

Webinar

Defining Carbon Jargon

**Business Workshop On Carbon:
Tactics And Tools For Carbon Strategy And
Management.**



Educate | Measure | Improve | Connect

Our mission is to advance sustainable principles and practices forward through the power of business.

www.wisconsinsustainability.com



**Jessy Servi Ortiz,
Managing Director**

Global Sustainability

- A bilingual course that offers college credit for AP (AP Environmental Science) and IB (Spanish)
- Examine global issues through the lens of the 17 United Nations Sustainable Development Goals and the four Global Competencies (Understand Perspectives, Communicate, Investigate the World, and Take Action).
- Work with community partners on bilingual projects who also serve as mentors to students

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Oconomowoc High School's Global Sustainability Class 2019-2020



OCONOMOWOC STUDENTS PARTNER WITH CUB, TRANSLATE ENERGY TIPS INTO SPANISH

A novel collaboration involving CUB, Evolution Marketing of Nashotah and the Oconomowoc Area School District is exposing young people to the work of CUB and will work to help folks struggling to afford their energy bills. Students in Oconomowoc High School taking Global Sustainability and AP Spanish opted to work with a Wisconsin non-profit organization this school year. The students and teachers chose CUB and have been working to help CUB translate some of its educational materials into Spanish. To learn more go to cubwi.org/spanish



Projects completed in partnerships with the class include: (1) all the Spanish translations of the CUB energy efficiency and consumer advocacy materials, (2) the planning/execution of the CUB 40th Anniversary event and (3) the educational booth display that was shared between Evolution Marketing, the class and CUB at the 2019 WI Sustainable Business Conference in Dec. 2019.

Hands On Learning: CUB 40th Anniversary Event (Nov. 2019 at American Family Insurance Corp HQ):



Global Sustainability students managed the event registration!



Students staffed their educational booth and talked about the impact of their class work with the public.

Students at WSBC Annual Conference (Dec. 2019)





Global Sustainability Class in
front of their display at the CUB
40th Anniversary event



Back Row: Kelly Holtzman (Teacher), Hunter, Anna, Sara, Giselle, Alex, Kathleen, Danielle Chaussee (Teacher)

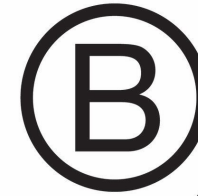
Front Row: Maiya, Fiona, Keelin

Importance

- We are the next generation to fuel change
- To us the quality of the Earth is extremely important
- We want to see lasting positive impacts

[Greta Speech European Parliament 4/3 2020](#)

Certified



Corporation

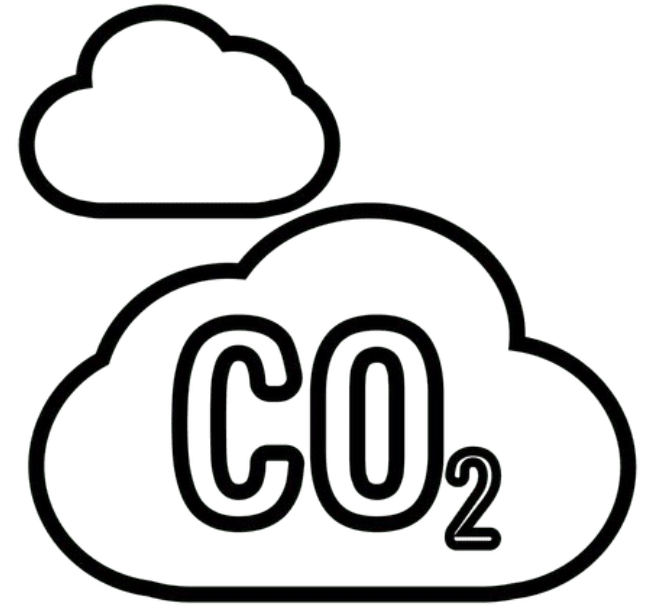
This company meets the
highest standards of social
and environmental impact



What Are You Measuring? (CO₂'s V.S. GHG's)

The main greenhouse gases include:

- Carbon Dioxide (CO₂)
- Methane
- Nitrous Oxide
- Hydrofluorocarbons
- Chlorofluorocarbons



Comparison

Co2 Vs Methane:

[CDP Part 3: Global Warming Potential Explained](#)

Basic Greenhouse Gases

Even though they are quite less common, they can still be just as harmful and still need to be monitored and reduced.

CO2

CO2 is the most common of the greenhouse gases and is usually calculated separately due to its larger scale. It is also the one businesses want to primarily focus on.

No	Type	Chemical Formula	GWP 100-year
1	Carbon dioxide	CO ₂	1
2	Methane	CH ₄	28
3	Nitrogen oxide	N ₂ O	265
4	CFC-11	CCl ₃ F	4,660
5	CFC-12	CCl ₂ F ₂	10,200
6	CFC-13	CClF ₃	13,900
7	CFC-113	CCl ₂ FCClF ₂	5,820
8	CFC-114	CClF ₂ CClF ₂	8,590
9	CFC-115	CClF ₂ CF ₃	7,670

Case Studies

Madison's mission of creating a net zero carbon city and how anyone from private residents to businesses to government can help with the bold but hopeful community goal they have set.

A full 2019 climate report from WE energies discussing their carbon reduction goals and what they've done to start measuring and reducing more

<https://guidehouse.com/experience/energy/2019/pathways-to-100-percent-renewable-madison>

[Climate Report 2019 Pathway to a Cleaner Energy Future](#)



Scopes One, Two, and Three

What are the Scopes?

Scope One: These are the emissions directly created from the companies burning of fuels.

Scope Two: These emissions are generated by electricity the company is consuming and purchasing.

Scope Three: These are emissions produced by companies in the supply chain that do not fit into scope 1 or 2, they are still monitored and reported but differently than other emissions reports.

Examples of the Scopes

Scope One: Combustion of Fossil Fuels or Company Vehicles

Scope Two: Indirect Emission from Purchased Energy or Purchase of Electricity, Heat, or Steam

Scope Three: Processed Products, Outsourced Activities, Renting or Leasing Vehicles, Waste Management, Business Trips

Here is a video with further explanation of the scopes and what they are: [Scope 1 2 3 video](#)

Case Study: Outpost Natural Foods

GHG Scope - Description	FY14 Metric Tons CO2e	FY15 Metric Tons CO2e	FY16 Metric Tons CO2e	FY17 Metric Tons CO2e	FY18 Metric Tons CO2e
Total Direct/Scope 1 GHG Emissions - Total CO2 equivalents from fuels burned in company-owned vehicles	44.9	53.7	69.6	72	65
Total Indirect/Scope 2 GHG Emissions - From electricity purchased through our utility for all stores (kWh)	2339	2360	2350	2354	2376
Total Indirect/Scope 2 GHG Emissions - From gas purchased through our utility for all stores (Therms)	565	614	547	559	588
Total Annual Gross GHG Emissions	2948.9	3027.7	2966.6	2985	3029
CO2e of RECs purchased	2062	2365	2372	2427	2553
Total Annual Net GHG Emissions: (Gross GHG Emissions minus RECs)	886.9	662.7	594.6	558	476

Notes: This GHG chart has updated carbon footprint data from previous reports due to updating our region from SERC Midwest to RFC West. Additionally, the CO2e of RECs were calculated here and used to subtract from total gross GHG emissions numbers for updated net GHG emission numbers. Scope 3 has begun to be measured by tracking our shipments from our largest distributors, but is not a part of this chart.

The total GHG Emissions calculated at 3,029 CO2e2 metric tons are equivalent to 327 homes electrical use for one year. With our Renewable Energy Credits however it brings that number down to 476 CO2e2 metric tons, which is 51 homes, a reduction of energy use equivalent to 276 homes in one year!

CARBON FOOTPRINT

CASE STUDY

[Carbon Footprint Case Study: Carbon Footprint Case Study: Oakhurst Dairy](#)

- ❑ Describes Oakhurst family business findings
- ❑ Including their goals and boundaries for tracking emissions

OTHER KEY INFORMATION

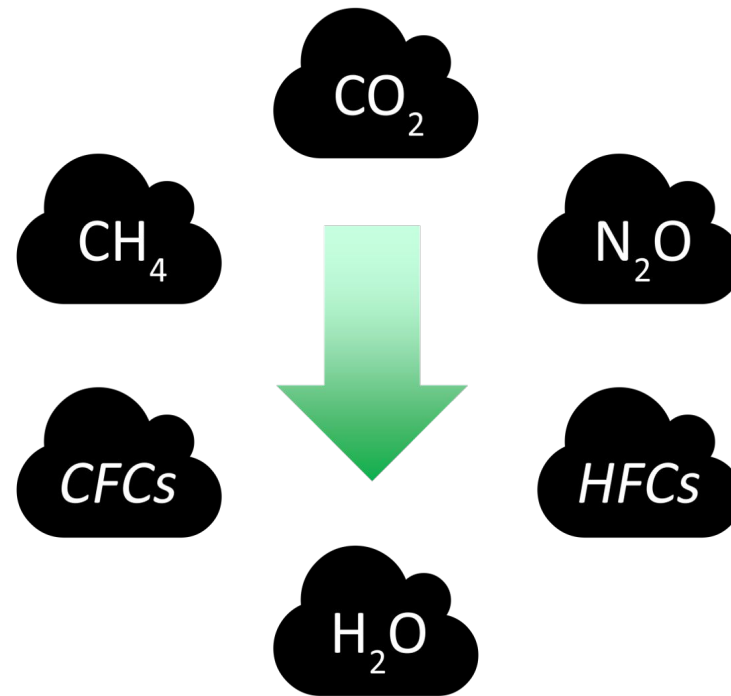
- ❑ The actions you leave on the environment, regarding the use of carbon.
- ❑ Explanation [simplishow explains the Carbon Footprint](#)
- ❑ Ways to reduce Carbon Footprint [5 Ways to Reduce Your Carbon Footprint](#)



Carbon Accounting

Carbon Accounting is the process in which organizations quantify their greenhouse gas emissions in order to better understand their global impact.

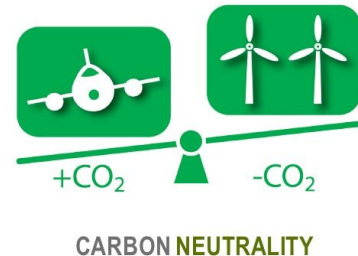
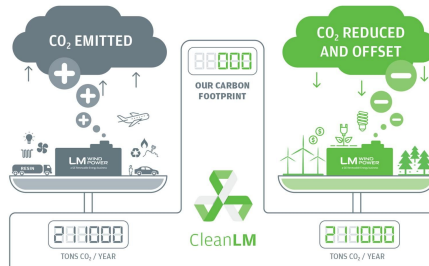
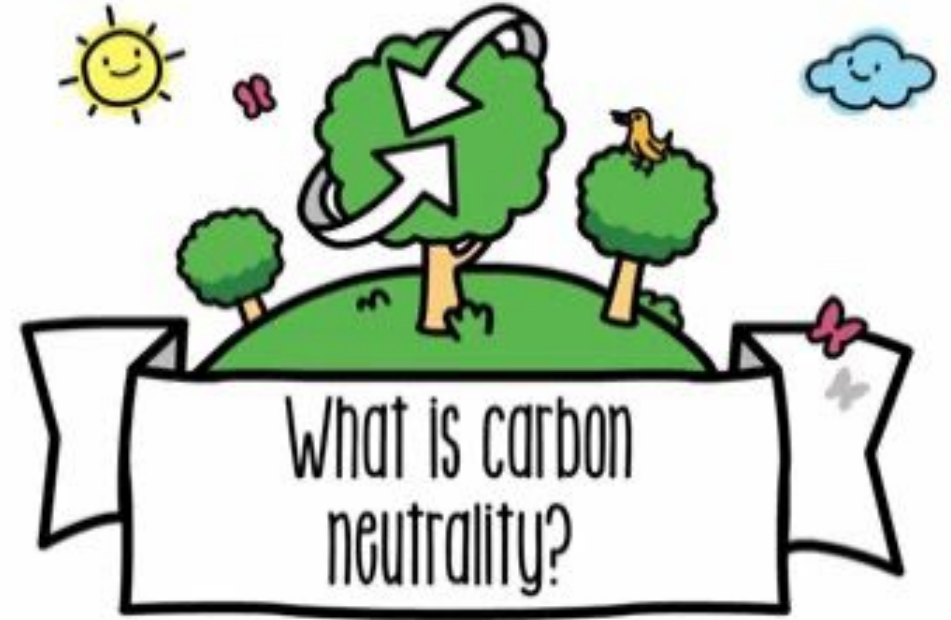
- Physical/Financial
- Carbon Accounting software
- [RightShip](#)
- Goal setting
- Adaption of business practices



Carbon Neutrality

Carbon Neutrality is achieving net zero carbon dioxide emissions by balancing carbon emissions with carbon removal or eliminating carbon emissions completely.

[Video about Carbon Neutrality](#)



Case study

Kohler Sustainability

- Waste Labs
- Water conserving products
- Social Impact



Carbon Goals/Pledges



NET ZERO | 2030

B Corp Climate Collective Pledge to be netzero by 2030: Over 500 B-Corp organizations/businesses have pledged to be carbon free by the year 2030

We are Still in: It is a coalition of cities, states, tribes, businesses, universities, healthcare organizations, and faith groups. As they did in 2017, they strongly oppose the US withdrawal from Paris, and are not going to take a retreat from the global response to the climate crisis lying down.

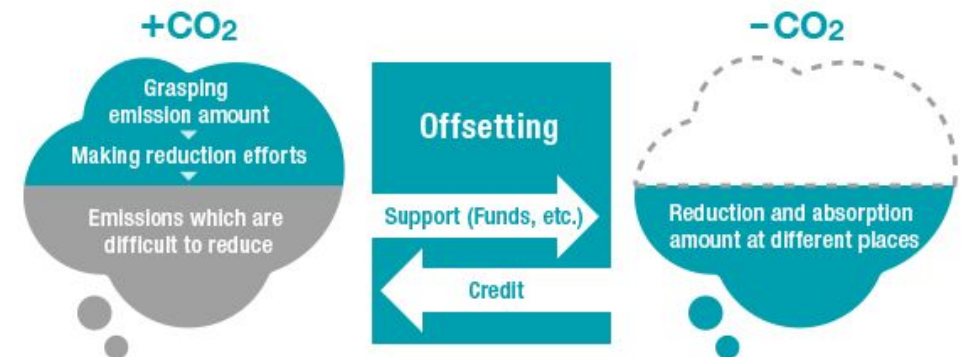
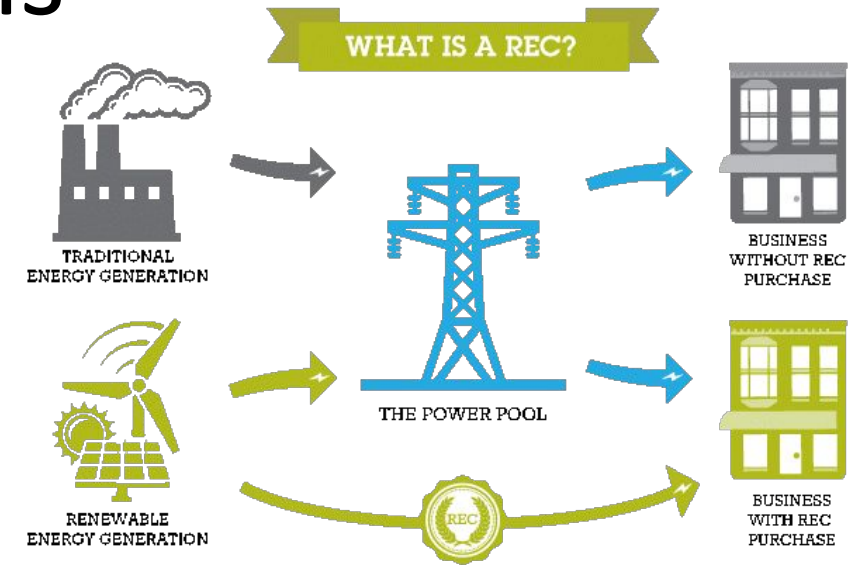
**WE ARE
STILL IN**

Some Reduction Strategy Tools

REC's: Renewable energy certificates represent the energy generated by renewable energy sources. Buying RECs is not equivalent to buying electricity. Instead, RECs represent the clean energy attributes of renewable electricity.

Offsets: Carbon offset providers primarily work to reduce future emissions by investing in clean energy technologies

[11 Best and Popular US Carbon Offset Providers](#)



More Reduction Strategy Tools

Renewable Energy

Business: Businesses that monitor storage and distribution and try to conserve and not be wasteful.

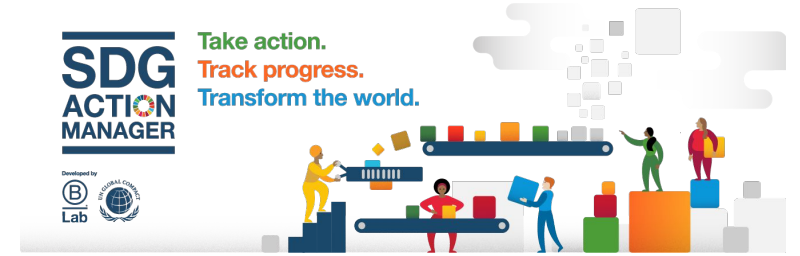
WI Based Strategies: We can look at Madison's strategy for trying to unite the city with one common goal of sustainable energy



[City of Madison
Sustainability Plan](#)



Free Tools to Use



The Green Masters Program: The Green Masters Program is a recognition and assessment program for Wisconsin businesses interested in improving and being recognized for their sustainability initiatives. They will assess and score you and tell you what your business can improve on, and what you've been doing good with.

<https://www.wisconsinsustainability.com/greenmasters>

SDG Action Manager: this was created by the UN for businesses to put all of their info into, and it scores you on environmental impact and other relating factors. <https://www.unglobalcompact.org/take-action/sdg-action-manager>

Thank you to our future!



[www.wisconsin
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