

Greenpeace Cool IT Challenge

The Scoring Criteria Explained

Using **climate change priorities**, Greenpeace will score IT companies across three areas that are weighted to reflect the biggest potential to reduce overall greenhouse gas (GHG) emissions. In the areas of **Political Advocacy** and **Reducing Companies' Own Emissions**, companies should be able to take action now. For **Climate Solutions**, the criteria are designed to identify current best practice among leading companies now and also to outline how companies should be developing and measuring solutions that provide the best way forward for reducing global GHG emissions.

1. Climate Solutions that reduce emissions across the economy

- What **GHG emissions reduction solutions** a company is already offering, and – crucially - how it is measuring its actual net greenhouse gas emissions reductions.

*An immature but vital area if the IT industry is to contribute to reducing global GHG emissions by 2020. Greenpeace is looking for companies to make information available on the impact on emissions reductions that result from the solutions they provide. This information should be provided as a **net emissions reduction figure**. This figure is arrived at by calculating the total emissions saved, and then subtracting from them the (best-available estimate or actual) GHG emissions generated by providing the solution itself. For example, to calculate the net emissions reductions of a solution, a company should be able to provide evidence of the following:*

Total Emissions Saved – Lifecycle emissions of solution = Net Emissions Reductions

Alternative methods of calculation will be assessed depending on the specifics of the solution offered, assuming the aim of the calculation is to produce net emissions reductions figures. If company data is incomplete for all solutions offered, individual case study examples will be accepted for assessment.

In the case of specific solutions, 'Lifecycle emissions of solution' should include those GHG emissions generated during the production, use and recycling/disposal of the required hardware and software.

Criteria scoring and weighting in depth

'Climate Solutions' provides a company with its biggest potential to reduce the most GHG emissions, so the maximum score on this criterion is **50 out of 100 points**. This criterion will be expanded upon as leading companies demonstrate best practice.

- Provide calculation of current net GHG emissions by solutions provided by company to other parts of the economy and make this information public. **Maximum = 25 points.**
- Provide explanation of metric used to calculate net GHG emissions reductions of solutions and make this information public. Companies must provide a comprehensive metric reflecting current best practice in the industry. Moving forward Greenpeace would like to see the industry develop a standard protocol for net emissions reductions similar to the current GHG protocol standard. **Maximum = 15 points.**
- Ambitious target for net GHG emissions by solutions provided across the economy by 2012. **Maximum = 10 points.**

2. Political Position and Political Advocacy

- A company's **leadership on global GHG emission reductions** and the public **advocacy work** it undertakes to influence politicians on the need for **strong global emissions reduction targets** in the second implementation phase of the Kyoto Protocol, due to start in 2012, but being negotiated this year, culminating in final positions at the Climate Change Negotiations in Copenhagen in December.

- A. **Political Position** - Public CEO Statement to support strong global mandatory greenhouse gas emission regulation that requires domestic cuts by industrialised countries of at least 30% as a group by 2020.
- B. **Political Advocacy** - Advocate the above target with relevant national/international government(s) to support strong global mandatory Kyoto regulation.

Criteria scoring and weighting in depth

An IT company can use its considerable influence to show CEO-level support for strong global mandatory GHG emission regulations that require domestic cuts by industrialised countries of at least 40% as a group by 2020, of which at least three-quarters must be domestic. A company will also be scored on evidence of its advocacy work to support this target with relevant senior politicians. In total, 35 points can be achieved in this criterion.

To score the maximum 10 points available for 'Political Position', a CEO speech should:

- Include specific reference to the level of mandatory cuts required globally or in the relevant country (Europe - at least 30% domestic cuts by 2020, Japan – at least 25% domestic cuts by 2020, the US – at least 25% domestic cuts by 2020)
- Be made to audience of relevant national or international politicians or relevant forum

Note: Only speeches made since November 2008 will be scored.

To score the maximum 15 points available for 'Political Advocacy', the company's work in this respect should:

- Push for the specific level of mandatory cuts required globally or in the relevant country (Europe - at least 30% domestic cuts by 2020, Japan – at least 25% domestic cuts by 2020, the US – at least 25% domestic cuts by 2020)
- Be made at the national or international level

10 points are also available in this criterion for companies who make repeat CEO speeches and advocacy during 2009.

3. Targets to reduce a company's absolute GHG emissions and increase its renewable energy use

- Company practice in reducing its **own absolute GHG emissions**, and **increasing the use of renewable energy** with targets and timelines, in order to demonstrate credibility in a low-carbon economy.

Criteria scoring and weighting in depth

A. Commitment to reduce absolute GHG emissions from a company's own operations with timelines

A company is rated on its corporate commitment to reduce absolute GHG emissions from its own operations, using GHG emission data (GHG Protocol Corporate Standard Scope 1 & 2). The baseline should be GHG emission data from 2006, 2007 or 2008. A **maximum 10 points** is available for a company that commits to reducing its own GHG emissions by at least 20% by 2012.

B. Amount of renewable energy used as proportion of total electricity use in own operations

A company is rated on its use of renewable energy in its own operations. 'Renewable energy sources' will mean renewable non-fossil fuels (wind, solar, geothermal, wave, tidal, hydroelectric installations with a capacity below 10 MW and biomass, which means products from agriculture and forestry, vegetable waste from agriculture, forestry and from the food production industry, untreated wood waste and cork waste), as per the RECS definition as used in the *Proposal for an EU Directive on the promotion of electricity from renewable energy sources in the internal electricity Market* (RES Directive).

The RES Directive is available at: <http://www.recs.org/doctree/EU%20documents/RES-electricity%20directive.pdf>

A **maximum 5 points** is available for a company whose use of renewable energy in its own operations is more than 25% of total electricity use, or for a company that has a target for this in excess of 25% by 2012.

Note: These criteria do not provide an exhaustive assessment of an individual company's complete climate policy and practice but focus on what it can do to reduce the greatest amount of GHG emissions and effectively influence the most urgent global climate regulation now.