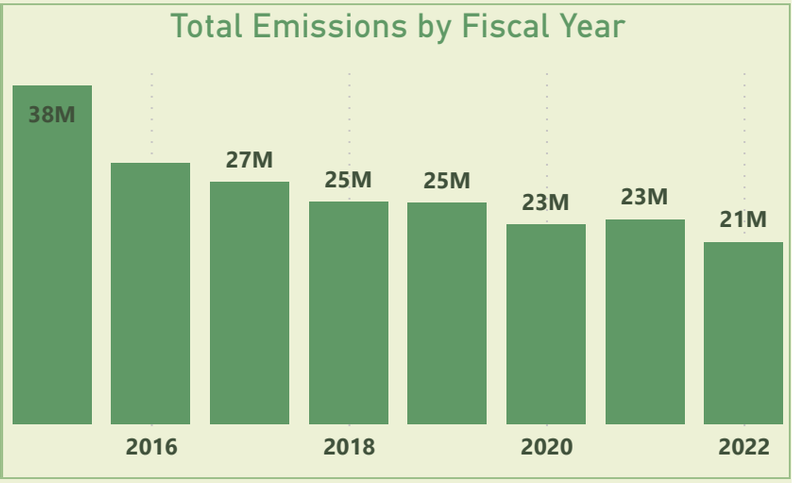
In 2020, after announcing their corporate operations were officially carbon neutral, Apple pledged to make their products carbon neutral by 2030. To achieve this goal, they set their emissions for 2015 **(38.4 million metric tons CO2e) as the baseline** and will aim to reduce them by **75% by 2030**. **25% of gross emissions (9.6 million metric tons CO2e)** will be removed using carbon offsets, bringing the **net emissions to 0**. This study scrutinizes their journey to carbon neutrality analyzes interplay between gross emissions, carbon removals, categories, and scopes.

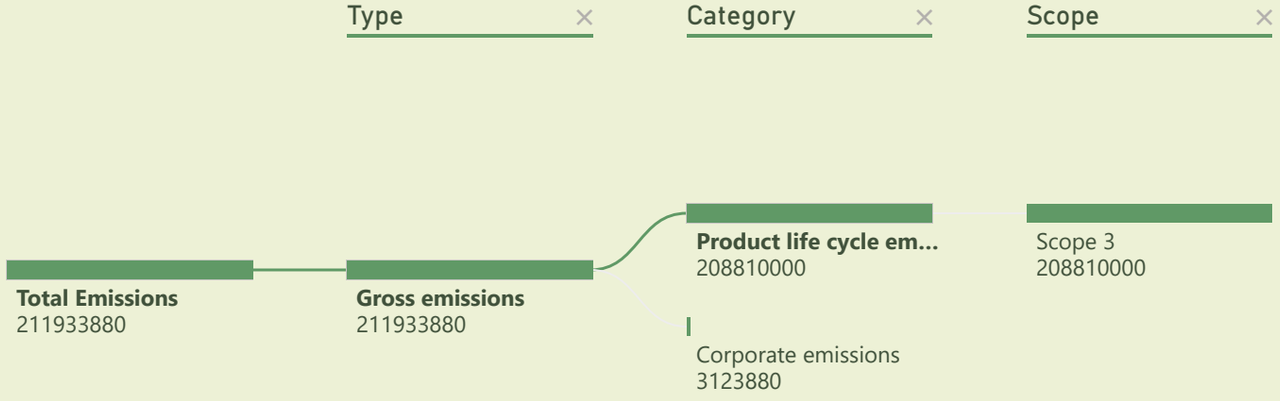
45%

Emission Reduction Percentage

Apple has made incredible strides in reducing its environmental impact. Since **2015**, they've **cut** their **greenhouse gas emissions by 45%**.

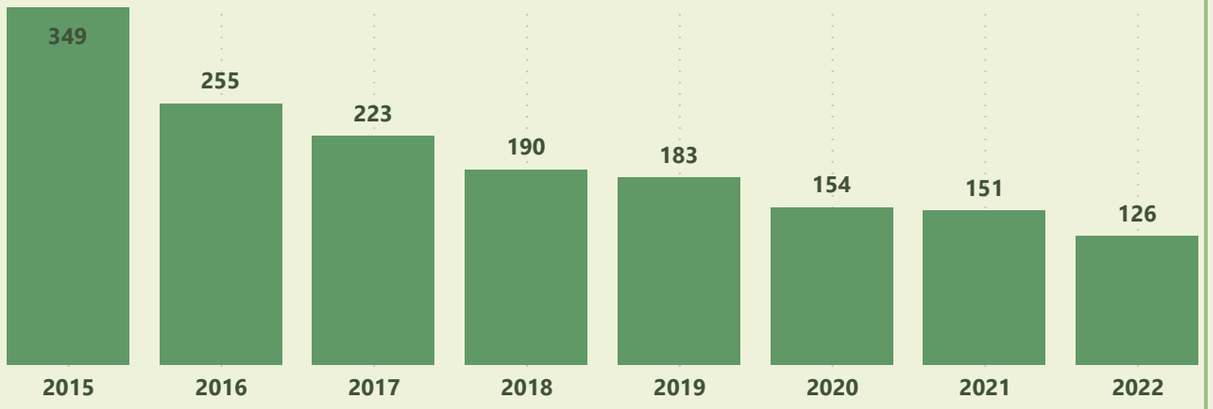
Emissions decreased steadily over the years, with **2022 showing the lowest emissions**. This consistent decline reflects Apple's commitment to reducing their overall environmental footprint and signifies progress toward their carbon neutrality goal.





Apple is actively working to reduce its environmental impact by focusing on three main areas. Firstly, they are making **their own operations greener.** Secondly, they are paying attention to the **journey of their products,** from manufacturing to distribution and recycling. Lastly, they're looking at things that indirectly affect the environment, such as **materials used** and **how products are used and disposed of by customers**. By concentrating efforts on these aspects, Apple is making significant progress in becoming more eco-friendly.

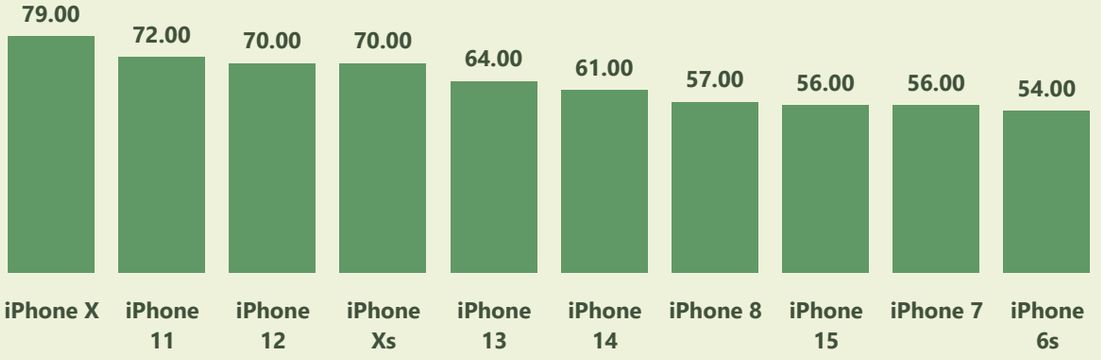
Emissions Per Employee by Fiscal Year



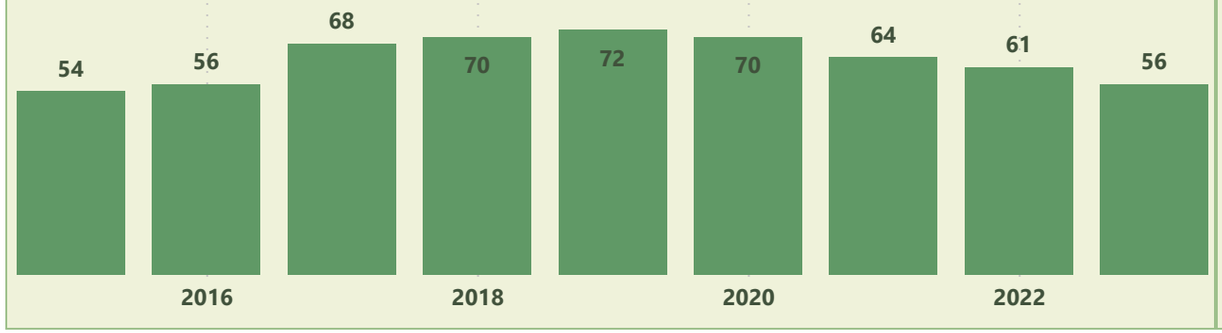
Emissions per employee have **consistently decreased** over fiscal years. This trend indicates a positive reduction in individual environmental impact, showcasing Apple's efforts in emissions efficiency and sustainability.

The **iPhone 6s** stands out with the lowest carbon footprint, indicating a successful reduction in environmental impact for this model. Additionally, it had the **smallest baseline storage**, highlighting the importance of **storage capacity in emissions reduction efforts.**

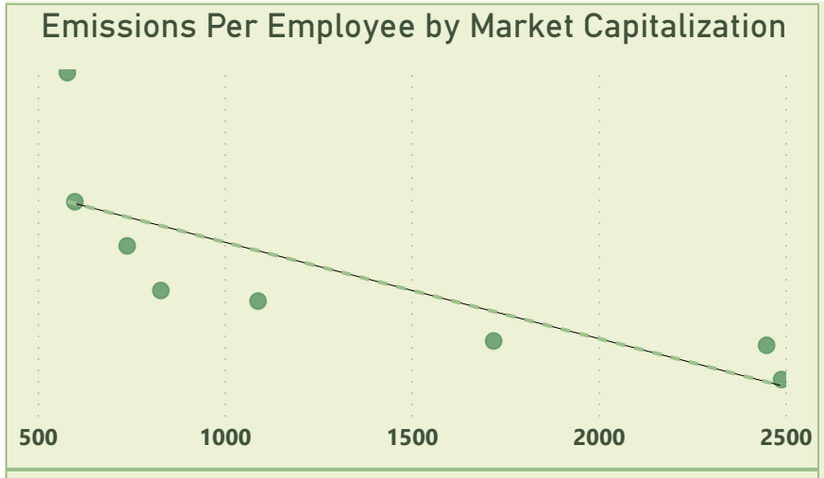
Average of Carbon Footprint by Product



Avg Carbon Footprint per iPhone by Release Year



The average carbon footprint per iPhone, by release year, follows a decreasing trend akin to a **downward curve**. The peak in 2019 might suggest a potential focus area for further emissions reduction efforts in **product design and manufacturing** processes.

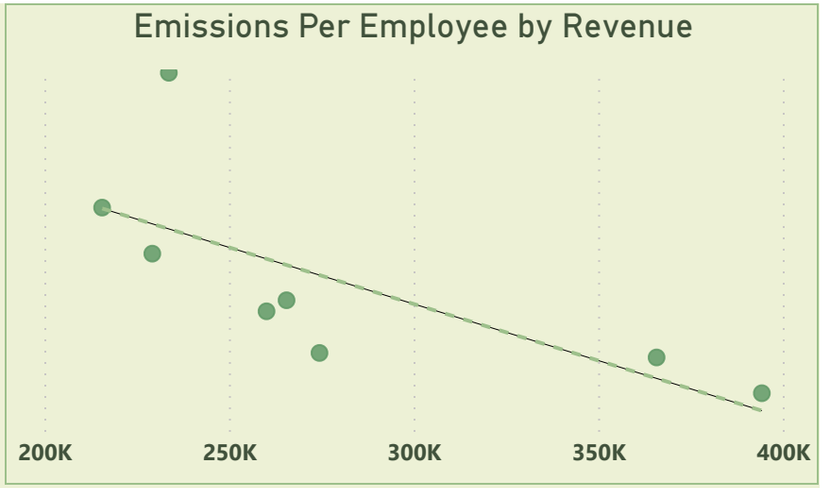


Emissions per employee have consistently decreased over fiscal years. This trend indicates a positive reduction in individual environmental impact, showcasing Apple's efforts in emissions efficiency and sustainability.

*As we journey through Apple's environmental initiatives, it becomes evident that they are on the right track to achieve their carbon neutrality goal by **2030**. Their significant reduction in emissions and strategic focus on crucial areas like direct operations, product life cycle, and indirect impacts are commendable. However, challenges remain. To attain the **2030** milestone, Apple should intensify efforts in **renewable energy adoption**, invest in **eco-friendly manufacturing processes**, and further **optimize supply chains**. Continued focus on **innovative, sustainable technologies** and collaborative efforts with partners will be pivotal. Apple's determination to reduce their carbon footprint marks a promising step, setting an inspiring example for a future where businesses and the environment thrive harmoniously*

Emissions Efficiency and Growth:
Apple's increasing market capitalization and revenue are not leading to a proportional rise in emissions per employee. This suggests an improvement in emissions efficiency, indicating that Apple's business growth is becoming more environmentally sustainable.

Strategic Balance between Financial Success and Environmental Responsibility:
The consistent decrease in emissions per employee in relation to both market capitalization and revenue demonstrates a positive correlation. Apple's ability to maintain or reduce emissions efficiency despite financial growth showcases their commitment to sustainable practices. This alignment highlights Apple's strategic balance between financial success and environmental responsibility.



High emissions are observed in the product life cycle category, emphasizing the need for targeted sustainability measures in product design, manufacturing, and end-of-life management.