

# Proposal Presentation

# Research Process so Far

- Struggled with research design surrounding sustainability marketing by quantifying how visible their marketing is and creating diff and diff scenarios
- This led me to discovering a common incursion event of large companies hopping on a sustainable trend.

## Research Question:

*What are the long-term benefits of corporate carbon-neutral pledges, and are companies truly delivering on these commitments, particularly those relying heavily on carbon credits?*

## Background:

In 2020, many large fortune 500 companies chose to make pledges to be carbon neutral by 2030, 2040, or 2050.

Many of these were in response to the focus on reducing carbon emission from the paris agreement.

Pretty much all of these commitments are attached to major carbon credit plans where the companies pay for others to complete projects that reduce emissions (like planting trees which absorb carbon dioxide).

# Research design:

Three steps:

## **1. Find how companies increased their PR and media attention**

- a. Look at how clicks were generated directly after making the carbon neutral pledge using Google trends and look at stock prices compared to competitors.

## **2. Are companies following through with their pledges?**

- a. Look at emissions reports and the contents of their plan. For example, Apple has been reducing emissions, but half of their reduced emissions are accounted for by carbon credit offsetting. Walmart is another example whose carbon emissions have actually increased over the last two years.

## **3. Analysis of carbon credit reduction**

- a. Validity of carbon credit projects, how many are completed, how dependent do industries continue to be on fossil fuels. There seems to be a lack of oversight on carbon credits.

## Quote from Literature Review

“Lang’s group examined more than 1,000 companies that have pledged to zero out their emissions by 2050. It found that 38 of them — less than 4 percent — are doing the bare minimum required under the Paris agreement’s goal of limiting warming to 1.5 degrees Celsius. The rest are not meeting the “starting line criteria” laid out by the United Nations, which calls on companies to track their carbon footprint across supply chains, immediately cut emissions, create a scientifically credible plan for using carbon offsets, and report annual progress on meeting climate targets.”