

Stand up as a Sustainability Leader in your sector today.

THE NET POSITIVE PROGRAM

Net Positive businesses, over time –
save money, reduce risk, innovate more, build vast valuable corporate
reputations and brands, attract and retain talent and have higher
employee engagement ~ Paul Polman, Ex-CEO Unilever

JANUARY, 2024



Level 12, 197 St Georges Tce
Perth WA 6000
T: +618 6188 7631
E info@practicecapital.com.au
www.practicecapital.com.au

The Net Positive Program

OVERVIEW

9 touchpoints (online or in-person)

3-6 months (depending on available resources)

6 stages:

A comprehensive program in the market today authentically and holistically transitioning the SME professional practice/service business towards becoming a Sustainability Leader in their sector.

Stage 1 - Sustainability Strategy - establish sustainability as a business strategy (workbook and materials provided) to develop an overview of strategy, goal setting, vision, values, emissions targets and KPIs, carbon management and ESG reporting requirements and staff engagement (via a staff sustainability survey and report).

Stage 2 - Data collection and Footprint calculation - A list of items is provided for data collection. Data collection is completed in-house. We evaluate your data and provide a calculation based upon your data. We then submit your data for assessment and third party validation by a qualified carbon consultant - includes validation report.

Stage 3 - Environmental, Social, Governance (ESG) Impacts - Mapping your Environmental and Social Activities and Programs to the SDGs. Businesses play a key part in progressing the 2030 Agenda for Sustainable Development. We use the SDGs (The UN Global Compact's 10 Principles and the Sustainable Development Performance Indicators (SDPIs) to formulate action plans for your business to holistically embed sustainability policy, considering the risks and opportunities in your business through the lens of the SDGs.

Stage 4 - Carbon Footprint Review - Emissions reduction, waste, critical GHG KPIs - We conduct a first principles energy audit and identify room for emissions efficiency improvements. We then use your carbon footprint calculation to identify critical metrics to monitor within your Carbon Management Plan (workbook provided).

Stage 5 - Offset planning - We provide due diligence on offsets you decide upon and develop an offset strategy in line with your goals, where you can offset all (net zero) or part of your emissions (pathway to net zero) through accredited VCS offsets, Australian biodiverse trees or suitable offset products.

Stage 6 - Sustainability marketing and Future direction - We will assist you to craft your carbon neutral claim, public disclosure statements and sustainable marketing messaging, alongside your existing marketing effort and look to develop systems to operationalise data-collection (workbook provided). We will also look at strategies to strengthen your advocacy in line with The UN Global Compact's 10 Principles and SDGs to provide transparency and engender trust in your sustainability efforts and to become an agent for change so desperately needed in society today,

2023

THE TERRAIN

In 2023 and beyond sustainability is not just a philanthropic exercise, but a subset of quality assurance for your business – because it connects your business with the realities our society and our economies are facing and that has financial, legal and governance impacts.

But now sustainability is also correlating with business performance and profitability....

In a 2023 report the Australian Institute of Company Directors noted the recent Commonwealth Treasury Consultation Paper on Climate Reporting that suggested mandatory climate reporting is imminent, and that Australian directors “need to understand climate and sustainability risks, not just to oversee the preparation of corporate reports, but more fundamentally as responsible stewards of the long term health and sustainability of their business”.

The world is moving are you?

The Australian Government legislated 43% reduction in emissions by 2030.

The Australian Medical Association recognises “climate change as a health emergency, with clear scientific evidence indicating severe impacts for our patients and communities now and into the future.”

More than 50 local governments in Australia, and the Australian Capital Territory, have declared a climate emergency.

Every State and Territory in Australia has committed to Net Zero by 2050.

'The twin crises of climate breakdown and biodiversity loss are the most serious issue of our time.'

: Architects Declare Australia

92%

of consumers would preferably choose an environment-accountable company.

74%

of employees say their job is more fulfilling when they are provided with opportunities to make a positive impact on social and environmental issue.

92%

of the S&P 500 companies published an ESG/ sustainability report in 2020 (up from 90% in 2019).

81%

of sustainable indexes outperformed their benchmarks in 2020. Better ESG Profiles offer a sustainability premium.

Net Positive Program

VALUE PROPOSITION

- Efficiency/ Staff Engagement
- ESG-driven Sustainability Agenda
- Brand /Employer of Choice Appeal
- Certification as Net Positive.

Program Outcomes -

A carbon consulting service may have 3 or 4 deliverables. The Net Positive Program has 15 deliverables.

The end result of the program is the installation a dashboard of KPIs that will determine whether you are indeed hitting your sustainability targets or whether gaps need to be addressed. And so, sustainability becomes a process of incremental improvement - in short, a business improvement process via the Net Positive Program.

There are now tangible operational improvements in embedding sustainability as a business strategy:

Efficiency - it allows for sustainable cost savings. Understanding your business more fully in terms of efficiency, has flow-on effects in managing your operations for efficiency, in strengthening your business model.

Staff productivity - embedding green practices engages and motivates your staff, rallying behind perhaps the greatest cause of our generation - sustainability.

Culture - become an employer-of-choice. Engagement drives a high-performing, purpose-driven culture that is more innovative, resilient and celebrated as staff become the eyes and ears of your business and activity seek out innovation and efficiency measures.

Brand appeal- There is a burgeoning green economy upon us. Now, 92% of customers are altering buying preferences to favour sustainable brands.

Offsetting - In offsetting your emissions, you are investing in sustainable development. This can either be a sequestration project (eg biodiverse reforestation), a renewables project such as solar, you may purchase green energy or carbon credits to offset your emissions, all of which contribute to our sustainable future. A complete offset may allow you to make a carbon neutral claim for your business/brand over a specified annual time-frame (FY/CY).

Implementing sustainability and reporting against ESG is now highly marketable as it gives you a unique market position as a responsible corporate citizen, and allows you to become an employer of choice and improves brand loyalty.

See practicecapital.com.au/net-positive-program for details.

Net Positive Program

A MESSAGE FROM OUR PRINCIPAL

We are witnessing intergenerational, monumental changes take place across our industries, our economy, in society at large and the environment. And the scale of the task at hand, to transition to a low-carbon economy across every sector within this decade and along the way try to restore some order in what has been a world of depleting resources, of conflict, of pollution and species collapse, is monumental.

Despite our busier-than-ever daily lives, we must make time to adapt to the change that is already here. In fact, professionalism dictates that you can no longer ignore a data set that suggests, while turning a profit, your business is contributing to global impacts that threaten life as we know it.

It is not enough to just tinker around the edges anymore. We must take transformative action *because* of the bigger picture.

But equally, we now know that embedding sustainability is no longer just an external cost. Embedding business sustainability is now proving crucial, within the backdrop of intergenerational change upon us, to reinvigorate your core business model, increase customer volumes and employer appeal, bolster your profitability and improve your culture, while reducing risk and responding to market demand.

Our vision at Practice Capital is to lead a revolution of mindfully sustainable, profitable and celebrated professional service businesses acting towards our sustainable future.

And I am happy to report we are now working with doctors, lawyers, architects and other professional service businesses across Australia that are taking control of their emissions and becoming accountable for their ESG impacts using University of Cambridge Institute of Sustainability Leadership (CISL) methodologies, The SDGs and the Australian carbon standards.

In doing so, they are transforming their organisations towards now well-documented benefits that can be achieved by becoming Sustainability Leaders in their sectors.

I encourage you to stand up as a Sustainability Leader in your sector today by certifying your business as Net Positive with successful completion of the Net Positive Program.

Best regards,



Luke Fernandez
Principal
Practice Capital

Proudly supporting:

