

The logo for ACT, consisting of the letters 'ACT' in a bold, white, sans-serif font, positioned in the upper right corner of the slide. The background features a pattern of white-outlined hexagons on a dark purple background.

ACT

ACT Step-by-Step [ACT-S]

Development project results

WORKSHOP #8

ADEME, ECO2 Initiative, Utopies, I Care & Consult

February 10th, 2021

Introduction  5'

Presentation of ACT-S | Q&A  25'

Progress recognition system  10'

French voluntary program | Q&A  15'



ACT

Introduction

What is ACT?

ACT

Need to provide **confidence** that companies setting GHG emissions reduction targets will achieve them



ACT is the only international initiative that creates an accountability framework to put companies' strategies and actions on a well below 2°C compatible pathway

ACT | ASSESSING LOW CARBON TRANSITION[®]

Assessment

Guidance

Currently funded by



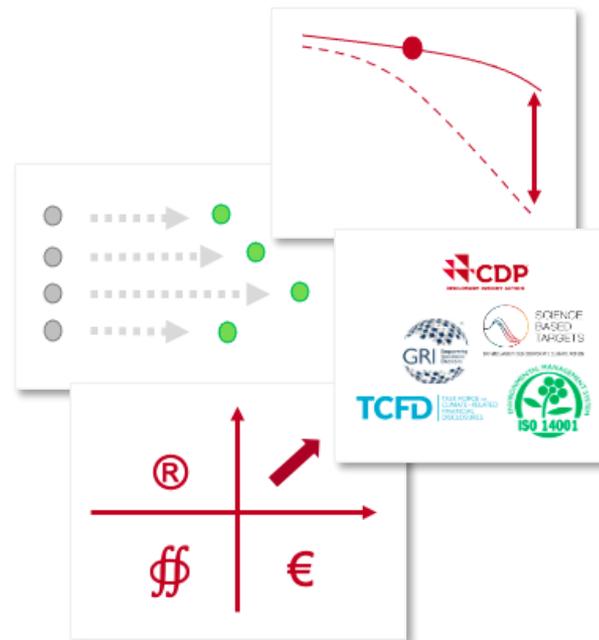
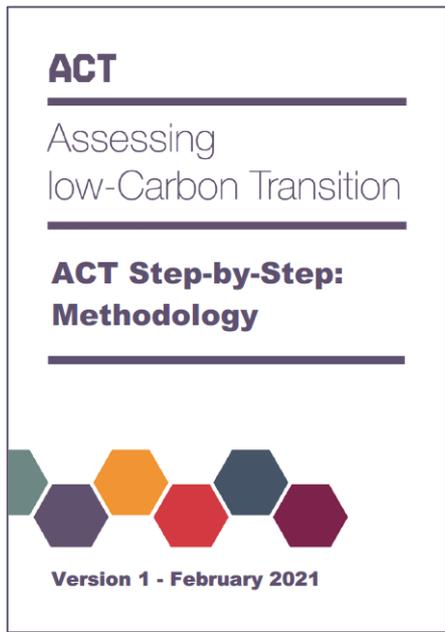
FONDS FRANÇAIS POUR L'ENVIRONNEMENT MONDIAL



The logo for ACT, consisting of the letters 'ACT' in a bold, white, sans-serif font, positioned within a white hexagonal outline. The background of the slide is a dark purple color with a pattern of lighter purple hexagonal outlines.

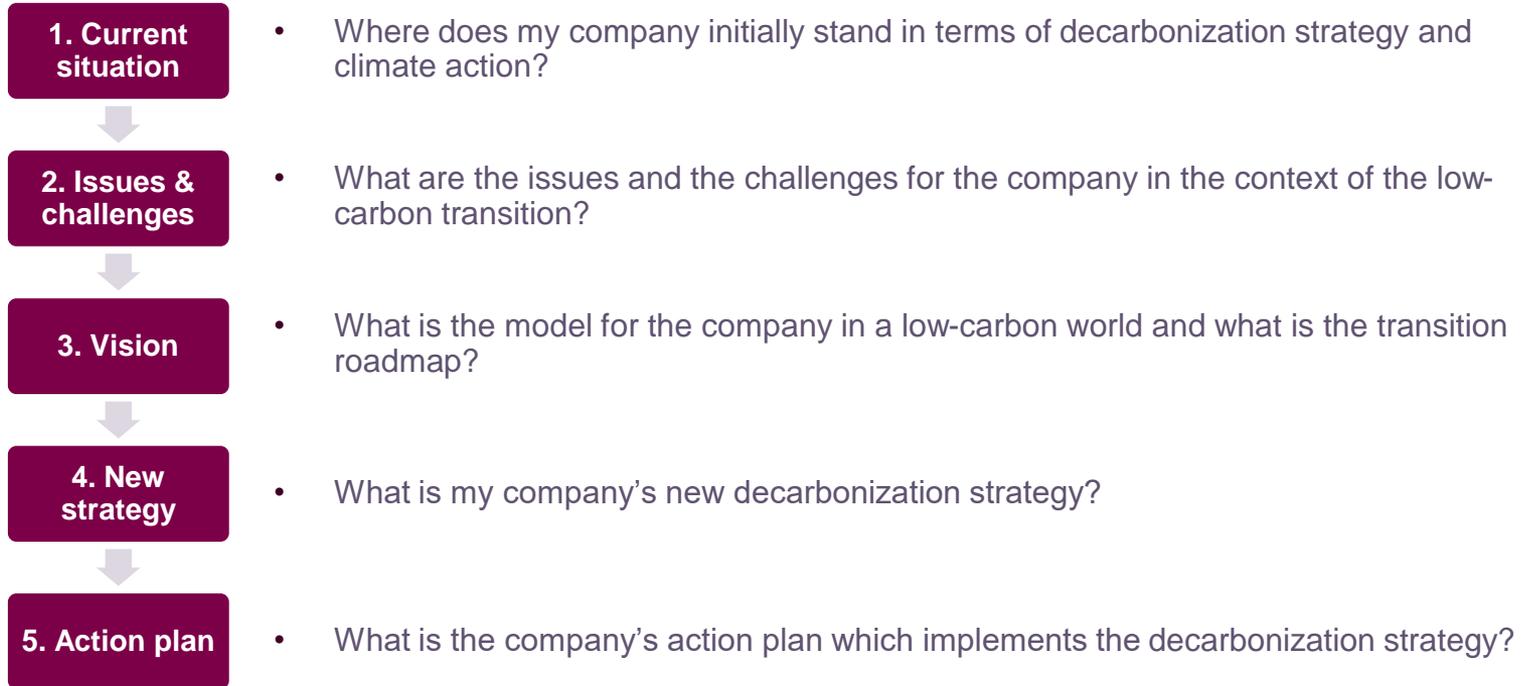
Presentation of ACT Step-by-Step

Methodology & tool package



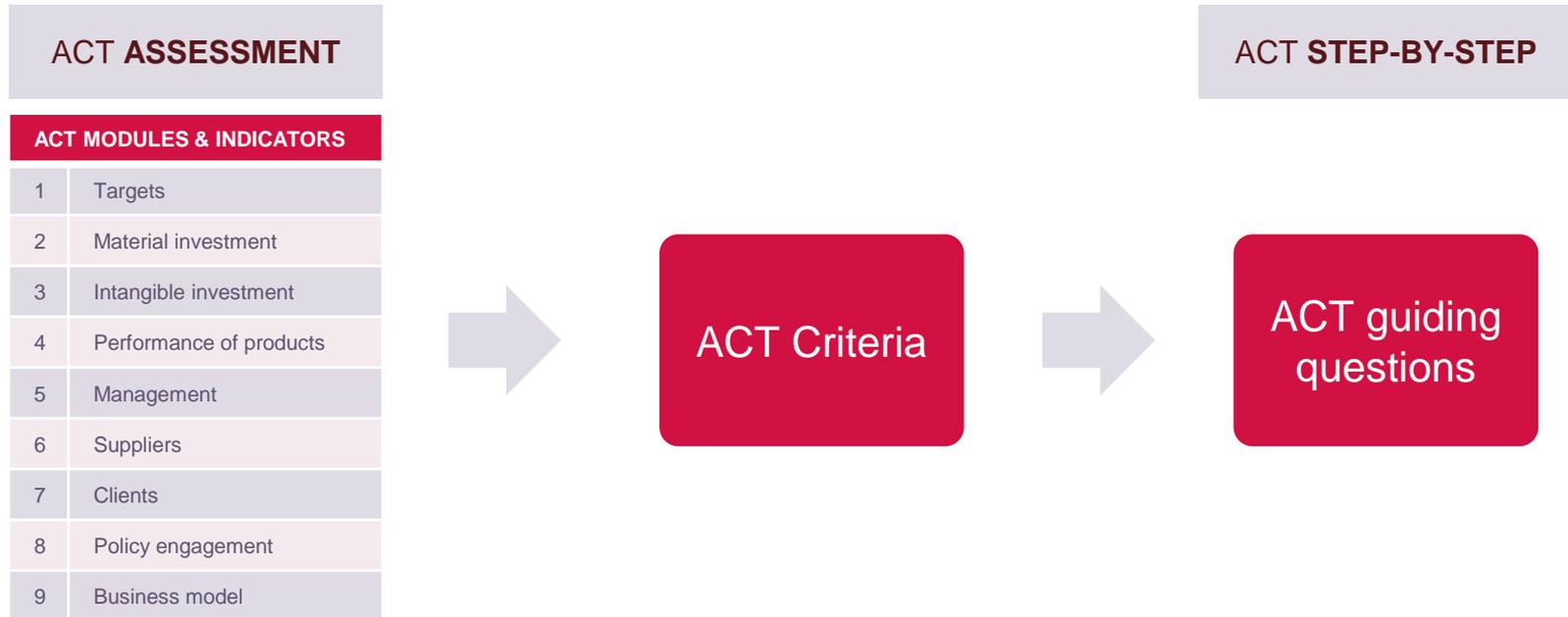
A methodology
(~55 pages)

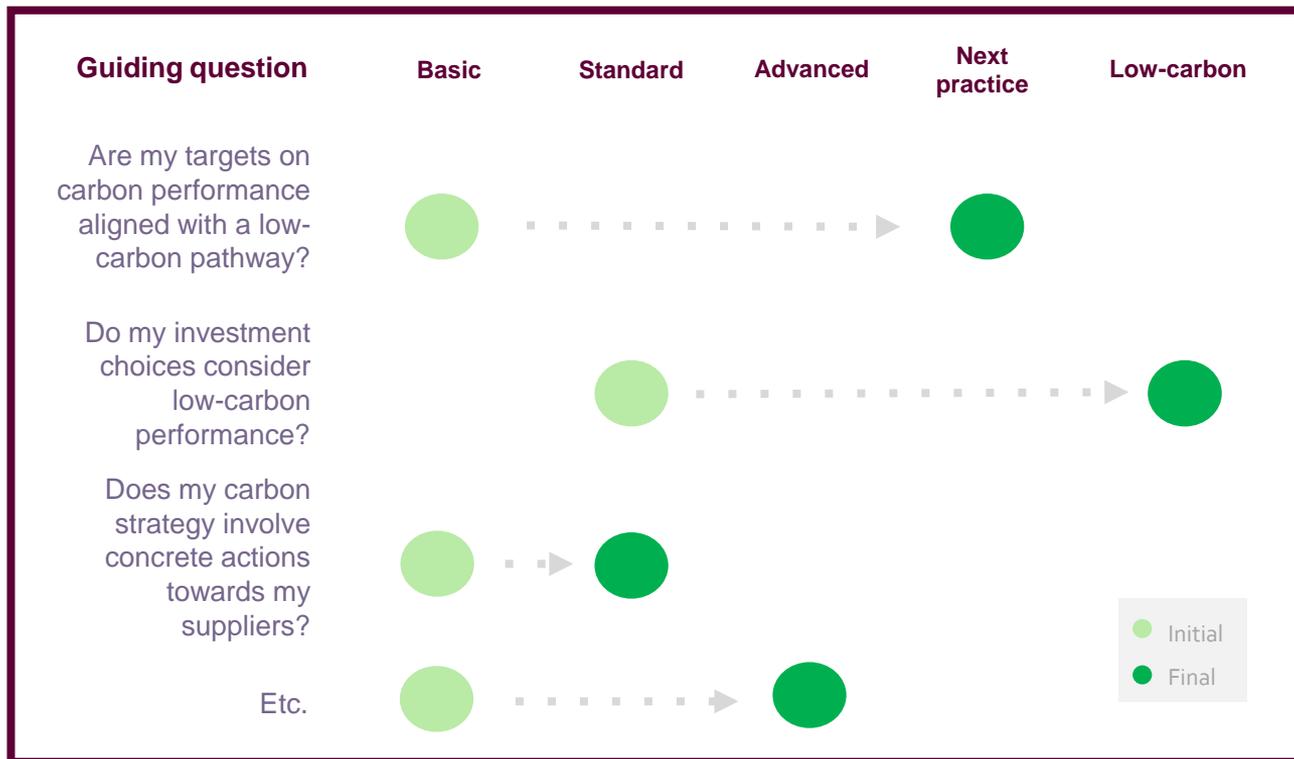
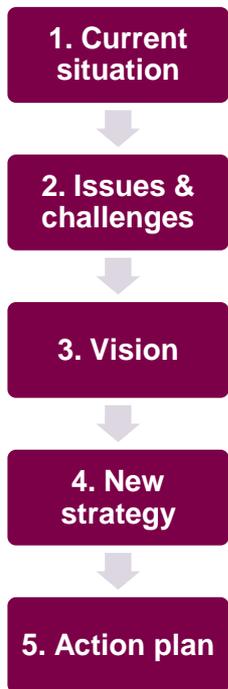
A practical tool package
(4 tools + user manuals)

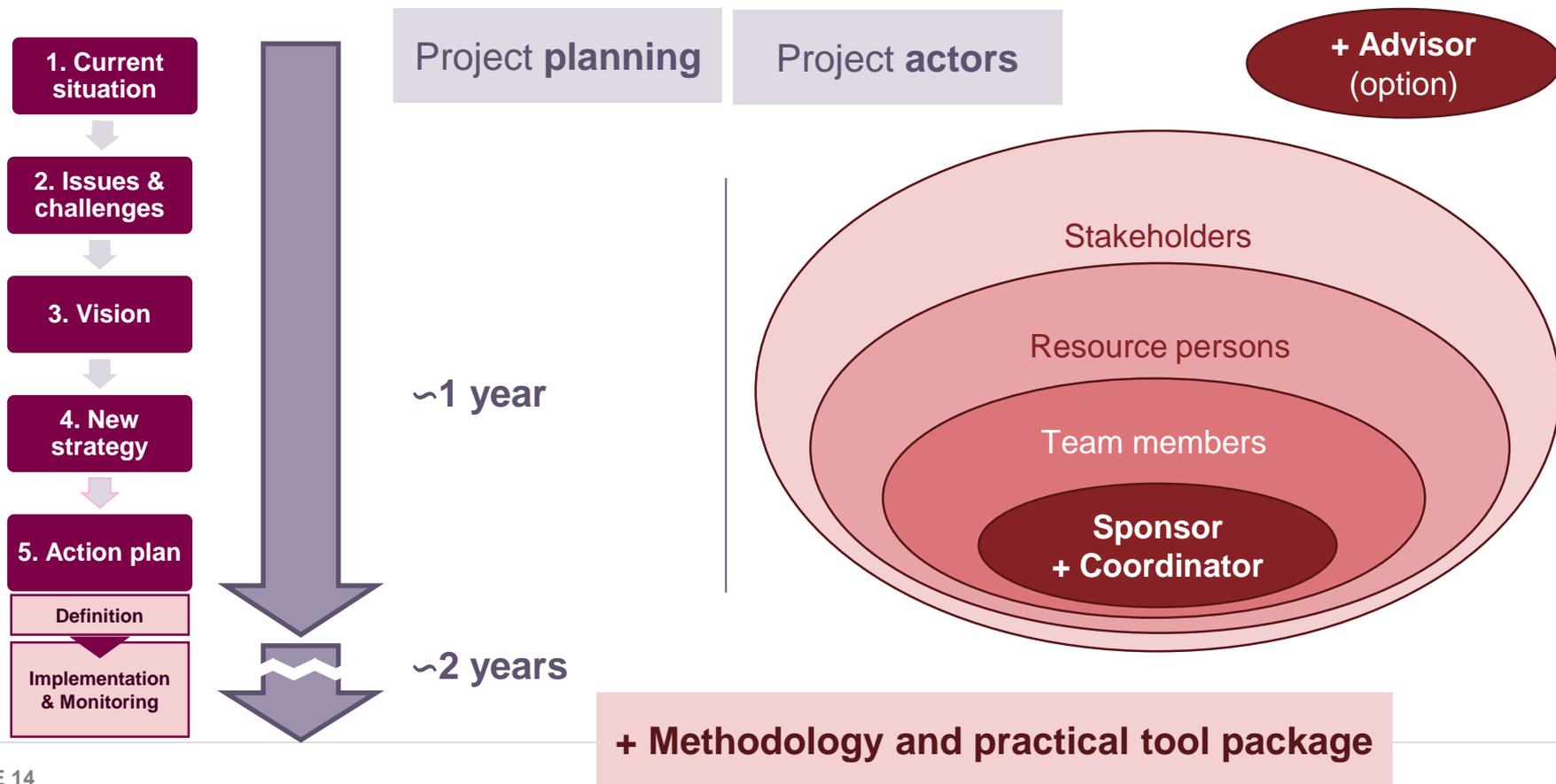


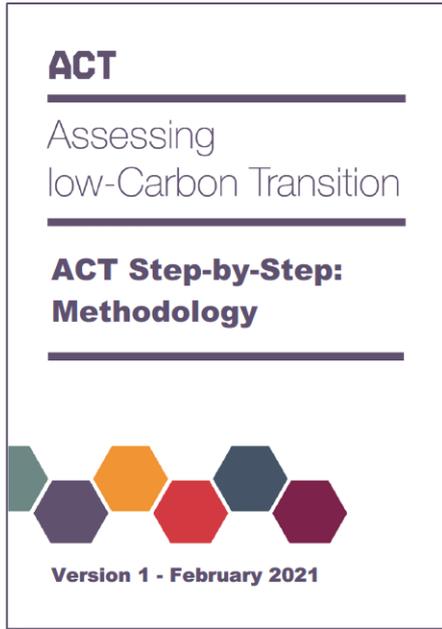
- Each step is composed of several actions, which involve different strategy levels.



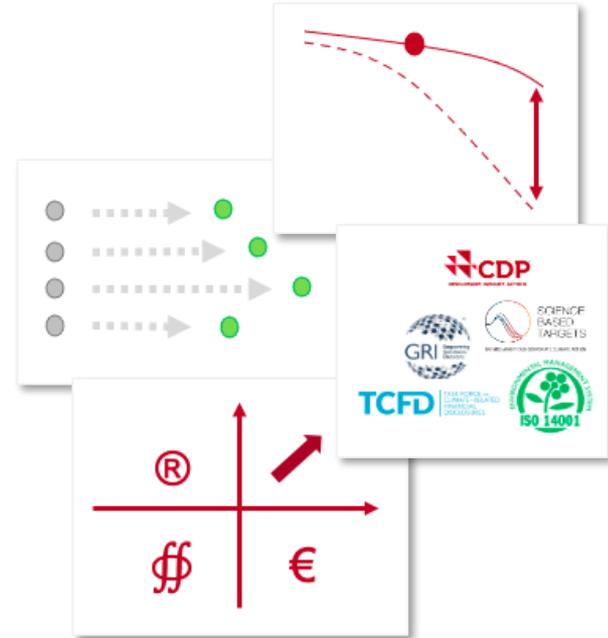






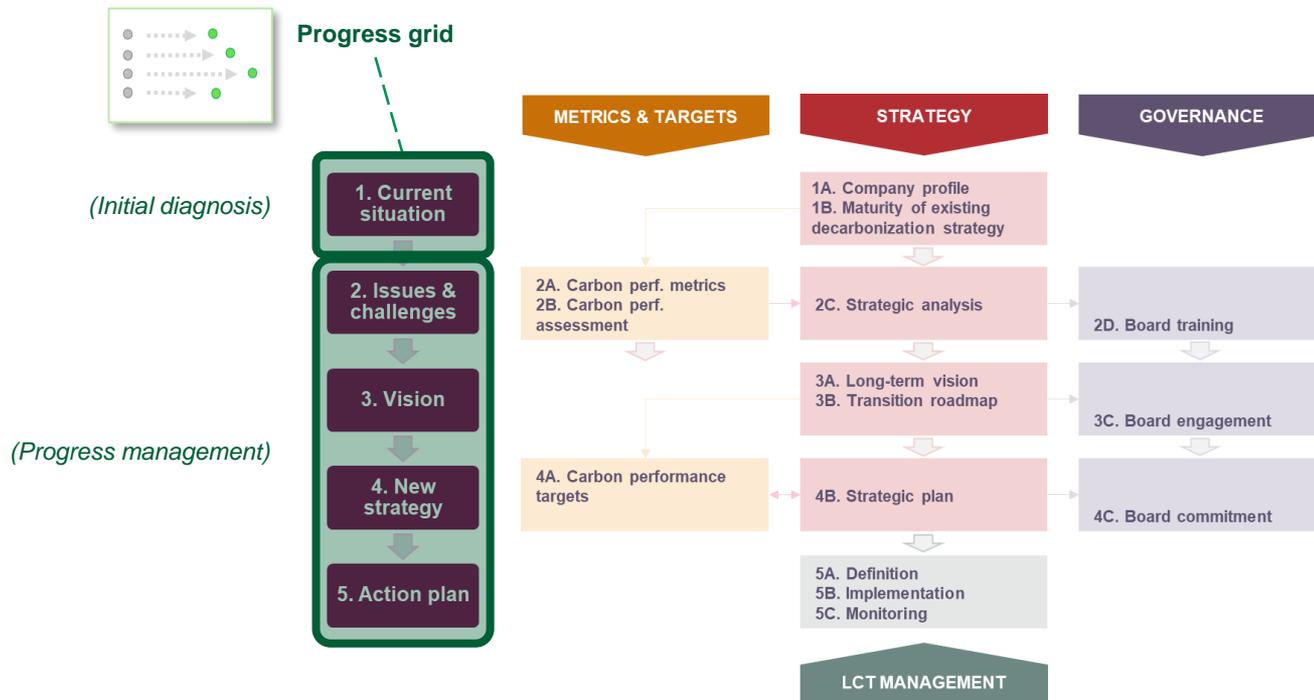


A methodology
(~55 pages)



A practical tool package
(4 tools + user manuals)

The progress grid



The progress grid

1. Initially, select the set of guiding questions based on company profile and objectives
 2. Carry out the initial diagnosis and display the results
 3. Throughout the process, for each step:
 - Fill in the matrices for the applicable questions
 - Monitor the progress
 4. Display and analyze the results
- ✓ Also includes template documents to be produced as part of the recognition system



Links to relevant worksheets

Progress & results monitoring

The screenshot displays the ACT Progress Grid interface. At the top, there is a navigation bar with tabs for '< 1. Initial Diag', 'User guide', '2 - ISSUES & CHALLENGES', and 'PROGRESS OVERVIEW >>'. Below this, an 'Overview' section shows 'Questions addressed' with a bar chart indicating 13 addressed and 2 not addressed, and 'Average maturity' with a bar chart showing an initial average of 1,2 and an average improvement of 0,8. A central instruction reads: 'Do not forget to control the progress with the narrative criteria in the Narrative scoring control worksheet >>'. The main part of the interface is a 'Questions & matrices' table. The table has columns for 'Question ID', 'Basic', 'Standard', 'Advanced', 'Next practice', 'Low-carbon transition aligns', 'Link', and 'Comment'. Two rows are visible, both for question ZAMC.1. The 'Basic' column for ZAMC.1 contains 'No GHG inventory in the last 2 years'. The 'Standard' column contains '1 GHG inventory that includes GHG categories 1&2 in the last 2 years'. The 'Advanced' column contains '1 GHG inventory that includes all reporting GHG categories (Categories 1, 2, 3, 4) or direct and significant indirect) in the last 2 years'. The 'Next practice' column contains 'At least 2 GHG inventories that include all reporting GHG categories (Categories 1, 2, 3, 4) or direct and significant indirect) in the last 2 years'. The 'Low-carbon transition aligns' column contains 'A 5-year track record of yearly GHG inventories that include all reporting GHG categories (Categories 1, 2, 3, 4) or direct and significant indirect)'. The 'Link' column contains 'Link with carbon performance toolbox Worksheet "A Corporate GHG data" Paragraph "GHG inventory" Look if one of the GHG inventory templates has been filed properly'. The 'Comment' column contains 'Link with carbon performance toolbox Worksheet "A Corporate GHG data" Paragraph "Transition intensity metrics" and "Other specific low carbon data" look if several projects can be piloted with different metrics'. At the bottom, a navigation bar shows tabs for 'Credits', 'User guide', '0. Setup', '1. Initial Diag', 'DIAG OVERVIEW', 'Weightings', '2. Issues & Challenges', '3. Vision', '4. New strategy', '5. Action plan', 'PROGRESS OVERVIEW', and 'Narrative scoring control'. Red arrows point from the text 'Links to relevant worksheets' to the 'User guide' and 'Narrative scoring control' tabs. Red arrows point from 'Progress & results monitoring' to the 'Overview' section and the 'Link' column. Orange arrows point from 'Guiding questions & maturity matrices' to the 'Question ID' column, from 'Relevant links to the other ACT-S tools' to the 'Link' column, and from 'Additional coordinator's comments' to the 'Comment' column.

Question ID	Basic	Standard	Advanced	Next practice	Low-carbon transition aligns	Link	Comment
ZAMC.1	No GHG inventory in the last 2 years	1 GHG inventory that includes GHG categories 1&2 in the last 2 years	1 GHG inventory that includes all reporting GHG categories (Categories 1, 2, 3, 4) or direct and significant indirect) in the last 2 years	At least 2 GHG inventories that include all reporting GHG categories (Categories 1, 2, 3, 4) or direct and significant indirect) in the last 2 years	A 5-year track record of yearly GHG inventories that include all reporting GHG categories (Categories 1, 2, 3, 4) or direct and significant indirect)	Link with carbon performance toolbox Worksheet "A Corporate GHG data" Paragraph "GHG inventory" Look if one of the GHG inventory templates has been filed properly	
ZAMC.2	No relevant metrics identified	At least one metrics that covers GHG categories 1&2 and is expressed in absolute GHG emissions or GHG emissions intensity	At least one metrics that significantly covers GHG categories 1&2 and is expressed in absolute GHG emissions or GHG emissions intensity + Other relevant GHG-related metrics that together cover 90% of the 6-reporting GHG inventory	The metrics include the ones that will be relevant to assess carbon performance with the ACT indicators and the targets with the ACT indicators within the 5&T criteria	The metrics include other relevant KPI's not expressed in GHG emissions that together monitor all carbon performance levers in the company	Link with carbon performance toolbox Worksheet "A Corporate GHG data" Paragraph "Transition intensity metrics" and "Other specific low carbon data" look if several projects can be piloted with different metrics	

Guiding questions & maturity matrices

Relevant links to the other ACT-S tools

Additional coordinator's comments





1. ISSUE AND CHALLENGES ANALYSIS

AIM: Identify internal strengths and weaknesses of the company facing the low-carbon transition.

TOOL : Matrix inspired by SWOT based on Climate change opportunities and risks as classified by the TCFD.



2. VISION AND TRANSITION ROADMAP

AIM: Define a long-term vision for the Company while setting intermediate milestones.

TOOL: Catalogue of creativity techniques to facilitate the collective definition of the vision and roadmap



3. STRATEGIC PLAN

AIM: Identify the strategic pillars that support the Company's strategy.

TOOL: Blue Ocean tool that facilitates idea generation based on the modules of ACT.



4. ACTION PLAN

AIM: Translate the strategic pillars into concrete actions.

TOOL: Ready-to-use Excel grid with all criteria to be fulfilled by a consistent Climate action plan.



A closer look at the Catalogue of Creativity techniques

Developing a low-carbon vision requires reflection and discussion.

This catalogue provides you with useful information on several creativity techniques the Company may use to **lead an internal workshop** to develop its **low-carbon vision and transition roadmap**.

The variety of brainstorming tools outlined in this catalogue will facilitate idea generation, group dialogue and decision-making.

Each one has been **carefully adapted to the context of the low-carbon transition** to align with ACT-S.



ACT

Assessing low-Carbon Transition

ACT Step-by-Step: Catalogue of Creativity Techniques



Version 1 - January 2021

Disney's Creative Strategy

ACT

Why is this creativity technique recommended for SMEs and start-ups?

Disney's creative strategy, inspired by Walt Disney himself, relies on three different thinking styles - the dreamer, the realist, and the critic - to turn a creative low-carbon vision into reality. The idea is to set up a physical space for each type of thinking, and move from one to another as a whole group, making it ideal for small, dynamic and tight-knit teams.

Ease of use	Fun factor	Efficiency	Visual factor	Remote feasibility	No. of users	Time needed	Tools required
★★	★★	★★★	★★	★★	≤ 10	½ - 1 day	Set of thinking cards provided

Advantages of Disney's creative strategy	Limitations of Disney's creative strategy
<ul style="list-style-type: none">Bridges the gap between imagination and reality when building an ambitious vision and transition roadmap.A truly iterative and collaborative process that helps the group to agree on a shared vision and transition roadmap together.Helps to avoid risks.	<ul style="list-style-type: none">Participants must follow the correct order of thinking styles and refrain from introducing the realistic or critic too early in the process, as this could mean some truly creative ideas are missed out.Rules must be enforced to keep participants within certain thinking styles (i.e. ensure no one criticises at the start!).

Instructions

- Preparation:** Divide the room into three physical sections in order to keep the different thinking styles separate. Print and cut up the set of thinking cards provided (see page 8) and place them in the relevant section of the room. These will serve as guiding questions to generate discussion in each thinking style.
- Ideation:**
 - ROUND ONE - The dreamer**
The group must begin in this section of the room. Using the dreamer cards for inspiration, the group lets ideas flow without reserve or pressure, describing



ACT-S Catalogue of Creativity Techniques PAGE | 7

Vision and transition roadmap, extract of the Catalogue



A closer look at the Blue Ocean Matrix

Inspired by the Blue Ocean method, this tool will guide idea generation based on the ACT modules to facilitate the construction of the Strategic Plan.

The Company should reflect about what to **Eliminate**, **Raise**, **Reduce**, or **Create** in all aspects of its business (ex: Management, Products and Services, Investments...) to define the most **consistent and strategic pillars**.

The tool provides **examples and external resources** to find inspiration on potential strategic pillars.



STEP #4 – NEW STRATEGY

4B. STRATEGIC PLAN

Blue Ocean Method

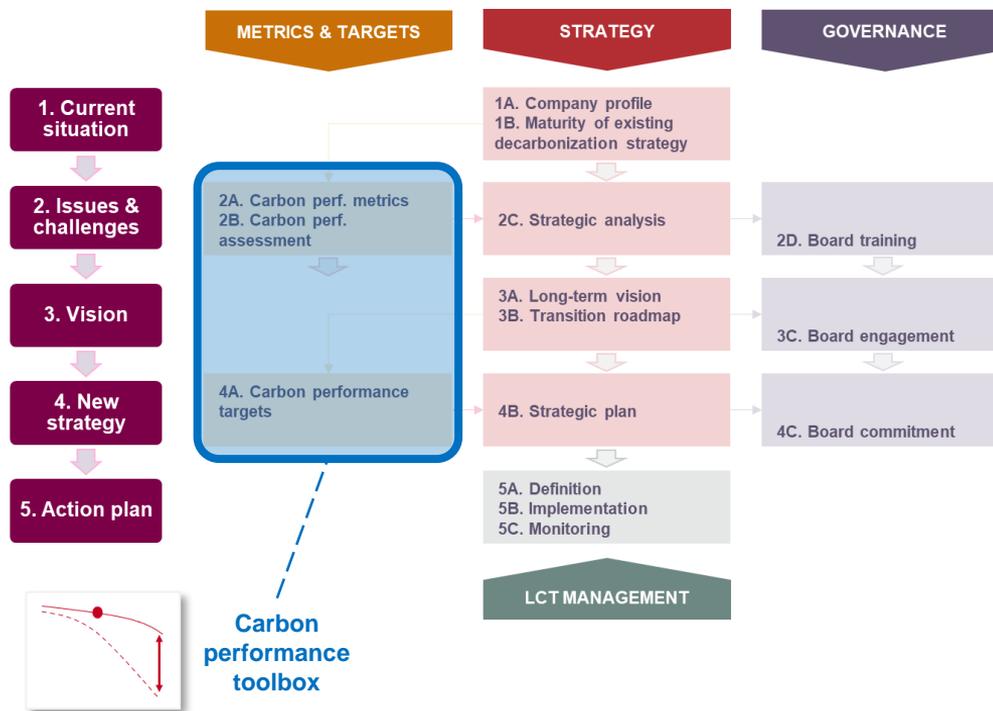
Strategic pillar n°	ELIMINATE	Strategic pillar n°	RAISE
1	Reshape logistics to reduce transportation impacts	1	Raise the share of local-sourced materials
2	Eliminate waste sent to landfill from offices	2	Standardize the use of video conferencing
3	Cut almost to zero the share of fossil fuel-based products	3	Improve environmental impacts monitoring and data collection
4		4	
Strategic pillar n°	REDUCE	Strategic pillar n°	CREATE
1	Reduce cooling emissions and leakage	1	Invest in low-carbon start-up accelerator in Marseille
2	Reduce the impacts from our products end-of-life	2	Optimize employees' transportation

Strategic plan, extract of the Blue Ocean Matrix (completed)

Categories	Color frame	ACT - definition	Examples
		Eliminate (E), Reduce (R), Raise (R), Create (C)	
Material investments	Orange	Carbon intensity of asset base	Integrate renewable energy solutions into the company grid Asset upgrading, retrofitting or decommissioning
Isoperational investments	Yellow	Current R&D expenditures in low-carbon technology	Develop R&D and investments in climate change mitigation technologies Raise the share of investments in low-carbon solutions
Products and services	Green	Emissions intensity of products in use and of products to be sold in the future	Raise the share of low-carbon products Create low-carbon services for clients
Management	Grey	Incentives for non-fossil fuel technology and low-carbon scenario testing	Develop KPIs incentives on carbon action and performance Reduction of waste
Supplier engagement	Red	Supplier chain engagement and risk assessment	Create strategies to encourage suppliers to reduce their GHG emissions Raise sustainable standards toward suppliers
Client engagement	Orange	Clients' engagement to promote low-carbon products and create demand	Create strategies to shift customer behaviour Increase the share of clients that may be considered low-carbon
Policy engagement	Blue	Company policy on engagement with trade associations and alignment with NDCs and other policies	Eliminate support to trade associations with climate-negative positions Increase collaboration with local public authorities to implement low-carbon solutions
Business model	Green	Integration of circular economy and low-carbon business models	Reduce structural barriers to market penetration of low-carbon products Create business activities that contribute to the low-carbon optimization of the sector

Color code and examples

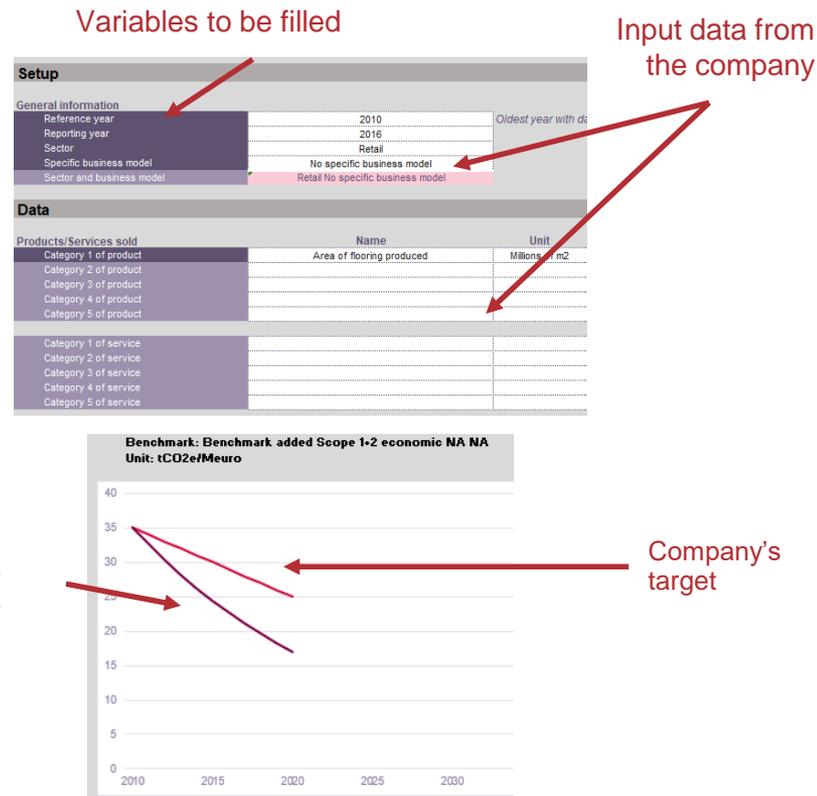
The carbon performance toolbox





1. The company is to provide data for different variables
 - Corporate general data
 - Corporate GHG data
 - Locked-in (assets and use of sold products)

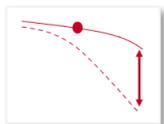
 2. The company is to set decarbonization targets on relevant metrics, and then select relevant benchmark to assess its carbon performance
- ✓ In addition to the carbon performance tool, a toolbox is included with a list of external files to guide the company along its low-carbon transition journey



The practical tool package

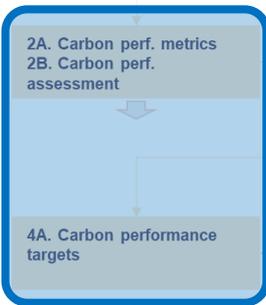


Progress grid



Carbon performance toolbox

METRICS & TARGETS



STRATEGY



LCT MANAGEMENT

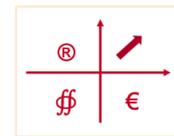
GOVERNANCE



+ Mapping table



Strategy toolbox







ACT

Progress recognition system & potential costs
for the users

Two options for a company to use ACT-S

- **The methodology** is public
- **The practical tool package** is accessible upon adequate training



The company does not want to communicate about using ACT-S



The company engages officially in ACT-S

The **recognition system** will apply (including recommendations from an ACT-S Advisor)



Rewarded by showcasing its efforts to progress throughout the process



Guided to make an adequate – and therefore fruitful – use of ACT-S



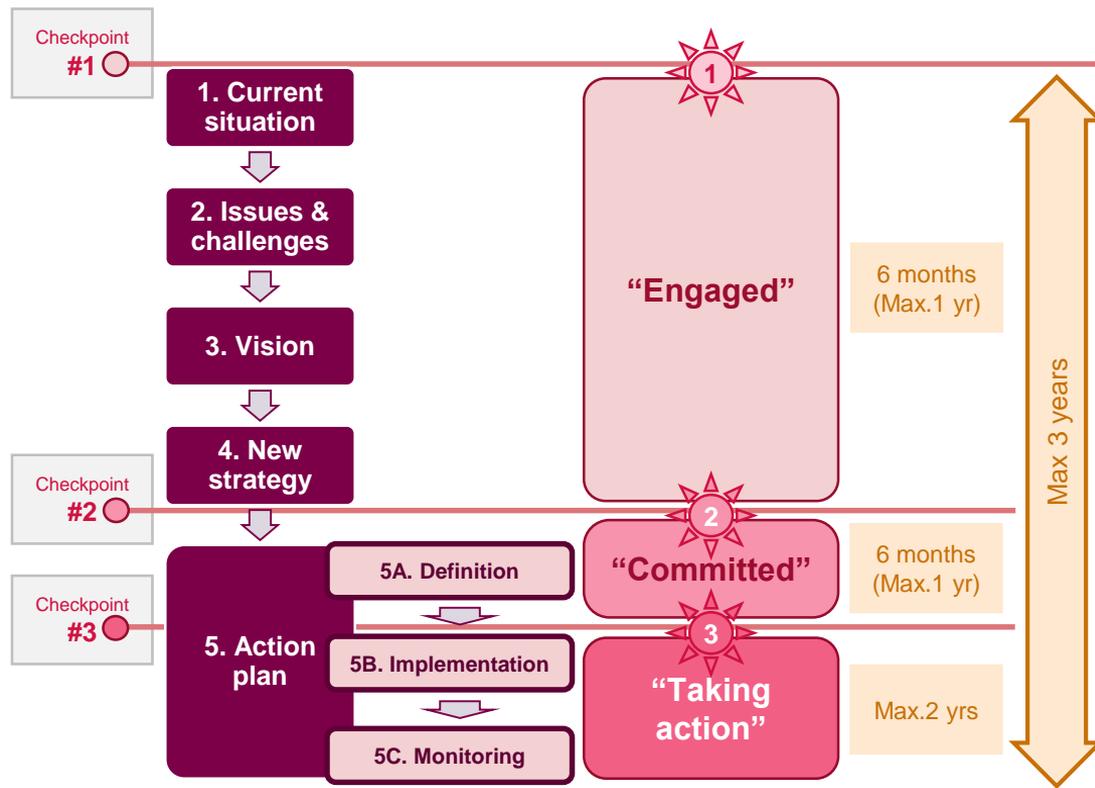
Member of the ACT-S community :

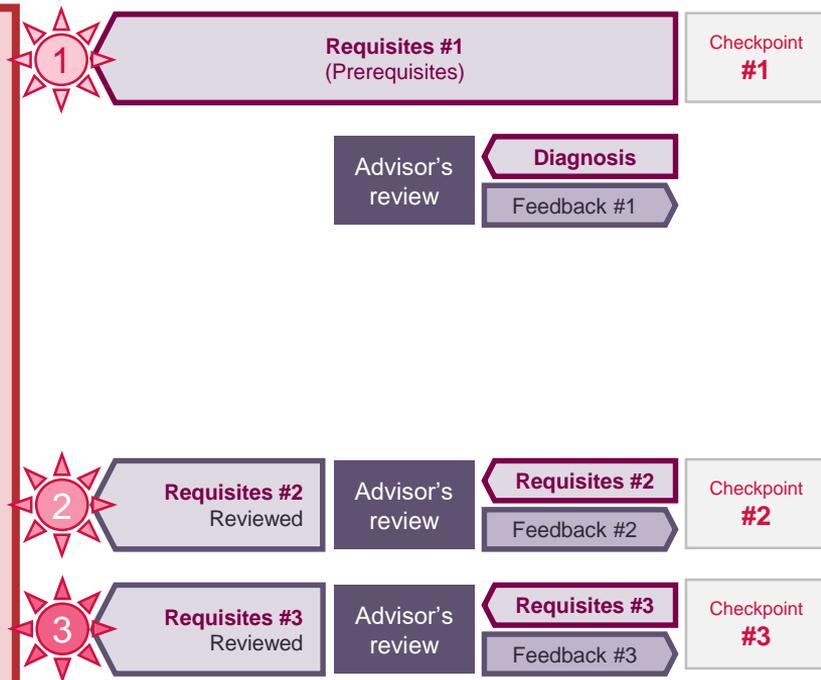
- Benchmark
- Pinpoint best practices & feedback
- Share experience



Climate action broadly promoted among other companies and beyond

- **Prerequisites (Checkpoint #1)**
 - Clear engagement from the Board
 - GHG inventory done
 - Sponsor and coordinator appointed
 - Coordinator trained for ACT-S
- **Requisites #2 & #3** relate to compliance with the process, not with the level of ambition or performance





An ACT-S auditor is used by the ACT Initiative in order to review the requisites:

Prerequisites (Checkpoint #1):

- Engagement letter (company details, project details, engagement statement)
- Certificate of coordinator ACT-S training completion

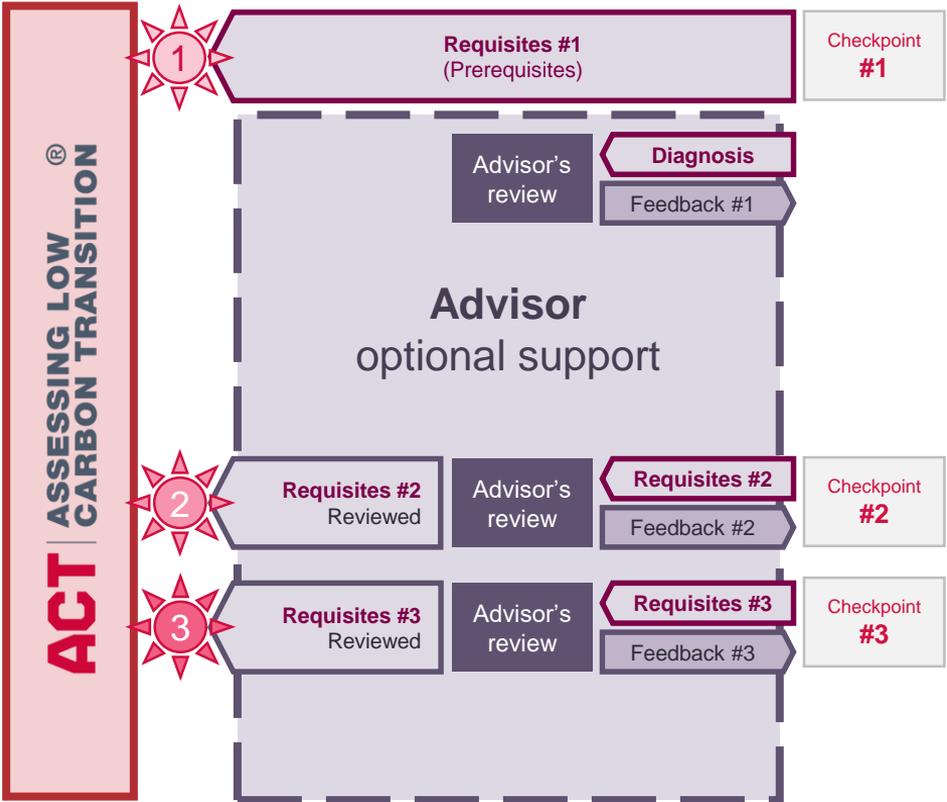
Requisites #2:

- Commitment letter including company and project details
- Extract of key actions from progress grid from step 2 to 4
- Board training attendance certificate

Requisites #3:

- Action plan launch letter including extract of key actions from progress grid from step 5 and action plan description
- Implementation commitment

Templates provided in the progress grid



- The company may choose to be supported by an ACT Step by Step Advisor beyond feedback provided as part of the recognition system

Companies

- Recognition active (in progress)

- Contacts with peers
- Special events
- Enhanced communication

Advisors

- Yearly requisites (inc. training)

- Review of evidence for recognized companies
- Potential extended missions
- Included in the official advisor's list

Community management by

Companies

- + Initial 2-day training (coordinator): 1000 €
- + Step by Step support from an ACT Advisor: around 30 000 €
 - + Recognition system: around 3 000 €

Advisors

- + Initial 2-day training (inc. prerequisites applicable to this training): 1000 €
 - + ACT Step by Step license 1 000 € /year
- + Continuous training process & community events included in the license fee





ACT

Thank you!
