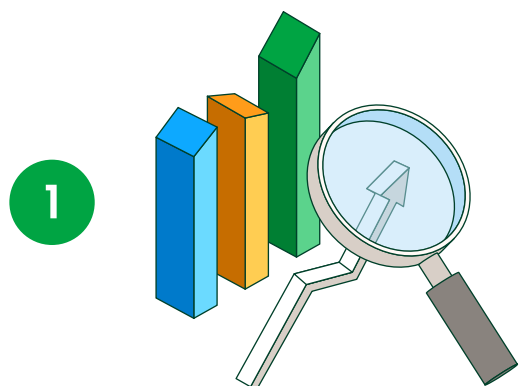


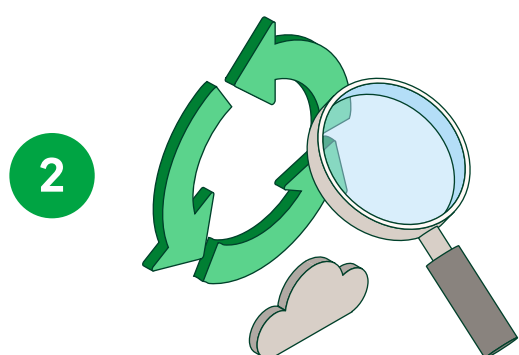
# Net zero objectives and the role of companies in this context

The role of governments is key to reaching the Net Zero objectives, but so are the actions of individual companies. Firms need to first establish emission-reduction objectives in line with the science, something that they can do with the support of the SBTi. There are five steps recommended by ClimatePartner, which assists companies to reduce their carbon emissions, that firms should take.



## 1 Measure corporate carbon footprint

This first step allows firms to understand the carbon emissions that stem from their business activities.



## 2 Measure product carbon footprint

This takes into account the entire lifecycle of a product, from raw materials and manufacture, to transport and disposal.



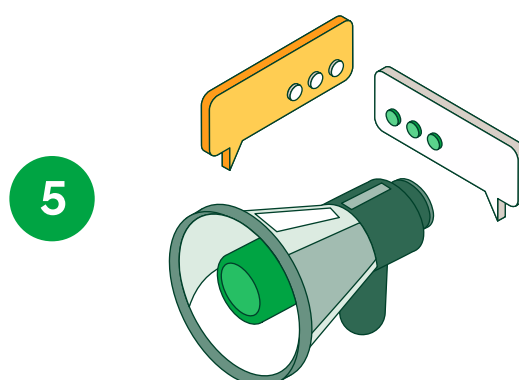
## 3 Create a carbon-reduction strategy

This step could include anything from moving to renewables, seeking alternative raw materials, or even subsidising public-transport costs for employees to get to work.



## 4 Offset carbon emissions

Once residual emissions that cannot be avoided are identified, they can be compensated using offsetting projects that comply with recognised standards such as the Gold Standard or the Verified Carbon Standard.



## 5 Communicate

The last step recommended by ClimatePartner is for companies to communicate their climate action strategy and commitments to both customers and stakeholders, bringing them along on their sustainability journey.