**Comprehensive Plan for Presentation**

**Slide 1: Introduction and Issue Analysis**

* **Title Slide**: Include the team name, project title, company, and industry.
* **Core Message**: Introduce the sustainability issue at hand—specifically, the high volume of emissions.
* **Key Statistics**:
  + **Net Zero Goal for 2050**: Explain that while the company has set a long-term net zero target, current efforts lack the immediacy needed to drive substantial reductions in the short to mid-term.
  + **Scope 3 Emissions Focus**: Highlight that **95% of the company's total emissions are Scope 3**, which includes indirect emissions that occur in the value chain (e.g., production and logistics).
* **Analysis Tools**:
  + Use a visual breakdown (e.g., chart or graph) to show the proportion of emissions across Scope 1, 2, and 3.
  + Briefly describe the data sources analyzed, such as sustainability reports, industry benchmarks, and third-party emissions data.

**Slide 2: Goal Setting**

* **Goal Specification**: State the goal clearly: **“Cut Scope 3 emissions by XX% by 2035”**.
* **Rationale**:
  + Explain why this target is chosen based on current emissions data and projections.
  + Justify the 2035 timeframe as achievable yet ambitious, aligning with broader sustainability targets (e.g., industry standards, science-based targets).
* **Comparative Analysis**:
  + Discuss similar targets set by industry leaders or aligned with relevant SDG indicators.
* **Visuals**:
  + Use a graph or timeline to illustrate current emissions versus the desired reduction trajectory by 2035.

**Slide 3: Analysis of Scope 3 Emissions**

* **In-depth Emission Analysis**:
  + Highlight that **40% of Scope 3 emissions are attributed to coffee production**, which is the main contributor to emissions in this company's value chain.
* **Current Practices and Challenges**:
  + Address the **company's AAA standard**, noting that while it maintains high standards in areas such as quality and fair trade, it only **marginally focuses on emissions** reduction.
  + Point out the **less than 10% organic** production rate and that **60-70% of emissions** come from non-organic farming practices.
* **Opportunities for Improvement**:
  + Identify areas where the company can improve, such as expanding organic production, working with suppliers to adopt low-carbon farming practices, and improving logistics for reduced emissions.
* **Visuals**:
  + Create a chart showing the breakdown of emissions by source within Scope 3.

**Slide 4: Assessment Against the Goal**

* **Evaluation of Current Activities**:
  + Review the company's existing strategies, focusing on how the **AAA framework** contributes to sustainability but has limitations in addressing emissions.
* **Criteria/KPIs**:
  + Present KPIs to measure the company’s progress towards the emission reduction goal (e.g., percentage of organic production, emissions per ton of coffee produced).
  + Establish KPIs around transparency, such as the frequency of public reporting and third-party verification.
* **Key Findings**:
  + State that current activities are **not sufficient or transparent** to meet the goal, with room for enhanced measures and more comprehensive reporting.
* **Visuals**:
  + Show a comparison chart of current practices versus the established KPIs and goals.

**Slide 5: Benchmarking and Peer Comparison**

* **Comparative Analysis**:
  + Benchmark the company against its peers in the industry or relevant initiatives (e.g., other coffee producers or similar sectors with a focus on emissions).
  + Identify key competitors who may have better practices in place, highlighting the gap between current company practices and industry leaders.
* **Focus on Location**:
  + Explore whether regional practices (e.g., Latin American or African coffee production) influence emission levels and practices, showing that location-specific challenges and opportunities matter.
* **Visuals**:
  + Use a table or graph to compare the company’s emissions and sustainability efforts against those of its peers.

**Slides 6-10: Prototype**

* **Introduction to Prototype**:
  + Present the **business analytics solution** or startup idea designed to address the sustainability challenge.
* **Theory of Change**:
  + Explain the underlying logic: If the company implements this prototype, it will lead to measurable reductions in Scope 3 emissions and progress toward the 2035 goal.
* **Prototype Details**:
  + Outline the components of the prototype (e.g., a supply chain emissions monitoring tool, a platform for farmer education on sustainable practices, or a data-driven platform for optimizing logistics).
  + Include how the solution collects data, processes it, and provides actionable insights for reducing emissions.
* **Impact Assessment**:
  + Show projections or a model to demonstrate the potential impact of the prototype on emissions over time.
* **Risks and Mitigations**:
  + Discuss potential challenges (e.g., data accuracy, supplier participation) and how the prototype addresses these risks (e.g., pilot programs, incentives for suppliers).
* **Visuals**:
  + Include flowcharts, diagrams of the prototype, or screenshots (mock-ups) showing how it works.

**Slide 11: Conclusion**

* **Recap**:
  + Summarize the main sustainability challenge, the set goal, the analysis, and the proposed solution.
* **Key Takeaway**:
  + Reinforce the potential for significant emissions reductions with the adoption of the proposed prototype.
* **Call to Action**:
  + End with a call to the company to adopt more aggressive, transparent strategies to meet the 2035 goal.

**Appendix Slides (Optional)**

* Include supporting data, additional charts, references, and technical details that are too dense for the main slides but may be useful during the Q&A.