



**This company meets the  
highest standards of social  
and environmental impact**

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**Business as a force for good**



# Leading to net zero

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Can you imagine a new climate story



# Leading to Net Zero -key questions

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## What is net zero?

Put simply, net zero means cutting greenhouse gas emissions to as close to zero as possible, with any remaining emissions re-absorbed from the atmosphere, by oceans and forests for instance.

## Why is net zero important?

The science shows clearly that in order to avert the worst impacts of climate change and preserve a livable planet, global temperature increase needs to be limited to 1.5°C above pre-industrial levels.

Currently, the Earth is already about 1.1°C warmer than it was in the late 1800s, and emissions continue to rise. To keep global warming to no more than 1.5°C – as called for in the [Paris Agreement](#) – emissions need to be reduced by 45% by 2030 and reach net zero by 2050.

<https://www.un.org/en/climatechange/net-zero-coalition>



Net zero is possible if we act now



# Leading to Net Zero -key questions

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- How can net zero be achieved?

Transitioning to a net-zero world is one of the greatest challenges humankind has faced. It calls for nothing less than a complete transformation of how we produce, consume, and move about. The [energy sector](#) is the source of around three-quarters of greenhouse gas emissions today and holds the key to averting the worst effects of climate change. Replacing polluting coal, gas and oil-fired power with energy from renewable sources, such as wind or solar, would dramatically reduce carbon emissions.

- Is there a global effort to reach net zero?

Yes, a growing coalition of countries, cities, businesses and other institutions are pledging to get to net-zero emissions. More than 70 countries, including the biggest polluters – China, the United States, and the European Union – have set a net-zero target, covering about [76% of global emissions](#). Over [1,200 companies](#) have put in place science-based targets in line with net zero, and more than 1000 cities, over 1000 educational institutions, and over 400 financial institutions have joined the [Race to Zero](#), pledging to take rigorous, immediate action to halve global emissions by 2030.

<https://www.un.org/en/climatechange/net-zero-coalition>



For a **livable** future



# Leading to net zero -the imperative

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Are we on track to reach net zero by 2050?

**No**, commitments made by governments to date fall far short of what is required. Current national climate plans – for all 193 Parties to the Paris Agreement taken together – would lead to a sizable [increase of almost 14%](#) in global greenhouse gas emissions by 2030, compared to 2010 levels.

Getting to net zero requires all governments – first and foremost the biggest emitters – to significantly strengthen their [Nationally Determined Contributions](#) (NDCs) and take bold, immediate steps towards reducing emissions now.

The [Glasgow Climate Pact](#) called on all countries to revisit and strengthen the 2030 targets in their NDCs by the end of 2022, to align with the Paris Agreement temperature goal.

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# Enterprise leadership and net zero

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- Enterprise leaders need to see addressing social challenges as at the heart of their job description, and not a source of cost but at the core of how they create value. They are leaders in society as much as leaders of their businesses or agencies.
- Enterprise leaders need to redefine corporate success beyond just return on investment to shareholders, towards societal/stakeholder impact, resilience, and a greater sense of shared responsibility for humanity's future
- Enterprise leaders in the public sector need to redefine their success beyond just serving the government of the day to one of delivering real public value

<https://www.hultef.com/en/insights/research-thought-leadership/navigating-new-future/>



# Enterprise leadership and net zero

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- Enterprise leaders lead change within and outside the organisation
- Enterprise leaders contribute to public debate with an informed point of view, relate well with multiple constituencies, engage in dialogue to understand and empathize with groups and communities with perspectives contrary to one's own, and engage in multi-stakeholder collaboration with unconventional partners.
- Enterprise leaders now see it as their role to lead their organisation's wider ecosystem, proactively leading change in citizen, consumer and supplier behavior, industry norms and government policy. Some are leading collaboratively with industry competitors, NGOs and governments where challenges need to be tackled and only collective, systemic solutions will do.

<https://www.hultef.com/en/insights/research-thought-leadership/navigating-new-future/>



# Enterprise leadership and net zero

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Enterprise leaders advocate for Public investment in:

- clean power (e.g. investments in wind, solar, grids, batteries and hydrogen)
- clean transport (car charging infrastructure, electric public transport)
- clean buildings and heating (insulation, renewable heat, home energy)
- natural capital (tree planting, restoring peatlands, support to farmers for more sustainable kinds of agriculture)
- green jobs (organizing the kind of education and training that is needed to create new jobs in the labor intensive parts of all this).

<https://www.hultef.com/en/insights/research-thought-leadership/navigating-new-future/>





# How enterprise leaders come to lead to net zero

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- Relationships and first-hand experiences are at the heart of what it takes for leaders to build the emotional connection and commitment to put this agenda front and center in their work
- Value these kinds of life experiences when making decisions about recruitment, career development and succession planning, and make sure they are embedded in the HR processes that underpin these.

<https://www.hultef.com/en/insights/research-thought-leadership/navigating-new-future/>



# Leading to net zero-mindset

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## Mindsets and attitudes

- Net zero as an organising principle
- Net positive contributor to People and Planet
- Reframing success
- Thinking beyond the enterprise to the enterprise ecosystem
- Thinking globally acting locally
- Responsible citizenship
- Business as a force for good
- Sense of community
- Purpose, people and planet
- Who cares wins



# Leading to net zero-capabilities

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## Capabilities

- Listening to and observing the world around us
- Building collaborative relationships and partnerships
- Envisioning
- Systems thinking (closed and open systems)
- Sustainability as a field of knowledge and practice
- Working knowledge of the science of global warming
- Value and supply chain design, engagement and management
- Driving innovation and transformation
- Educating, inspiring and reassuring
- Contingency planning
- Advocacy



# Leadership development for net zero



Programs and initiatives that:

1. Give senior executives the chance to develop relationships with people experiencing some of the world's most pressing challenges, and also with people working to help address these challenges.
2. Give leaders a chance to engage with new ideas to help make sense of the demands of this new business context like ecology, complexity, systems thinking and social constructionism, and how these link with business language through new concepts like 'shared value', 'brand substance', 'circular economy', 'base of the pyramid', 'integrated reporting' and 'public value'.
3. Support leaders to make their own sense of these experiences and relates them to their organizational roles through action learning, business challenges, hackathons, strategic projects, and exposure to individuals in their own organizations already modeling this way of leading.
4. Help leaders develop and articulate their own authentically held view on the purpose of their work, and the value it creates for society as a whole.

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# Leading to net zero-A framework

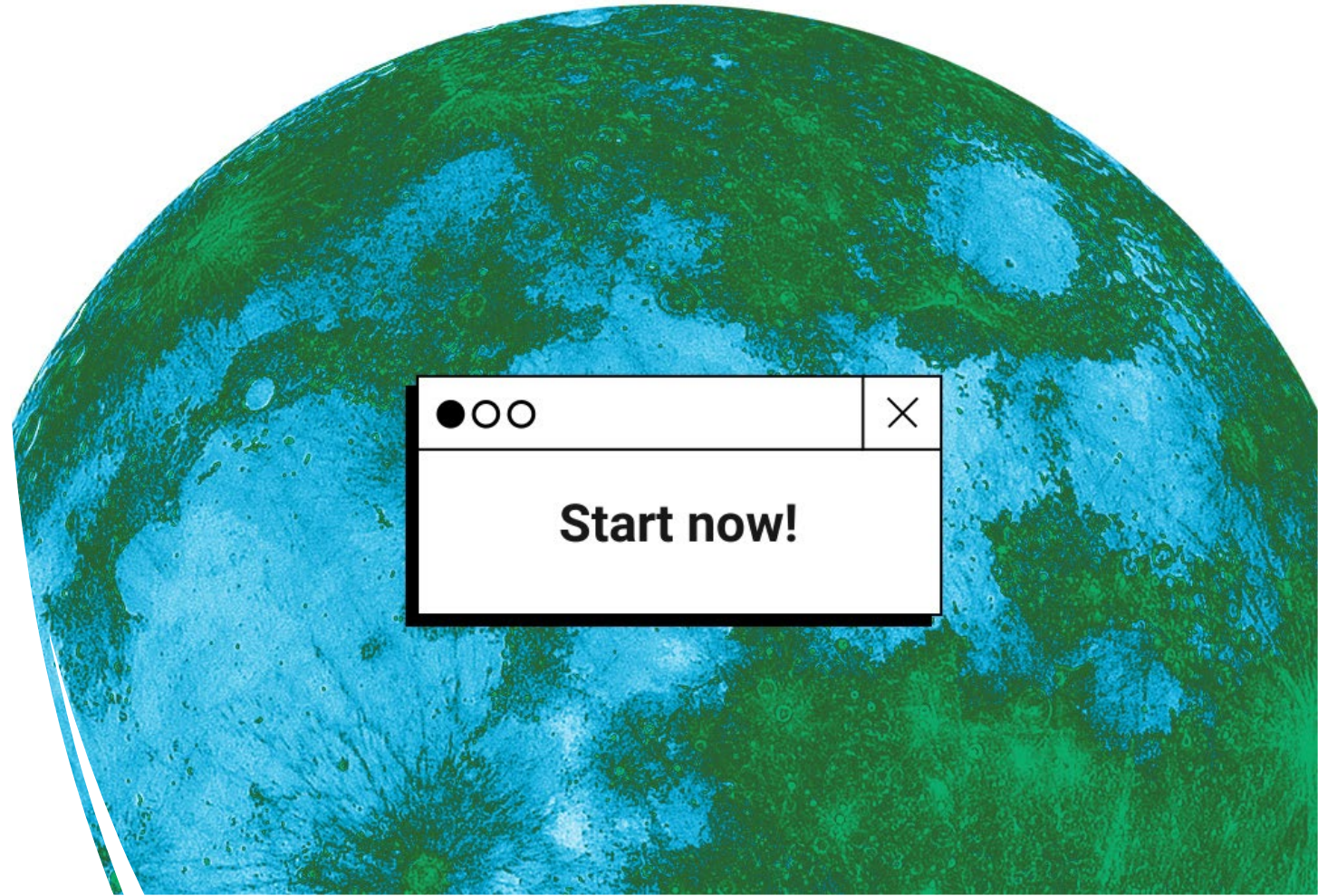


# Leading to net zero-strategies

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- Educate and mobilise
  - Co-design solutions
  - Showcase positive developments from around the world
  - Bust myths and untruths
  - Investment literacy
- Design for low impact as the default
  - Business processes
  - Workforce flexibility
  - Electronic signatures
  - Digital systems
  - Reducing perverse subsidies/incentives

# Net-Zero Emissions

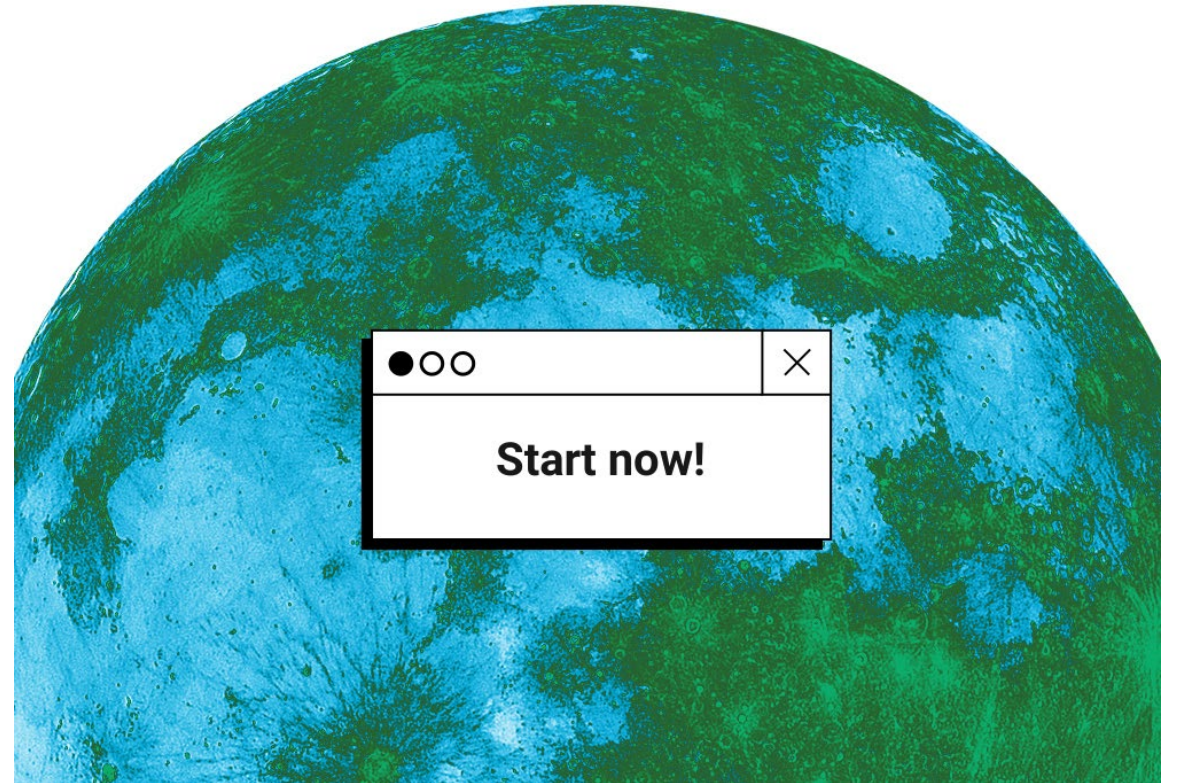


# Leading to net zero-strategies

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- Reduce personal and team emissions
  - Incentivise use of public, shared or low/zero emissions transport
  - Reduce commutes to the office by working from home regularly
  - Deploy carbon calculators
  - Reduce, recycle and reuse
- Reduce carbon and emissions through the supply chain
  - Procure from accredited companies
  - Set standards for suppliers
  - Implement social and ethical procurement requirements

## Net-Zero Emissions

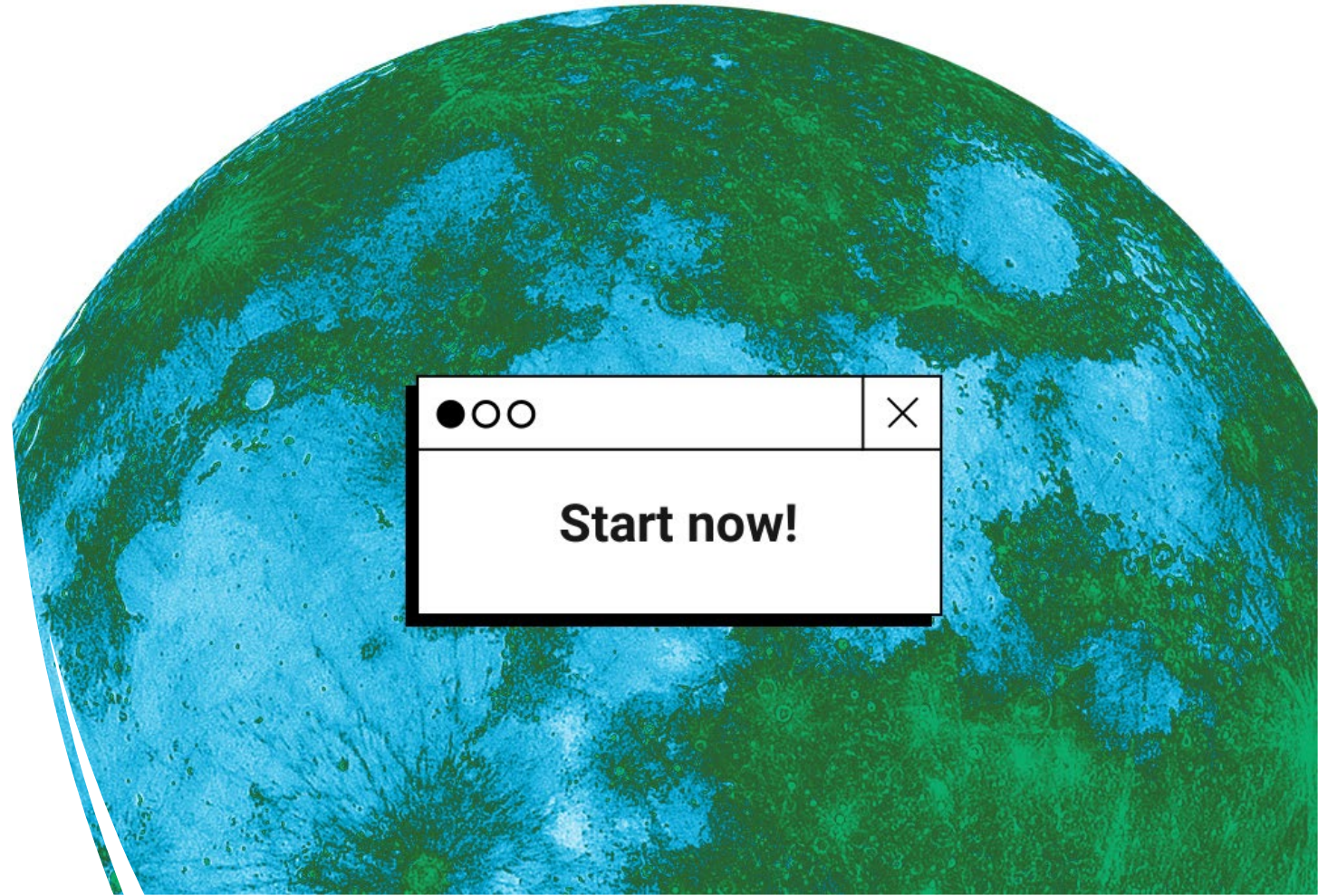


# Leading to net zero-strategies

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- Reduce waste and consumables
  - Electricity usage
  - Paper
  - Coffee cups
  - Non recyclable plastics
  - Limit air travel
- Go and use local
  - Work with and use social enterprises

# Net-Zero Emissions



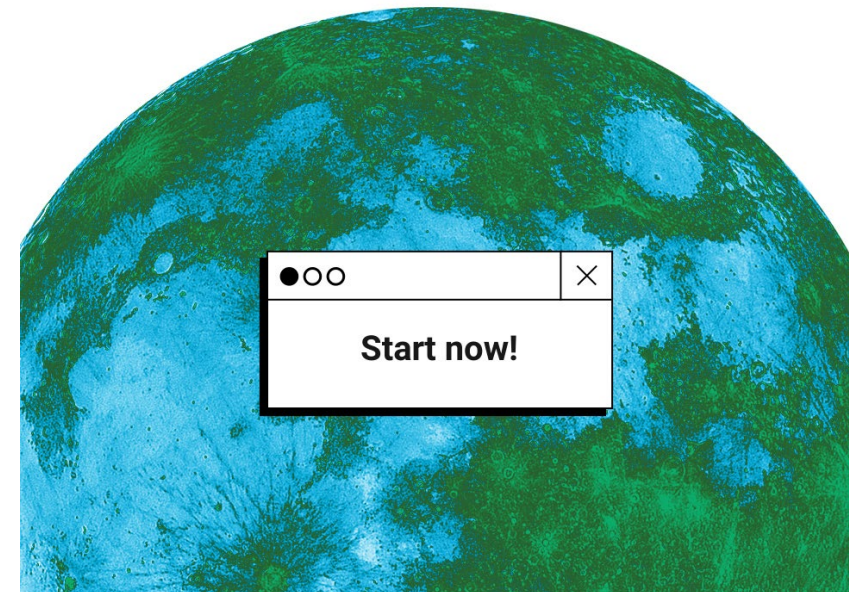


# Leading to net zero-strategies

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- Build “people and planet” culture
  - Cultivate awareness and mindfulness of impact on planet and people into BAU processes e.g. team meetings, planning days etc
  - Build ‘planet and people’ impact thinking into strategic and business planning processes
  - Initiate or encourage participation in activities that promote or contribute to sustainable living and working
  - Innovate and transform things that cause damage
  - Connect with community groups

## Net-Zero Emissions

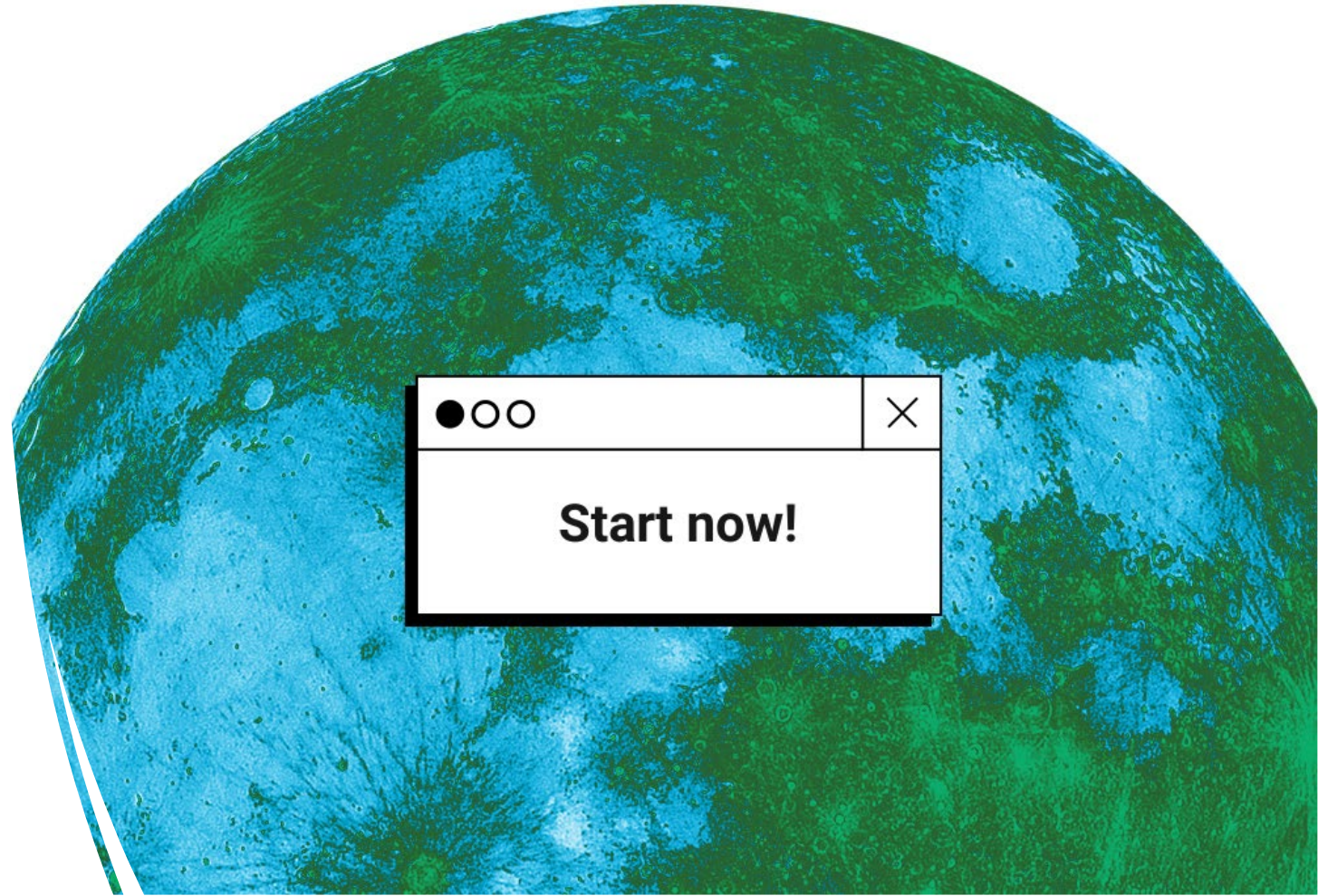


# Leading to net zero-strategies

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- Personal contingency planning
  - disaster preparedness and readiness plans
  - Insurances
  - Digital storage
- Monitor and report on non-financial, social governance and environmental metrics

# Net-Zero Emissions



# References

- <https://www.un.org/en/climatechange/net-zero-coalition>
- <https://www.hultef.com/en/insights/research-thought-leadership/navigating-new-future/>
- <https://www.zerotracker.net/>



## TERRA CARTA For Nature, People & Planet

**FORWARD LEADERSHIP** The Terra Carta is a landmark document that sets out a vision for the future of our planet. It is a call to action for all of us to work together to create a world that is sustainable, resilient and just. The Terra Carta is a landmark document that sets out a vision for the future of our planet. It is a call to action for all of us to work together to create a world that is sustainable, resilient and just. The Terra Carta is a landmark document that sets out a vision for the future of our planet. It is a call to action for all of us to work together to create a world that is sustainable, resilient and just.

**THE SUPPORTERS OF THE TERRA CARTA** We are proud to have such a diverse group of leaders and organizations supporting the Terra Carta. Their commitment to the planet and to each other is a testament to the power of collective action. We are proud to have such a diverse group of leaders and organizations supporting the Terra Carta. Their commitment to the planet and to each other is a testament to the power of collective action.

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