (44)
- Have employees use a recycling app for instructions about how to sort waste. (44)
- Consider partnerships with alternative waste to divert waste from the landfill. This can be tracked as emissions. (44)
- Source segregation of waste followed by recycling and composting. (44)
- Eliminating or recycling paper waste. (44)
- Replace plastic products with biodegradable and recyclable alternatives. (44)
- Using "green" waste disposal companies that strive to reduce their operational carbon footprint. (44)
- Use waste processing when possible to convert waste into useful materials. (44)
- If appropriate, use composting for putrescible waste like food waste. (44)
- Recycle materials like glass, plastics, ferrous metal, textiles, and aluminum: you can achieve savings of 30 kg CO_2e (for glass) to 95 kg CO_2e (for aluminum) per ton of waste.

- Waste processing: mechanical biological treatment (MBT) is preferable, as it provides the largest CO2e savings of around 340 kg CO2e per ton of waste; MBT with the incineration of rejects saves around 230 kg of CO2e per ton of waste; mass-burn incineration for electricity and heat/power production saves around 180 kg of CO2e per ton of waste.
- Waste disposal: using landfills with carbon sequestration to improve landfill greenhouse gas management can save 23 to 55 kg of CO2e per ton of waste.

SECTION 4: SUPPLY CHAIN LOGISTICS

This accounts for the carbon footprint of your company's movement of goods across your supply chain partners. This does not apply to company-owned vehicles covered under Delivery Vehicles. You can reduce your carbon footprint by selecting more environment-friendly options when available.

Accenture reports 60% of global annual emissions are generated from the company's supply chain logistics and global supply chains have been disrupted at unprecedented levels in recent years (45). The World Economic Forum claims decarbonizing your supply chain is one of the most important activities for businesses. This is an opportunity to reduce carbon and increase stability and resiliency for your company (46).

The United Nations Global Compact (UNGC) was established to help businesses around the world with information and insights to align their operations, cultures, and strategies based on the principles of human rights, labor, the environment, and anti-corruption (47).

General Recommendations:

- Use truck- and ship-based transport; it is much less environmentally damaging than airfreight. (15)
- Purchase materials locally and seasonally (if applicable) to reduce the distance traveled for transport. (48)
- Use software tools to automatically track carbon emissions across your organization. (46)

- Increase efficiency and reduce waste by reusing and recycling material resources. (44)
- Apply the UNGC's framework across your organization's supply chain partner's activities:
    - Support the protection of internationally established human rights, and do not enable human rights abuses;
    - Uphold the freedoms and recognition of the right to collective bargaining;
    - Eliminate supply partners that use forced and compulsory labor, child labor;
    - Eliminate discrimination regarding employment and occupation;
    - Businesses should support a precautionary approach to environmental challenges;
    - Undertake initiatives to promote greater environmental responsibility;
    - Encourage the development and diffusion of environmentally friendly technologies;
    - Work against corruption in all its forms, including extortion and bribery. (47)

- Ensure transparency and communication between supply partners. (46)
- Find suppliers that align with your company's sustainability and ESG values. (46)
- Measure and set carbon and sustainability targets with a supply chain ESG expert. (46)
- Create an adaptability and resiliency plan for your supply chain. (46)

According to the BBC: “Corporate sustainability goes beyond environmental concerns to include economic, cultural, ethical, and social sustainability. Companies built to embrace the opportunities ahead take a 360-degree view, integrating sustainability into every dimension of their operations. Successful corporate sustainability is about environmental practices and commitments to reductions in carbon emissions. But it’s also about ensuring that human rights are respected at every level of the supply chain and actively supporting diversity across organizations and in the communities in which they operate. A multi-dimensional view of sustainability requires an adaptable approach to integrating it throughout an organization. That commitment to sustainability is the right choice to make, but it’s also the smart one from a business perspective.” (49)

SECTION 5: EVANGELIZE AND SOCIALIZE YOUR PROGRESS WITH THOUGHT LEADERSHIP, MEDIA OUTREACH, AND PR

Applying the ESG framework within your organization is a way to keep a pulse on the health and wellness of your performance across people (customers, employees, investors, etc), profitability, and ongoing opportunities.

As a new global business performance indicator, ESG frameworks are helping fix outdated systems and close the loop on the financial accounting of how we impact the environments we live in, shape our societies, and the economics of how everything is connected.

Your company's journey to net zero emissions is an opportunity to promote your progress in a way that offers your company a leadership position within your industry and executive thought leadership among your peers. The NETZERO Incubator offers carbon reduction "wins" at each step with easy-to-follow strategies that can be implemented almost immediately, regardless of organizational size or budget. This program offers substance and real profitability results when "greenwashing" and the illusion of progress is all too common.

A direct, transparent, and consistent media outreach strategy offers your organization a unique opportunity to engage the public, customers, investors, strategic alliances, and supply-chain partners. Consider applying these strategies to advertise the achievements of your sustainability benchmark goals.

- Use press releases regularly to update the public, investors, industry peers, supply-chain members and candidates, and the investment community on your latest carbon reduction achievements.
- Sustainability, carbon reduction, and social impact goals and achievements should be a priority in Investor relations and outreach.
- Make regular appearances on podcasts that are popular with your target audience.
- Publish regularly on blogs and through op-eds. Talk about your journey's obstacles and how you overcame them.
- Focus on developing relationships with a targeted group of journalists whose articles are synergistic with your organization's net-zero strategies. Regular and consistent media outreach should lead your PR initiative. Add an educational component to your media outreach messaging by offering to disclose the unique tools, tactics, and procedures your organization used to achieve its latest series of goals.
- Select strategic projects for your carbon offsets that can offer a social impact model to your sustainability program. Actively engage with the project managers and promote those projects in your PR to bring attention to the initiative and the population its revenues support.
- Be consistent with your outreach and be responsive when the media responds.
- Encourage your staff to share your media coverage on their social media.
- A picture speaks a thousand words, so apply images to your media outreach and social media strategy.
- Repurpose content for different audiences to expand your tribe.
- Underwrite and sponsor events, webinars, whitepapers, and briefings by synergistically aligned trade associations and NGOs that can proliferate your message to new audiences.

- Participate in embassy-supported trade missions and IGO-sponsored diplomatic missions to further evangelize your company's sustainability and net zero initiative, and offer media relationships priority access to cover those missions to further socialize your impact among industry, investors, supply chain partners, and the general public.

Greenwashing is the promotion of the illusion of carbon reduction and sustainability progress. Media outreach and PR that promotes the positive outcome experienced by those that utilized the recommendations in this course will yield positive short- and long-term results across a wide range of critical areas such as executive recruitment, investor relations, supply chain relationships, and industry silo leadership.

When you enter the accelerator, our Sustainability Program Managers can recommend impactful media outreach and PR strategies that can be applied to your existing organization based on your industry, company size, geography, and goals. Click on the bottom right-hand chatbox of this page to enroll in the free accelerator and to schedule your free consultation to launch your organization's media outreach and PR strategy.

Did you know that the NETZERO Accelerator offers Industry-Specific and Sustainability-Focused media outreach, thought leadership, PR, and Branded Webinars, Events, and Even Trade Missions? Click on the chat box on the bottom right and schedule a time to talk to one of our NETZERO Accelerator's Sustainability Project Managers

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Conclusion:

Congratulations on completing the NETZERO Incubator program. Now, it's time to move into the NETZERO Accelerator for application.

We covered the benefits of decarbonization across transport, energy use, supply chain, refrigerants, water, and waste to reduce your company's emissions and costs. Launch your path to net zero by applying the recommendations covered in this incubator, and you'll see powerful results.

As a new global business performance indicator, decarbonization frameworks are helping to modernize outdated systems and close the loop on the financial accounting of how we impact the environments we live in, our people and societies, the role of corporate governance and policies in shaping the quality of life, and the economics of how everything is connected. Decarbonization protocols enable the implementer to accelerate the introduction of potent layers of efficiency that bridge the labyrinth of vulnerabilities that limit companies from reaching their fullest potential.

Here are some key takeaways of Decarbonization reporting benefits for your company:

- Decarbonization offers a competitive advantage.
- It Improves financial performance through operating costs optimization and improves the long-term financial success and viability outlook of your organization.
- Builds customer loyalty and brand value.
- Increases employee retention and engagement.
- Improves corporate culture.
- Makes company operations sustainable and protects company assets.
- Reduces long and short-term internal and external risk management.
- Helps create an internal environment that fosters innovations for new business opportunities, short-term and long-term.
- It attracts investors and lenders, increases your company's acquisition appeal, and contributes to financial accounts for a global collective movement to protect future generations.

Overall Recommendations:

- Build environmental commodities and carbon offsets into your sustainability and carbon reduction strategy.
- Connect your offset purchasing to social impact projects.
- Use online hackathons to generate ideas from a diverse, global talent.
- Advertise your latest sustainability achievements through media outreach and PR to inform and educate supply chain partners, shareholders, and industry peers.
- Partner with a sustainability consultant to identify opportunities to reduce carbon and its associated costs across your organization.
- Hire a full-time or fractional Chief Sustainability Officer to guide decarbonization strategy, planning, and execution across your facilities and offices.
- Apply existing frameworks and tools for different facets of your business such as quarterly audits to identify and manage cost and carbon reduction.
- Work with independent certification organizations to review and provide insights, standards, and verification for your decarbonization processes.

Click on the bottom right-hand chatbox of this page to enroll in the FREE NETZERO Accelerator for ongoing guidance, vetted industry specialist referrals, educational material, how-to guides, virtual seminars, and live events.

Congratulations on completing the NETZERO Incubator, See you in the Accelerator!

Click on the chat box on the bottom right side of the incubator page to enroll in the NETZERO Accelerator for free for ongoing support and we'll help you apply what you learned in the incubator. Set up your free consultation today!

About the Authors:

Sarah Bates is driven to effect change through socially and environmentally responsible business practices and passionate about the role business plays in transforming our global economy to a sustainable one.She completed her MBA at Hult International Business School, living in Dubai, Shanghai and Boston and completed her Masters in Sustainability at Harvard University. She has entrepreneurial and corporate experience. She draws energy and inspiration from the entrepreneurial space that stems from people's united collective creativity to solve problems that require focus, determination, resiliency and "thinking outside of the box".

Her MBA and Masters in Sustainability prepared her to address challenges with solutions through a creative systems thinking approach. Working with people from a variety of cultures and ethnical backgrounds enabled her to see how important and beneficial diversity is to solve problems by taking into account different experiences and perspectives, while incorporating people, the planet and profits into the context of solutions designs. Her interests span across climate change, agriculture, animal welfare, human health, water protection and circular economy innovations.

James Scott is a philanthropist, government advisor, think tank and institute architect, and the founder of the Embassy Row Project. ERP is a philanthropic initiative that strives to unify the next generation of leaders & initiatives that are hyper-focused on instigating positive change on issues that impact the environment, human rights, technological innovation, and international trade collaborations that proliferate diversity, food security, and dignified employment with a livable wage.

James is an energy and infrastructure advisor to 47+ international governments, NGOs, IGOs, and scientific research institutes. He creates, manages, and restructures NGOs, IGOs, Institutes, and Think Tanks that provide a platform for international connectivity and collaboration between government, academic, commercial, and finance stakeholders throughout the United States, Europe, Southeast Asia, the MENA region, and Latin America.

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