

Stand up as a Sustainability Leader in your sector today.

# NET ZERO PROGRAM

The world is moving... are you?

Embedding business sustainability is now proving crucial to reinvigorate your core business model and improve your profitability while reducing risk and responding to market demand.



Practice Capital

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## Net Zero Program

# OVERVIEW

3 touchpoints (online or in-person)

1-2 months (depending on SME size)

5 stages:

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

### Outcomes

- **Sustainability Strategy development**
- **ESG Reporting fundamentals**
- **Emissions calculation**
- **Third party validation report**
- **Emission reduction and carbon management fundamentals**
- **Offset strategy development**
- **Sustainability marketing review**
- **Make a substantiated net zero or carbon neutral claim using industry best practice and Australian carbon standards.**

Stage 1 - Planning, Goals, ESG Reporting - This service is delivered through informational session (materials provided) to develop an overview of goal setting, carbon management and ESG reporting requirements - this does not include provision of ESG Report (though this can be quoted separately).

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 using an accredited carbon calculator 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 - 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.

Stage 4 - Offset planning - We 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 and/or Australian biodiverse trees.

Stage 5 - Sustainable marketing and Future direction - Our marketing team will assist you to craft a sustainable marketing message alongside your existing marketing effort and look to develop systems to improve the efficiency of your future data collection and ESG Reporting,

2022

# THE TERRAIN

KEY TAKEAWAYS FROM THE LATEST IPCC REPORT SUGGESTS THAT EVERY FRACTION OF A DEGREE MATTERS AND THAT THE FUTURE IS LITERALLY IN OUR HANDS.... AT TREND, GLOBAL WARMING OF 1.5°C WILL BE EXCEEDED BEFORE 2030.

The impacts of Global Warming is reputed to represent COVID 'on steroids'.

But now sustainability is correlating with profitability....

## The authorities agree:

**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.**

**NSW Young Lawyers recognises that there is a climate emergency, posing an unprecedented challenge for human rights and the rule of law.**

**'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.*

## Net Zero Program

# VALUE PROPOSITION

- Efficiency
- Sales volumes
- Culture

Why are the corporates in every sector moving toward net zero?

1. Because it falls behind the global movement to urgently reduce our emissions.
2. Because the business becomes instantly recognisable as a sustainable brand – to investors, customers and internal stakeholders, reflecting the true nature of the firm as one that understands the issues, supports the science and the urgency of international action needed.
3. And as an advocate, the firm can impact others in its sphere of influence.

But there are now also tangible operational improvements in embedding sustainability:

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 - engagement creates 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.

Client volumes - 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 time-frame (FY/CY).

Implementing sustainability is now highly marketable as it gives you a unique market position as a responsible corporate citizen and improves brand loyalty.



## Net Zero Program

# A MESSAGE FROM OUR PRINCIPAL

We are witnessing intergenerational, monumental changes take place in 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 within the next decade and along the way try to restore some order in what has been a world of depleting resources, of pollution and species collapse, is enormous.

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 practice 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 the capital of your practice, or the wealth, the resources at hand for you to achieve your objectives, is at stake.

Embedding business sustainability is now proving crucial, within the backdrop of intergenerational change, to reinvigorate your core business model and improve your profitability while reducing risk and responding to market demand, in short, to regenerate your practice capital.

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

And I am happy to report we are now working with doctors, lawyers, architects and 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 and 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.

Best regards,



Luke Fernandez  
Principal  
Practice Capital

