

The Net Zero goal evolves quickly from a voluntary commitment to a strong market requirement for corporates

**THE Paris...
CLIMATE 10 years
PLEDGE Early**

Australian Government to Start Tracking Corporate Commitments to Reduce Carbon Emissions

Carbon Capture and Storage
Norway proposes €200 per ton CO2 tax by 2030

amazon

SIEMENS

**Schneider
Electric**

 **Microsoft**



Mercedes-Benz



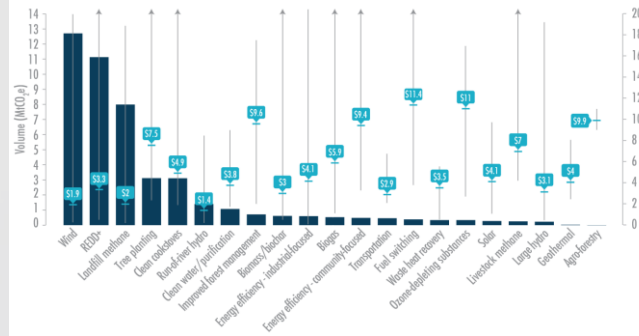
Environment

Scope of the EU Border Carbon Tax Widened

Is Your Brand About To Get Cancelled For Greenwashing?

Beyond the voluntary commitments to net zero, corporates are threatened by the exponential increase in indirect costs

Offsetting



- Offsetting prices depend on the project's quality, currently taxing at on average **EUR 11**.

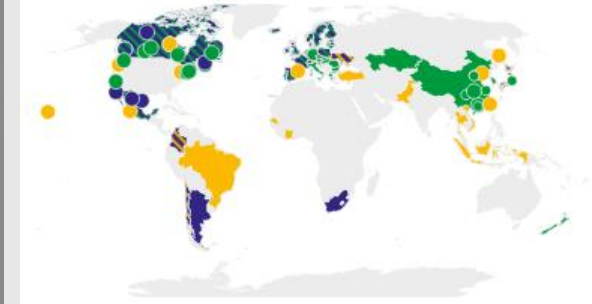
Allowances

Price of Permit Allowing Emissions of 1 Metric Ton of CO2 Equivalent



- Allowance trading prices surge under high demand, currently taxing at approx. **EUR 52***.

Penalties

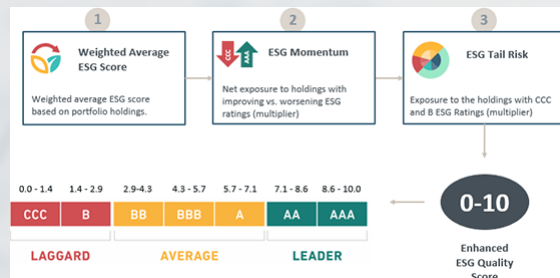


- Excess emission penalties prices depend on a country's implementation, currently taxing at approx. **EUR 100**.

To mitigate additional unmanaged cost from emissions, active cost management must be installed on GHG Scope 3 emissions – especially in the Travel segment

Jurisdictions globally enforce companies' climate risk mitigation plans and net zero roadmaps through new liquidity controls

Rating



- ▶ ESG Rating measures a company's, a fund's or an investment's resilience to long-term, industry material environmental, social and governance (ESG) risks

Regulation



- ▶ Apr'21 update on Non-Financial Reporting Directive follows Network for Greening the Financial System and makes disclosure of ESG reporting mandatory for companies by 2021¹

Liquidity



- ▶ Basel Committee's Task Force on Climate-related Financial Risks comprising 17 jurisdictions incl. EU, US and CN of the Basel Committee conclude ESG to be key supervisory activity for banks²

To mitigate additional risks from non-verifiable aspects discrediting a company's overall net zero roadmap at the impact of reduced liquidity, the whole supply chain must be managed for climate risks entirely and under verification

A Top Priority

88%

of corporate decision makers prefer a hotel which **provides transparency on sustainability measures**, allowing compliance with their sustainability Charta

Challenges

- Meet sustainability targets in corporate travel
- Non-transparent market lacking standards
- Missing orientation for travelers in tools
- Missing normalized data in program steering



The **Green Stay Initiative** provides transparent and normalized footprint data to support planning and delivery of the net zero roadmap on the corporate program



Scope & Functions



CARBON



WATER



WASTE

- ▶ Online footprinting
- ▶ Footprint matching
- ▶ Group functionality

Methodologies



GREENHOUSE
GAS PROTOCOL



Sustainable
Hospitality
Alliance

Following the principles of **ISO14064-1** and the **GHG Protocol**

Benefits

