INITIALS

Apple Inc. set the goal to reach a high level of sustainability through net zero emission* until 2030. They planned to reduce carbon emission **from 38.4M tCO2e **** (2015 level) with 75% and descend **to 9.6M tCO2e **.** The rest 25% is planned to cover by carbon offsets.

INVESTIGATIONS

1. How much has Apple reduced emissions from 2015 to 2022?
2. How does this trend compare to revenue & market cap trend in the same period?
3. Which areas have seen the most improvement? What about the least?
4. Is Apple on track to meet their 2030 goal of net zero emission?

DATA

Data set contains data between 2015 and 2022 for each years about the followings:
- gross carbon emissions and carbon removals/offset (tCO2e)
- categories (corporate emission, product life cycle emission) and detailed areas
- revenue, market capitalization and number of employees

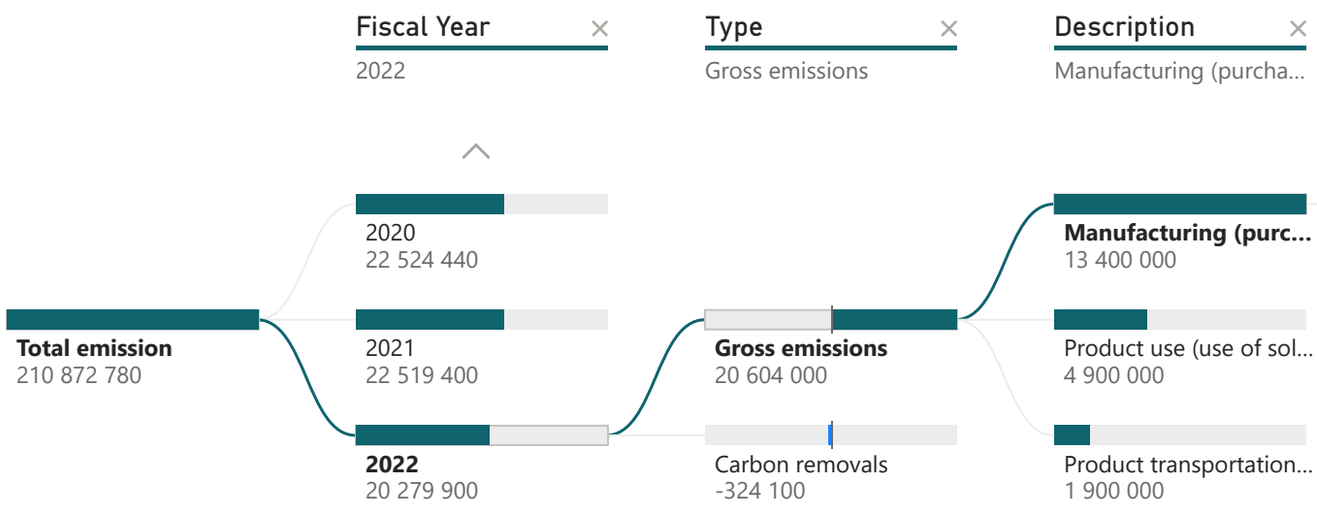
1 Emission decrease (without offset) between 2015 and 2022>>>
Total decrease, Total decrease % and CAGR*** (Compound Annual Growth Rate)

-17,78M	-46,32%	-8,50%
Emission decrease	Emission decrease %	Emission CAGR % - fact

2 CAGR*** between 2015 and 2025 >>> **decoupling**
While emission decreased, revenue and market cap increased in the same period

7,76%	23,14%	5,87%
Revenue CAGR %	Market cap CAGR %	Employee CAGR %

3 Through decomposition tree amount of emission and removal/offset can be easily followed by year and corporate areas. The matrix contains the 6 highest impact areas with Total emission and Total decrease % between 2015 and 2022. Serious decrease can be detected in Manufacturing, but also high volume of increasing can be seen in Product transportation.



Description	Total emission	Decrease %
Manufacturing (purchased goods and services)	156 600 000	-54,73%
Product use (use of sold products)	39 190 000	-25,76%
Product transportation (upstream and downstream)	11 850 000	46,15%
Business travel	1 331 290	-18,89%
Employee commute	1 262 740	-22,41%
End-of-life processing	1 170 000	-84,00%

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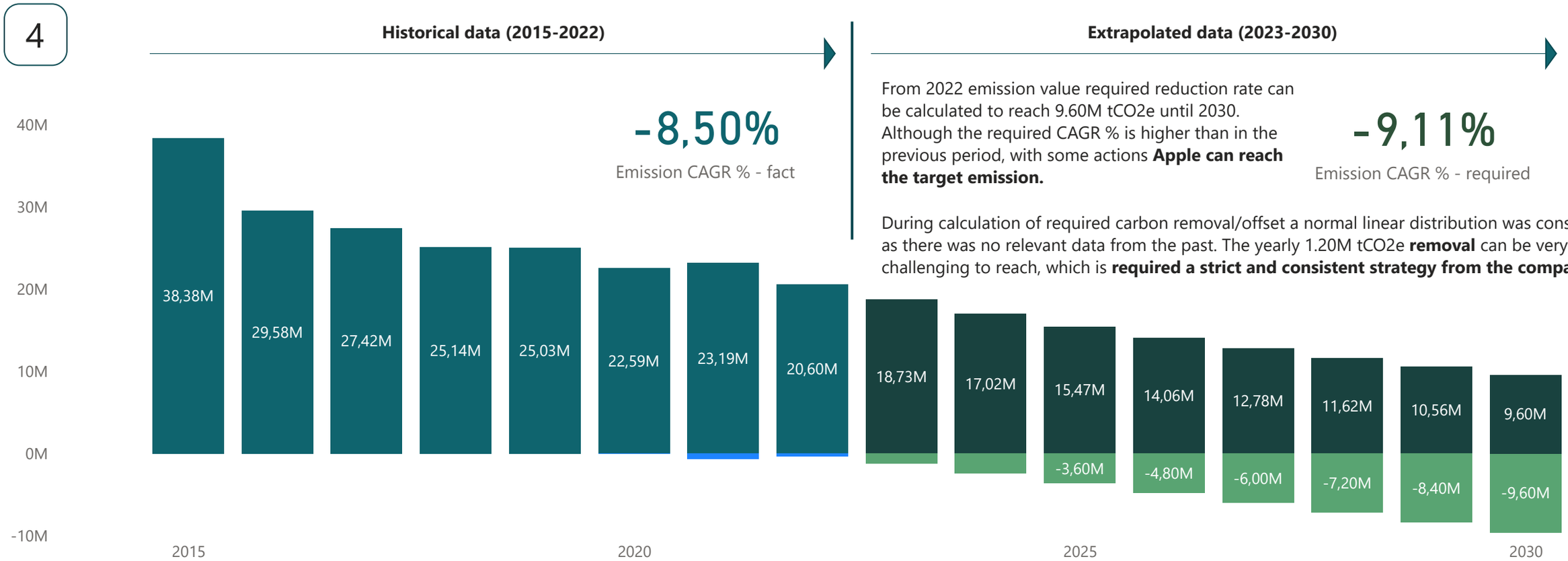

*** Net zero emission:** While zero emission refers to the complete elimination of all greenhouse gas emissions, "net zero" means that companies cut their emissions and the remaining emissions are balanced out by removing an equivalent amount or purchase offsets

**** tCO2e:** stands for tonnes (t) of carbon dioxide equivalent and is a standard unit for measuring and comparing greenhouse gas (GHG) emissions. It expresses the global warming impact of different GHGs as an amount of carbon dioxide that would cause the same amount of warming

***** CAGR** (Compound Annual Growth Rate): Provides a "smoothed" average rate over a specific period, taking into account the effect of compounding, CAGR% = [(End value / Start value) ^ (1 / nr. of years)] - 1