

Apple: Personalizing Carbon Emissions Data for Future Carbon Neutrality

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A photograph of industrial smokestacks emitting thick black smoke against a sunset sky with orange and blue hues. The image is partially framed by a white border.

01

INTRODUCTION

2/3

of people around the world

consider climate
change a global
emergency.

22.6

Million Metric Tons of CO₂e

is Apple's Carbon
Footprint.

80%

of people around the world

are willing to make a
change in their
lifestyle.

19%

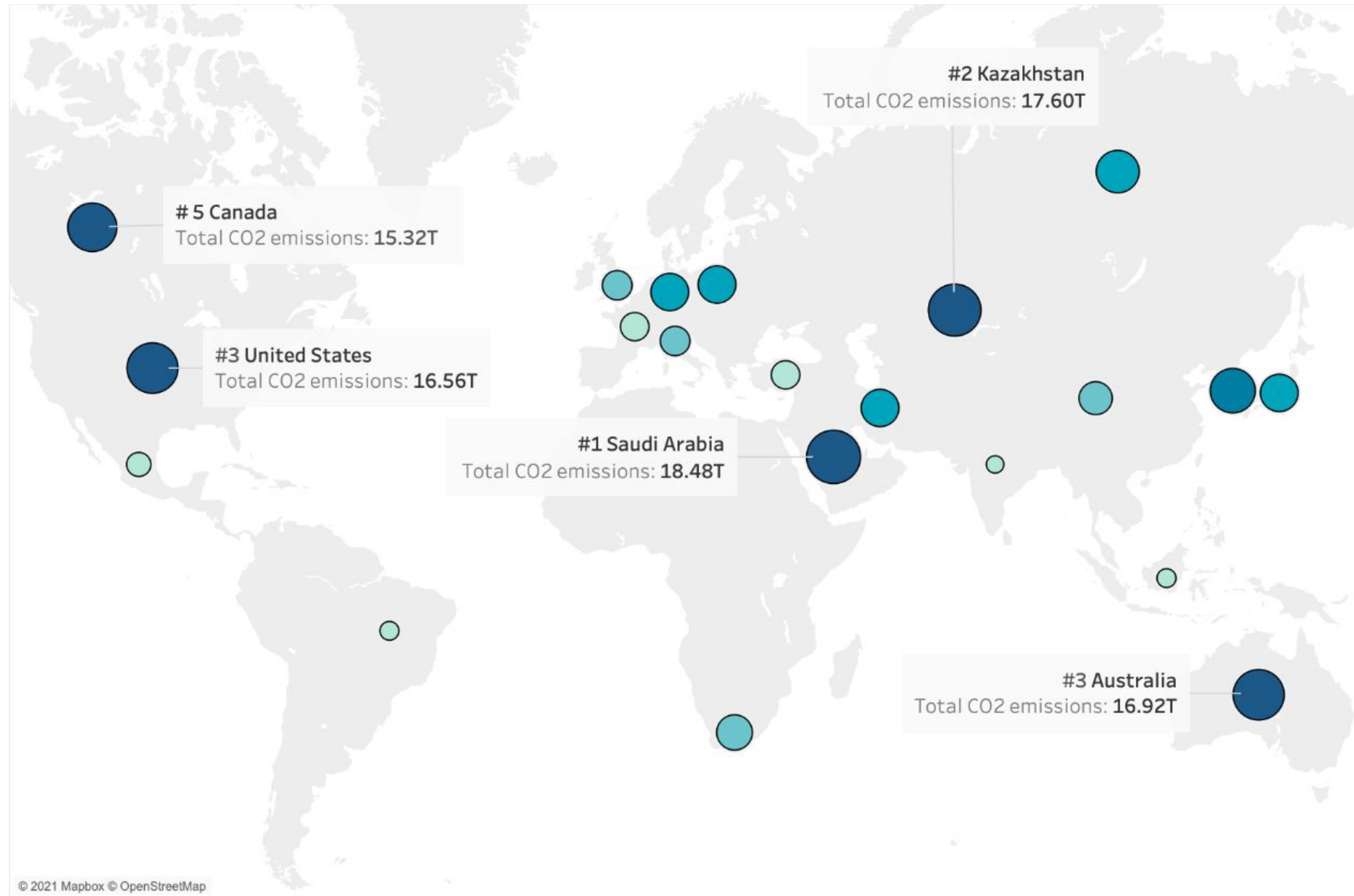
of Apple's 22.6M T

come from product
use.

PER CAPITA

Measured in Metric Tons.

In 2018, the US.
ranked #2 in highest
CO2 emissions, but
#3 in most emissions
per capita.



AVERAGE STATE EMISSIONS
FROM 2000 - 2018 IN THE US

Measured in Metric Tons

Continuous
decrease since
2000. The lowest
emissions were in
2017 with 15.83
Metric Tons of Co2e.

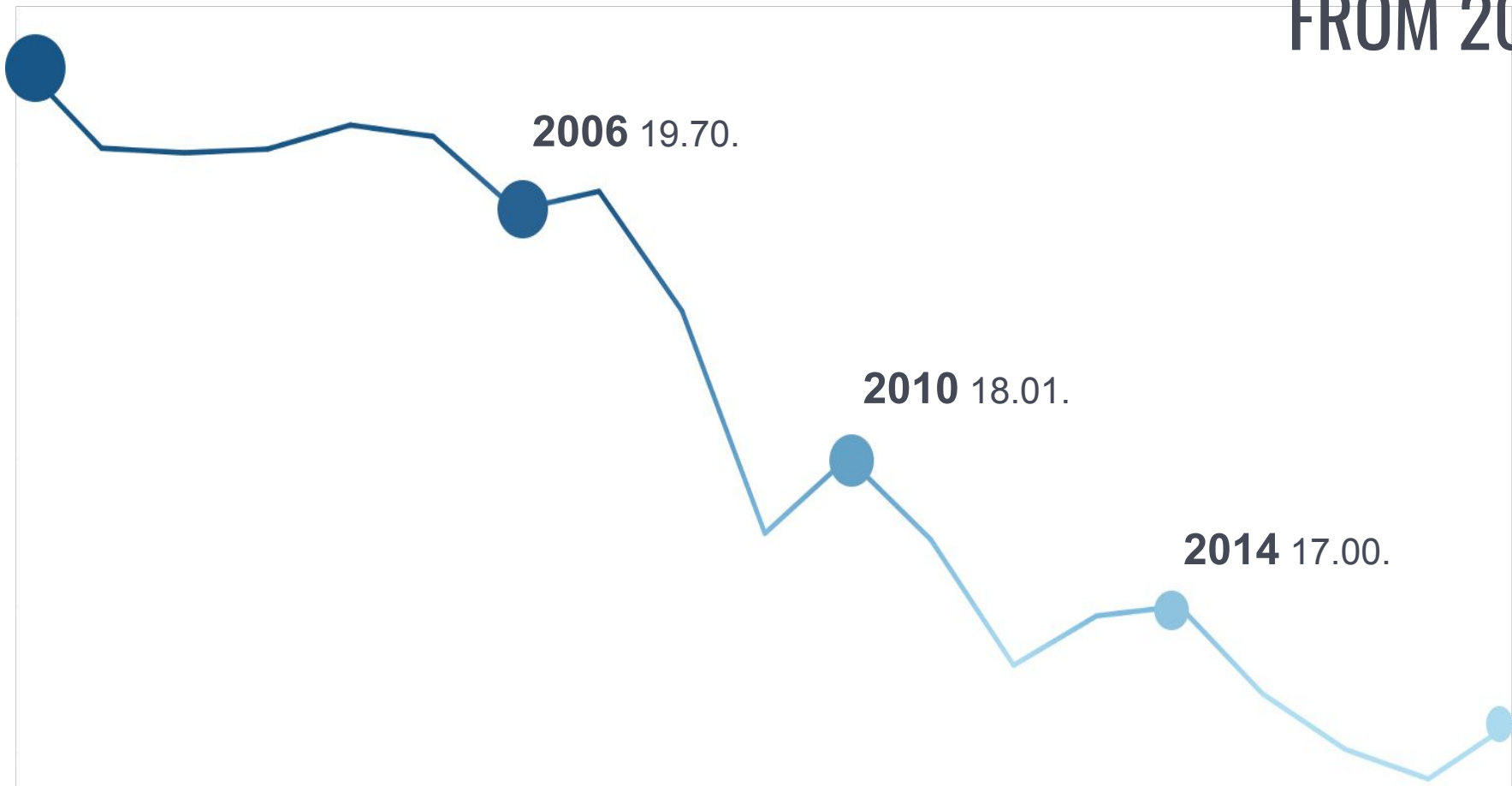
2000 20.71.

2006 19.70.

2010 18.01.

2014 17.00.

2018 16.21.



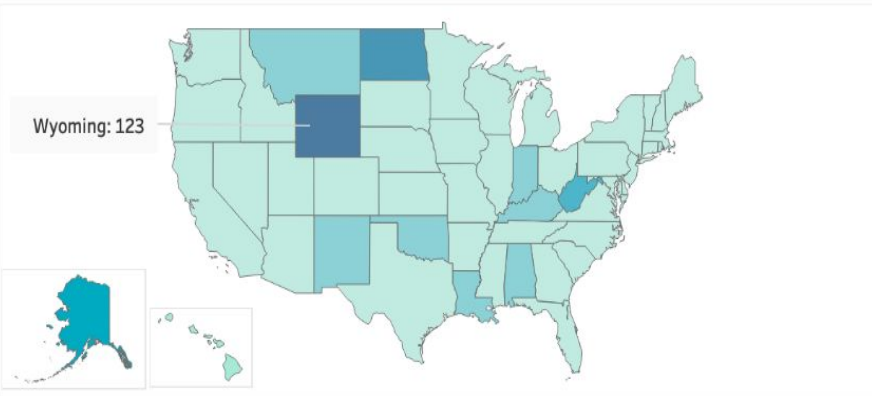
FACTS TO KNOW

SECTORS IN THE STATES

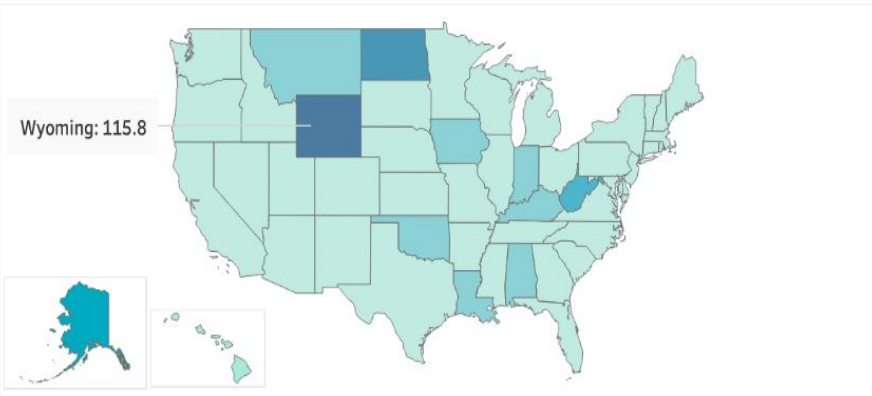
The North & Mid West have the highest total emissions. With all sectors combined. Wyoming has been the state with the highest emissions since 2000.

The Transportation sector accounts for the highest Co2 emissions, with a 37% share. The Commercial sector has the least share (5%).

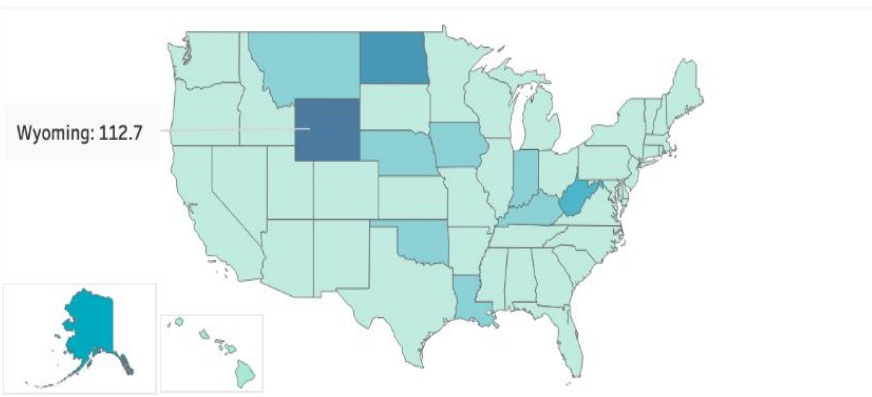
2006



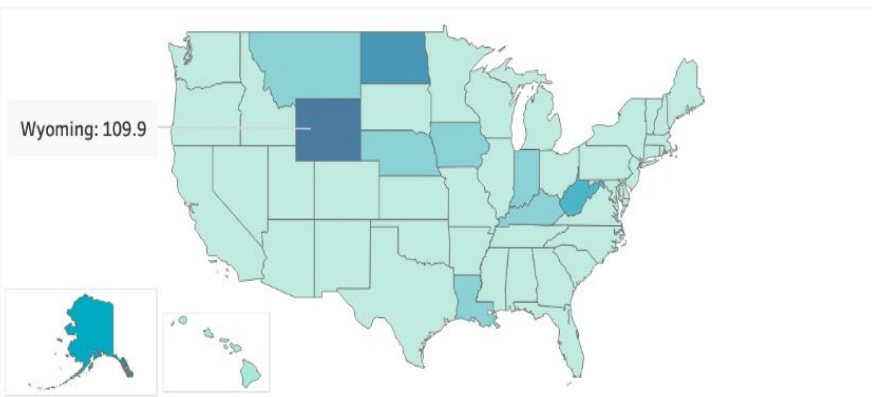
2010



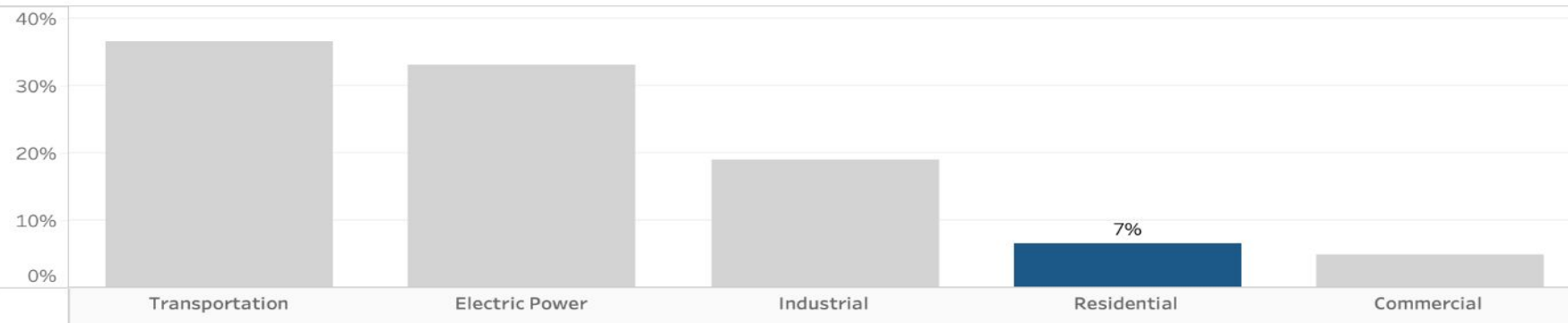
2014



2018



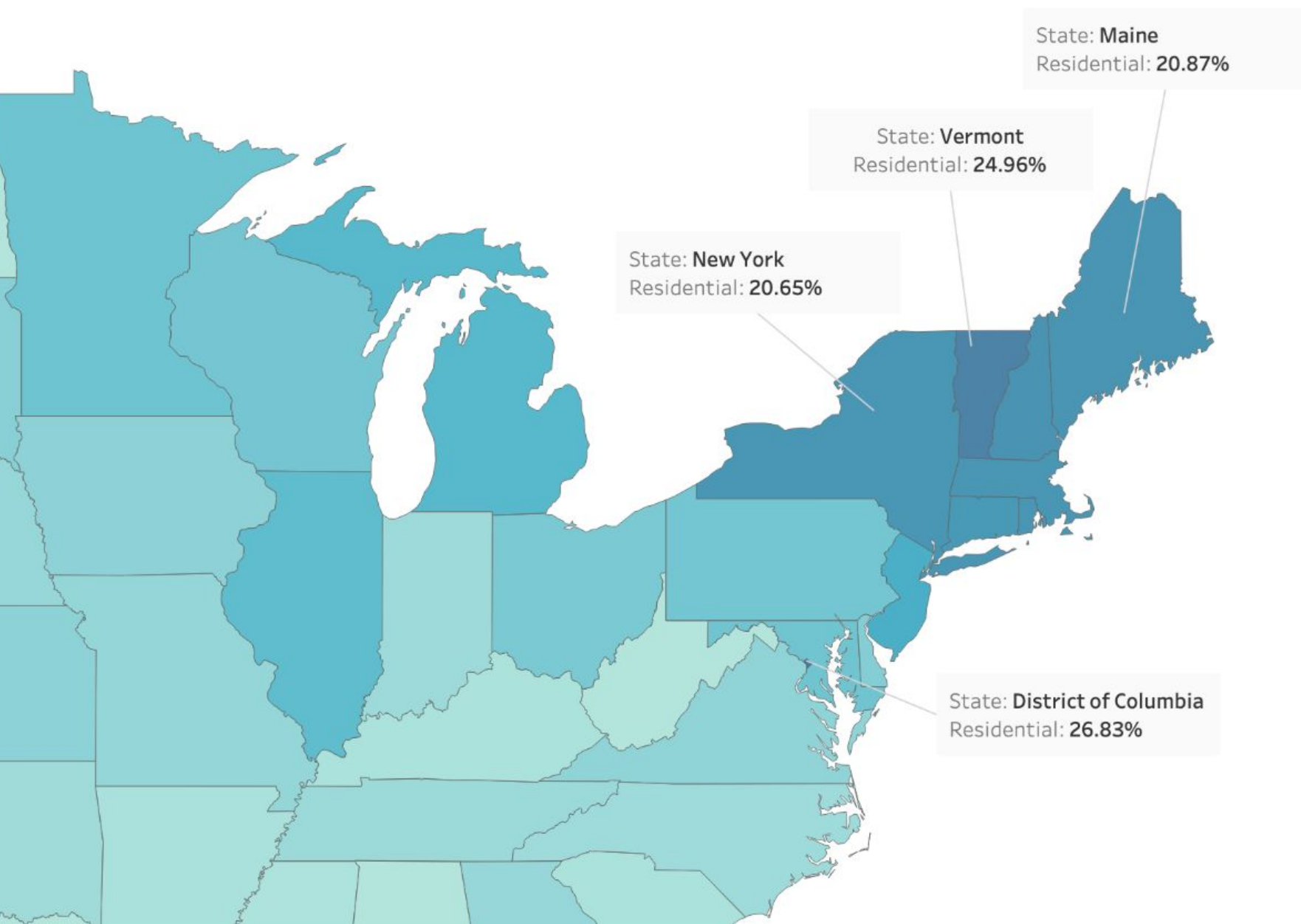
US Metric Tons of Co2 Emissions % by Sector



FACTS TO KNOW

THE NORTHEAST

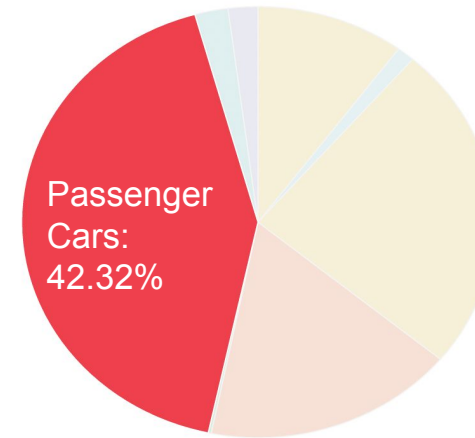
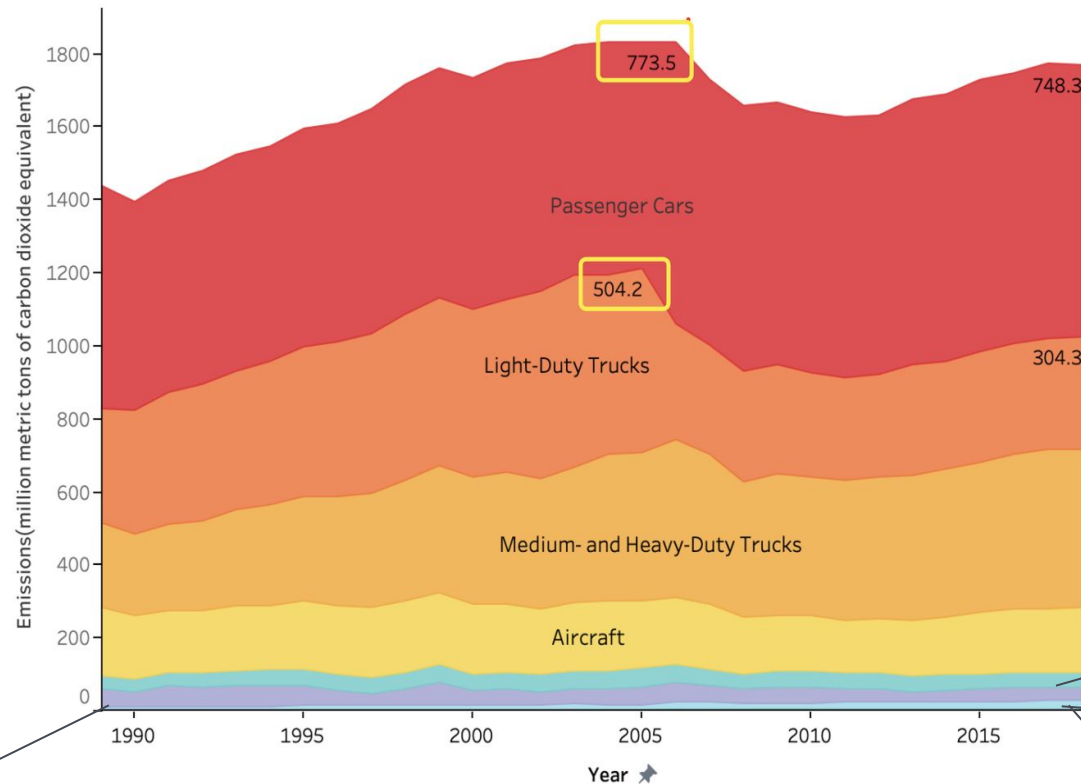
The top 10 states with highest Residential emissions are in the Northeast. District of Columbia and Vermont have the highest emissions from both the Residential and Commercial sectors. Both New York and Maine are included in the top 5 states with highest emissions for both the Residential and Commercial sectors.



TRANSPORTATION: 1990 - 2019 Change

Measured in Millions of Metric tons of Co2e.

Transportation-Related CO2 Emissions in U.S.(1990-2019)



Total emissions increased by
23%. Emissions from a
passenger car increased by
22.2%.

Motorcycles

Buses

Rail

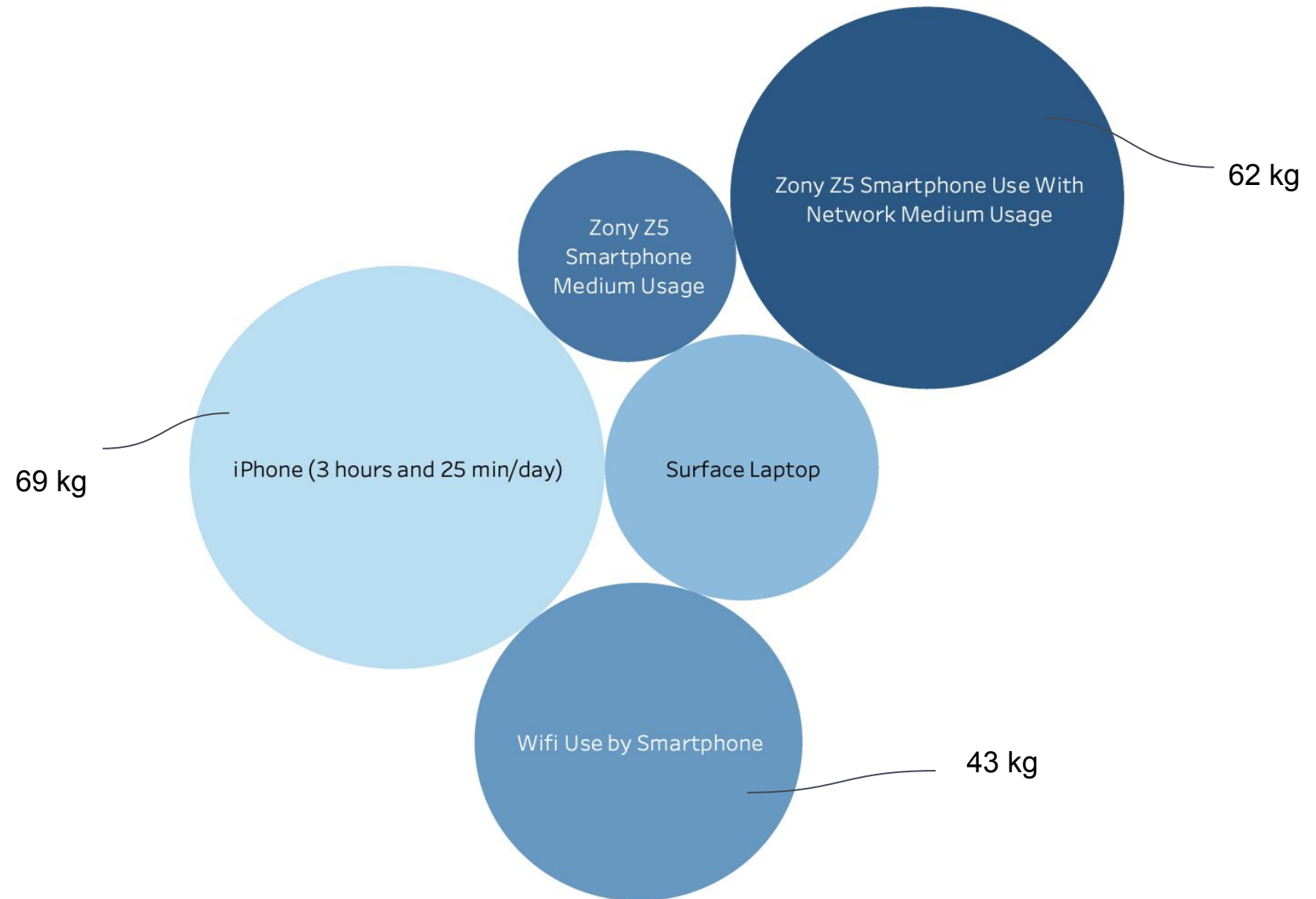
Ships and boats

FACTS TO KNOW

CARBON FOOTPRINT: ELECTRONIC USE

Measured in Kg of Co2e.

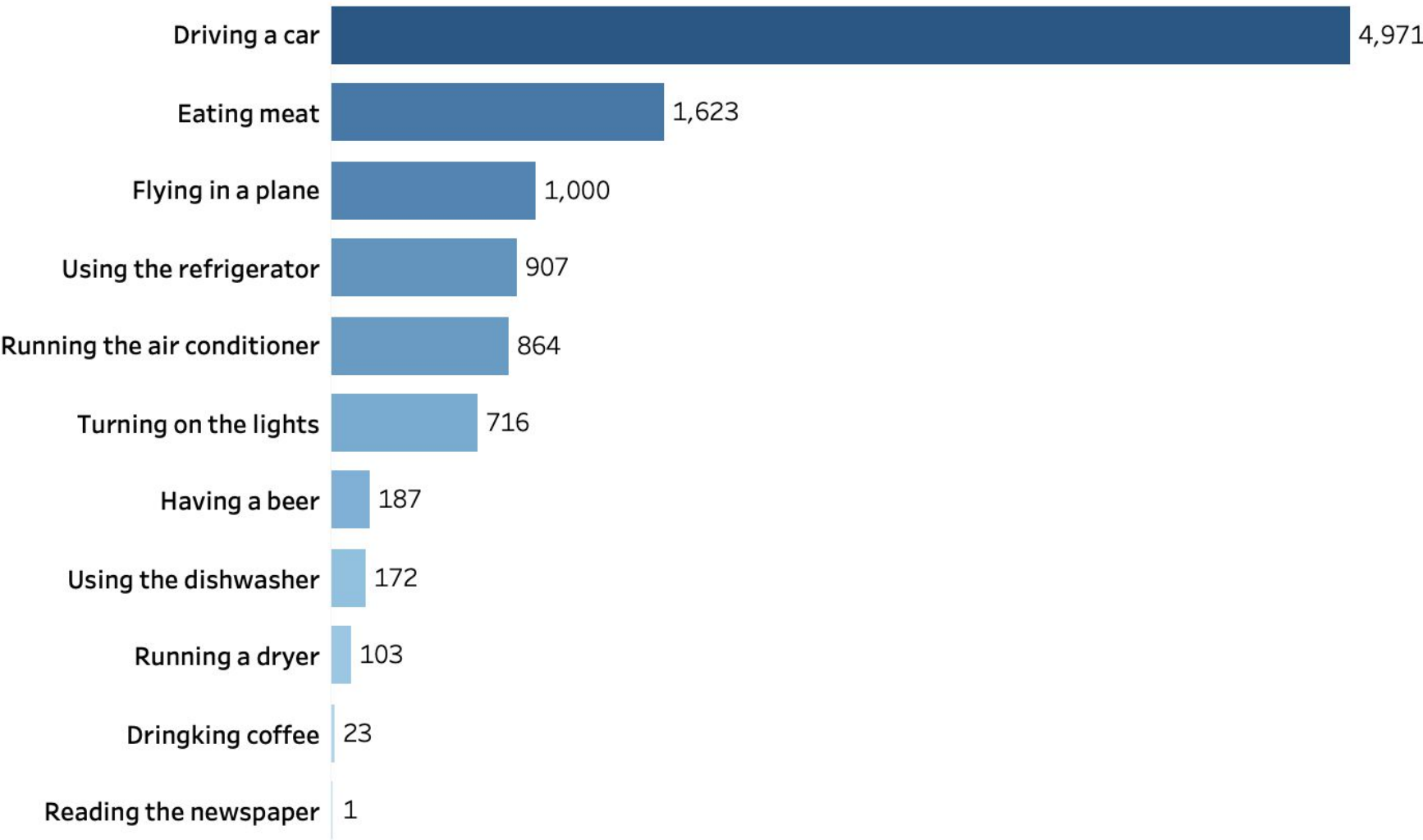
Electronic carbon footprint depends on the device. WiFi use increases the footprint for each device by ~43 kg.



CARBON FOOTPRINT: ACTIVITIES WITH HIGHEST EMISSIONS

Measured in Average Metric Tons of Co2e.

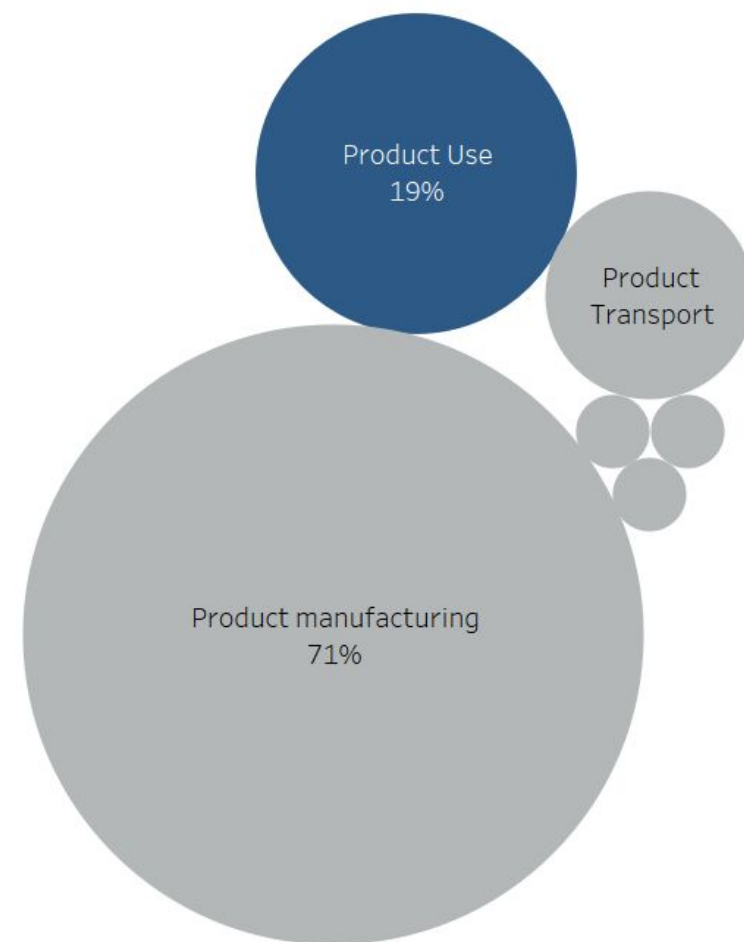
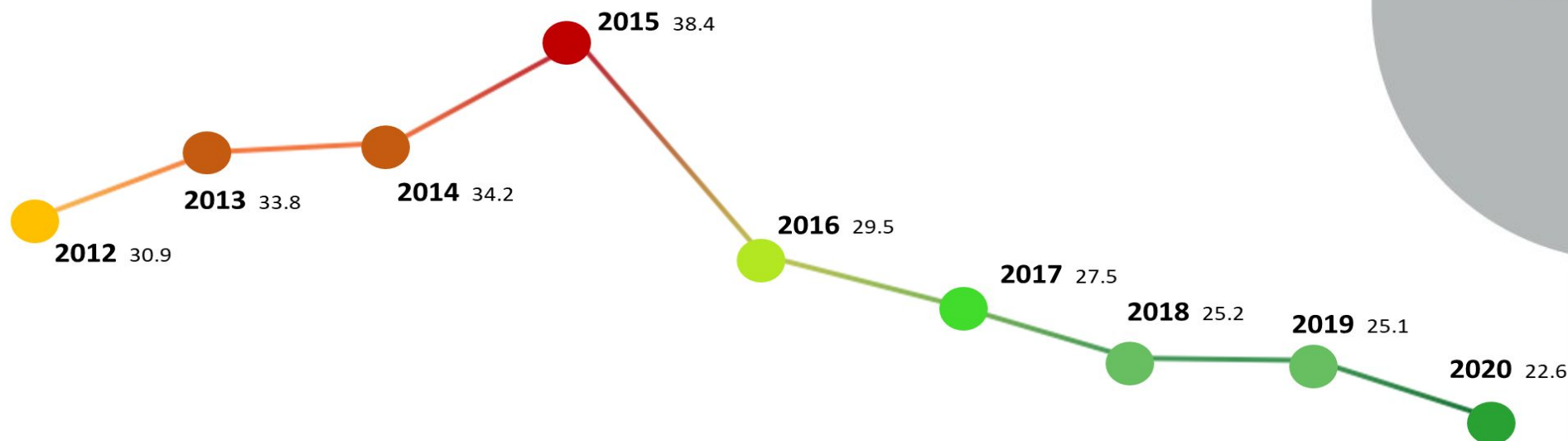
Driving a car emits the largest amount
of CO2 emissions, followed by eating
meat.



CARBON FOOTPRINT

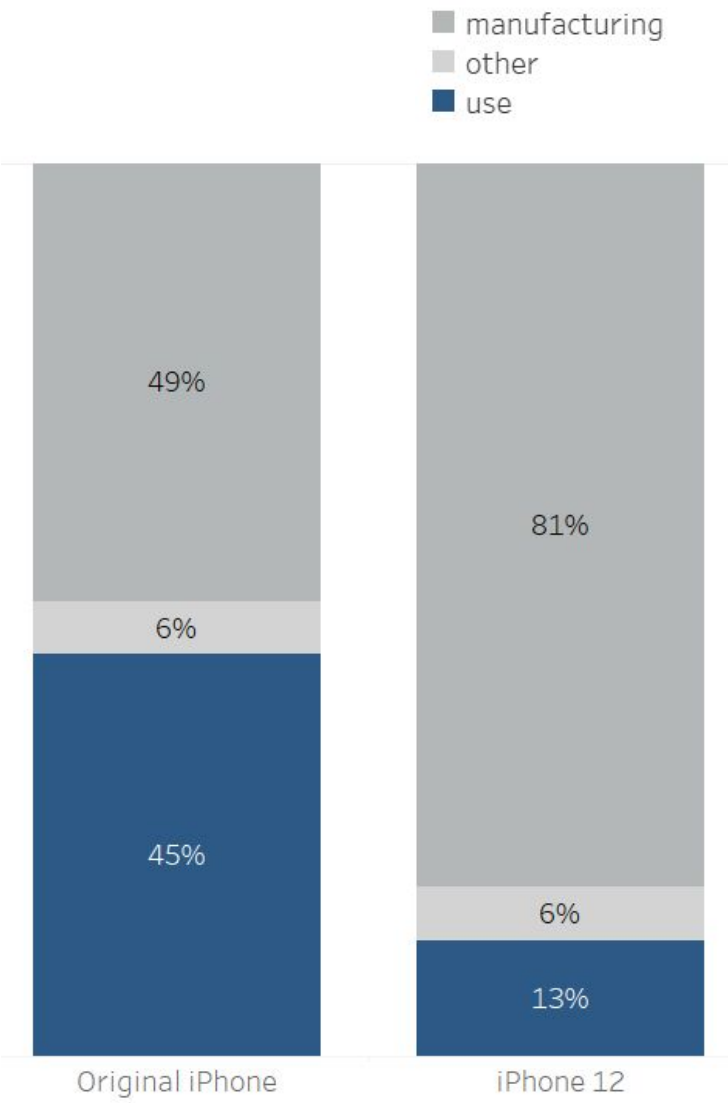
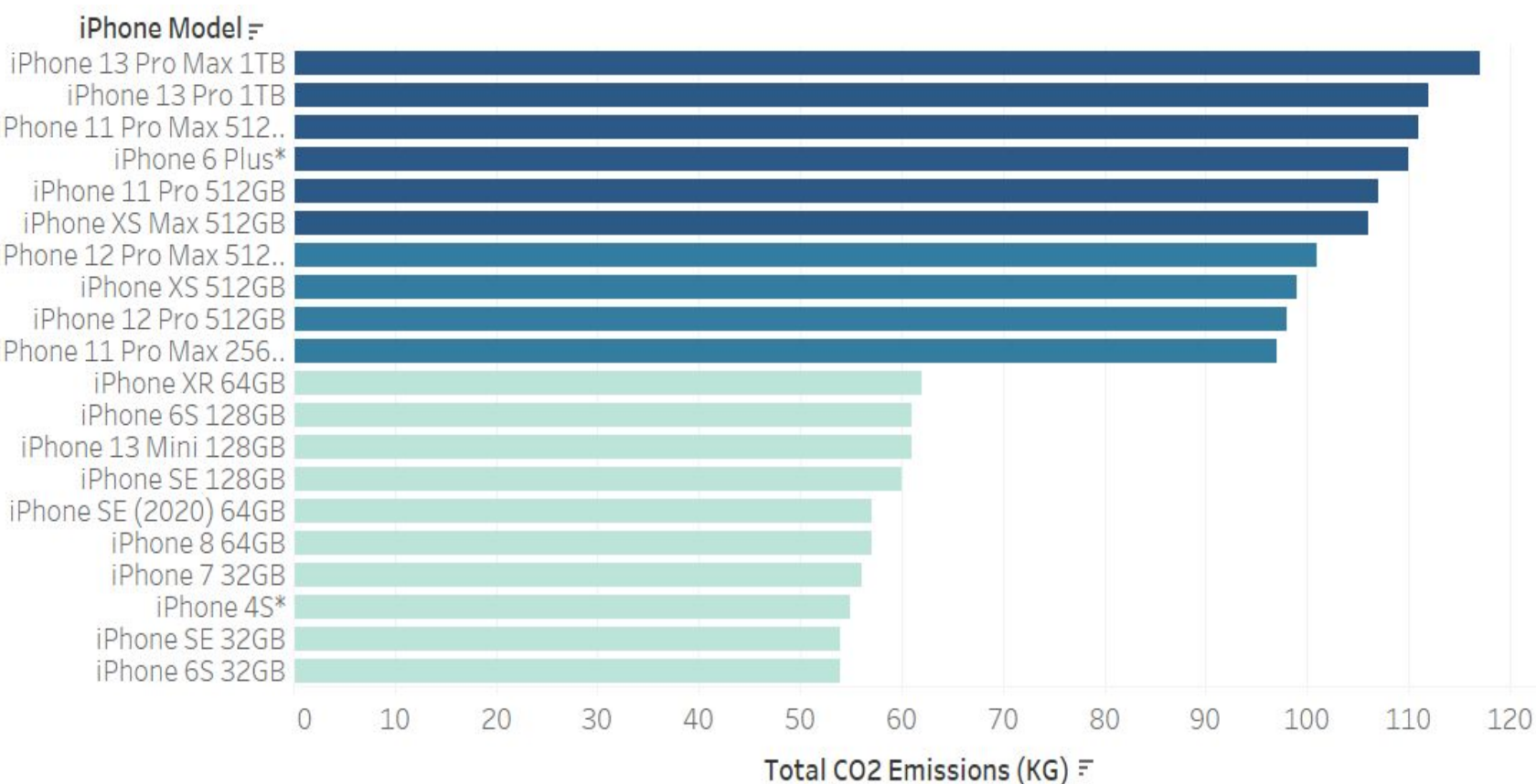
Measured in Metric Tons of CO₂e

According to the 2021 Environmental Report the biggest generator of Apple's carbon footprint is the production processes. 71% of Apple's total carbon emissions come from manufacturing.



PRODUCTS EMISSIONS STILL ON THE RISE

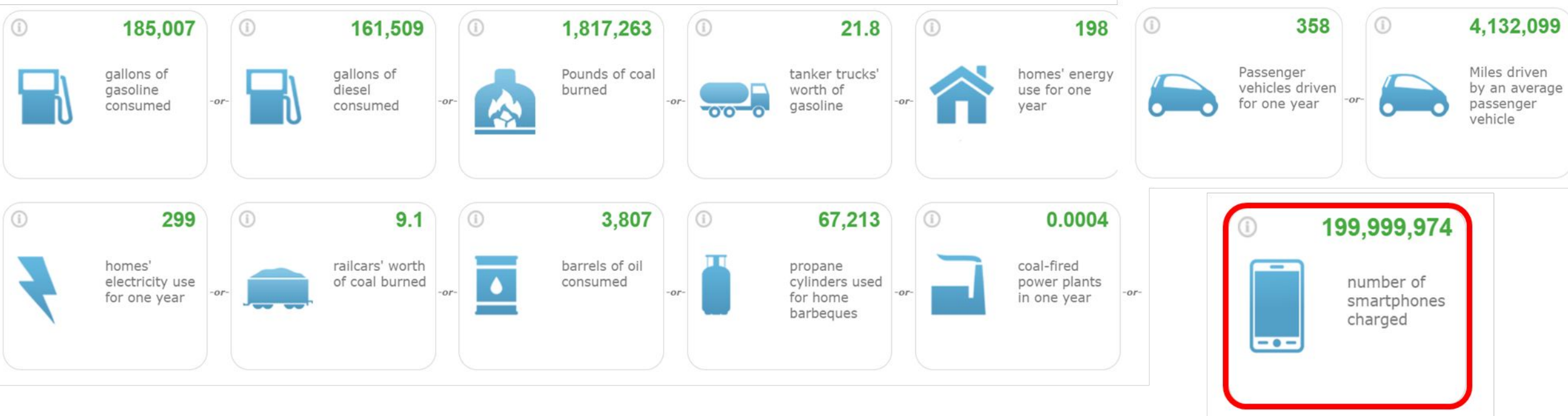
Emissions are on the rise despite Apple’s efforts of using carbon-neutral design solutions such as more power efficient chipsets, 100% recycled tungsten and rare earth elements.



FACTS TO KNOW

1644.16 MT CO₂e

Over 9 billion mobile connections worldwide and counting. The number of mobile phones on the planet is growing five times faster than the number of people.



06

Call to Action

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