

→ Welcome to *NetZero*.

All around the world, nations have committed to reducing their carbon emissions in line with a target of keeping a global temperature rise below 2°C above pre-industrial levels, and to pursue efforts to limit the temperature increase even further to 1.5°C. This is in response to the critical threat of climate change.

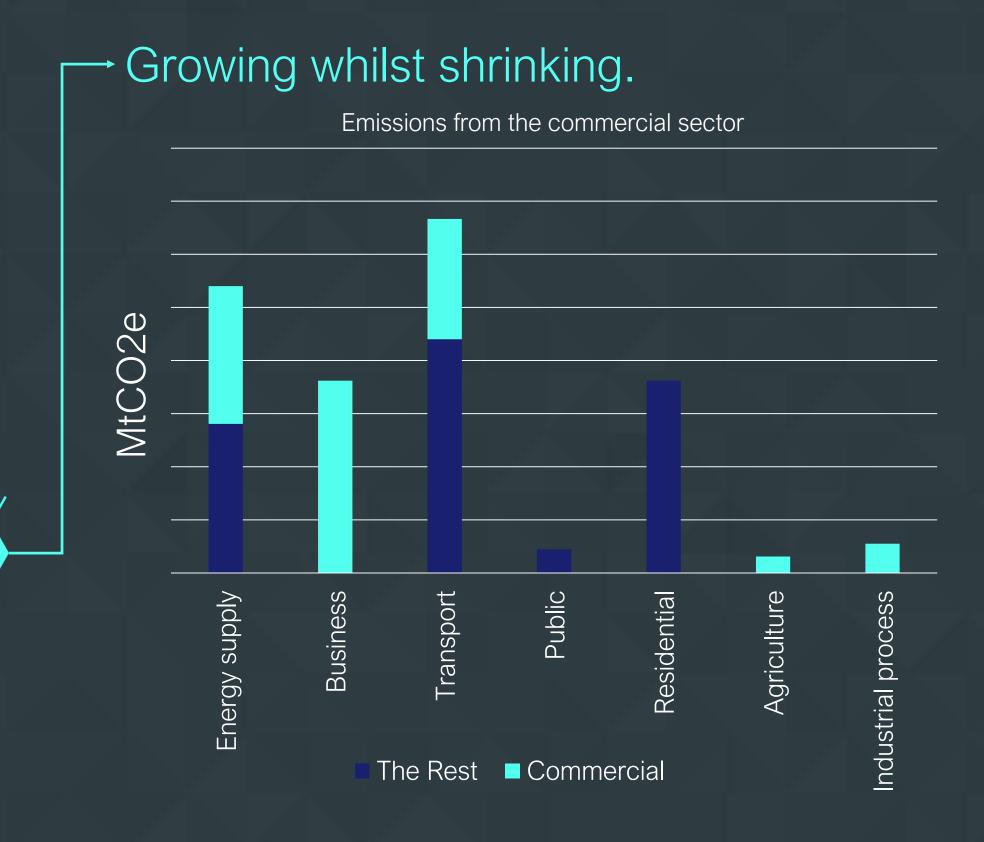
In 2008, the UK agreed a legally binding commitment to reduce national emissions by at least 80% compared to 1990 levels, by 2050. In 2019, this was upgraded to a 100% reduction target, and in the process the UK became the first major economy to pass a net zero emissions law. This challenge must be balanced with continuing economic growth so the UK can remain one of the most developed and prosperous nations in the world. To achieve the necessary emission reductions to reach these targets, all contributing sectors must act **now** to allow a seamless and manageable path to 2050.

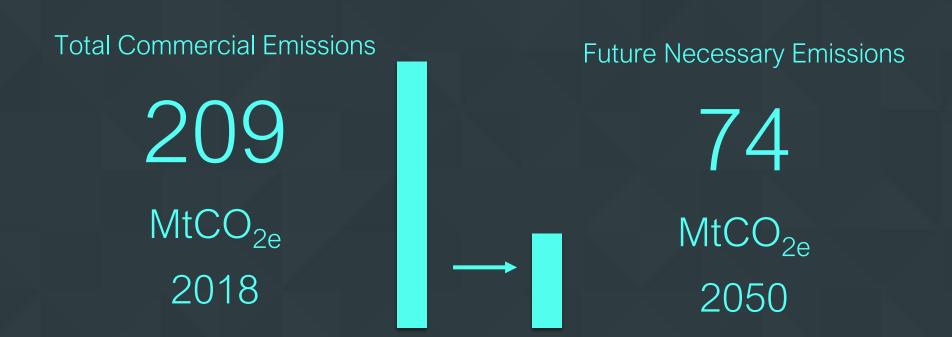
The imperative for businesses to act responsibly towards climate related issues is now stronger than ever if we, as a society, want to avoid irreversible change to our planet that will affect generations to come.

Alectro is an analytics and technology company which will work together with you to improve your sustainability and lower your carbon footprint. These changes contribute to a greener, more sustainable future-world, whilst protecting the company in the face of impending environmental legislation and regulation.

Alectro enables you to become a first mover in future proofing you carbon footprint, and to become a leader in addressing obligations to our planet.







Whereas emission reduction suggestions to our domestic lives are obvious, and technological innovations promise much in the transport sector, the commercial sector must balance emission reductions with direct economic growth. This is a challenge, but also a great opportunity for driving wider improvement.

The responsibility for ensuring action is taken lies with business controllers - this is all too often deprioritised at the expense of economic expansion. This wilful blindness is becoming less accepted day-by-day as we see a dramatic and powerful transition in opinions on climate change propagate through society.

Those responsible for it are starting to be challenged, and businesses face growing scrutiny for ensuring environmental responsibility of their operations. Businesses will no longer be allowed to make profit irresponsibly, and they will face constant public scrutiny and be challenged under a *license-to-operate* model.

As inspirational young leaders like Greta Thunberg rally for climate action, generations soon to make up the workforce want to work for companies who operate without damaging our planet, and for business leaders who proactively make the changes necessary to benefit the business and society in the long run.

Alectro helps you to take responsibility for company emissions, to ensure that the company is contributing positively to national and international emission reduction targets, and that your business is a shining example to future generations and competitors.

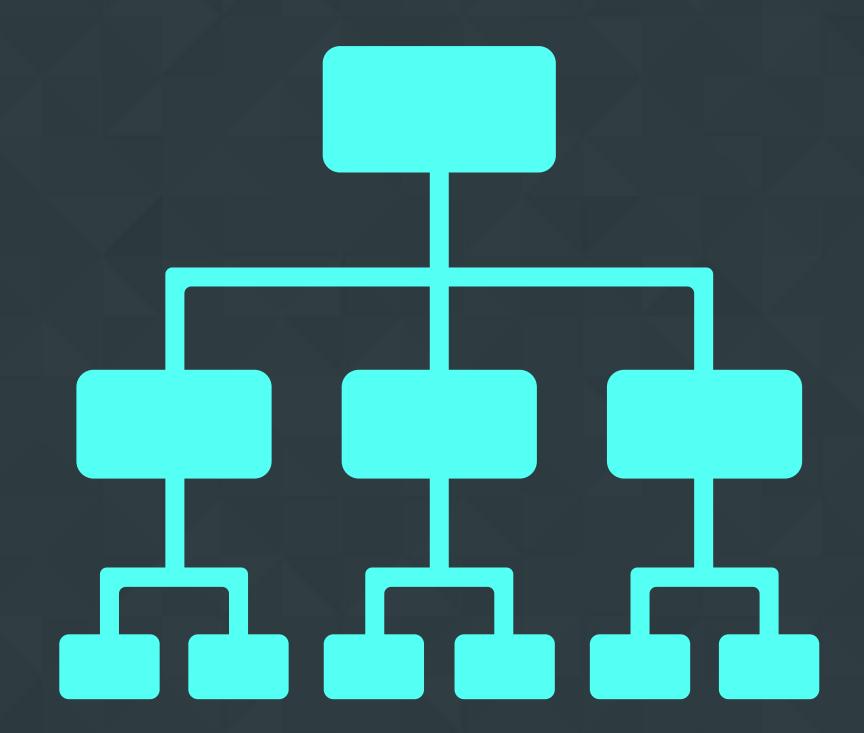


→ ESOS, and beyond.

Although we encourage voluntary improvements to company sustainability, the crack-down on responsibility of emissions has already begun in the commercial sector. In December 2015, the first deadline for the Energy Savings Opportunity Scheme (ESOS) was agreed. ESOS requires all large businesses in the UK to undertake mandatory assessments looking at energy use and energy efficiency opportunities. The deadline for the second compliance period is December 2019 and further expansion is expected in the short term future.

ESOS has been developed for large businesses to identify energy savings opportunities through energy and emission audits, as mandated by legislation. Failure to conduct an ESOS audit could see companies liable for financial fines.

Although ESOS currently targets to comply with the scheme, but as further energy and emission savings are sought in the UK, this will be extended to SMEs to ensure all companies are working under the *licence-to-operate* model.





→ Enter, Alectro.

Alectro is an analytics and technology company which will improve your business's sustainability and lower your carbon footprint. These changes contribute to a greener world whilst protecting the company's financial growth in the face of impending environmental legislation and regulation.

Using our proprietary methodology, *Ada*, we're able to unlock the potential of your unexplored data to provide insight into current operations, develop detailed emission reduction implementation plans, and facilitate the necessary changes to put you in control of your footprint, and your future.

We collect, analyse, and model data associated with commercial activities. We understand the results and how to turn previously meaningless data points into actionable nodes, to use as the foundation for your *NetZero* project.

Our leading commercial insight allows us to provide comparisons and benchmarks against relevant industry levels. Alectro becomes the enabler to allow you to recognise high potential emission reductions to improve operations.

Leveraging the power of big data analytics and market intelligence, we put you in control of making effective changes to reduce your footprint and ensure that you become a trailblazer of industry change.



Analyse



Develop



Act



Implementing our methodology - introducing Ada.

Analyse

Alectro investigates all emissions relating to activities undertaken in the name of your business. We spend the initial stages of the project collecting necessary data, with minimal impact on daily operations. We put this data into our proprietary emission calculators, and model the overall footprint. For incomplete or inaccessible data, we also include modelling of secondary data and qualitative assessments and surveys to give a full-picture analysis. The results of this analysis act as the foundation for reaching *NetZero*.

Develop

The results of our analysis will highlight and identify areas of high relative energy use and resulting emissions. We drill-down on a line-by-line basis to understand the impact of individual activities, and deliver the results through an interactive workshop. We will then work directly with you to investigate opportunities to reduce these emissions through various schemes, changes and improvements. Working in partnership, we can deliver full-cycle implementation plan for efficiency improvements, energy use reductions, and emission offsetting opportunities.

Act

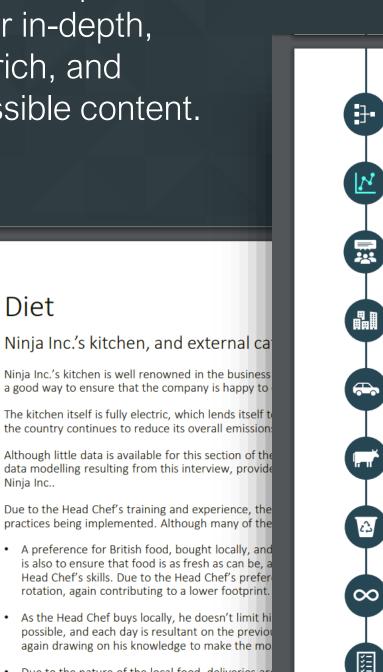
Our knowledge and expertise all us to help you implement changes to maximum effect on a minimal timescale, to help you become a *NetZero* carbon company within short-term period. This then allows you to focus on growing your business, knowing you're acting with an environmental responsibility in line with national and international targets, and you're ready for any future regulation that develops.



→ Ada outputs.

Our final reports deliver in-depth, data-rich, and accessible content.

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Benchmark Independent, and dependent values

> The UK has well stipulated targets relating to emissions re to reduce emissions 80% by 2050, compared to 1990 leve to 100% by 20501. This is likely to be achieved through an sequestration (or a similar ratio), meaning energy use much significantly to reach the 80% target, at least.

The business sector (roughly defined as industry, commer under % of emissions to the total UK contribution of ~MtC sector to emit roughly MtCO2e – a % drop over today.

Our model recognises the well understood link between (modelling a proportional relationship between GDP and s value for the value a company provides to the economy, t allowable emissions under a licence-to-operate model.

Each industry has its allowable emissions split between th industry, and therefore a tCO_{2e}/person comparison can be

Fortunately, businesses are showing willing to take respor above and beyond to become carbon-neutral businesses stipulated by the CCA.

Benchmark 2020

Emissions/Employee:

2030 **Emissions/Salary**

17.8 tCO_{2e}/emp.

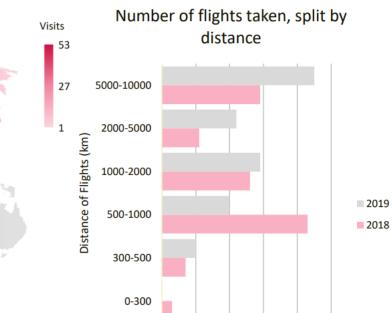
- Transport

Flights

As an international business, with a requirement to build and maintain relationships with other insurance pools around the world, Ninja Inc. inevitably will have a large carbon footprint relating to air travel.

In 2018, 45% of trips outside the EU and Europe were business class flights. Business class seats are worse for Ninja Inc.'s footprint than typical economic seats. Ninja Inc. should consider reviewing the necessity of these flights, where combinations with an extra nights stay at a hotel could reduce the flight footprint significantly. From the Flight Centre data, we were capable of identifying that a large amount all flight emissions came from business

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2018

Flights Taken:

398

Flight Distance:

897,123 km

400.6 tCO_{2e}

% of total emissions:

54 %



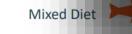


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23.5 tCO_{2e}





High-Low: $(5.67 - 10.2 \text{ tCO}_{2e})$

7.8 tCO_{2e}

Low-High: (1.2 – 2.5 %)

2.13 %

Data from: Poore, J. and Nemecek, T. (2018). Reducing food's environmental impacts through producers and consumers. Science, 360(6392), pp.987-992.

Timeline.



Typically, our opportunity assessment scans are conducted over a 6-10 week period, depending on the size of company, the required analysis, and ease of data manipulation. By the end of the first tranche (T1) of the project we will understand the magnitude of the task to reach *NetZero*, and have completed the big picture analysis to identify areas of potential reduction and an implementation plan to get there.



Upon agreed implementation of the second tranche (T2), you will start to see the results of your early stage emission reductions, and begin developing a culture which fosters wider environmental benefit. Through the period, you will be able to offset unavoidable emission to reach a *NetZero* status in the short-term.

Alectro will produce a further annual report highlighting implemented changes and resulting reductions.



T2 continues to reduce emissions in real terms, whilst best practices and culture have been implemented as a transformative business. By Y3 you will have full realisation of your *NetZero* plan, and Alectro can continue to assist on a necessary basis.



T2 is fully implemented and wider emission reductions start to actualise. The business continues a trajectory to reduce emissions as far as is reasonably possible, whilst developing internal and external sustainable leadership recognition.

Alectro will again provide an annual review to ensure and visualise progress.



Benefits and wider impact.

Achieving NetZero



You will become a net-zero emitter of harmful emissions contributing to climate change. This is achieved through commitment to creating effective and long lasting change.



UN Accreditation

UN accreditation as part of the process contribute to upholding the brand and reputational value, and shows a genuine commitment to leadership at the forefront of environmental issues





Become a company committed to improving footprint and recognising that making money cannot be done at the expense of the planet. The company becomes one its employees are proud to work for, improving retention and overall job satisfaction.



Achieving Standards

As we use the Science Based Target Initiative methodology, this project can be used as the foundation to achieving additional standards relating to environmental best practice.





Although we don't think this should the primary incentive, the correlation between emission reduction and cost savings is undeniable. A commitment to NetZero will likely improve the business bottom-line.



The right thing to do

Wilful blindness can no longer be accepted as an excuse not to act in response to the climate emergency we face. We encourage and implore you to join a growing movement.

Working with the United Nations.

Alectro is one of only 18 official global partners to the *United Nations Framework Convention on Climate Change's* (UNFCCC) initiative, *Climate Neutral Now*.

Alectro has been awarded this recognition because our methologies have passed the UN's strict criteria. This allows us to deliver our work knowing clients have assurances and confidence in our Science Based Targets Initiative (SBTI) processes, which have been validated at the highest level.

As part of our work, we can offer companies accreditation from the initiative, connecting companies globally aiming for the same low-carbon goals.



United NationsClimate Change

CLIMATE NEUTRAL MEASURE NO.



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