



Net0

HOW NET0 BRINGS BUSINESSES TOWARDS CARBON NEUTRALITY IN 5 STEPS

Introductory Guide



INTRODUCTORY GUIDE

How Net0 Brings Businesses Towards Carbon Neutrality In 5 Steps

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INTRODUCING NET0

Vision

We aspire to be the global leader in climate management software industry. By building world-class products, we help companies leave a climate-positive legacy whilst complying with regulations.

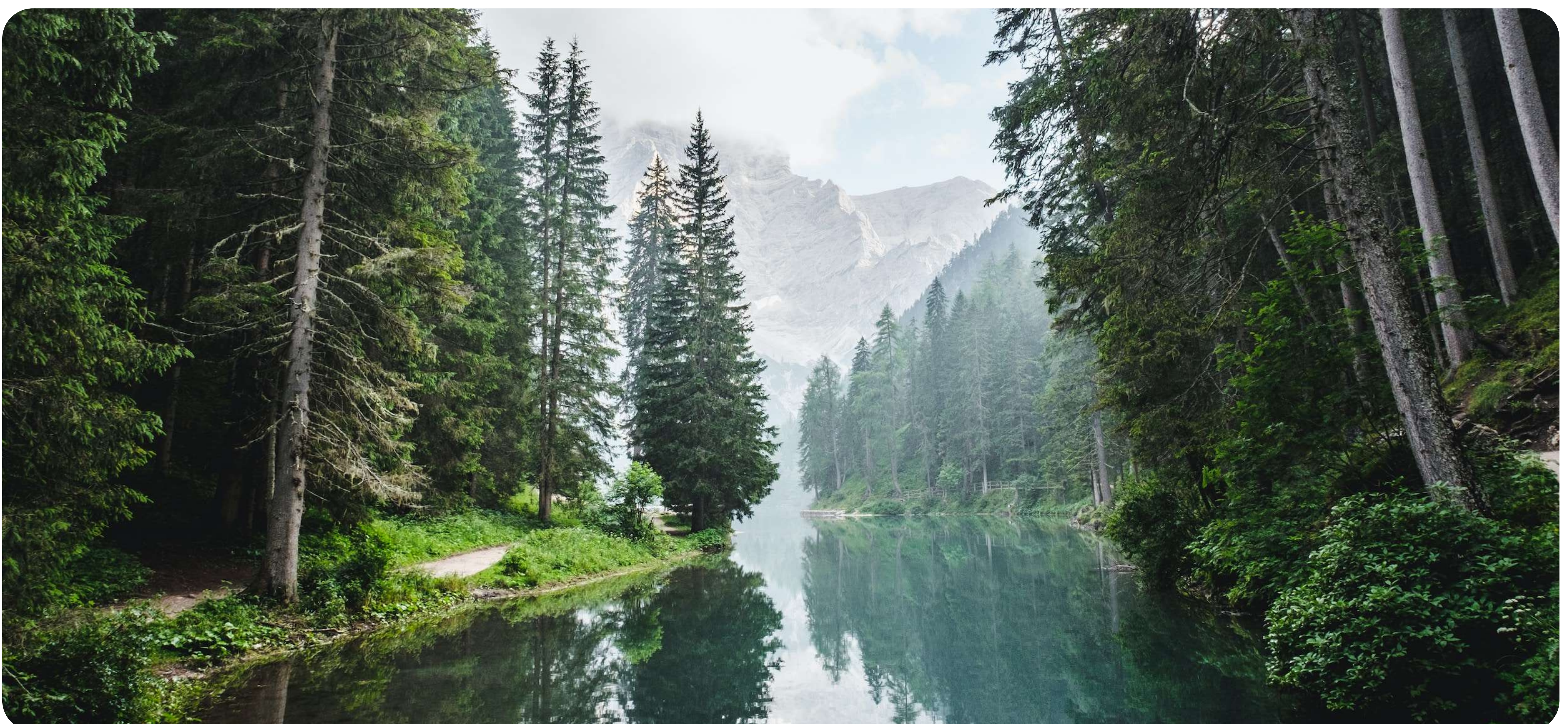
Mission

Net0 is on a mission to help large businesses and governments transition to a climate-first economy. We are developing the world's most sophisticated carbon management platform that helps navigate the journey towards sustainability and net-zero. Our technology is known for its AI-powered automation capabilities, ease of use, and powerful emission reduction planning functionality.

Values

Our core values revolve around the strong belief that only sustainable and responsible development leads to planetary and human well-being. Thus, our software shall enable businesses and governments make data-driven and responsible decisions for the sustainable growth.

By providing our customers with the state-of-the-art, accurate, and automated software products, we are helping promote transparency in the entire climate industry, as well as avoid greenwashing.



Sustainability

We strive to create technology tools that help living systems thrive. This includes planet Earth, businesses, and people.

Responsible Leadership

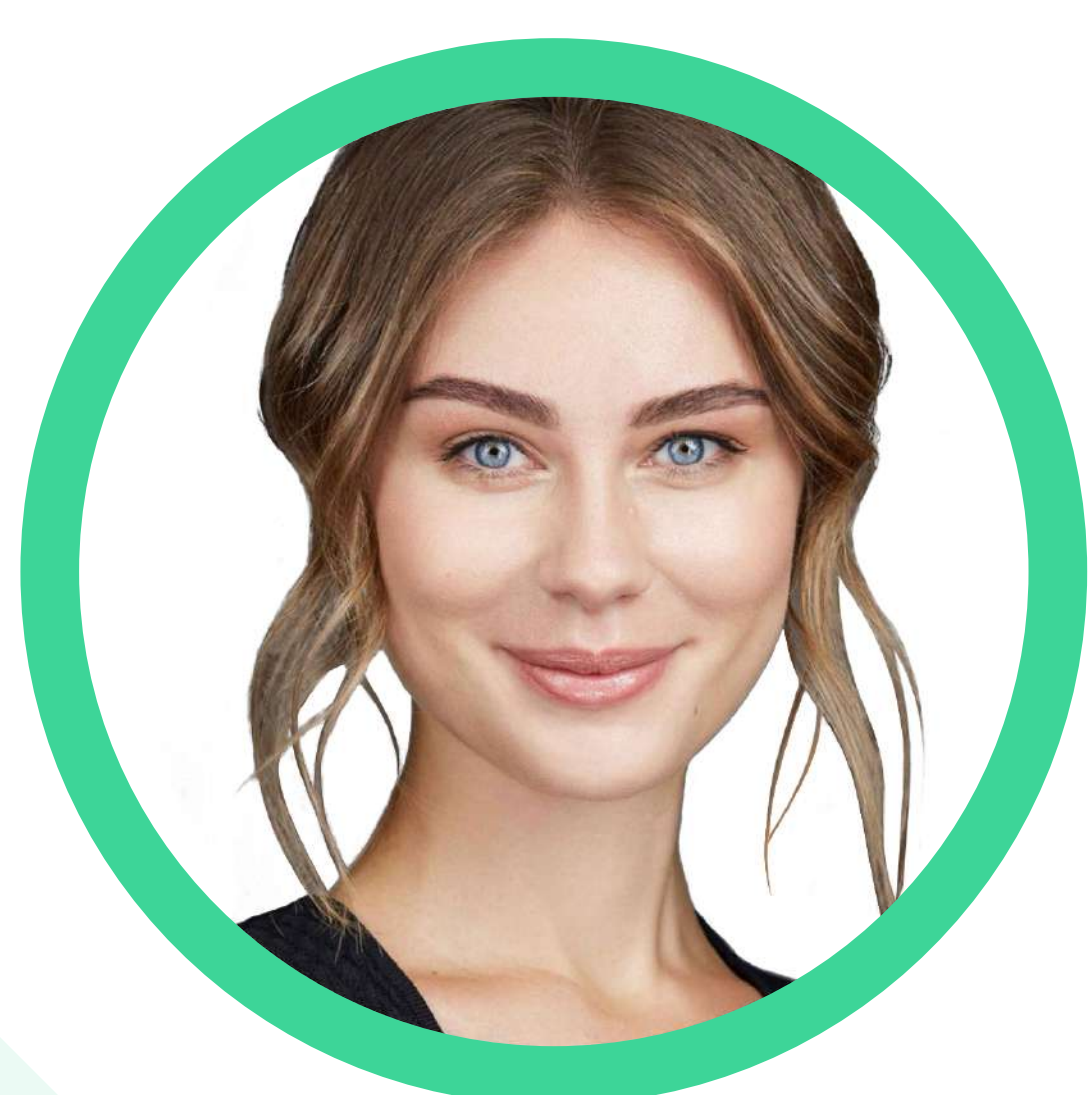
We value a conscious approach to leadership that is rooted in mutual respect between all stakeholders and seeks a high level of awareness to have the best possible impact with the least amount of resources.

Technology and Innovation

We value human and artificial intelligence, whereby the latter supports the former responsibly and ethically to innovate for the greater good.

Efficiency and Effectiveness

We value smart work systems that enable us to reduce the input of human, environmental, and financial resources and bring the best possible impact in the shortest time possible.



"We all know that climate change is a serious issue. That's why we created the [Climate Action Platform](#): so companies can work together in order reduce their carbon footprint while also empowering teams with tools they need when implementing decarbonisation strategies effectively."

Sofia Fominova

Co-founder of [Net0](#)



"I strongly believe that modern and upcoming technologies, such as Artificial Intelligence, will play a big role in helping businesses and governments decarbonise. From simplifying the data collection, to ensuring ultimate calculation accuracy, today we are helping our clients dramatically improve efficiency of their climate journey. Our roadmap is even more exciting: predictive reduction planning, metaverse for supply chain, and a wide range of connectors to physical ecosystem is yet to come in coming quarters. All our technological innovations are aligned with our goal to simplify measurement, reduction and disclosure of corporate carbon emissions."

Dmitry Aksenov

Co-founder of [Net0](#)

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WHY NETO?

2.1 WHAT IS NET ZERO?

Net Zero Carbon Emissions

“Put simply, net zero means cutting greenhouse gas emissions to as close to zero as possible, with any remaining emissions re-absorbed from the atmosphere, by oceans and forests for instance.”

United Nations

The current production patterns of our global economy interrupt the metabolic cycle of the Earth system, which leads to human-induced climate change with tremendous effects on human and planetary health (read more in WMO Report: State of the Global Climate 2021)¹.

Thus, reducing heat-trapping greenhouse gases (GHGs) and operating within the planetary boundaries are critical to a healthy, resilient future.

Why Carbon?

The [Intergovernmental Panel on Climate Change \(IPCC\)](#) identified carbon dioxide as the major driver to climate change. CO₂ remains longer in the atmosphere than the other five major heat-trapping greenhouse gases (GHGs), such as methane. The carbon we release today sets the climate for our children and grandchildren. We need to reduce all GHGs, but for the reasons mentioned above, global efforts focus on reaching carbon neutrality first.

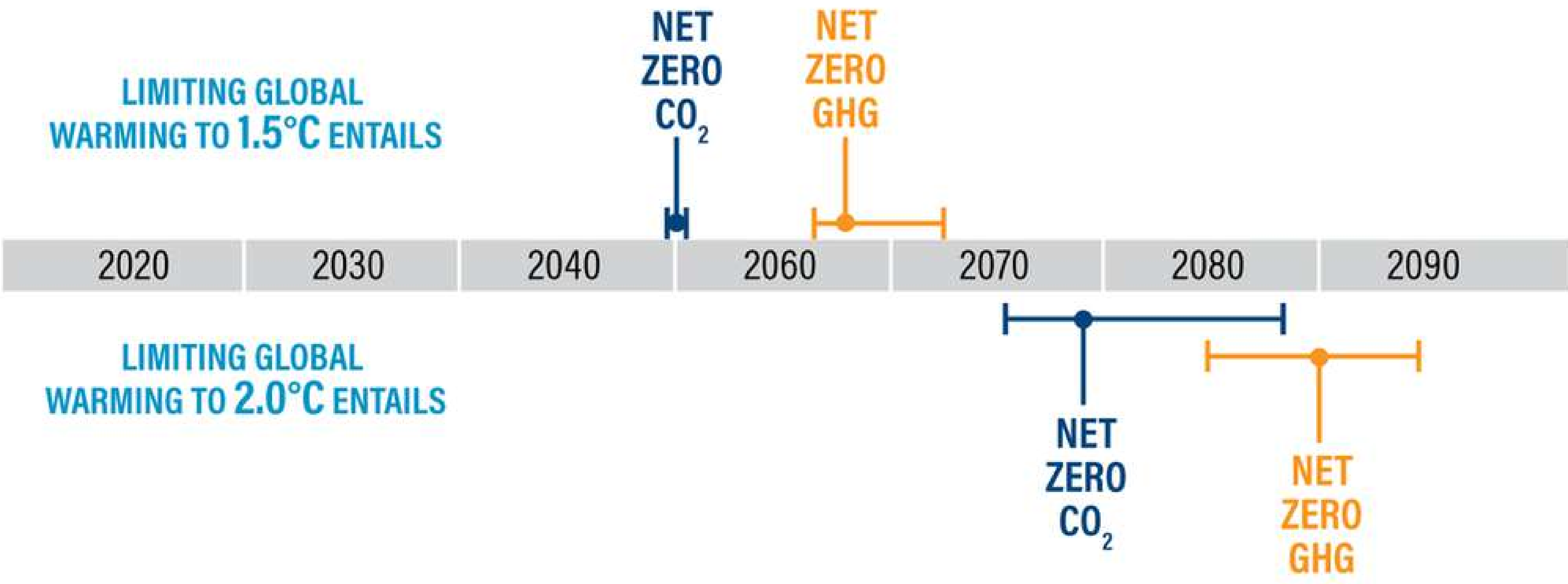
What Are The Net Zero Goals?

If net zero CO₂ emissions are achieved by 2050 with 1.5C warming, we can reduce other GHG emissions to net zero by [2063–2068](#). If they aim for 2C warming by 2070, we will face net zero GHG emissions by the end of the century. These are ambitious goals if we consider the gap between climate pledges and real action (see UN Emissions Gap Report 2021)². Thus, implementing respective management systems that enable companies, cities and governments to achieve net zero emissions is fundamental to reaching this collective goal.

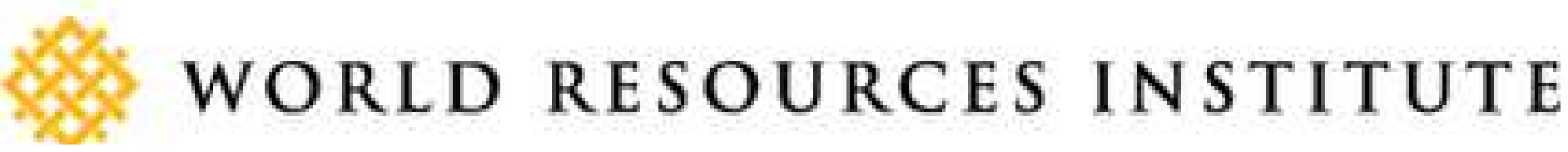
¹ [State of the Global Climate 2021. World Meteorological Organization Publications. In: OCHA Reliefweb.](#)

² [Emissions Gap Report 2021. UNEP & UNEP Copenhagen Climate Centre \(UNEP-CCC\). In: unep.org.](#)

Global timeline to reach net-zero emissions



Source: IPCC Special Report on Global Warming of 1.5°C



Source: World Resource Institute

Download our comprehensive guide, **Achieving Net Zero: A Practical Guide to Setting Realistic Targets**, and stay ahead in the game with our comprehensive roadmap on realistic target-setting. This guide provides the latest methods to set achievable targets aligned with your organization's goals and offers a detailed analysis of successful net zero strategies in various industries.

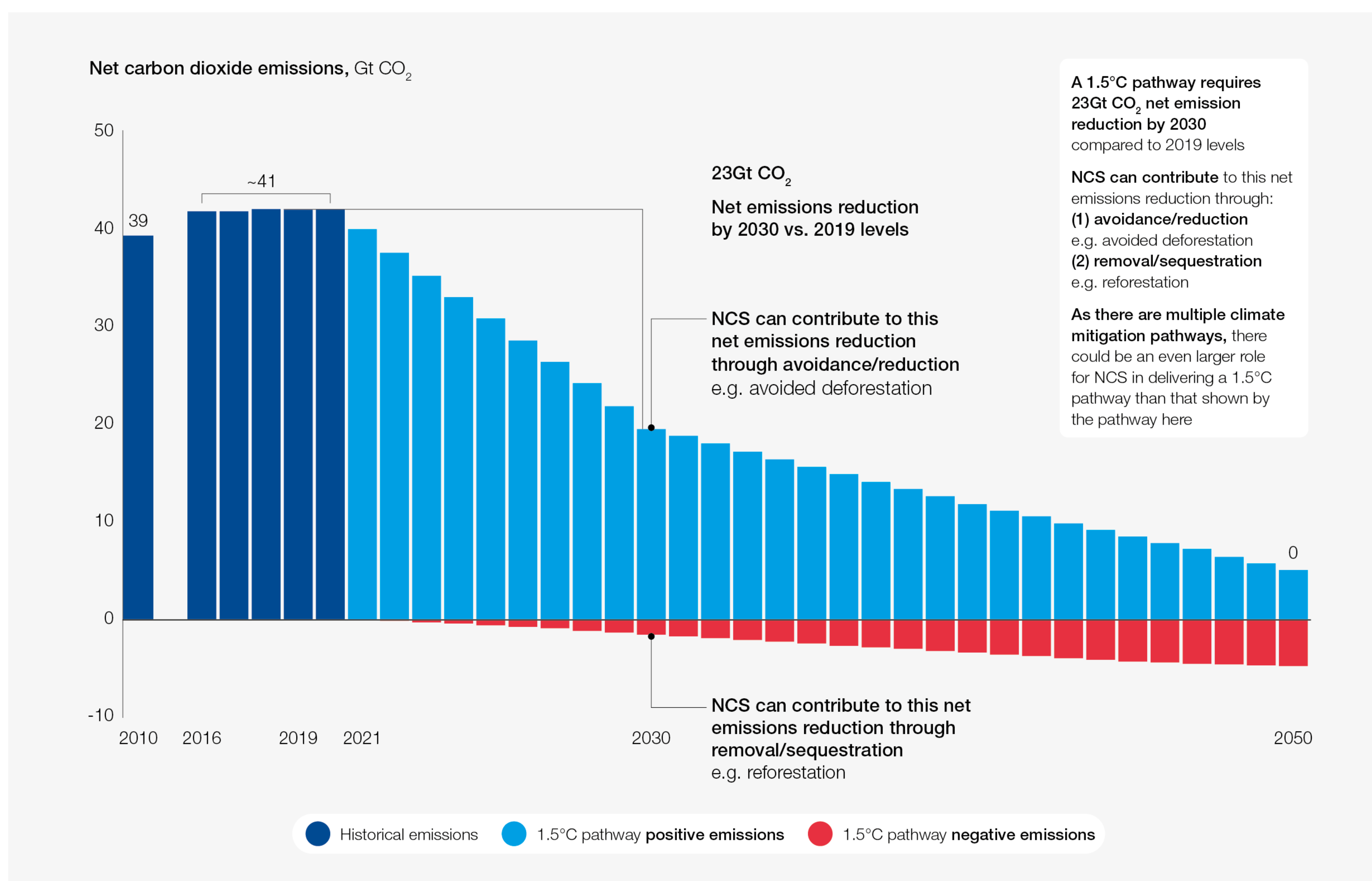
More information in our website's resources:

- ◆ [net0.com: What is Net Zero?](#)
- ◆ [net0.com: What Does Carbon Neutral Mean?](#)
- ◆ [net0.com: Carbon Neutral vs. Net Zero: What's the Difference?](#)

2.2 NET ZERO EMISSIONS – A GLOBAL RESPONSIBILITY

Intergovernmental Agreements and Climate Action Efforts

Net zero emissions is a goal set internationally following the Paris Agreement, a legally binding treaty on climate change, adopted by 196 Parties at COP 21 in Paris in 2015. Its purpose is to limit global warming to 2, preferably 1.5 degrees Celsius, compared to pre-industrial levels. The IPCC concluded the need for net zero CO₂ by 2050 to remain consistent with 1.5°C. The Paris Agreement and the GHG Protocol agree that carbon reductions and offsetting projects are part of a successful mitigation strategy, but deep reduction efforts must be prioritised.



Source: McKinsey 1.5°C Scenario Analysis (Scenario A) IPCC Special Report on 1.5°C, Le Quéré et al. 2018³.

³ Source: McKinsey 1.5°C Scenario Analysis (Scenario A) IPCC Special Report on 1.5°C, Le Quéré et al. 2018.

To achieve net zero emissions on a global scale, a whole-economy transformation across all sectors is needed, from governmental to the corporate level. For that, UN's [Marrakech Partnership](#) developed the [Climate Action Pathways](#) and launched [The Race to Zero Breakthroughs](#) campaign – a set of sectoral visions and respective comprehensive roadmaps to achieve the key impacts needed for that transition. Cities, regions and private sector leaders must work together, and commit their skills and resources to achieve these breakthroughs.

To stay updated about the development of global climate action, read more here:

- ◆ [COP Climate Change Conferences](#)
- ◆ [Reports and Publications by the UNFCCC \(United Nations Framework Convention on Climate Change\)](#)

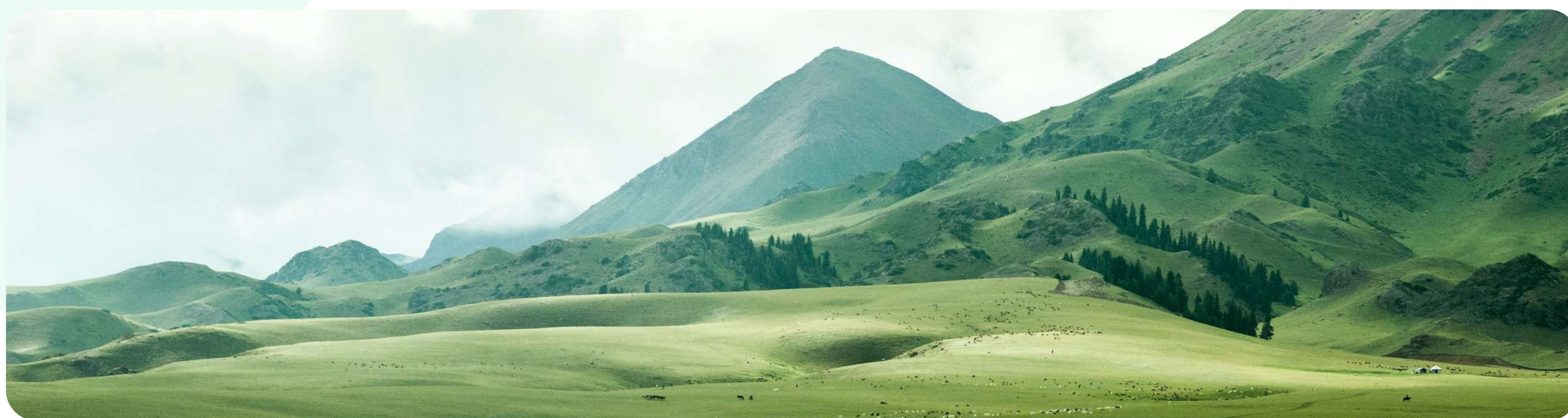
2.3 CORPORATE RESPONSIBILITY TO ACHIEVE NET ZERO EMISSIONS

Climate Mitigation as Part of Sustainability Practices

More and more companies mention the UN's [Sustainable Development Goals](#) as their guiding principles, which shape respective vision and mission statements and mark climate change mitigation as a crucial corporate ambition. In the same vein, executives started to incorporate ESG criteria – quantifiable and measurable standards that refer to a company's sustainability practices. Together with Corporate Social Responsibility (CSR) strategies, ESG became the backbone of value-driven companies, but also a necessity to adapt to governmental requirements and real climate threats.

Climate Change Affects Corporate Success

To give specific numbers: a group of nearly 7.000 companies that regularly report to the [Climate Disclosure Project](#) estimated a total cost of 1 trillion US dollars due to climate change-related risks. Many of those risks are very likely to occur – expected to happen within the next several years (Global Climate Change Analysis 2018)⁴.



⁴ [Global Climate Change Analysis 2018 \(2018\). In: Carbon Disclosure Project.](#)

Similarly, a [survey](#)⁵ of 23.000 senior executives showed that 62% of respondents expect climate change to impact their company’s strategy and operations over the following three years to a very high or high degree. 34% of senior leaders estimated to be affected to some or a moderate degree. Further, 88% agreed that we can limit the worst impacts of climate change with immediate action. That figure was 63% eight months before.



Source: Deloitte’s 2022 CxO Sustainability Report

The fact is that climate threats are real. Even if our businesses are not affected immediately by changing temperatures and weather patterns, we need to understand our corporate impact on global warming, stop externalising environmental and social costs, and assume carbon responsibility.

Net Zero Business Models and Carbon Accounting

We must redesign our business models to future-proof our companies with climate-smart management plans.



“Institutional investors have been clear that they want the companies they own to commit to a business model which is compatible with climate sustainability⁶.”

David Pitt-Watson
Leader of the Climate Accounting Project
and a Fellow at [Cambridge University’s Judge Business School](#)

⁵ [Deloitte’s 2022 CxO Sustainability Report \(2022\). The Disconnect between Ambition and Impact. In: Deloitte Global.](#)

⁶ [Pitt-Watson, D. \(2021\): Why accounting really matters for climate change, and what you need to know about it. In: Responsible Investor.](#)

Climate-smart businesses anchor climate management into the core of the overall corporate strategy and put climate mitigation and adaptation as equal metrics to customer and employee satisfaction in the value creation process. Smartly implemented, integrated climate management can ensure higher long-term profitability.

“Companies with high environmental social and governance performance outperform their peers by more than 3.7 times over seven years⁷”

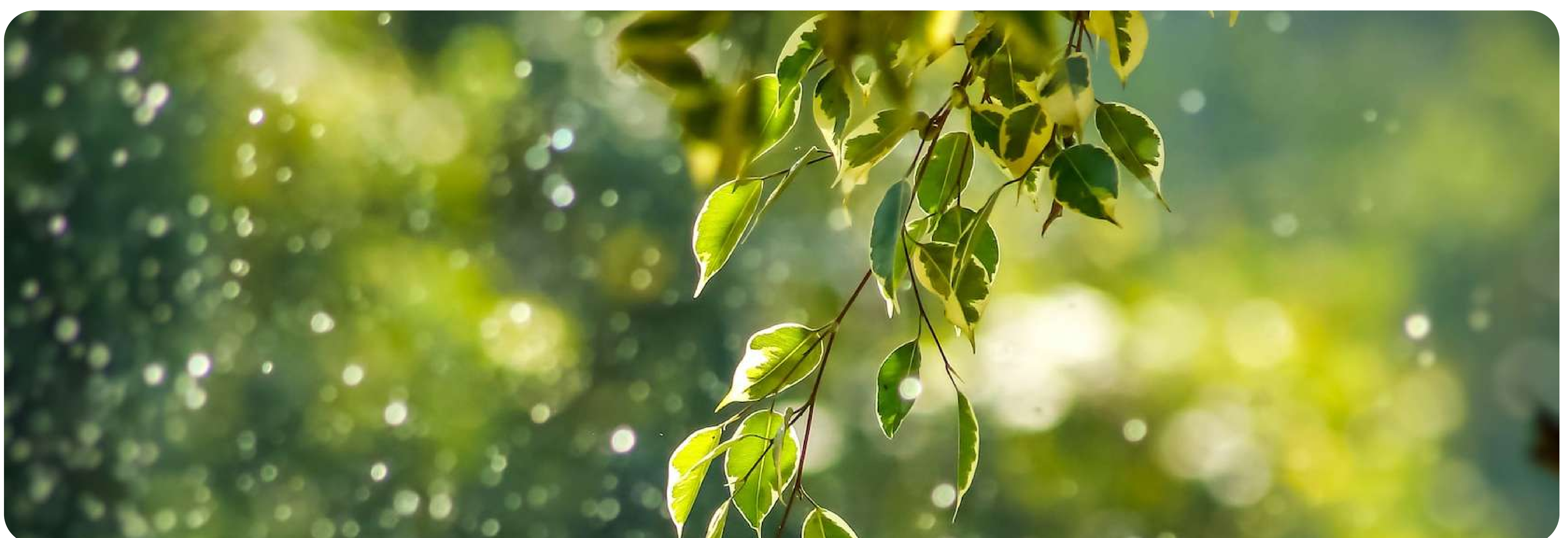
Accenture Report 2021

Climate-smart companies consider carbon as an important KPI in this process. Consequently, carbon accounting is key to effective climate action and reaching carbon neutrality.

However, even though a considerably growing number of companies pledge to become net zero, consider the Sustainable Development Goals, and integrate ESG criteria and Sustainability/CSR strategies, the reality is: **most businesses still lack robust carbon reduction plans.**

Research from EY revealed: Of the UK’s largest 30 companies, only 5 have anything that could be considered a plan to get to net zero. Meanwhile, just one of the 30 FTSE companies provided a business plan outlining how they would fund the transition⁸.

Building **robust reduction strategies** is essential to limit global warming to 1.5°C. For that, intelligent work systems are crucial to facilitate the transition. Net0 can help with that.



⁷ Accenture Report (2021). Delivering on the promise of sustainability. In: Accenture Macroeconomic Insight Series 3, p. 1-37.

⁸ Kiely, D. (2022). How the UK’s largest companies are approaching their net-zero plans. E&Y Partner Content. In: edie.net.

Find more information for ‘gold-standard’ transition plans here:

- ◆ [UK Transition Plan Taskforce \(TPT\)](#)

Read more about how to integrate climate management in our Net Zero Business Models article series:

- ◆ [net0.com: Are Net Zero Business Models the Future of Responsible Leadership?](#)
- ◆ [net0.com: Redefining Value and Corporate Priorities for Successful Net Zero Climate Management](#)
- ◆ [net0.com: Integrating Climate Thinking into Corporate Strategy for Net Zero Business Models](#)
- ◆ [net0.com: Considering Business Ecosystems for Effective and Profitable Climate Management](#)
- ◆ [net0.com: Climate-Smart Work Systems for Net Zero Companies](#)
- ◆ [net0.com: Using AI to Make Climate Management an Unconscious Competence for Present and Future Leaders](#)

2.4 WHY AI-POWERED CARBON MANAGEMENT IS KEY TO REACH OUR NET ZERO GOALS

...because we can’t wait any longer. We need to accelerate the transition towards a net zero economy.

For executives with decision-making power in AI and climate, it is clear that AI is essential in tackling the climate challenge (see survey results from BCG Climate AI Survey Report 2022⁹). Climate-tech has already proven to be an effective tool for forecasting extreme weather events and providing decision-support to develop climate adaptation and [mitigation strategies](#). As time is running out, we need to further key activities of climate management to save costs, time and human resources.



“AI’s unique capacity to gather, complete, and interpret large, complex data sets can help stakeholders take a more informed and data-driven approach to combating carbon emissions and addressing climate risks.”

Hamid Maher

Managing Director and partner at [BCG](#) and [BCG GAMMA](#), and a co-author of the [AI For The Planet Report](#)

⁹ [BCG Climate AI Survey Report 2022 \(2022\). How AI Can Be a Powerful Tool in the Fight Against Climate Change. In: BCG & AI For The Planet.](#)

Climate-smart businesses invest in AI-powered software in various areas to leverage their ESG and Sustainability strategies. However, executives still lack knowledge about practical tools for carbon measurement and management.

“A research carried out by the Drax Group [...] revealed that 85% of the key decision makers in the manufacturing sector consider data analysis a top priority within the plan for reaching net zero, but fewer than half (42%) cited a lack of data analysis knowledge within the business as a barrier to implementing the needed change¹⁰.”

**EPTDA (Leading Executive Association
For Power Transmission Motion Control)**

Climate technology delivers change

AI-powered carbon measurement and analytics play a crucial role:

- ◆ to automate and accelerate all key steps of carbon management
- ◆ to ensure end-to-end visibility of the supply chain
- ◆ to ensure complete data transparency, accuracy and access in real-time
- ◆ to evaluate and improve reduction planning initiatives in their effectiveness
- ◆ to quickly identify areas where KPIs can be improved
- ◆ to simplify the carbon management process to its highest degree and make it a user-friendly experience

AI automates your journey towards net zero emissions

¹⁰ EPTDA EU Monitoring (2022). How to achieve net zero using data analytics. Leading Executive Association For Power Transmission Motion Control. In: eptda.org.

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THE NET ZERO JOURNEY IN 5 STEPS

Net0 software is a climate-smart work system for companies that want to assume climate responsibility.

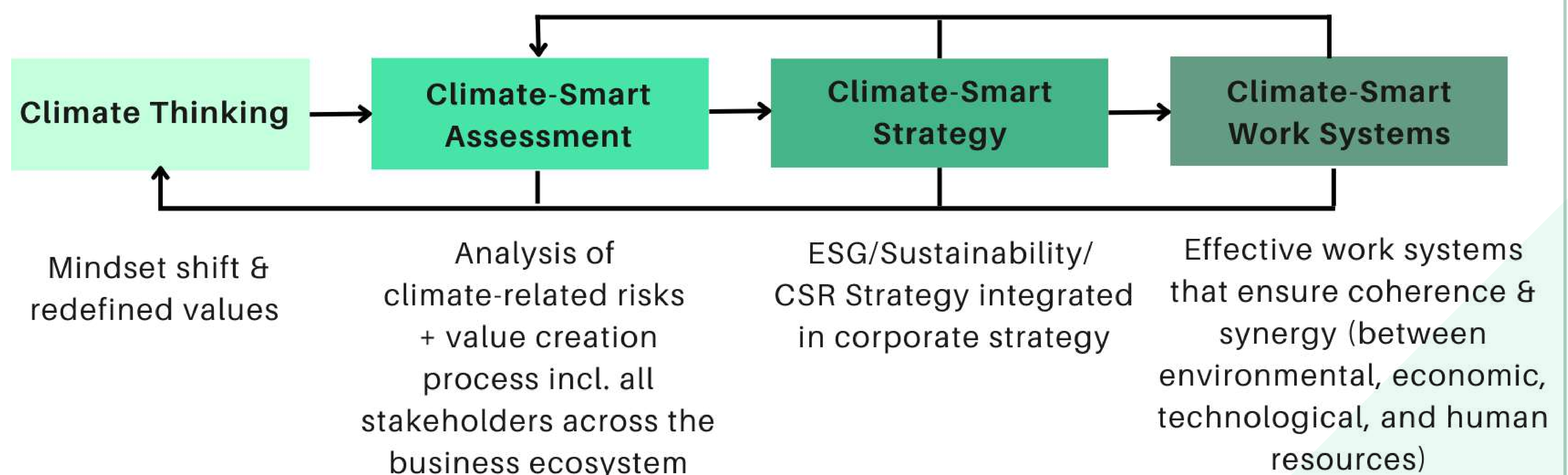
As an all-in-one, easy-to-use emission management platform, Net0 helps your team:

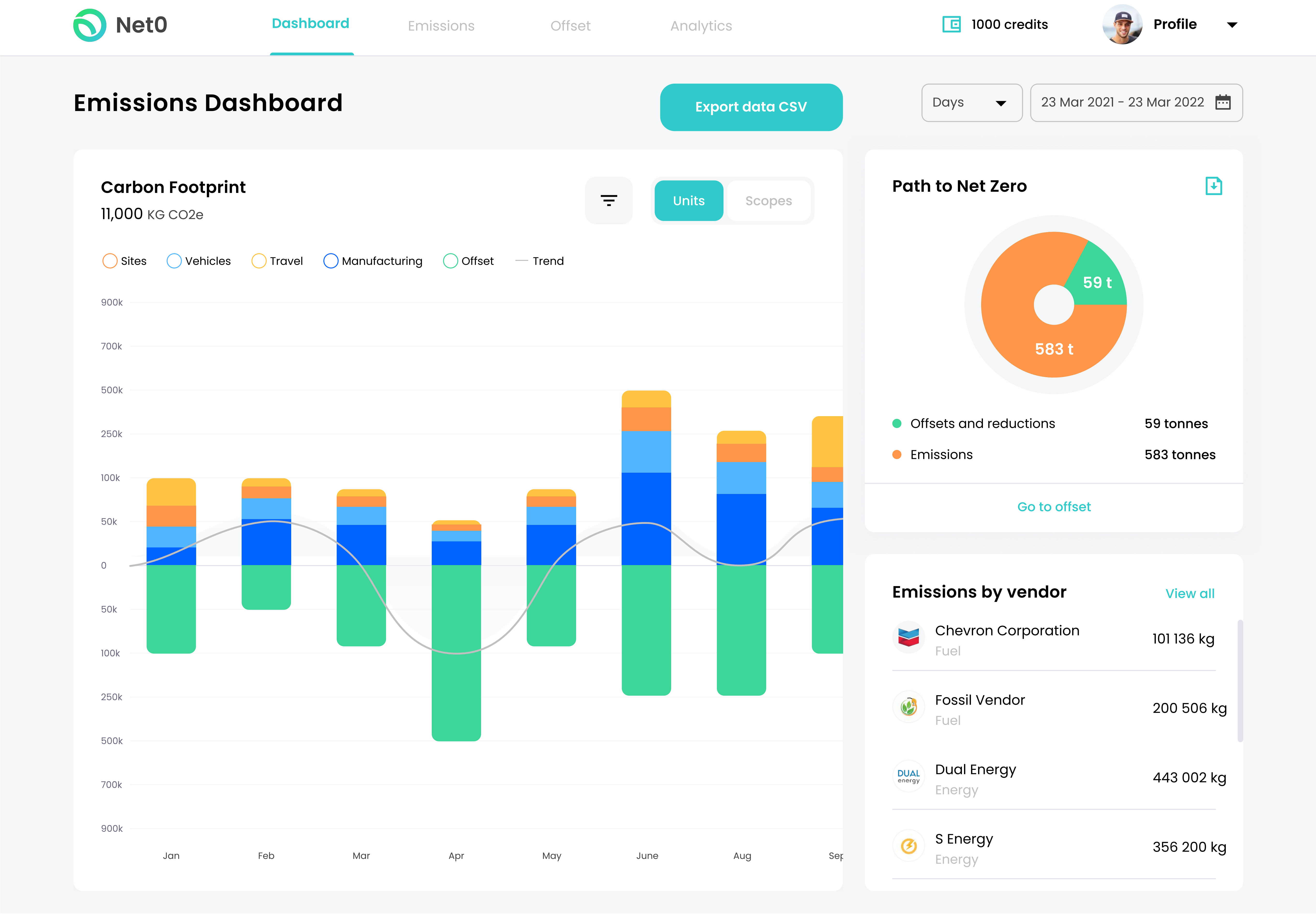
- ◆ integrate climate thinking
- ◆ measure, reduce, offset, certify and report emissions
- ◆ ultimately achieve net zero emissions

accurately and transparently.



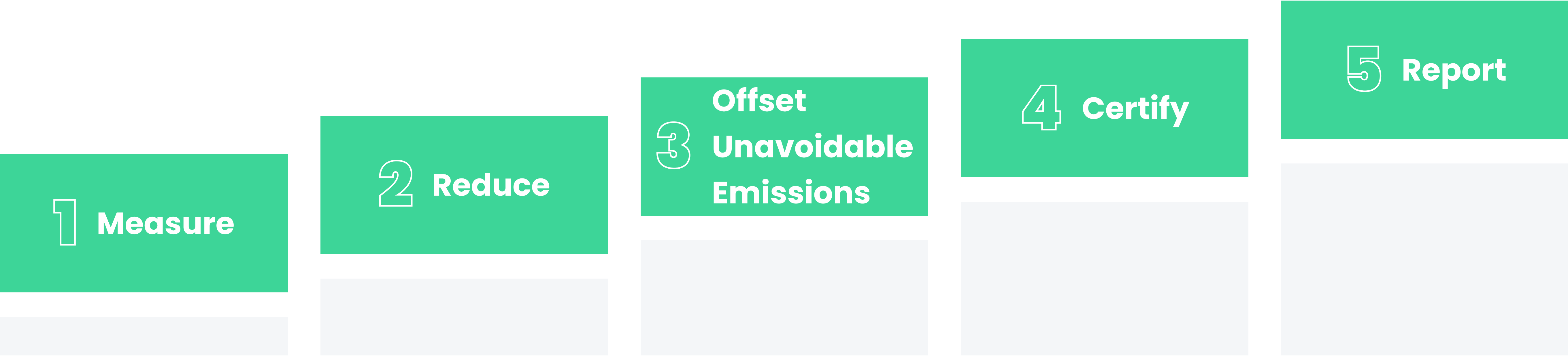
INTEGRATING CLIMATE THINKING FOR NET ZERO BUSINESS MODELS





Net0 enables your company to automate the carbon measurement process giving you access to deep data insights in order to build robust carbon reduction strategies to accelerate your journey to achieve net zero emissions.

The net zero journey in only 5 steps:



Net0 is an all-in-one carbon management platform that executes every step of the carbon reduction process. What is more, Net0 is customizable according to your needs.

Please note the **automation features** the software includes for each key step.

Step 1: Measure

Start measuring and tracking all three scopes of emissions precisely.

The **GHG Protocol (GHGP)** categorised greenhouse gas emissions into four scopes to standardise carbon accounting:

Scope 1:

direct emissions from owned or controlled sources by the reporting company

Scope 2:

indirect emissions come from the generation of purchased electricity, steam, heating and cooling used by the reporting company

Scope 3:

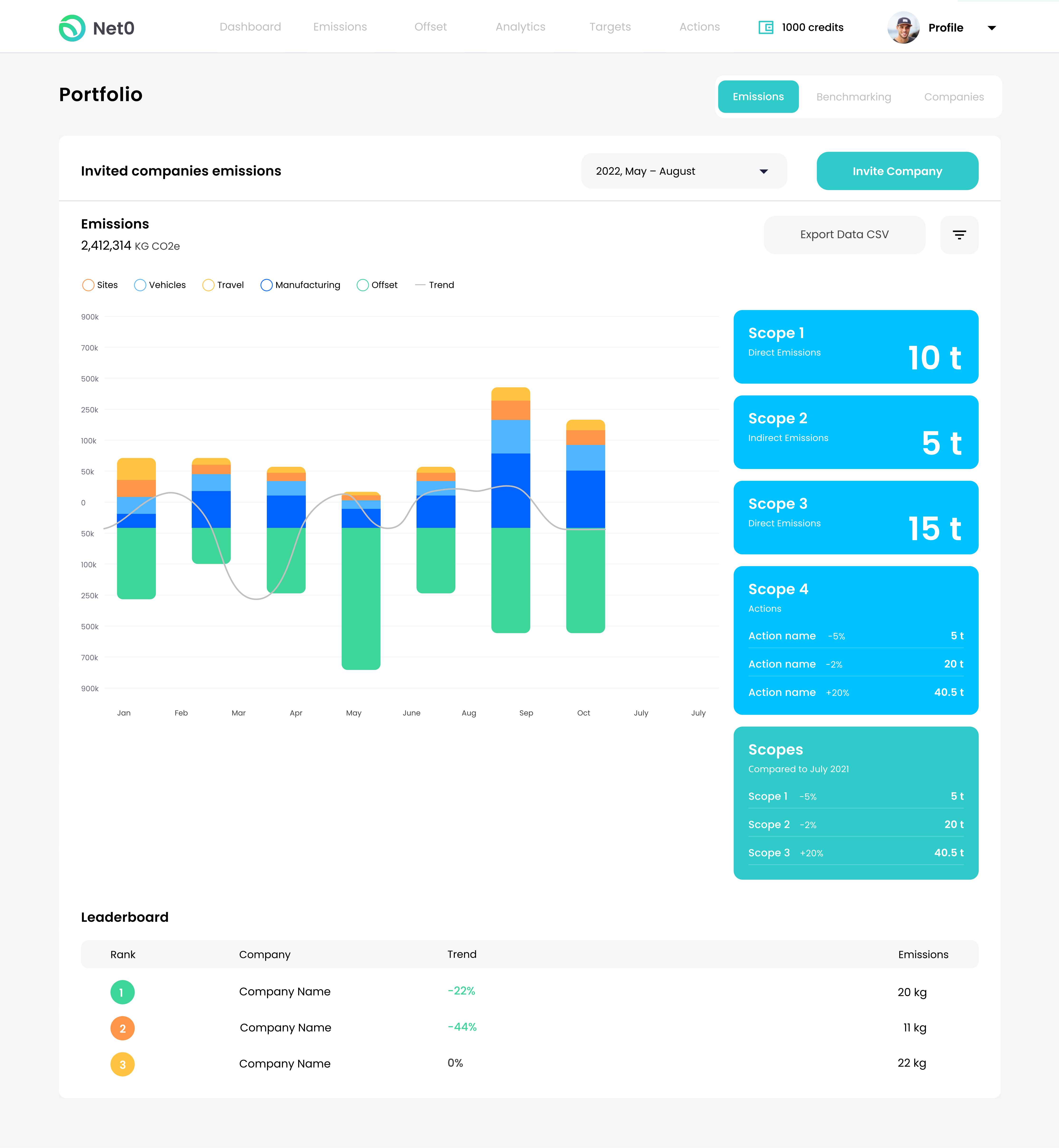
indirect emissions that are the result of activities from assets not owned or controlled by the reporting organization, but that the organization indirectly impacts in its value chain

Scope 4:

emission reductions that happen outside of a product's life cycle or value chain, but as a result of the use of that product, it also includes home working emissions

How Net0 automates the measurement process:

- ◆ measures your company's carbon emissions across all 4 scopes
- ◆ calculates the most up-to-date emission factors and methodologies considering international and local **GHG regulations** to guarantee highest data accuracy
- ◆ automatically updates the emission status through the upload of utility bills, invoice parsing, API integrations, machine-learning powered OCR, and connected ERP systems (350+ integrations)
- ◆ gives API access for developers to change emission factors
- ◆ provides a granular data representation to quickly identify major carbon drivers to guide your reduction strategy

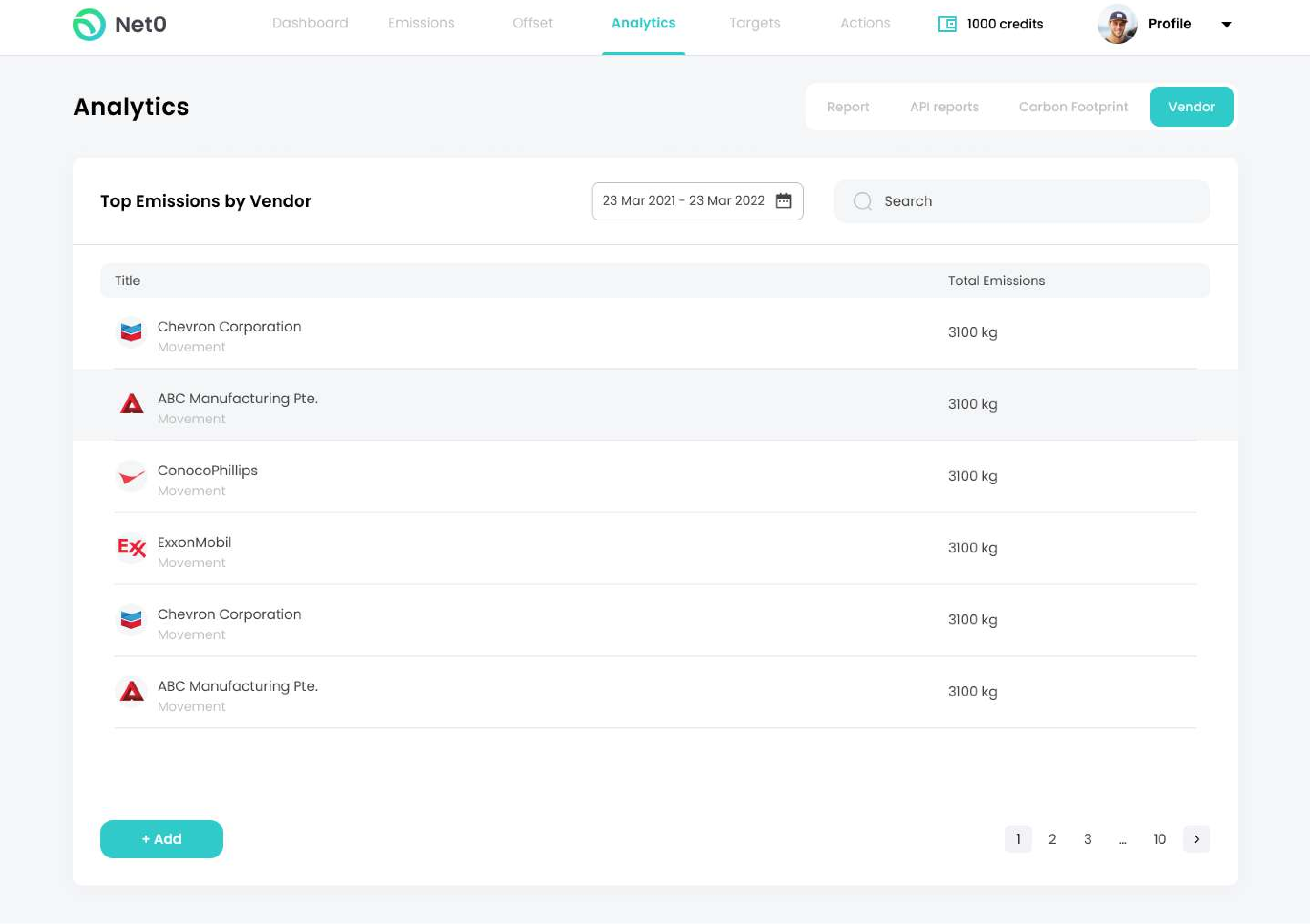


As Net0 is industry-agnostic, the software's agile design is suitable for companies with increased supply chain complexity and diverse product and service portfolios.

How can Net0 help to collect emissions data from suppliers?

Net0's platform enables reporting entities to onboard thousands of vendors throughout their supply chain. In this way, companies can outsource parts of the carbon accounting process. Instead of one person being responsible for all management, it makes the data collection a collaborative process. However, the software can be utilized either way to suit your preferences.

What is more, Net0 sends automated reminders to vendors so the reporting company can obtain accurate scope 3 data for an activity-based carbon accounting methodology at a granular level. Real-time access to GHG inventories and reports enables the company to provide full transparency and track its progress easily.



How Net0's network can help reporting companies

Leave communication to professional consultants: Reaching out to suppliers might be costly and take time. Understanding how to define responsibilities can also be challenging and may cause misinformation and data gaps amongst suppliers. Net0's consultant partners can help work with suppliers directly, establish communication channels, define responsibilities, and keep up communication in the future to ensure the emissions data provided is up to date and reliable.

Whether the business prefers a one-off workshop to cover certain questions or chooses to follow a more partnered approach when working with suppliers, Net0's community of partners is flexible with the requirements of the business.

Read more about collecting supplier data here:

- ◆ [net0.com: Scope 3 Emissions: Contributing Factors, Measurement and Reduction](#)
- ◆ [net0.com: How to Reduce Upstream Emissions With the Gold Standard Framework for Supplier Engagement](#)

Step 2: Reduce

Assess and implement smart reduction strategies.

A complete net zero strategy includes:

- ◆ an assessment of all carbon emission sources across the entire supply chain
- ◆ making short-term reduction targets
- ◆ forming long-term reduction targets based on benchmarking (that may include restructuring of energy sources, suppliers, transport networks)
- ◆ offsetting of unavoidable emissions

By automating and simplifying the data collection process of carbon emissions across the entire supply chain, Net0's carbon management programme gives instant insight into [reduction possibilities](#).

The software considers the guidelines from the [Science Based Targets initiative](#) (SBTi) to ensure that your carbon reduction plan aligns with climate science. Science-based targets are essential for data accuracy and a trustable carbon neutrality status. Currently, more than 3000 companies and financial institutions are collaborating with the Science Based Targets initiative (SBTi), whereby around half of them already integrated approved science-based targets to reach their net zero goals (SBTi Target Dashboard 2021) .

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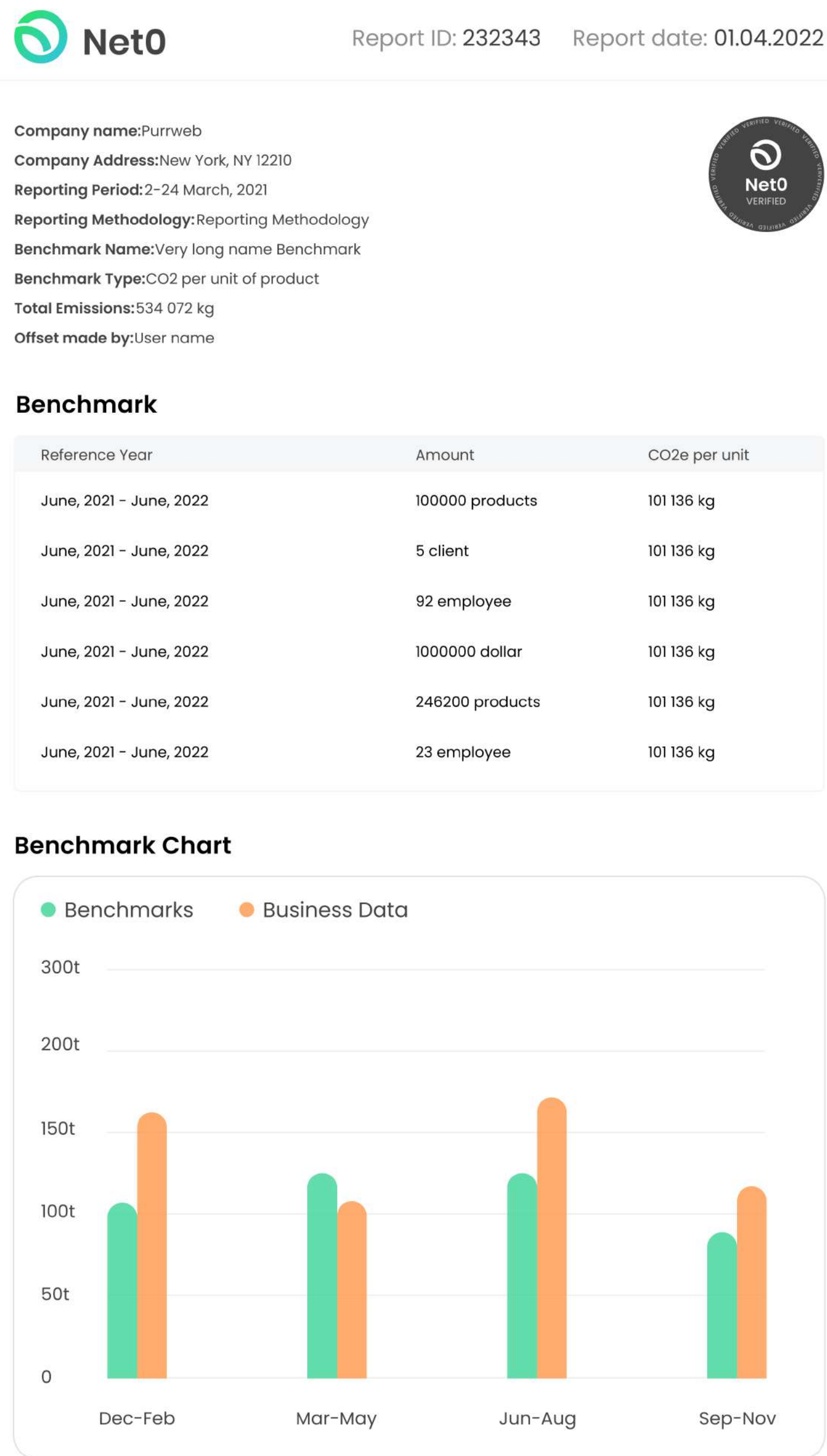
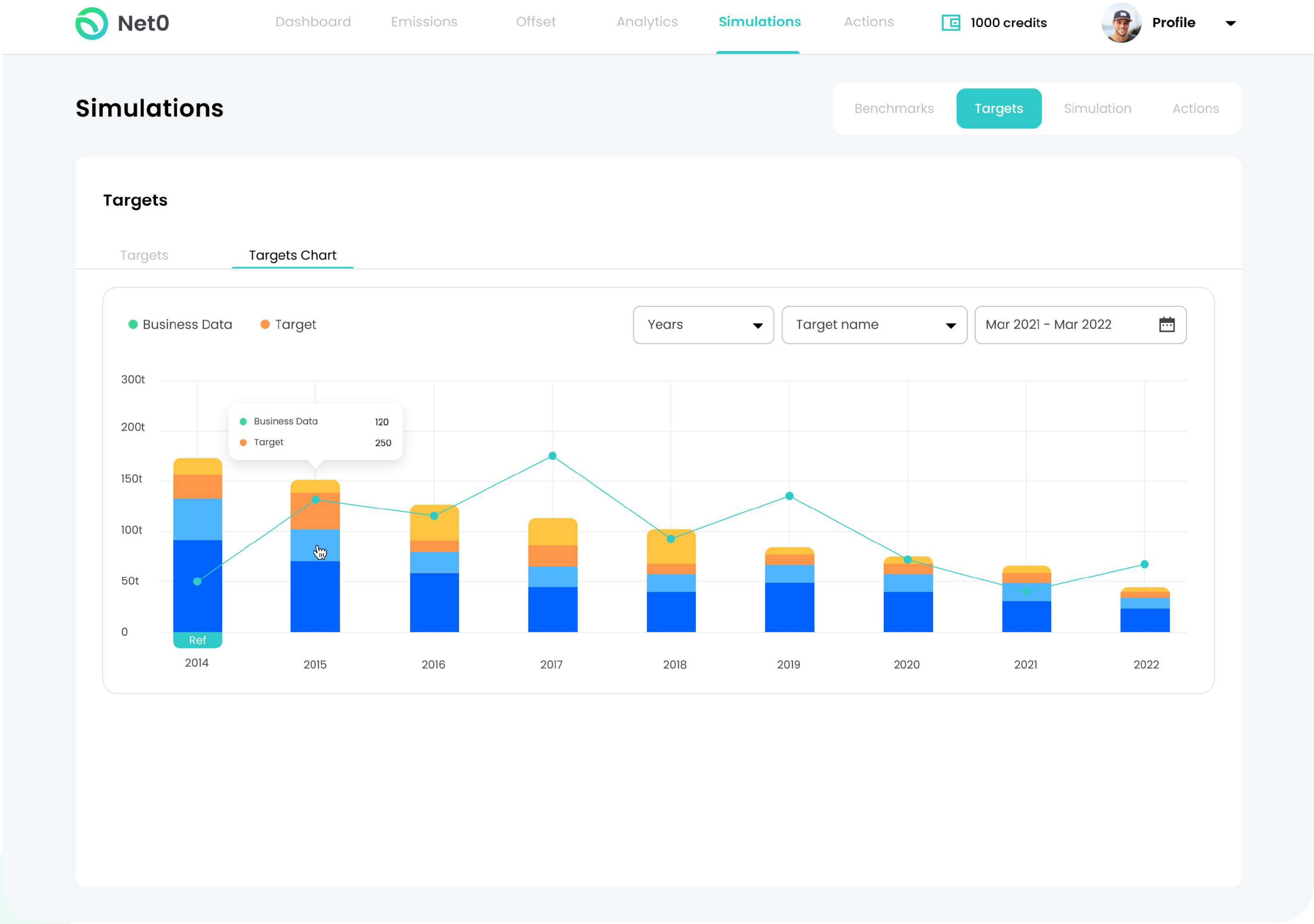
Find more information here about reduction strategies:

- ◆ [net0.com: 13 Ways to Reduce Your Carbon Footprint](#)
- ◆ [net0.com: Carbon Emissions and Mitigation Strategies](#)
- ◆ [net0.com: Carbon Emissions in the Atmosphere and the Methods of Abating Emissions](#)
- ◆ [net0.com: How to Reduce Upstream Emissions With the Gold Standard Framework for Supplier Engagement](#)

¹¹ [SBTi Target Dashboard 2022 \(2022\). Companies Take Action. In: Sciencebasedtargets.com.](#)

How Net0 automates key steps in reduction planning:

- ◆ clarifies factors that drive your emission profile through clear and granular data representation
- ◆ provides an AI-powered simulation tool that gives insightful predictions about the impacts of possible business changes on your carbon footprint
- ◆ provides an initiative planning functionality that helps
 - ◆ evaluate carbon reduction initiatives and conduct cost-benefit analyses before committing
 - ◆ set science-based short- and long-term targets
 - ◆ track progress relative to targets and benchmarks
 - ◆ involve teams in carbon reduction efforts through accountability reminders on personal dashboards



Carbon reduction as a team effort:

When everyone on the team contributes, integrating carbon accounting into the business' everyday routine becomes easy and happens with only a few clicks.

Net0

DashboardEmissionsOffsetAnalyticsTargetsActions1000 creditsProfile

Actions

Actions Actions Chart

Planned

In Progress

Achieved

Action Name

CO2 per unit: 1000000 kg

June, 2021 - June, 2022

22

Action Name

CO2 per unit: 120000 kg

June, 2021 - June, 2022

18

Action Name

CO2 per unit: 550000 kg

June, 2021 - June, 2022

51

Action Name

CO2 per unit: 120000 kg

June, 2021 - June, 2022

18

Action Name

CO2 per unit: 550000 kg

June, 2021 - June, 2022

51

+ Add

Add new actions

Custom Action Name

Action Name

Activity

Energy

Reduction amount

CO2 kg

Members

+ Ronald Richards Jenny Wilson

Esther Howard Robert Fox Darrell Steward

100000 kg

One time action

Recurring action

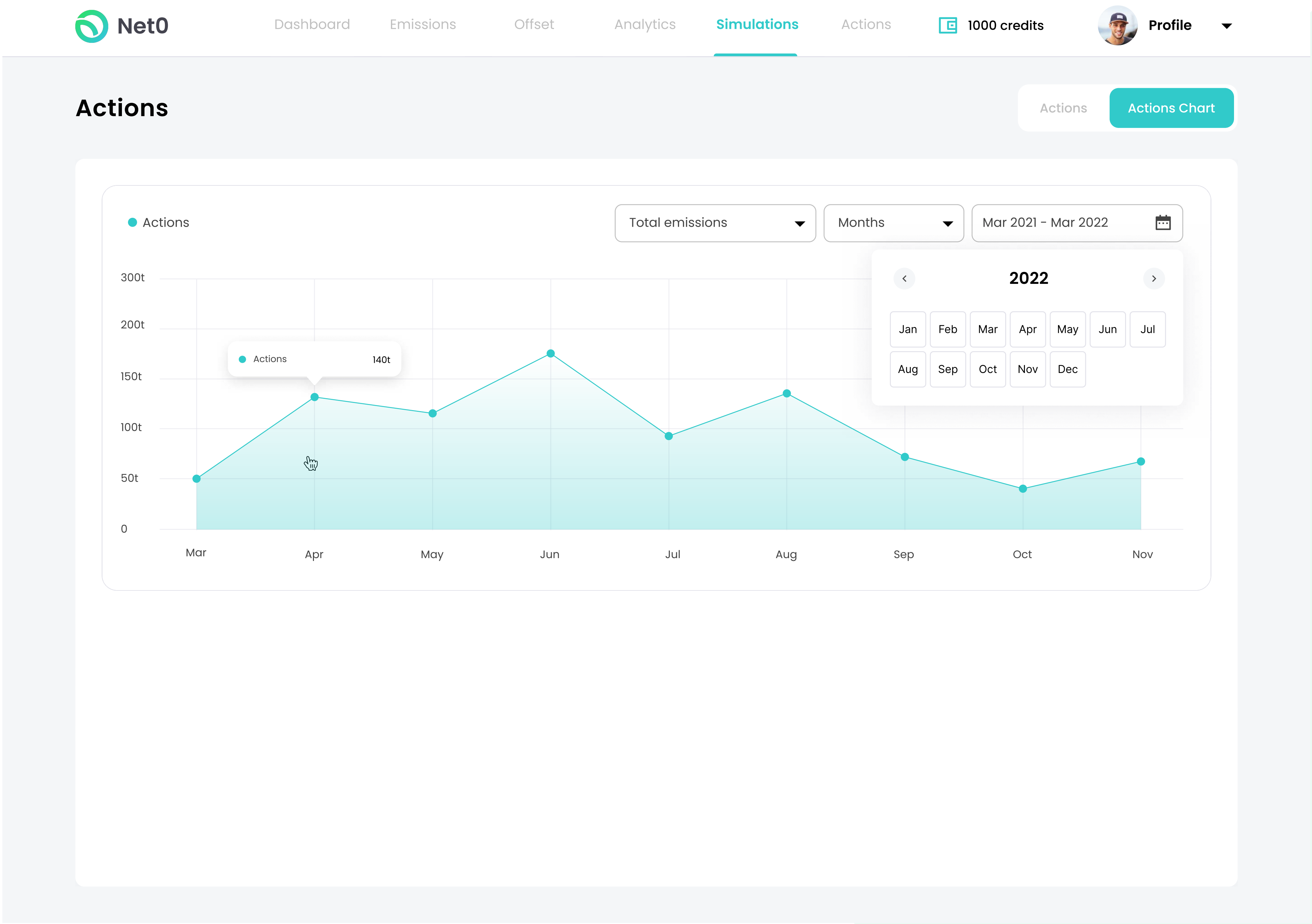
Monthly

Date

Description

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Save



Step 3: Offset Unavoidable Emissions

Offset your unavoidable carbon emissions.

Carbon offsets (measured in tonnes of carbon dioxide equivalent – tCO₂e) are compensation for greenhouse gases that are stored in the atmosphere for emissions that happened elsewhere.

Carbon offsetting has received a negative reputation due to greenwashing, often used to circumvent reduction efforts. But the truth is only a few organisations can reach their net-zero goals solely via emission-reduction initiatives. Most are left with residual emissions. Until we are able to replace all energy sources and other materials with alternatives, we have to offset the emissions that have already been made.

According to [The Paris Agreement](#) and the [UN International Panel on Climate Change \(IPCC\)](#), [net zero economy](#) requires both:

- ◆ Active carbon removal and reinvestments in clean and green infrastructure through offsetting
- ◆ Effective carbon reduction on a large scale which should also contribute to offsetting past emissions when possible

However, as the SBTi emphasises, companies must **prioritise decarbonisation** over offsetting on their transition to net zero.

Read more here:

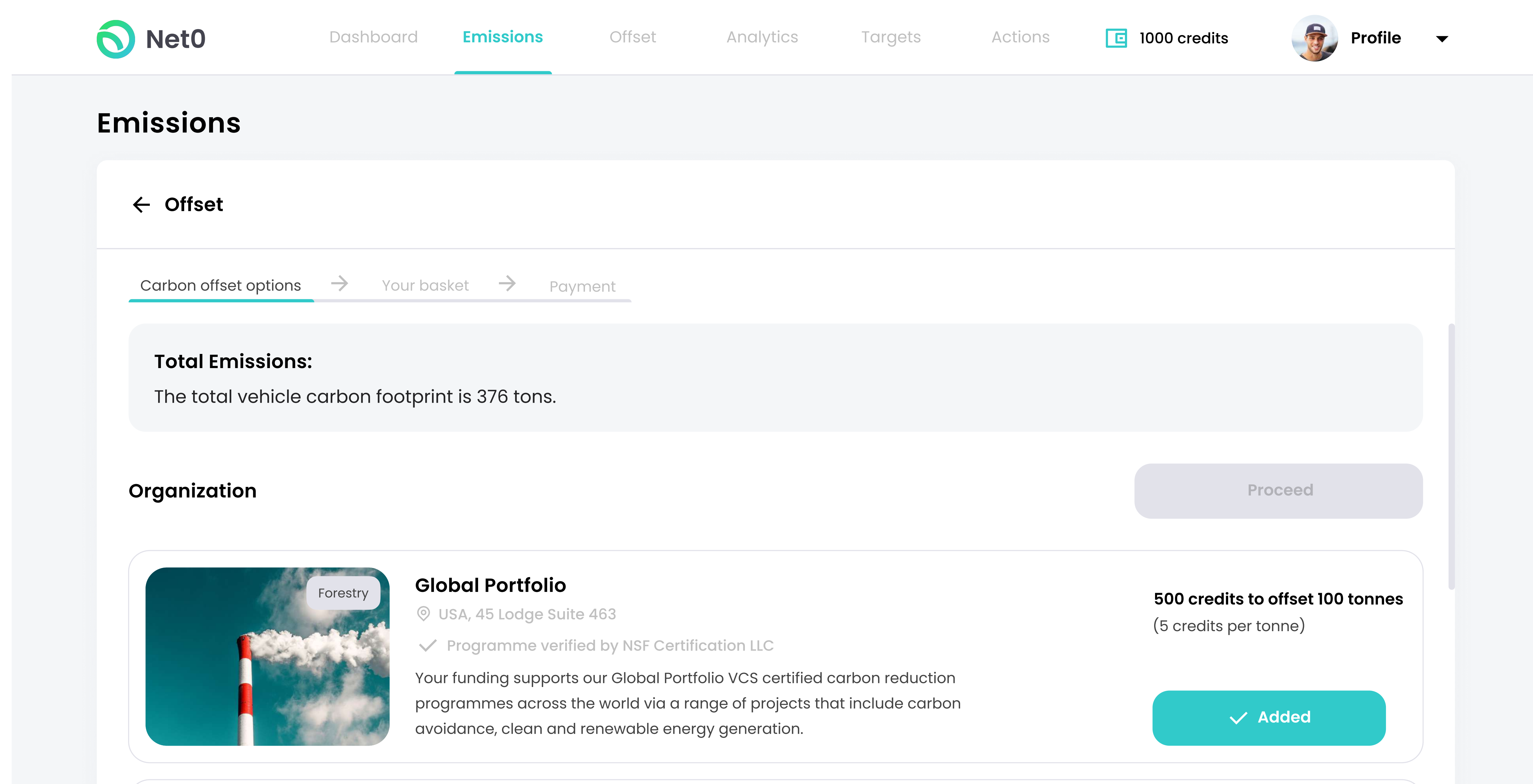
- ◆ [net0.com: What Is a Carbon Offset and Why Do Companies Need It to Achieve Net Zero Carbon Emissions?](#)

How Net0 automates the offsetting process:

Net0 enables you to...

- ◆ choose from 140+ certified offsetting programs (see program categories) of which 40 are available in one click without any approvals
- ◆ compare your **offsets** and emissions with simple-to-read charts and tables
- ◆ give your team the power to offset emissions on a granular level and choose projects that are important to them (from 10kg CO2e)

Offset projects include investments in: renewable energy, mineralization, biochar, forestry, oceans, bio-oil, landfill methane capture, REDD+, livestock, industrial process emissions, cookstoves, boreholes, and soils.



All of our partners are trusted and certified by one or more of the following certification bodies to ensure that your carbon credits are invested in reliable, impactful projects:

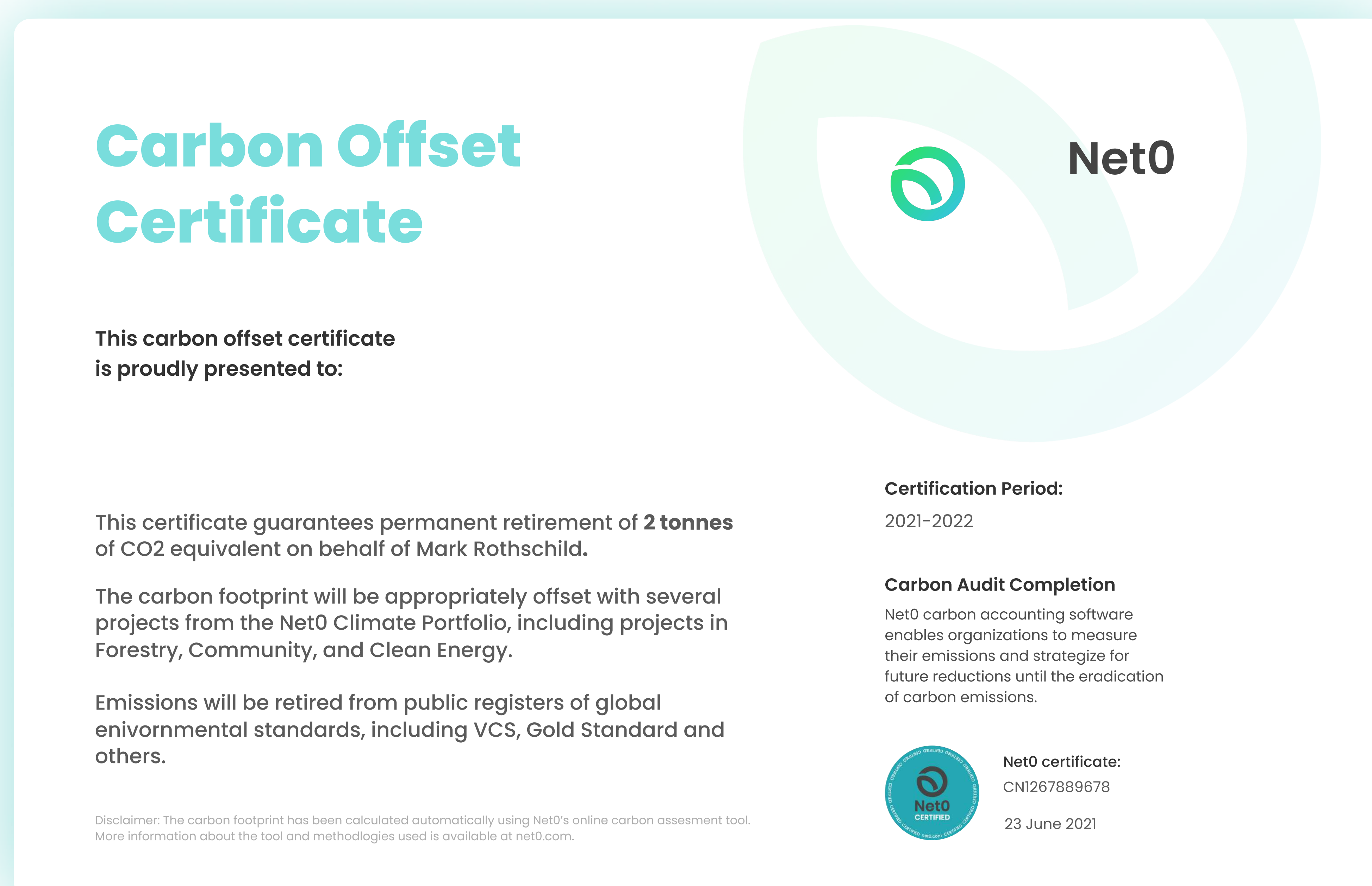
- ◆ American Carbon Registry (ACR)
- ◆ European Biochar Certificate (EBC)
- ◆ Verified Carbon Standard (VCS)
- ◆ Gold Standard
- ◆ Climate, Community and Biodiversity Standards (CCB)
- ◆ Climate Action Reserve (CAR)
- ◆ California Air Resources Board (CARB)
- ◆ BCarbon
- ◆ Life Cycle Assessment (LCA)

Step 4: Certify

Get your company, products and services carbon neutral certified.

To hold a carbon neutral certification is an inevitable future for all businesses. Such certification attests that your net zero pledge is aligned with credible actions.

A **Net0 Carbon Neutral Certification** demonstrates that your company pursues real reduction planning across all three scopes, not just offsetting as an excuse to emit CO2. Thus, it ensures integrity to your claim, builds overall trustworthiness of your organisation and prevents any greenwashing accusations. As a result, other messages communicated with your brand become more valued and your company interlinked with real, meaningful efforts as a responsible business.



How Net0 automates the certification process:

Net0 empowers businesses to...

- ◆ immediately communicate your carbon neutrality status to consumers and investors through verified certificates
- ◆ showcase third party verifications on your public dashboard, online, or on your products
- ◆ receive Net0 Certified™ badges for websites, social media, and print

Read more here:

- ◆ net0.com: A one-stop shop for your carbon neutral certification

Step 5: Report

Communicate your efforts to follow disclosure requirements and inform your stakeholders.
But most importantly, inspire others to take action and show what is possible!

The [World Resources Institute](#) (WRI) and the [World Business Council for Sustainable Development](#) (WBCSD) created the [Greenhouse Gas Protocol](#) (GHGP) as a reliable international standard for businesses to measure their emissions.

The [GHGP Corporate Accounting and Reporting Standard](#) is the most commonly used guide.

Net0's measurement process and reports fully comply with all GHGP and localised standards, adapting to changing regulations regularly to **ensure constant data accuracy**. Thus, your organisation doesn't need to study the entire protocol because our platform measures, categorises and reports the data for you.

Net0 guarantees GHGP compliant, granular reports for all 3 scopes and in real-time, which is what investors and stakeholders value when they consider backing a business. Stakeholders will take you seriously and trust you as you pursue your milestones and achieve them. You can generate reports based on benchmarks, actions, offsets, and emissions.

How Net0 automates the reporting process:

- ◆ gives real-time access to your carbon status on a public dashboard to any of the stakeholders you provide with the link – your customers, partners, and investors
- ◆ provides automated easy-to-read reports that are generated in seconds
- ◆ gives you the option to export raw data into a CSV

Read more about GHG reporting here:

- ◆ [net0.com: Why Communicating Your Efforts to Be Carbon Neutral Is Important](#)
- ◆ [net0.com: GHG Reporting: Everything You Need to Know](#)
- ◆ [ghgprotocol.org: We set the standards to measure and manage emissions](#)
- ◆ [fsb-tcfd.org: Task Force on Climate-related Financial Disclosures](#)

