

**FOKUS
ZUKUNFT**



SEAL GUIDELINES

FOKUS ZUKUNFT



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PREFACE

In view of the ongoing climate crisis, all possible measures must be taken to contain it. One of these measures, in addition to reducing and avoiding climate-damaging greenhouse gas emissions, is offsetting emissions that have already been produced or are unavoidable. A keyword that is often used in this context is climate neutrality.

What exactly is meant by climate neutrality and how climate-neutral status can be achieved has not yet been generally defined. This lack of clarity leads to a number of problems, particularly when using as an advertising claim is increasingly leading to discussions and even warnings under competition law. The focus here is on the demand for more transparency when using the claim climate neutral in the advertising context. This is particularly the case when climate neutrality is used as a differentiator from other products.

The fact that the information is communicated and may therefore influence consumers' purchasing decisions means that communication needs to be more sensitive.

Isolated case law suggests that it must be clear to the average consumer in the immediate vicinity of the climate-neutral claim what the communicated status actually refers to and how it is achieved.

Fokus Zukunft provides its customers - companies in B2B and B2C business - with a corresponding seal including a QR code with a link to a landing page as a communication tool. This document describes the guidelines that apply in connection with the Fokus Zukunft climate neutrality seal.

The guideline addresses both the award requirements and the scope of use. However, the preface is followed by a categorisation of

what Fokus Zukunft generally understands by climate neutrality. This is essential in order to understand the intention and purpose of the award presented here.

With the corresponding seal and, in particular, the associated landing page including information on climate-neutral status, Fokus Zukunft aims to support its customers in appropriately communicating the topic of climate neutrality via offsetting with carbon credits. To ensure that the seal is only actually used if Fokus Zukunft believes that this is done from a serious perspective on the part of the company, all of the requirements specified in this guideline must be met. When developing the basis for awarding the climate neutrality seal in addition to legal advice, the main findings from existing standards and regulations (as at Q1/2 2023), from transparency and quality discussions and from years of experience with the principle of offsetting were incorporated. Practical feasibility was also an important aspect in the development process.

It is of central importance to Fokus Zukunft that its customers inform their stakeholders about their climate protection commitment in a transparent and comprehensible manner. Companies that use the seal share this view and therefore appreciate the high quality standard that the Fokus Zukunft *climate neutrality* seal promises.

THE CONCEPT BEHIND THE AWARD FROM FOKUS ZUKUNFT

As already mentioned in the introduction, there is no universally valid definition of climate neutrality to date. When Fokus Zukunft talks about climate neutral or *climate neutrality*, it refers to the offsetting of greenhouse gas emissions. This means that a certain action does not cause more or less climate-damaging gases in the atmosphere as a result of the offsetting measure.

This is achieved by saving or storing the same amount of emitted greenhouse gases elsewhere. It is irrelevant for the climate where in the world the savings are made – the total global amount of greenhouse gases is decisive.

With the Clean Development Mechanism (CDM), the United Nations has developed a principle within the framework of the Kyoto Protocol that addresses precisely this aspect and also offers further advantages: industrialised countries can earn credits for emissions that are saved or stored within a certified carbon offset project, in the amount of their previously calculated quantity of greenhouse gases and have these offset against their own emissions budget. Such officially recognised offsetting projects are currently mainly found in developing and newly industrialising countries, as the potential for savings through new technologies is comparatively high here and they can be used cost-effectively. For local people, the promotion of this technology transfer means the prospect of work and a secure livelihood.

For this reason, Fokus Zukunft believes that the CDM concept, in conjunction with effective measures to save and reduce greenhouse gas emissions, is an important instrument for offsetting unavoidable emissions and

achieving a sustainable development and to make a very significant contribution to achieving the 1.5°C target set out in the Paris Climate Agreement.

At the same time, it should be emphasised that offsetting alone will not be enough to create a future worth living. As a matter of principle, the fewer emissions that are emitted and have to be offset for, the better. Avoiding emissions is always the top priority. If this is not possible, the endeavour must be to keep greenhouse gas emissions as low as possible. Reducing emissions already has a significant impact.

avoid - reduce - offset

Offsetting should only be seen as a supplementary measure and not as a licence to continue our way of life at the expense of natural resources. Living in harmony with nature requires the development of long-term and sustainable measures at all levels – politics, economy and society.

The Seal

THE AWARD FOR CLIMATE NEUTRALITY FROM FOKUS ZUKUNFT



Sample seal using the example of a climate neutral company

The climate neutrality seal from Fokus Zukunft serves companies as a compact communication tool to demonstrate the offsetting of previously balanced emissions with high-quality and internationally recognised carbon credits.

Depending on what exactly is recognised and offsetted for, Fokus Zukunft awards the seal in German for the following reference objects:

company, product, company & products, hotel, event, packaging

The design and structure of the seal make it possible for stakeholders to recognise it directly,

- what the award refers to (see reference object)
- who awarded the seal ("certified by fokus-zukunft.com")
- and what is meant by climate neutrality in this context ("climate neutral via offsetting with carbon credits").

If you are interested in specific details, further information is available on a separate, mandatory landing page.

This can be accessed via the URL specified in the seal with an individual tracking number or by scanning the QR code.

The landing page is created by Fokus Zukunft on the basis of a standard template. In addition to variable elements, this template contains mandatory company-specific information on balancing, reduction and offsetting. Taking into account the current legal situation, Fokus Zukunft believes that this content is essential in order to be able to categorise the company as climate-neutral, especially as a consumer. The information also addresses the content-related aspects on which the requirements for the Fokus Zukunft award are based and contributes to the transparency and quality concept of the award.

For the reference objects company, product, company & products, both the seal and the landing page are available in an English version.

CRITERIA

In principle, Fokus Zukunft only awards the *climate neutrality* seal to companies that are not excluded per se via our blacklist. This does not affect the option of having a greenhouse gas balance carried out and offsetting the result by cancelling a corresponding number of carbon credits.

The extent to which a company receives the Fokus Zukunft climate neutrality seal depends on three overarching factors.

- **Greenhouse gas balancing**
- **Reduction measures**
- **Support for carbon credits**

The requirements that apply and must be fulfilled within the respective area are explained below.

1. Greenhouse gas balancing

1.1 General information

Depending on the reference object for which the greenhouse gas balance is to be determined, there is a corresponding calculation method. If the greenhouse gas balance is calculated by a provider other than Fokus Zukunft, and this is to be used as the basis for awarding the seal, the calculation methodology must take into account all the requirements defined here. This will be checked intensively by Fokus Zukunft upon submission of the corresponding report. However, the data provided by the company for the balancing is only checked as part of a plausibility check. The data cannot be verified.

The calculation methodology of Fokus Zukunft is generally based on the operational system boundaries of the internationally recognised Greenhouse Gas Protocol Corporate Standard and Greenhouse Gas Protocol Product Standard. The specific emission categories or product life cycle phases included in the respective calculation methodologies are described in detail in the appendix.

When determining the emissions of a reference object, the quantity of all seven main greenhouse gases specified in the Kyoto Protocol is used. To reduce complexity, the effects of the seven gases are calculated as a function from their damaging climate impact in CO₂ equivalents (CO₂e).

The emission factors used to convert the consumption data collected originate primarily from the following sources:

- Data basis for DEFRA (Department for Environment, Food and Rural Affairs) emissions inventories
- GEMIS database (Global Emission Model of Integrated Systems, published by the International Institute for Sustainability Analysis and Strategies)
- Ecoinvent database
- Database of the Federal Environment Agency (UBA)
- IPCC (Intergovernmental Panel on Climate Change)
- EPA (U.S. Environmental Protection Agency)

GREENHOUSE GAS ACCOUNTING

1.2 Accounting for a company

Depending on the size of the company and the intention behind the accounting, Fokus Zukunft calculates the greenhouse gas balance of a company using a small *company calculator*, *CCF Basic*, *CCF Extended* or *CCF Total*. The different versions all aim to record the company's greenhouse gas emissions, including its business activities, over a period of twelve months. It is of secondary importance whether it covers a calendar year or a different period. In principle, the calculation of the greenhouse gas balance of the Corporate Carbon Footprint (CCF) should be repeated regularly, because only by comparing the use of results from previous years' balances makes development deficits and potentials visible. As part of an ambitious climate strategy and credible communication, these findings are important in order to achieve the reduction targets that have been set and to inform stakeholders transparently about the status quo of the company. Fokus Zukunft therefore recommends aiming for an annual reporting cycle. The prerequisite for using the *Climate Neutral Company* or *Climate Neutral Company & Products* seal is to update the company's carbon footprint at least every two years.

Accounting with the small business calculator

The small business calculator (SBC) is reserved for companies with up to 25 employees. It cannot be used to map manufacturing sites, only individual sites and trading companies. The following emission categories are included in the calculation of their greenhouse gas balance:

- Heat consumption
- Electricity consumption / district heating
- Vehicle fleet
- Business trips
- Routes to work
- Home office
- Consumables in the office
- Water and waste generation
- IT Hardware

Accounting per CCF Basic

In a greenhouse gas balance using the CCF Basic, all Scope 1 and Scope 2 categories are included in the calculation, while Scope 3 excludes emissions from upstream products. This means that emissions from products are not included and the calculated result therefore does not provide a complete picture of the company's carbon footprint. A concrete list of the emission categories taken into account can be found on p.19.

To obtain a more comprehensive impression of the status quo of greenhouse gas emissions, the CCF can be extended or *CCF Total* can be applied.

CRITERIA

Accounting via CCF Extended

In contrast to the CCF basic variant, the accounting via the CCF Extended in addition to the company-specific in addition to site-related greenhouse gas emissions, all upstream emissions are also taken into account. The accounting result therefore covers business activities including production, raw material purchases and product transport. The exact emission categories included in the accounting can be found in the chart on p. 19. This calculation method is also used for the greenhouse gas balancing of hotels.

Accounting per CCF Total

All emissions in Scope 1, Scope 2 and all 15 impact categories in Scope 3 are analysed when preparing the greenhouse gas balance by the CCF Total. The categories are initially assessed qualitatively and quantitatively by means of an upstream Scope 3 screening, which identifies relevant emission categories. The CCF Total thus represents the most comprehensive type of greenhouse gas accounting at company level and fulfils the requirements of the CRSD reporting obligation in the area of climate accounting in accordance with the European Sustainability Reporting Standard (ESRS). Further information on the CSRD reporting obligation can be found at <https://www.fokus-zukunft.com/2023/08/24/bereit-fuer-die-csrd/>

The corresponding Fokus Zukunft accounting tool has been validated by GUTcert, an accredited auditing body, in accordance with the Greenhouse Gas Protocol.

1.3 Accounting for a product

If a company wants to determine how many emissions a specific product or product line causes, this calculation can be mapped using a product-specific greenhouse gas balance based on the Greenhouse Gas Protocol Product Standard. The aim of the *Product Carbon Footprint (PCF)* is to obtain a reliable key figure in kilograms of CO₂equivalents (CO₂e) for a previously defined declared unit. In order to use the PCF result as a basis to be able to award the seal, at least the **cradle-to-gate** life cycle phase („from the cradle to the (factory) gate“) must be taken into account. This means that emissions are accounted for up to the point at which the product leaves the company. Fokus Zukunft recommends that B2C companies use the **cradle-to-grave** approach, and B2B companies the **cradle-to-customer** approach (see definitions on page 22). A regular renewal of the balance sheet is also important in the PCF context and must be carried out at least every five years as a basis for offsetting with regard to the award of the Climate Neutral Product seal. If there are significant changes in raw material procurement, production and distribution in the meantime, Fokus Zukunft recommends updating the PCF earlier in order to take developments into account. The data basis for the balance sheet should be as up-to-date as possible and must not go back more than two years.

CRITERIA

1.4 Accounting an event

The greenhouse gas balance of an event is prepared in accordance with the Greenhouse Gas Protocol standard. If the event takes place in the future, the balance sheet result is based on estimates and empirical values of the organising organisation or person. The following emission categories are taken into account:

- Stationary emissions (electricity and heating/cooling)
- Arrival and departure of participants and Transports
- Hotel accommodation
- Catering
- Consumables (paper requirements and giveaways)
- Waste generation
- Streaming (for online transmission)

2. Reduction measures

The reduction of greenhouse gas emissions plays a particularly important role in the conditions for authorisation to use the seal. As described on page 4, a serious climate strategy must focus primarily on how greenhouse gas emissions can be successively reduced. Regardless of the reference object, Fokus Zukunft therefore only provides the corresponding seal if, among other things, the company actively endeavours to reduce its greenhouse gas balance to a minimum in the long term. To this end, the company must specify at least three reduction measures that are being planned and the intended implementation date. The Fokus Zukunft results report usually identifies the emission drivers so that the company can derive meaningful measures on this basis. The company itself decides which reduction measures are to be introduced and by when.

This information is also published on the landing page. The extent to which the aforementioned reduction measures are actually implemented cannot be guaranteed or directly verified by Fokus Zukunft. It is the responsibility of the company to ensure that the information provided is true and is communicated correctly on the landing page.

CRITERIA

3. Support für carbon offset project

The climate neutrality seal from Fokus Zukunft contains the information that *climate-neutral* status is achieved by offsetting via carbon credits (see p. 5). The company itself decides which carbon credits are used to offset the calculated balance sheet result. Carbon offset projects from the Fokus Zukunft portfolio or other certificate traders can be supported. A condition for the award of the seal is that the carbon credits for the recognised offset have a date after 2018 and that the other criteria for projects in the Fokus Zukunft portfolio are met.

As a matter of principle, the portfolio from Fokus Zukunft contains only high-quality carbon offset projects that are internationally recognised for offsetting unavoidable or already caused emissions. This means that the projects are accredited, approved and monitored in accordance with one of the standards listed below:

- Gold Standard
- Verified Carbon Standard (VCS)
- Climate, Community & Biodiversity Standard (CCBS)
- Clean Development Mechanism (CDM)
- BioCarbon Registry

In addition, the validation of the project results in terms of the CO savings achieved is certified by independent testing bodies such as TÜV.

To offset emissions, the company can support carbon offset projects that avoid emissions (avoidance) as well as bind emissions that have already been produced (nature-based solutions and removals). Specifically, these include the following project types:

- Renewable energy
- Forest remodelling
- Reforestation
- Mangroves

Whether carbon credits from one or more project(s) are acquired for offsetting is left up to the company. Fokus Zukunft recommends aiming for a split depending on the quantity, so that in case of an unforeseeable event (e.g. forest fire with the release of stored carbon dioxide), the company is able to offset the emissions from one or more projects.

It is important that the carbon credits are decommissioned immediately after purchase so that there is no double counting. Fokus Zukunft takes care of this and issues the company with the corresponding decommissioning certificate.

CRITERIA

Fokus Zukunft always recommends offsetting the calculated total value of the greenhouse gas balance. As a minimum, however, the emission categories or life cycle phases shown below must be taken into account when offsetting in the context of the climate neutrality seal, depending on the purchased item.

If a company is accounted for using the *small business calculator* or *CCF basic*, the emission categories described in each case correspond to those that are relevant for offsetting as a requirement for using the Climate Neutral Company seal. Details are provided on Page 7f.

If the company is accounted for using *CCF Extended* or *CCF Total*, the compensation requirements as defined on page 12 et seq. apply in the context of awarding the seal.

The minimum life cycle phases that must be offsetted for if the aim is to use the *Climate Neutral Product* or *Climate Neutral Packaging* seal are shown in the diagram below.

Since the reference object event has the emission categories to be offset are exactly those defined in section 1.4 Accounting for an event (see page 9), no further separate list is provided here.

Minimum requirement for offsetting with regard to the intended use of the *Climate Neutral Product* or *Climate Neutral Packaging* seal:

Life cycle phase of a product	Offsetting
1. raw material purchasing and pre-processing	
2. production	
3. distribution and storage	
4. utilisation	
5. waste disposal	

obligatory

voluntary


Minimum requirement for offsetting with regard to the intended use of the seal *Climate Neutral Company, Climate Neutral Company & Products and Climate Neutral Hotel:*


Scope	Emission category	Company	Company & Products B2B	Company & Products B2C	Hotel
1	1.1 Stationary combustion				
1	1.2 Mobile combustion				
1	1.3 Fugitive emissions				
1	1.4 Process emissions				
2	2.1 Electricity consumption				
2	2.2 District heating / district cooling				
3	3.1 Purchased goods and services				
3	Raw materials and preliminary products				
	Services				
	Consumables and fresh water				
	Paper and print products				
3	3.2 Capital goods				
3	3.3 Fuel- and energy-related activities				
3	3.4 Upstream transportation and distribution				
3	Inbound logistics				
	Exchange logistics				

- obligatory
- voluntary
- subcategory

Minimum requirement for offsetting with regard to the intended use of the seal *Climate Neutral Company, Climate Neutral Company & Products and Climate Neutral Hotel:*

Scope	Emissions category	Company	Company & Products B2B	Company & Products B2C	Hotel
3	3.5 Waste generated in operations				
3	3.6 Business trips and hotel accommodation				
3	3.7 Employee commuting (incl. Home Office)				
3	3.8 Upstream leased assets				
3	3.9 Downstream transportation and distribution				
3	3.10 Processing of sold products				
3	3.11 Use of sold products				
3	3.12 End-of-life of sold products				
3	3.13 Downstream leased assets				
3	3.14 Franchise				
3	3.15 Investments				

 obligatory

 voluntary

PLACEMENT AND VALIDITY

In principle, the seal may be used in a meaningful way in both online and offline communication. The placement must make it clear what the label refers to. For the *Climate Neutral Product seal*, this means that it may only be associated with the product (e.g. on the packaging of the balanced and offset product) to which the seal applies. If only the packaging has actually been balanced and offsetted - not the contents of the packaging - this is indicated by the „Climate-neutral packaging“ seal. Fokus Zukunft advises against displaying the Climate Neutral Company seal on product packaging. However, if it is intended to be used on the packaging, the corresponding seal must be placed in the immediate vicinity of the company name.

The extent to which the seal can be used in communication in countries other than Germany without coming into conflict with the legal situation there must be checked by the company itself.

The seal itself does not contain any direct indication of validity, e.g. in the form of a year. However, this does not mean that it can be used indefinitely. The validity of the award and the duration of the landing page depends on the period for which the offsetting was carried out. This is possible for a maximum of two years in advance. In order to achieve complete climate neutrality and thus credibly communicate a serious commitment to climate protection, carbon credits must be purchased again in good time before the end of the offset period. Ideally, offsetting is based on an updated greenhouse gas balance. Without a corresponding extension, the award automatically loses its validity on the cut-off date of the expired offset period.

The use of an invalid seal or the use of the seal in a context other than that originally intended is not permitted.

The Design

COLOUR SCHEME

The seal contains a primary colour: green. This must always and exclusively be displayed in the correct colour values and must not be changed.

CMYK 80 | 30 | 65 | 20

RGB 45 | 118 | 95

HEX #2d765f

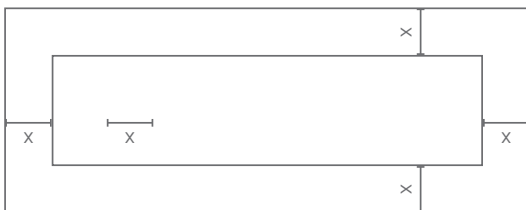
Pantone 3288 C

RAL 6024

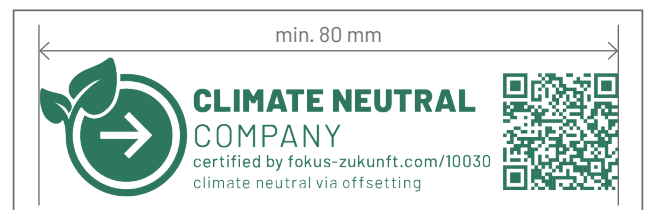
PERMITTED USE

To ensure the full effect of the Fokus Zukunft seal, always make sure to give the seal enough space and to position it so that it is always easily recognisable.

The seal should be placed at least the same distance from other elements as the width of the arrow (distance x). Care must be taken to ensure that nothing on the seal is cut off.



The seal including the QR code should never be placed less than 80 mm wide, as otherwise legibility is no longer guaranteed and individual areas in the print may become smudged. It must be checked individually each time whether the QR code can also be scanned in the placed width.



The Design

PERMITTED USE

The seal may only be placed in green or white on green.

In the case of black and white printing, it may be used in one colour in black. If a calm, low-contrast background image is used in the layout, the seal may also be placed on advertising material in white on this photo as long as legibility is maintained.

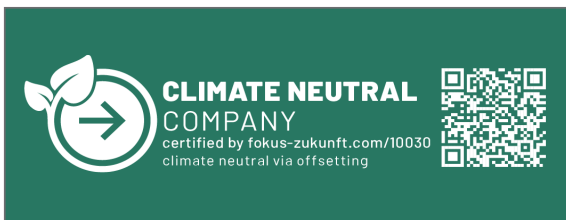
Permitted variants:



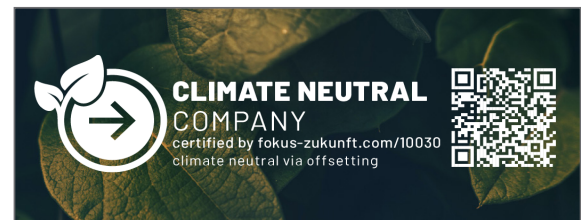
Green on white



Black on white



White on green



On a low contrast photo, if legibility is maintained.

The Design

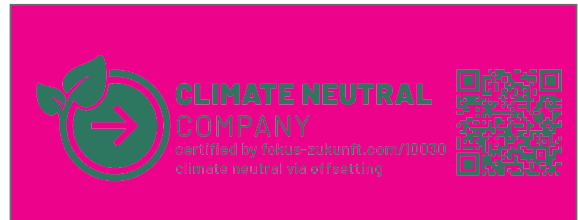
UNAUTHORISED USE

Placement on an uneven background image is not permitted, as this does not guarantee legibility. In addition, no colours outside the Fokus Zukunft corporate design may be used as a background colour. The use of drop shadows or distorted or slanted placement is also not permitted. The logo of the seal may never be used alone. The figurative mark must always be combined with the word mark and the QR code. The QR code must always be complete and in direct be placed in combination with the seal.

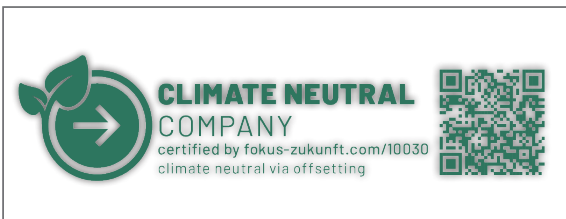
Not permitted variants:



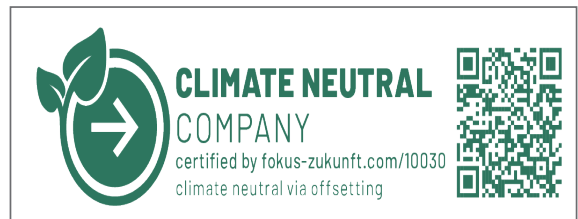
Placement on uneven photo



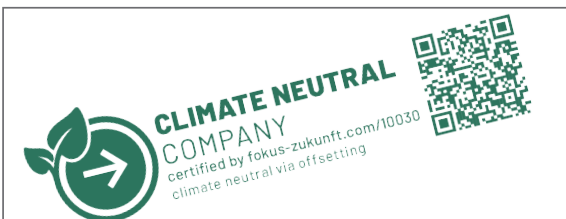
Placement on other colours, except white and green (see p.16)



Placement with drop shadow



Distorted placement



Oblique placement



Placement without word mark oder without QR code

ANNEX

A. Bilanzierungsmethodik CCF Basis

Scope	Emission categories taken into account
1	1.1 Stationary combustion
1	1.2 Mobile combustion
1	1.3 Fugitive emissions (refrigerants)
1	1.4 Process emissions
2	2.1 Electricity consumption
2	2.2 District heating / District cooling
3	3.1 Purchased goods and services - only consumables, fresh water, paper and print items
3	3.2 Capital goods
3	3.3 Upstream energy related emissions
3	3.4 Transport and distribution (upstream) - exchange logistics only
3	3.5 Waste generation in the company
3	3.6 Business trips and overnight stays in the hotels
3	3.7 Employee commuting and working from here

Source:

Own presentation by Fokus Zukunft based on the *Corporate carbon footprint* in accordance with the *Greenhouse Gas Protocol*.

ANHANG

B. Accounting method CCF Extended

Scope	Emission categories taken into account
1	1.1 Stationary combustion
1	1.2 Mobile combustion
1	1.3 Fugitive emissions (refrigerants)
1	1.4 Process emissions
2	2.1 Electricity consumption
2	2.2 District heating / district cooling
3	3.1 Purchased goods and services
3	3.2 Capital goods
3	3.3 Fuel- and energy-related activities
3	3.4 Upstream transportation and distribution
3	3.5 Waste generated in operations
3	3.6 Business trips and hotel accommodation
3	3.7 Employee commuting (incl. Home Office)
3	3.8 Upstream leased assets

Source:

Own presentation by Fokus Zukunft based on the
Corporate carbon footprint in accordance with the *Greenhouse Gas Protocol*.

ANNEX

C. Accounting methodology CCF Total (CSRD-compliant)

Scope	Emission categories taken into account
1	1.1 Stationary combustion
1	1.2 Mobile combustion
1	1.3 Fugitive emissions (refrigerants)
1	1.4 Process emissions
2	2.1 Electricity consumption
2	2.2 District heating / district cooling
3	3.1 Purchased goods and services
3	3.2 Capital goods
3	3.3 Fuel- and energy-related activities
3	3.4 Upstream transportation and distribution
3	3.5 Waste generated in operations
3	3.6 Business trips and hotel accommodation
3	3.7 Employee commuting (incl. Home Office)
3	3.8 Upstream leased assets
3	3.9 Downstream transportation and distribution
3	3.10 Processing of sold products
3	3.11 Use of sold products
3	3.12 End-of-life of sold products
3	3.13 Downstream leased assets
3	3.14 Franchise
3	3.15 Investment

Source:

Own presentation by Fokus Zukunft based on the *Corporate carbon footprint* in accordance with the *Greenhouse Gas Protocol*.

ANNEX

D. PCF accounting method

System boundary	Considered life cycle phases	Explanation
cradle-to-gate	<ol style="list-style-type: none"> 1. purchase of raw materials and pre-processing 2. production 	Cradle-to-gate means analysing the greenhouse gas emissions of a product „from the cradle to the (factory) gate“, i.e. emissions are only accounted for up to the point at which the product leaves the company. Use and disposal are not taken into account. In this case, we also speak of a partial PCF. This accounting approach should only be used for intermediate products whose further processing and end use is unknown.
cradle-to-customer	<ol style="list-style-type: none"> 1. purchase of raw materials and pre-processing 2. production 3. distribution & storage 	The „cradle-to-customer“ accounting approach includes all greenhouse gas emissions of a product from the extraction of raw materials to the point at which the product arrives at the point of sale. In addition to the factory gate, the outgoing logistics of the product up to the point of sale are also taken into account in this assessment. It excludes the use.
cradle-to-grave	<ol style="list-style-type: none"> 1. purchase of raw materials Pre-processing 2. production 3. distribution & storage 4. utilisation 5. disposal 	The term „cradle-to-grave“ refers to the consideration of the greenhouse gas emissions of a product „from the cradle to the grave“, i.e. all life cycle phases are included, from the extraction of raw materials to the disposal of the product. This accounting approach should always be selected for a PCF that is a final product or an intermediate product for which the subsequent function in use is known.

Note: This overview only shows the life cycle phases of a product that play a role in connection with the award of the Fokus Zukunft climate neutrality label. There are further life cycle phases, but these will not be discussed further here.

Source:

Own presentation by Fokus Zukunft based on the *Corporate carbon footprint* in accordance with the *Greenhouse Gas Protocol*.

ANNEX

E. Accounting methodology Event

Emission categories taken into account
Stationary emissions (electricity and heating/cooling)
Arrival and departure of participants and transport
Hotel accommodation
Catering
Consumables (paper supplies and giveaways)
Waste generation
Streaming (for online transmission)

Source:

Own presentation by Fokus Zukunft based on the Greenhouse Gas Protocol.

Note: The terms CO₂, CO₂e, emissions and greenhouse gas emissions (GHG) are used as synonyms in this document and include the seven climate change indicators defined by the IPCC and the Kyoto Protocol: carbon dioxide (CO₂), methane (CH₄) and nitrous oxide (N₂O), Hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), nitrogen trifluoride (NF₃) and sulphur hexafluoride (SF₆).

ABOUT FOKUS ZUKUNFT

Fokus Zukunft GmbH & Co. KG is a sustainability consultancy with the aim of providing companies with long-term, holistic support in the development and implementation of their climate and sustainability strategy. The vision:

„Shaping tomorrow today!“

FOR FURTHER QUESTIONS AND INFORMATION PLEASE CONTACT US:

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