



# Decoding APPLE's Green Journey

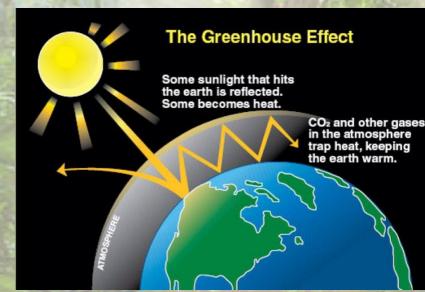
## A Carbon Footprint Analysis on Progress towards Net-Zero



# Before we look into what **Apple** is upto, lets understand how carbon footprint is affecting our environment.

## What is Greenhouse Effect?

The greenhouse effect is the process through which the heat (radiated from the sun onto earth) some of which is trapped near Earth's surface by substances known as '**Greenhouse gases**'.



**Greenhouse gases** (also known as GHGs) are gases in the earth's atmosphere that trap heat.

Some of the greenhouse gases are:

Carbon dioxide (CO<sub>2</sub>)

Methane (CH<sub>4</sub>)

Nitrous oxide (N<sub>2</sub>O)

Industrial gases(chlorofluorocarbons):

Hydrofluorocarbons (HFCs)

Perfluorocarbons (PFCs)

Sulphur hexafluoride (SF<sub>6</sub>)

Nitrogen trifluoride (NF<sub>3</sub>)

Ozone

Water Vapour

## Why Greenhouse effect is a major concern ?

Greenhouse gases are part of Earth's atmosphere and their concentrations of (esp. CO<sub>2</sub>) in the atmosphere are naturally regulated through processes like photosynthesis etc. This natural greenhouse effect process, maintains an average temperature of 15 °C (59 °F).

However, human activities have led to an increased release of carbon dioxide and other greenhouse gases into the atmosphere which has disrupted the natural greenhouse effect's balance.

This imbalance between greenhouse gas emissions and the ability for natural processes to absorb those emissions has led to *Global Warming* (overall rise in global temperatures) leading to Global Climate Change, Melting Ice and Rising Sea Levels, Biodiversity Loss, Health Impacts etc.

## How are we tackling the issue of Climate Change ?

To address this serious issue on Global Climate Change, the following international climate change agreements were adopted:

- 1. United Nations Framework Convention on Climate Change (UNFCCC) on March 21, 1994**
- 2. Kyoto Protocol in 1997**
- 3. The Paris Agreement, adopted in 2015**

**The Paris Agreement**, is the most recent and widely recognized international climate agreement and represents a more comprehensive and ambitious global effort to address climate change by lowering the emissions and stabilizing greenhouse gas concentrations (using offsets) in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system.

The goal is to keep the rise in mean global temperature to well below 2 °C (3.6 °F) and preferably limit the increase to 1.5 °C (2.7 °F).

## How do we measure the Greenhouse effect ?

**Global warming potential (GWP)** is a measure of how much infrared thermal radiation a greenhouse gas added to the atmosphere would absorb over a given time frame, as a multiple of the radiation that would be absorbed by the same mass of added carbon dioxide (CO<sub>2</sub>).

The time frame is usually 100 years but can be calculated for 20, 50 or any other years.

This measure helps understand the impact of different gases on global warming w.r.t CO<sub>2</sub>

Carbon dioxide is the reference gas and has a GWP of 1. The GWP of other gases are measured with CO<sub>2</sub> as a reference.

For example, if a gas has a GWP of 25, over a given time period, it means it is 25 times more effective at trapping heat than CO<sub>2</sub> over that given time period.

## Carbon Footprint

Carbon footprint is the total amount of greenhouse gases (including carbon dioxide and methane) that are generated by human activities and are usually reported in kilograms or metric tons of emissions of carbon dioxide equivalents (CO<sub>2</sub>e or CO<sub>2</sub>-equivalent) per unit comparision.

This measure is a measure of the direct emissions of carbon dioxide (or equivalent greenhouse gases) associated with an activity, product, or organization

## Other important terminologies

**Carbon Sequestration**. is the act of removing carbon oxide from the atmosphere and then storing it.

**Carbon Offset** or **Carbon Credit** is a strategy/tool used to counteract greenhouse gas emissions by investing in projects or activities that reduce or remove carbon dioxide or other greenhouse gases from the atmosphere. For eg. afforestation, renewable energy etc.

**Gross Emissions** is the total amount of greenhouse gases emitted into the atmosphere, without considering any offsetting or reduction efforts.

**Net Emissions** is the total emissions produced and any reductions or removals of greenhouse gases that offset these emissions.

**Net Zero Emission or Carbon Neutrality** is a strategy that places much more focus on reducing carbon emissions as much as possible first, and only offsetting unavoidable, residual CO<sub>2</sub> as a last resort.

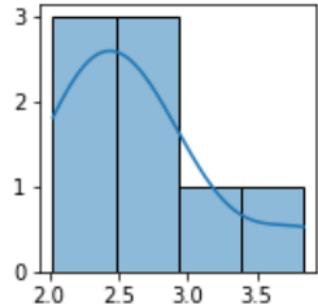
**Gross Zero Emission** refers to industry sectors (such as the energy sector) aiming to completely eliminate carbon emissions from their operations.

**Apple** has taken a strong decision and has set some serious goals to mitigate their impact on global emissions.

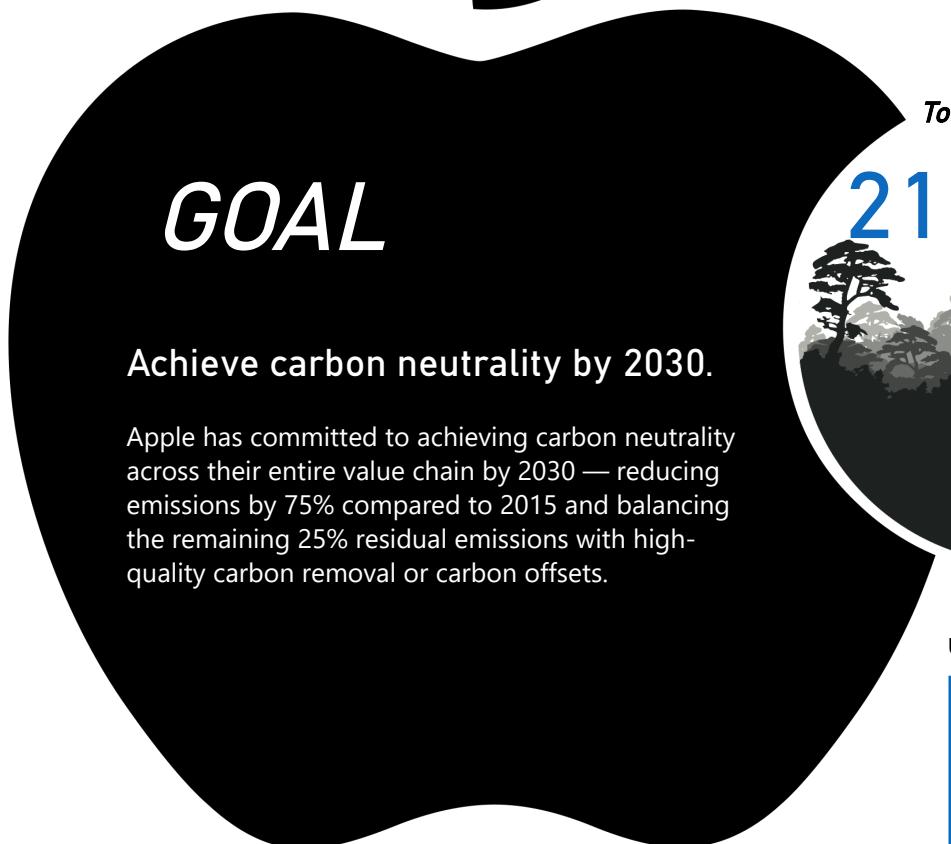
### Average Emission over the years

Since the data is skewed, the median can be used as a measure of the average emissions over the years which is:

**25.08M**  
metric tons CO<sub>2</sub>e



**Baseline Emission** - An emissions baseline is the reference point against which a business or country's greenhouse gas (GHG) emissions will be measured going forward.

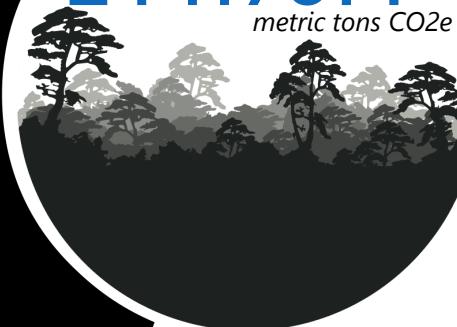


To achieve this goal, they set their emissions for 2015 (38.4 million metric tons CO<sub>2</sub>e) as the baseline



**2015 - Baseline Emission**  
38.4M

**Total Gross Emissions till 2022**  
**211.93M**  
metric tons CO<sub>2</sub>e



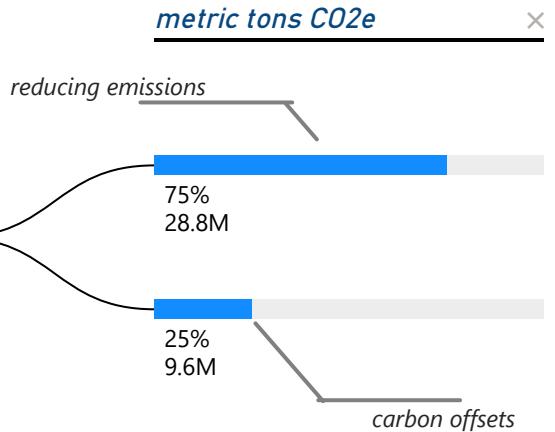
**using Carbon Offsets**

**Decarbonized**  
**-1.06M**  
metric tons CO<sub>2</sub>e

**Net Emissions ( till 2022)**

**210.87M** metric tons CO<sub>2</sub>e

**M** - represents million



**Scope 1**  
0.18%

**Scope 1 Emissions** are all direct emissions which include emissions from Natural gas, diesel, propane, Fleet vehicles, R&D processes and refrigerant leaks. This is <1% of the gross emissions.

**Scope 2 (market-based)**

0.06%

**Scope 2 Emissions** are indirect GHG emissions which are Market based. These include emissions from Electricity, Steam, heating, cooling purchased from district energy. This is also <1% of the gross emissions.

**Scope 3**  
99.76%

**Scope 3 Emissions** are emissions from product manufacturing, product life cycle, value and supply chain, business commute etc. Scope 3 Emissions contribute a staggering 99% of the gross emissions produced by Apple.

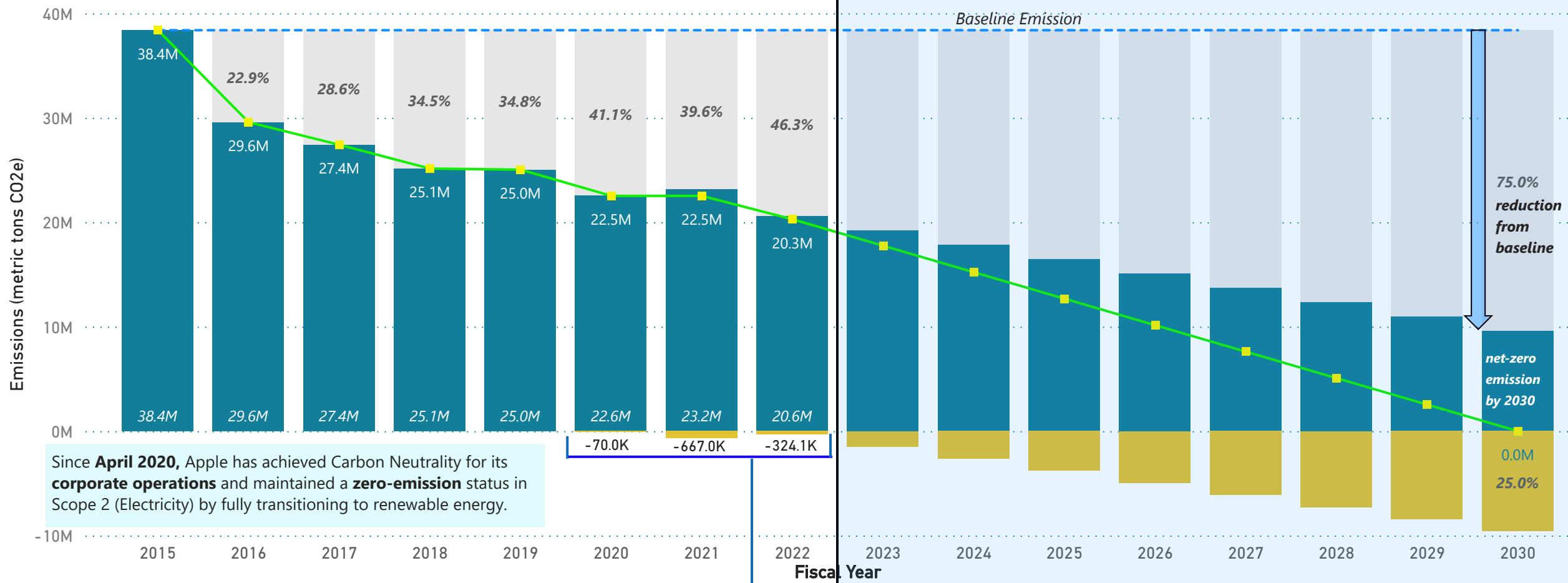
Excellent progress in their emission reduction can be seen and it shows that their emission reduction strategies are very effective. Within the initial **8-year** period, they have successfully **slashed 46% of their emissions** since **2015**. This substantial progress serves as a **positive indicator** of their ability to attain their **2030 goal** of **75% reduction**.

**Actual**

**Projected**

Projected emissions are just illustrative and will likely not be linear. It portrays the vision of Apple's goal to achieve net-zero emissions.

● Gross Emissions ● Carbon Offsets ● % Reduction (from Baseline) ● Net Emissions ● Baseline Emission



Carbon Offsets are used to neutralize the residual emissions. Only **0.3%** of **2020** emissions were neutralized using offsets, whereas in **2021**, **3%** of the the emissions were neutralized which shows increased investments in offsets, but again in **2022** we could see a decline and only **1.6%** of the emissions that year were neutralized. To neutralize **25%** of their residual emissions by **2030** could be a challenging ride for **Apple** and requires huge and careful investments.

Experts believe that offsetting provides an excuse for avoiding real emission reductions and can create a dangerous mirage of 'climate neutrality' when emissions are actually rising. So, to increase credibility of carbon offsets, further research and innovation could prove helpful.

M - represents million  
K - represents thousands

**FISCAL  
YEAR**

Select the  
fiscal year

2015

2016

2017

2018

2019

2020

2021

2022

### Overview of Emissions by Category, Scope and Sub-Categories

M - represents million

K - represents thousands

**156.60M**

150M

100M

50M

0M

Gross Emissions (metric tons CO<sub>2</sub>e)

### **Scope 1**

**377.53K**  
metric tons CO<sub>2</sub>e

**0.18 %**

### **Scope 2**

**134.22K**  
metric tons CO<sub>2</sub>e

**0.06 %**

### **Scope 3**

**211.42M**  
metric tons CO<sub>2</sub>e

**99.76 %**

<b>0.07M</b>	<b>0.29M</b>	<b>0.02M</b>	<b>0.13M</b>	<b>0.01M</b>	<b>1.33M</b>	<b>1.26M</b>	<b>0.00M</b>	<b>0.00M</b>	<b>0.01M</b>	<b>0.01M</b>	<b>1.17M</b>	<b>11.85M</b>	<b>39.19M</b>
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Fleet vehicles	Natural gas, diesel, propane	Other (R&D processes & refrigerant leaks)	Electricity	Steam, heating, and cooling	Business travel	Employee commute	Third-party cloud (market-...)	Transmission and distributi... loss (market-...)	Upstream fuel	Work from home (market-...)	End-of-life processing	Manufact... (purchased goods and services)	Product transport... (upstream and downstream)	Product use (use of sold products)
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Scope 1 Scope 2 (market-based) Scope 3 Scope 3 Product life cycle emissions

Corporate emissions

**3.12M**

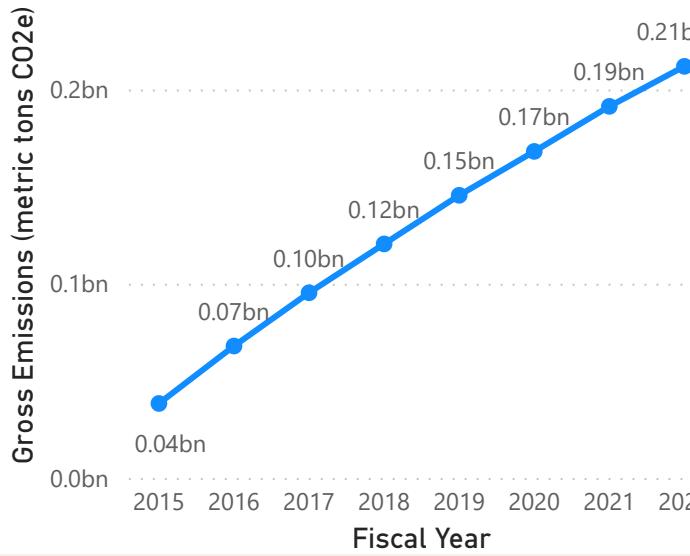
Total Gross Emissions

**211.93M**

**208.81M**

Cumulative emission is linear which is sign of steady/consistent pattern of improvement, which, in our case, is decrease in the emissions.

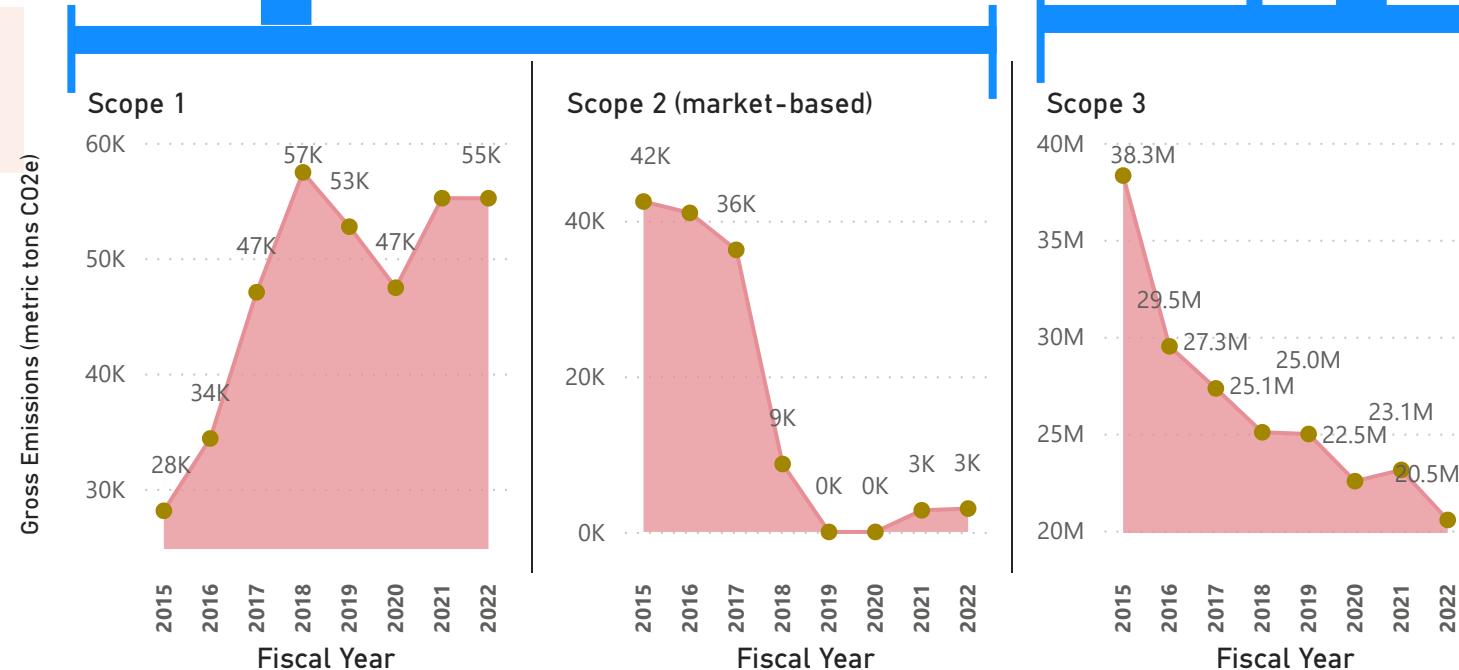
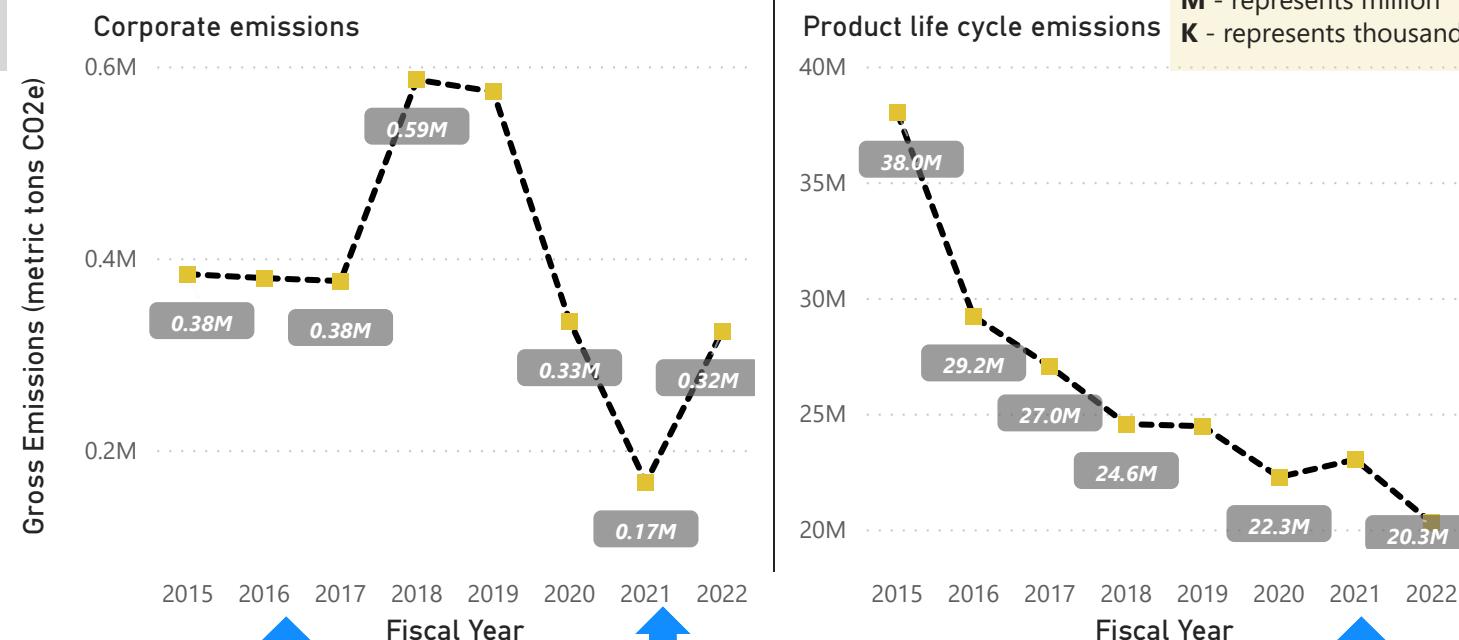
### Cumulative Gross Emissions



**Scope 1 emissions** are direct emissions from sources owned or controlled by Apple, which can be seen rising until **2018** and plunging in **2020**. After **2020**, we could see the emissions rising.

Fiscal Year	Corporate emissions	Product life cycle emissions
2015	1.00%	99.00%
2016	1.28%	98.72%
2017	1.37%	98.63%
2018	2.33%	97.67%
2019	2.29%	97.71%
2020	1.48%	98.52%
2021	0.72%	99.28%
2022	1.57%	98.43%

### Gross Emissions by Fiscal Year and Category



Apple appears to prioritize efforts primarily aimed at addressing **Scope 2** and **Scope 3** emissions.

**99%** of the gross emissions every year is from **product** life cycle (product category) and only around **2%** are from **corporate** operations. **Corporate** operations were on rise in 2018 and 2019 and dropped in 2020 and 2021 could be due to COVID, and again increased in 2022.

Corporate emissions are consolidated from **Scope 1, Scope 2 and Scope 3**.

**Scope 2** emissions are indirect emissions and have been dropping since Apple took a decision of transitioning to **100%** renewable energy, which they have achieved in **2019-2020**.

**Scope 3** emissions contain a part of corporate and product life cycle emissions and is dropping at a steady rate, significantly reducing the emissions.

Majority of the **Corporate emissions** are from **Scope 3**, mainly arising from Business Travel and Employee Commute which contributes to around **82%** of the total Corporate gross emissions.

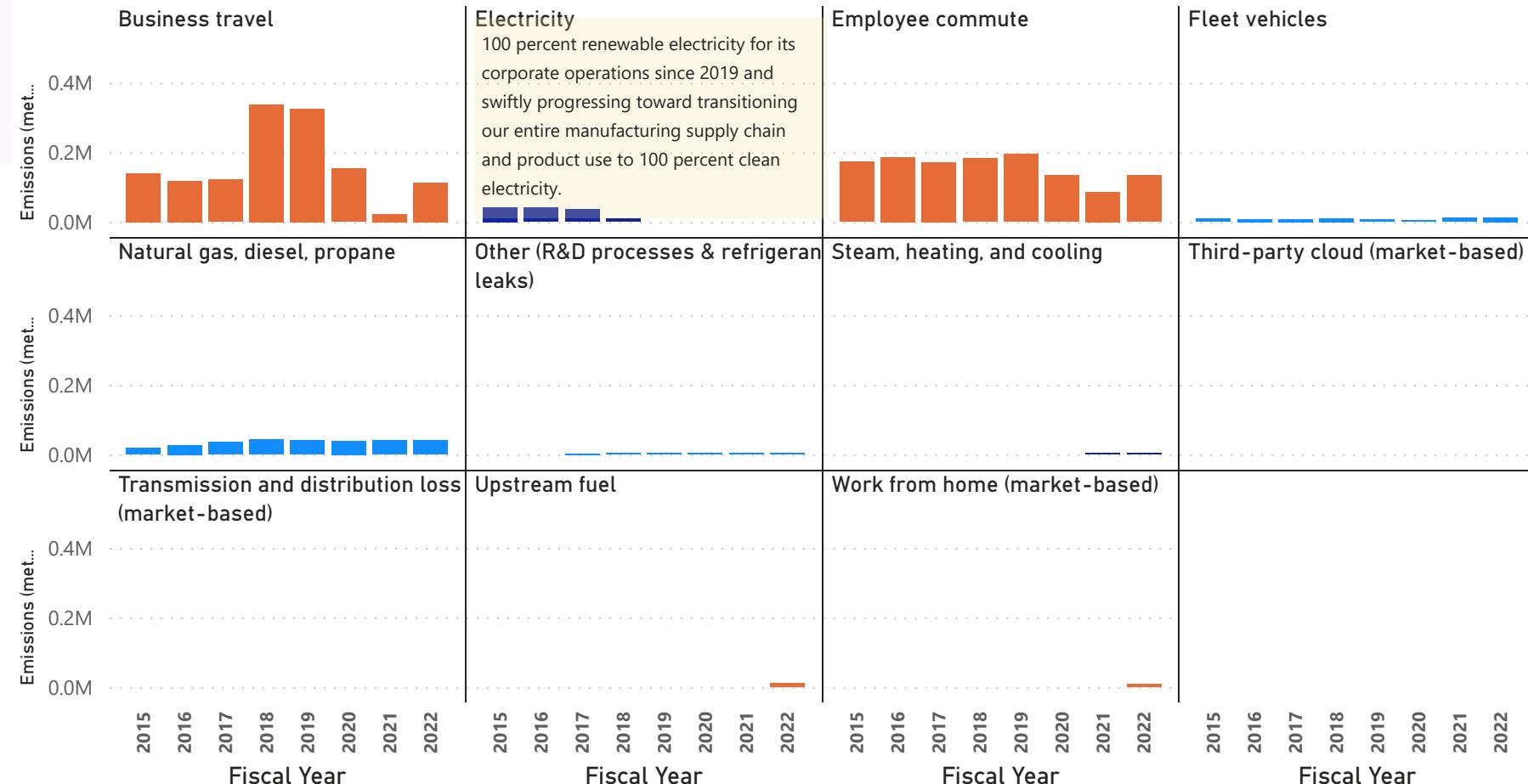
Emissions from all other categories are stable except from Business Travel and Employee Commute, but we could see decline over the years.

Sub-Category	Gross Emissions (metric tons CO <sub>2</sub> e)	% of Total
Business travel	<b>1.331M</b>	<b>42.62%</b>
Employee commute	<b>1.263M</b>	<b>40.42%</b>
Natural gas, diesel, propane	<b>0.285M</b>	<b>9.14%</b>
Electricity	<b>0.128M</b>	<b>4.11%</b>
Fleet vehicles	<b>0.071M</b>	<b>2.29%</b>
Other (R&D processes & refrigerant leaks)	<b>0.021M</b>	<b>0.66%</b>
Upstream fuel	<b>0.011M</b>	<b>0.34%</b>
Work from home (market-based)	<b>0.008M</b>	<b>0.24%</b>
Steam, heating, and cooling	<b>0.006M</b>	<b>0.19%</b>
Third-party cloud (market-based)	<b>0.000M</b>	<b>0.00%</b>
Transmission and distribution loss (market-based)	<b>0.000M</b>	<b>0.00%</b>
<b>Total</b>	<b>3.124M</b>	<b>100.00%</b>

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## Breaking Down Gross Emissions by Fiscal Year and Scope Sub-Categories for Corporate Emissions

Scope ● Scope 1 ● Scope 2 (market-based) ● Scope 3



## Employees and Scope 3 Corporate Emissions by Fiscal Year

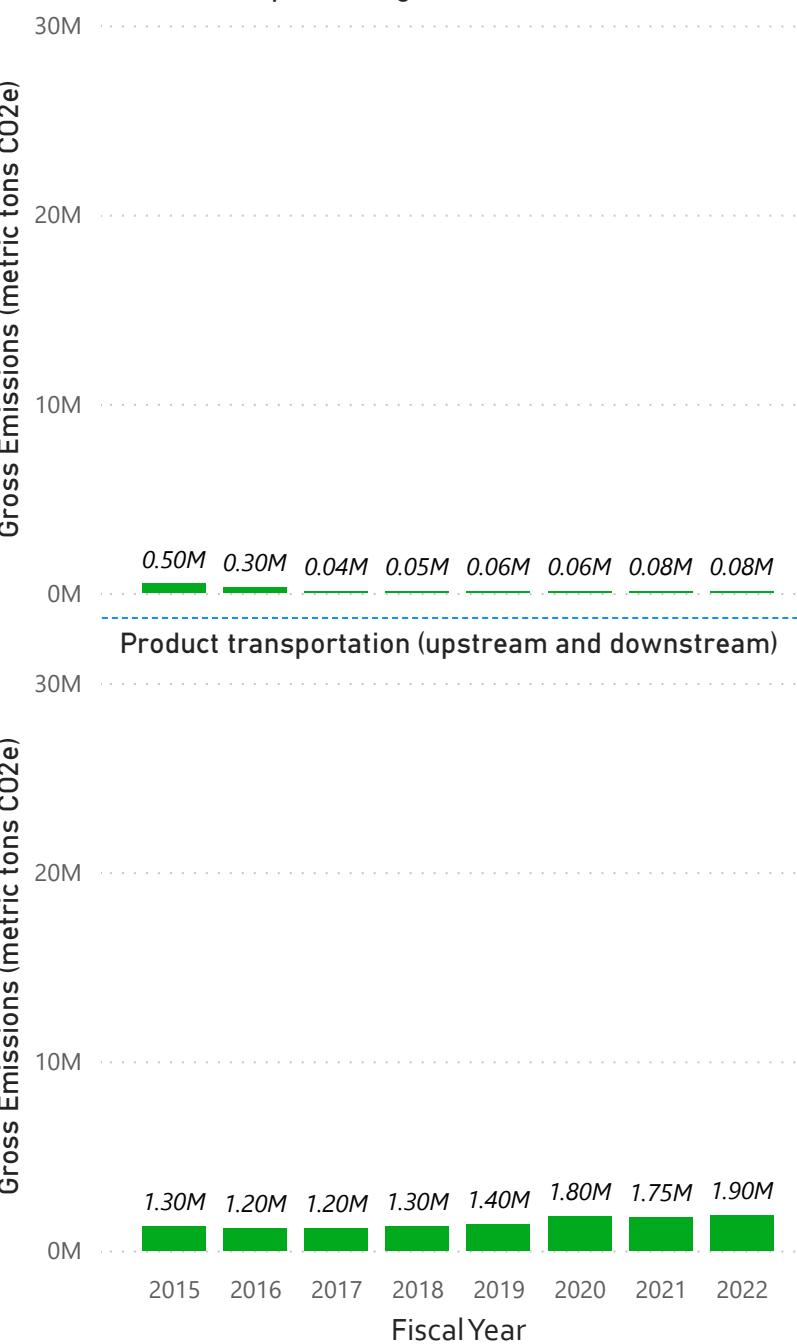
● Total Employees ● Emissions (metric tons CO<sub>2</sub>e)



While we have observed growth in the total employee base, this has not influenced the decline in Scope 3 Corporate emissions, except for 2018 and 2019 when the increase was attributed to business travel.

## Breaking Down Gross Emissions by Fiscal Year and Categories for Product Life Cycle Emissions

End-of-life processing



Manufacturing (purchased goods and services)



**Product Life Cycle** emission is categorised into 4 components:

### Manufacturing Transportation Product Use End-of-Life Processing

Emissions for each of these categories are calculated with Global Warming Potential (GWP 100 years) in CO<sub>2</sub> equivalency factors (CO<sub>2</sub>e).



Description	Gross Emissions (metric tons CO <sub>2</sub> e)	% of Total
End-of-life processing	1.17M	0.56%
Manufacturing (purchased goods and services)	156.60M	75.00%
Product transportation (upstream and downstream)	11.85M	5.68%
Product use (use of sold products)	39.19M	18.77%
<b>Total</b>	<b>208.81M</b>	<b>100.00%</b>

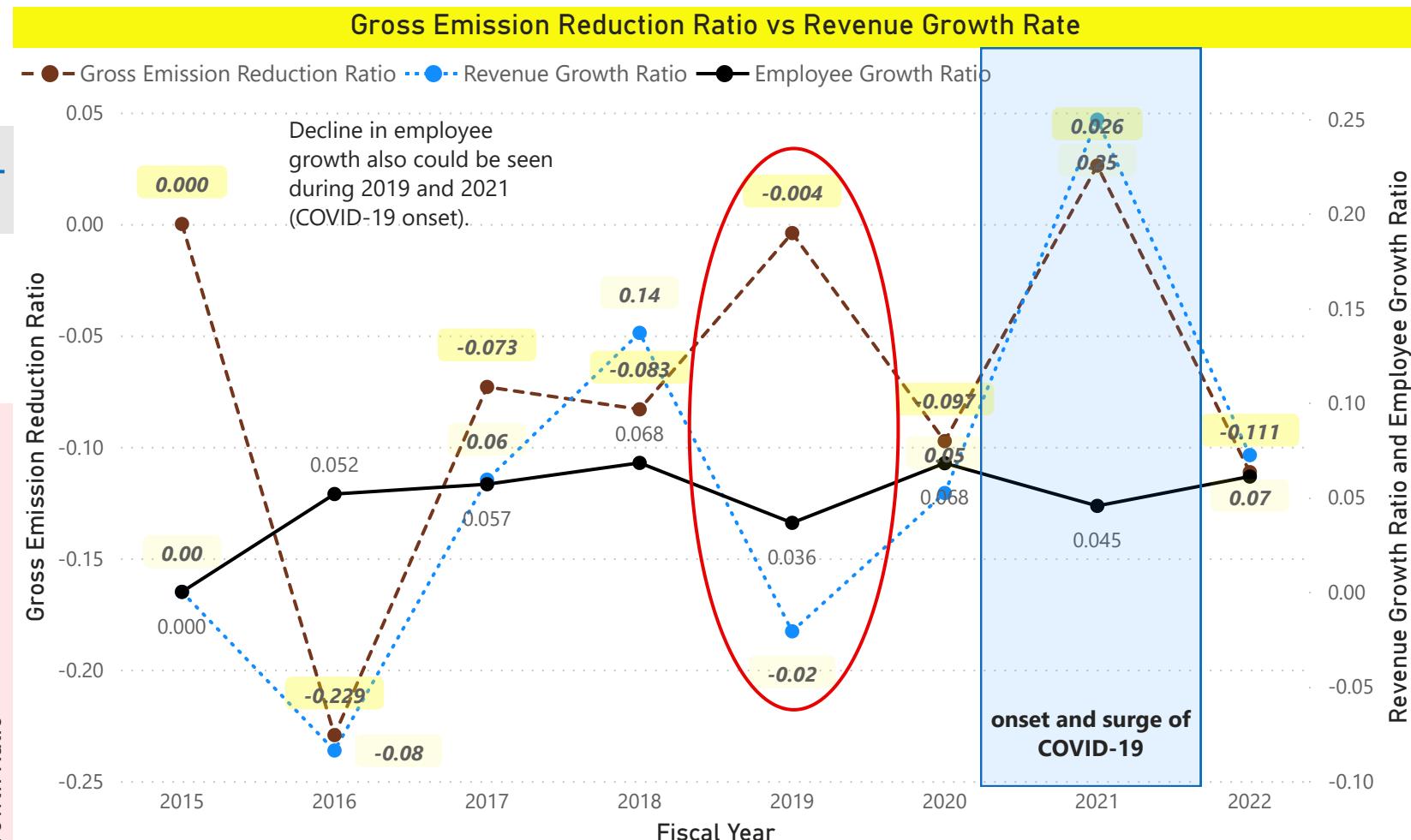
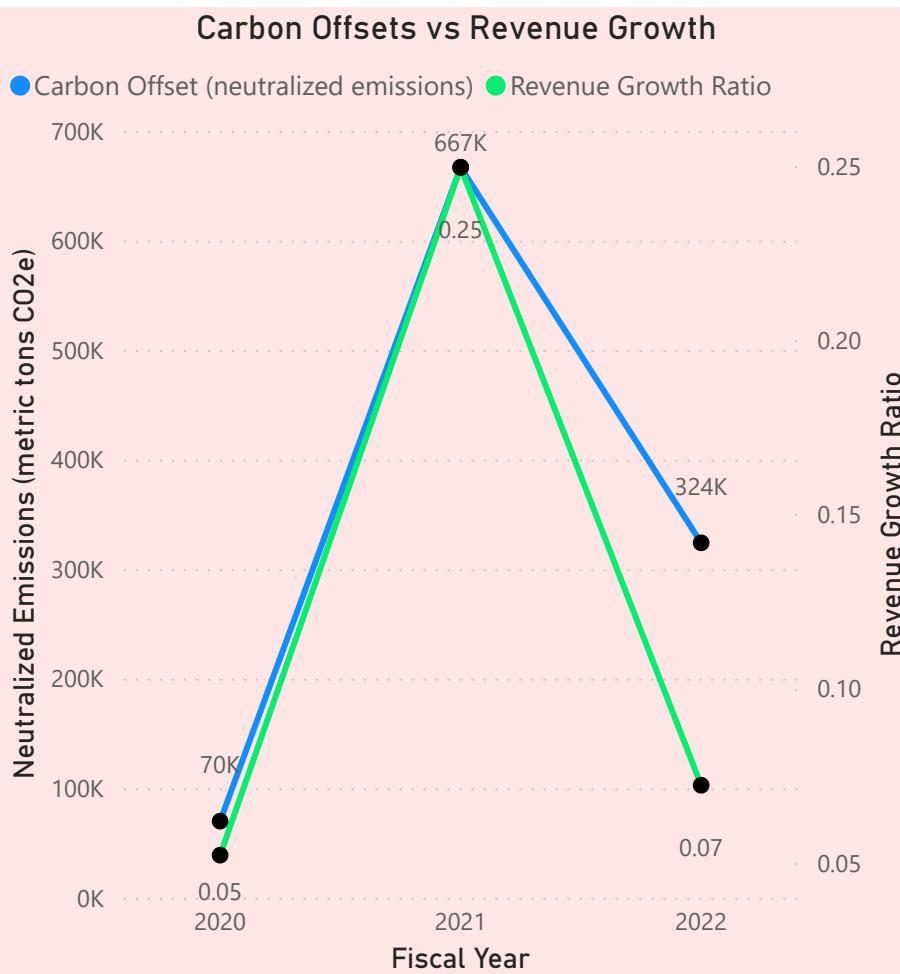
Manufacturing accounts for 75% of **Product Life Cycle** Emissions and has been steadily decreasing since 2015. But, we could see the emissions from product transportation slowly increasing. The emissions from product use is balanced, no significant increase or decrease after 2015. We can disregard the increase in emissions from other categories due to the significant overall reduction in emissions, as these categories may contain factors that are unavoidable residual emissions which can be offset using carbon credits.

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**Revenue Growth Ratio** is a metric that indicates the degree of increase or decrease in a company's revenue over a specific period. It serves as a crucial indicator of the company's financial well-being and performance.

$$\text{Revenue Growth Ratio} = \frac{\text{Current Year's Revenue} - \text{Previous Year's Revenue}}{\text{Previous Year's Revenue}}$$

**Apple** has been using carbon offsets since 2020 and when comparing the emissions neutralized using carbon offsets with Revenue Growth for 2020, 2021 and 2022, it is observed that that emissions neutralized by offsets is directly proportional to the revenue growth ratio of the organisation, which suggests that its investment on Offsets depends on its Revenue Growth.



#### Gross Emission Reduction Ratio

$$\text{Current Year's Gross Emissions} - \text{Previous Year's Gross Emissions}$$

$$\text{Previous Year's Gross Emissions}$$

Gross Emission Reduction Ratio is a measure which indicates the degree of rise or fall in the gross emissions over a given period. This measurement aids in assessing the effectiveness of emission reduction initiatives.

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**Gross Emission Reduction Ratio** also seems to be related to the **Revenue Growth Ratio**. It is noticeable that a lower growth ratio corresponds to a higher gross emission reduction, while a higher growth ratio corresponds to a lower gross emission reduction, except for year 2019 which is where the growth ratio plunges from 0.14 to -0.02, and not much reduction in emission could be seen from the previous year.

This indicates that the pace of revenue growth has an impact on the emissions generated, yet Apple remains on track to achieve its reduction target.

## Predicting the Gross Emission Reduction Rate (Baseline)

The aim is to predict the baseline's emission reduction rate for any given Price-to-Sales ratio using linear regression. Positive reduction rate from the baseline is used, as opposed to the previously employed negative reduction ratio.

In the previous graph, the intention was to demonstrate how revenue impacts the reduction ratio. In this case, however, for forecasting, the positive value of rate of reduction from baseline is considered.

The values used for prediction are from fiscal years 2016, 2017, 2018, 2019, 2021, and 2022. The 2020 data would be used as test data to assess the accuracy. Since 2015 serves as the baseline with a reduction rate of "0", this data will not be utilized. The calculated correlation coefficient for the aforementioned (**training**) data is **0.86**, indicating a strong positive correlation.

The **R-squared** value is calculated as **0.73**, indicating that approximately **73%** of the variability in the data is accounted for by the regression model.

Running predictions for the test data (**2020**) yields a gross emission reduction rate (baseline) of **41.70**, which is approximately close to the actual data of **41.13**. Assuming that the relationship between the predictor and the response variable remains constant beyond the observed range, for a price to sales ratio of **6.9** the gross emission reduction rate from baseline will be approximately close to **44.75**.

### Gross Emission Reduction Rate from Baseline

**Baseline Gross Emissions - Current Year's Gross Emissions**

**x 100**

### Baseline Gross Emissions

Gross Emission Reduction Ratio is a measure which indicates the degree of rise or fall in the gross emissions from a given baseline. This measurement also helps to assess the effectiveness of emission reduction initiatives.

Fiscal Year	Price to Sales	Gross Emission Reduction Rate (Baseline)
2016	2.78	22.94
2017	3.23	28.57
2018	3.13	34.51
2019	4.19	34.78
2021	6.70	39.59
2022	6.31	46.32

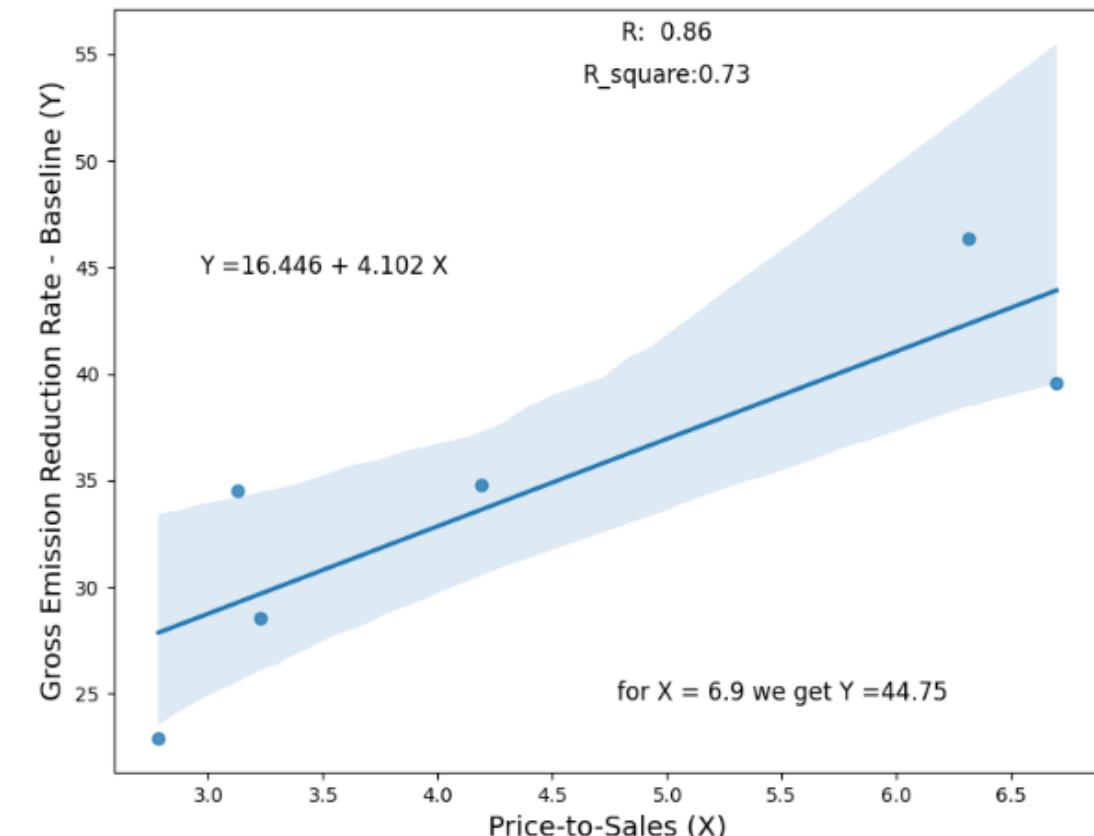
### Test Data

Fiscal Year	Price to Sales	Gross Emission Reduction Rate (Baseline)
2020	6.27	41.13

This is just a prediction and the the rate may be much higher. With additional data, we might potentially enhance our ability to predict with increased precision.

This shows that the company's revenue does not affect its emission reduction goals, indicating a consistent and upward trajectory in their efforts

## Price to Sales vs Gross Emission Reduction Rate (Baseline)

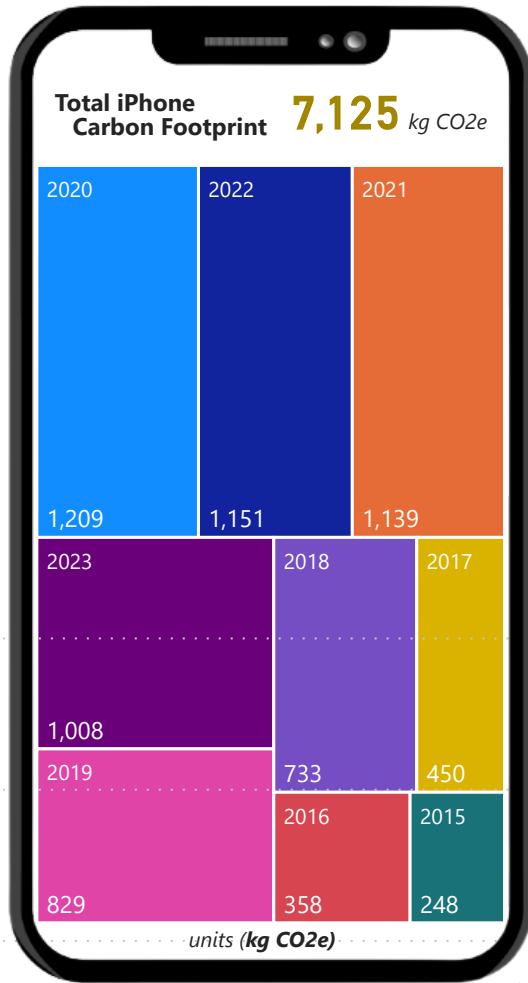


### Price-to-Sales Ratio

**Baseline Gross Emissions - Current Year's Gross Emissions**

### Baseline Gross Emissions

The price-to-sales (P/S) ratio is a valuation ratio that is calculated by dividing the company's market capitalization by its total sales or revenue over a specific period.. The P/S ratio is often used by investors to evaluate a company's valuation relative to its sales.

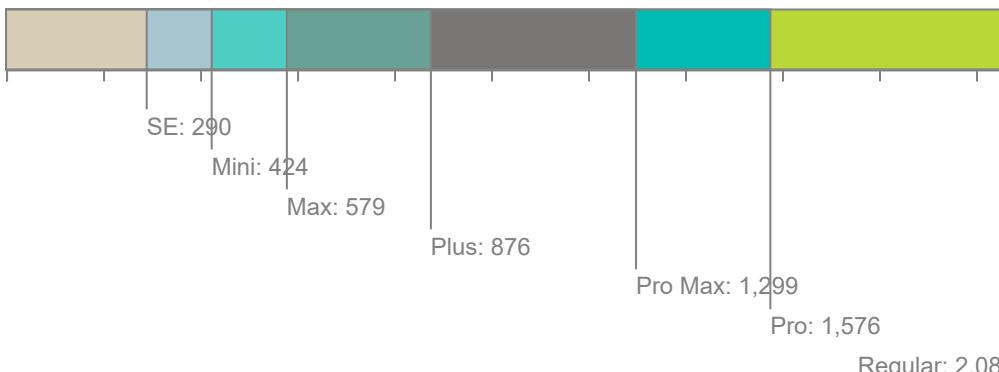


# iPhone

It is evident from the data that Apple is working to reduce its iPhone carbon footprint. There has been a substantial decline in **2023**, which is a positive sign.

Furthermore, discontinuing the baseline storage variants up to 128 GB has contributed to the decline in carbon footprint.

## Sum of Carbon Footprint by Model

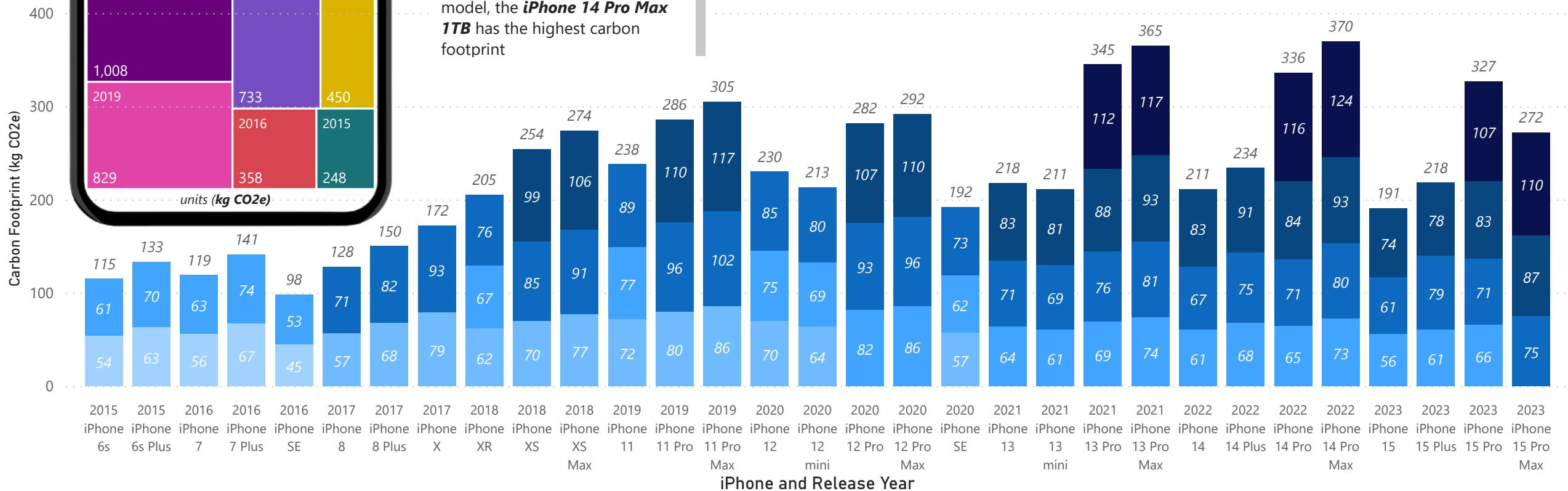


The regular version of iPhones have the highest share of Carbon Footprint.

## Carbon Footprint by Release Year, iPhone and Storage (in GB)

When considering a specific model, the **iPhone 14 Pro Max 1TB** has the highest carbon footprint

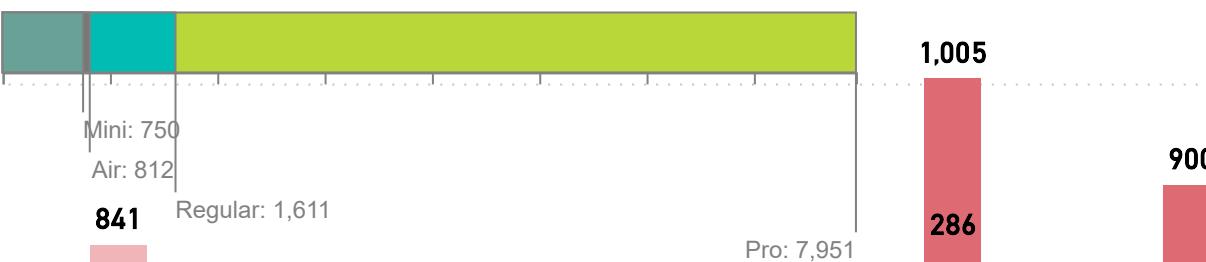
Storage (in GB) ● 32 ● 64 ● 128 ● 256 ● 512 ● 1024



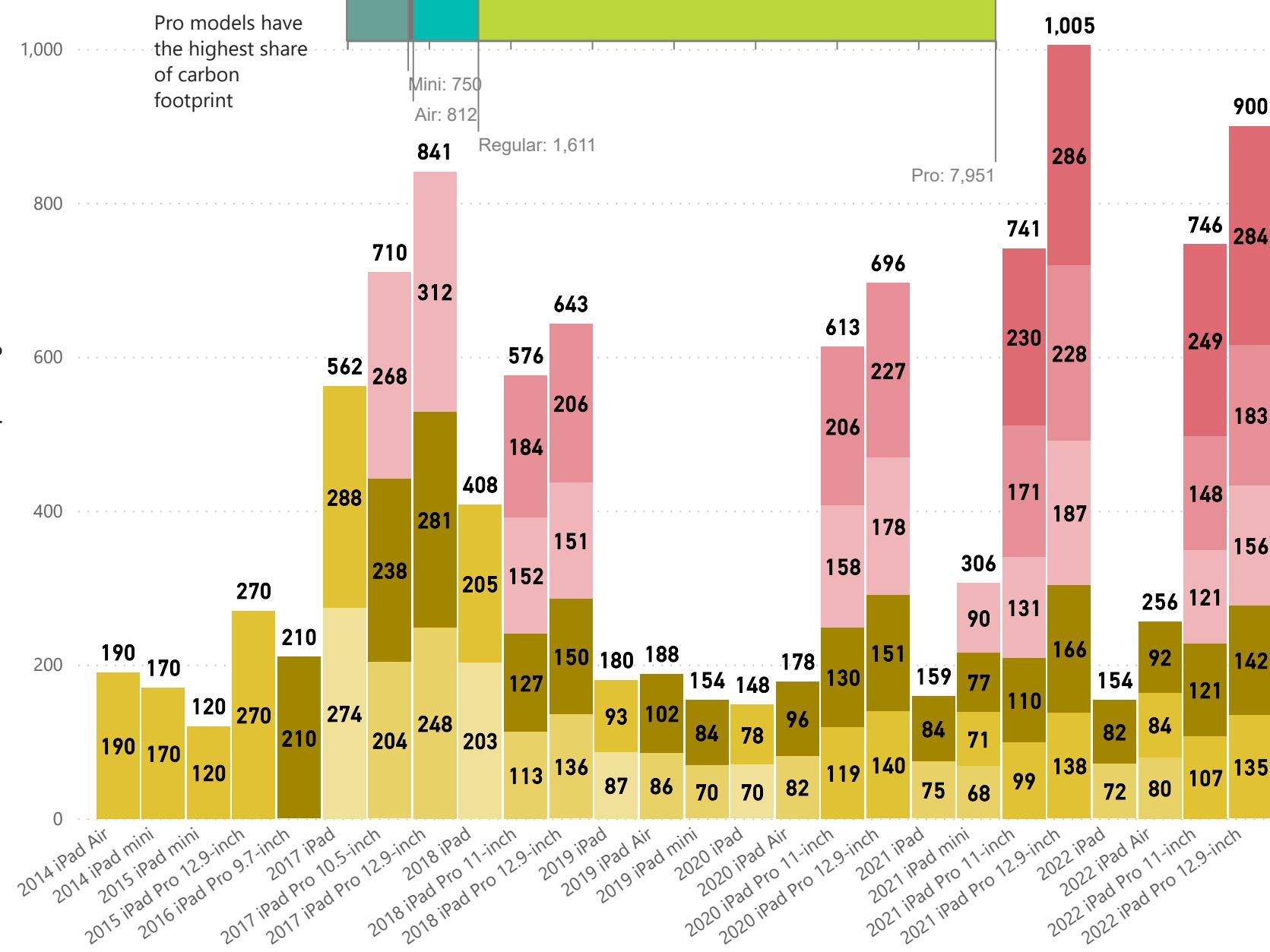
### Carbon Footprint by Release Year, iPad and Storage (in GB)

Storage (in GB) ● 32 ● 64 ● 128 ● 256 ● 512 ● 1024 ● 2048

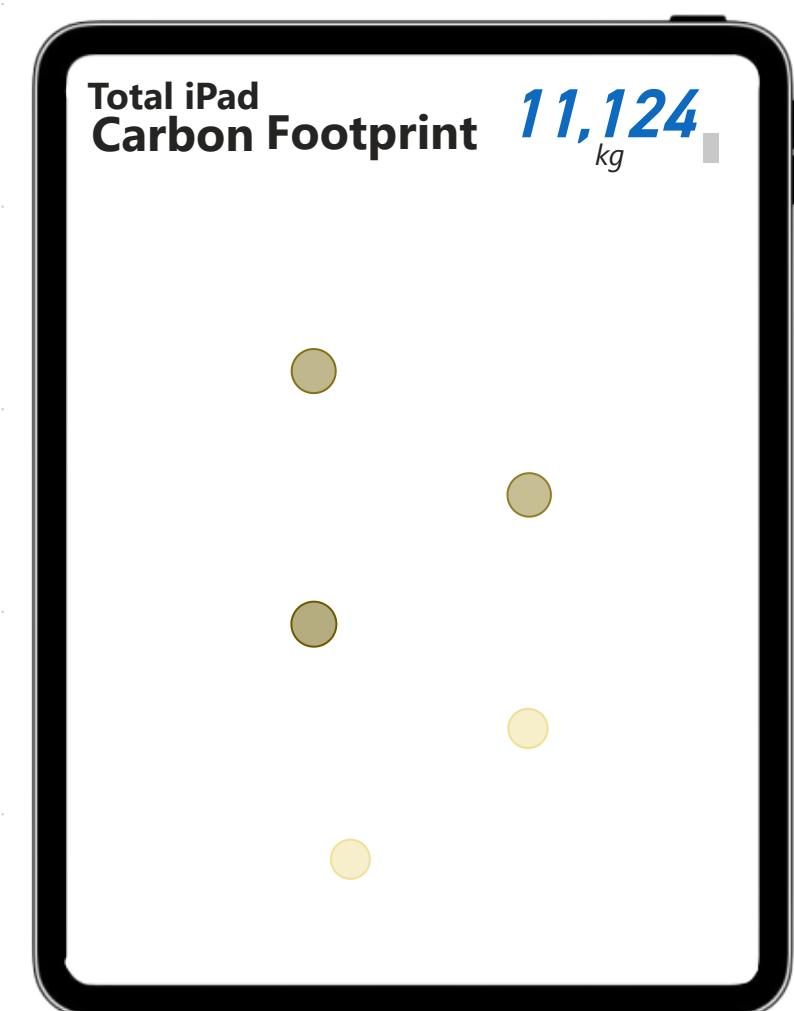
Pro models have the highest share of carbon footprint

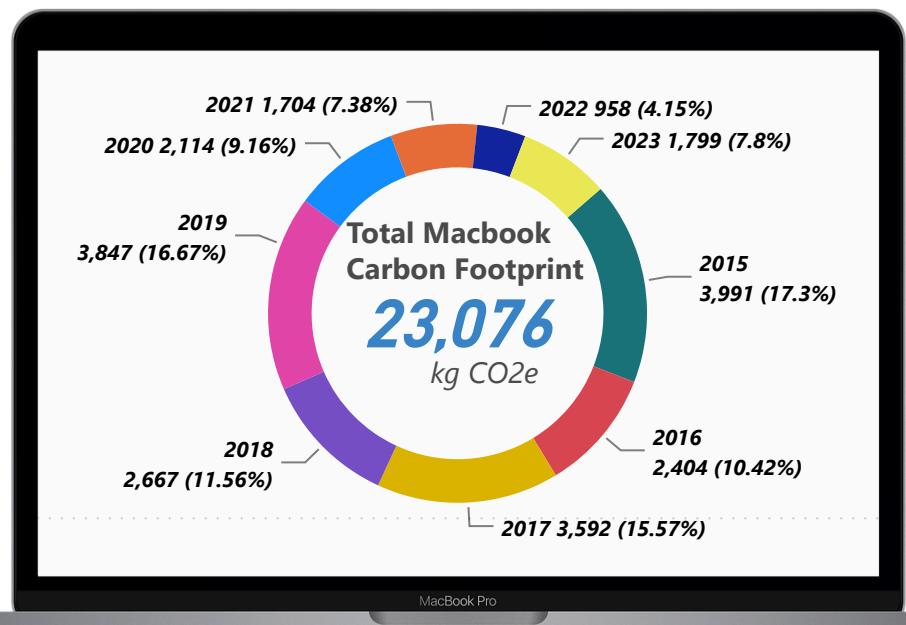


Carbon Footprint (kg CO<sub>2</sub>e)



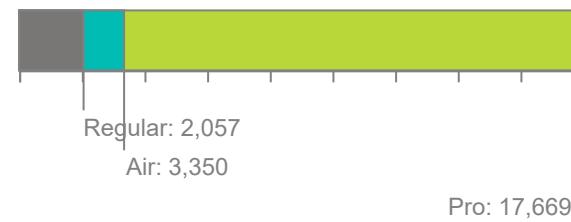
The iPad carbon footprint has a different story. With the introduction of various storage variants, the carbon footprint of iPads has increased. However, when comparing the 2022 iPads with those from 2021, we observe a decline in the carbon footprint.





# MacBook

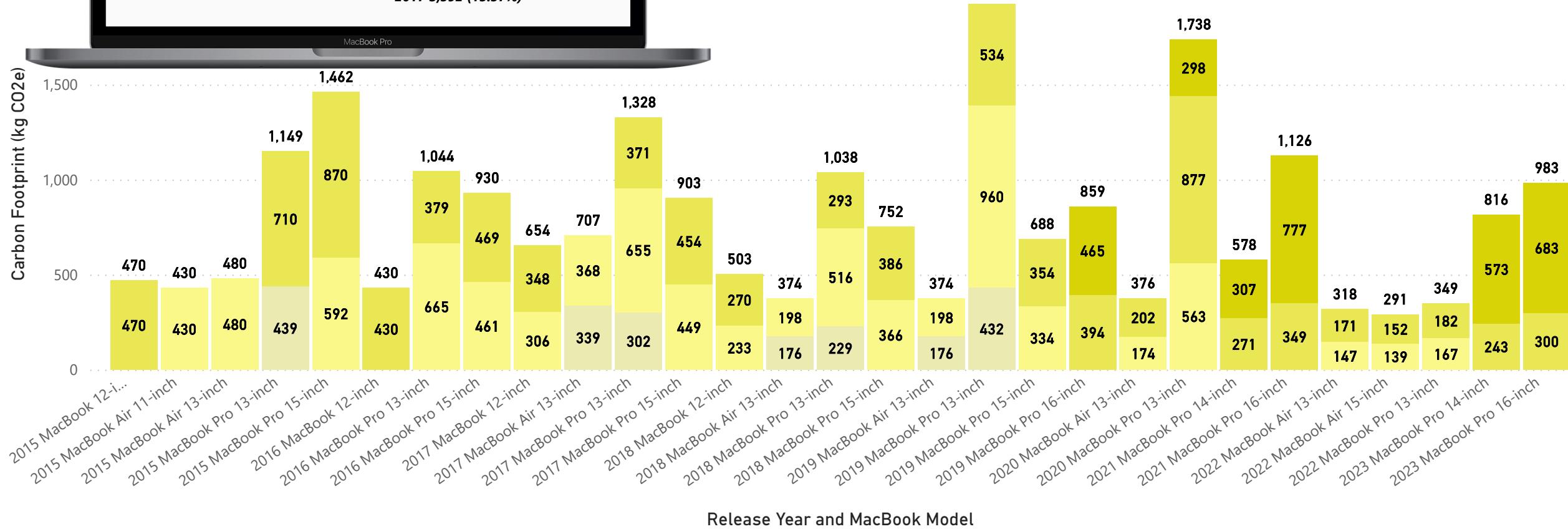
The 2023 models have shown a decline in the overall carbon footprint, but when compared to the products released the previous year, there has been an increase. However, considering the overall emissions, there has been progress in reduction.



Pro's have the highest share of Carbon Footprint.

**Carbon Footprint by Release Year, MacBook and Storage (in GB)**

Storage (in GB) ● 128 ● 256 ● 512 ● 1024



## Conclusion

Concluding this analysis, it can be seen that there are minor fluctuations in emissions and carbon footprints within certain sub-categories and products. However, the overall progress in emission reduction by Apple is remarkable, demonstrating the effectiveness of their strategies.

Over the span of 8 years, Apple has successfully decreased its emissions by an impressive 45% from the baseline, displaying a steadfast commitment to their goal of reducing emissions by 75% from the baseline. Notably, the forecasted baseline reduction rate indicates that Apple's increase in revenue has not hindered their efforts to reduce emissions. On the contrary, it suggests a promising trend of even higher reduction rates with increased revenue.

Apple's commitment to sustainability and the environment is evident in their tangible efforts to minimize their carbon footprint. With a dedicated focus on innovation, sustainability and environmental responsibility, Apple continues to set an example for the technology industry, showcasing that successful business growth can indeed go hand in hand with substantial reductions in emissions.