

YRITYKSEN ARVOVIESTINNÄN VAIKUTUKSET BRÄNDIIN

ALI
★CONSULTING★

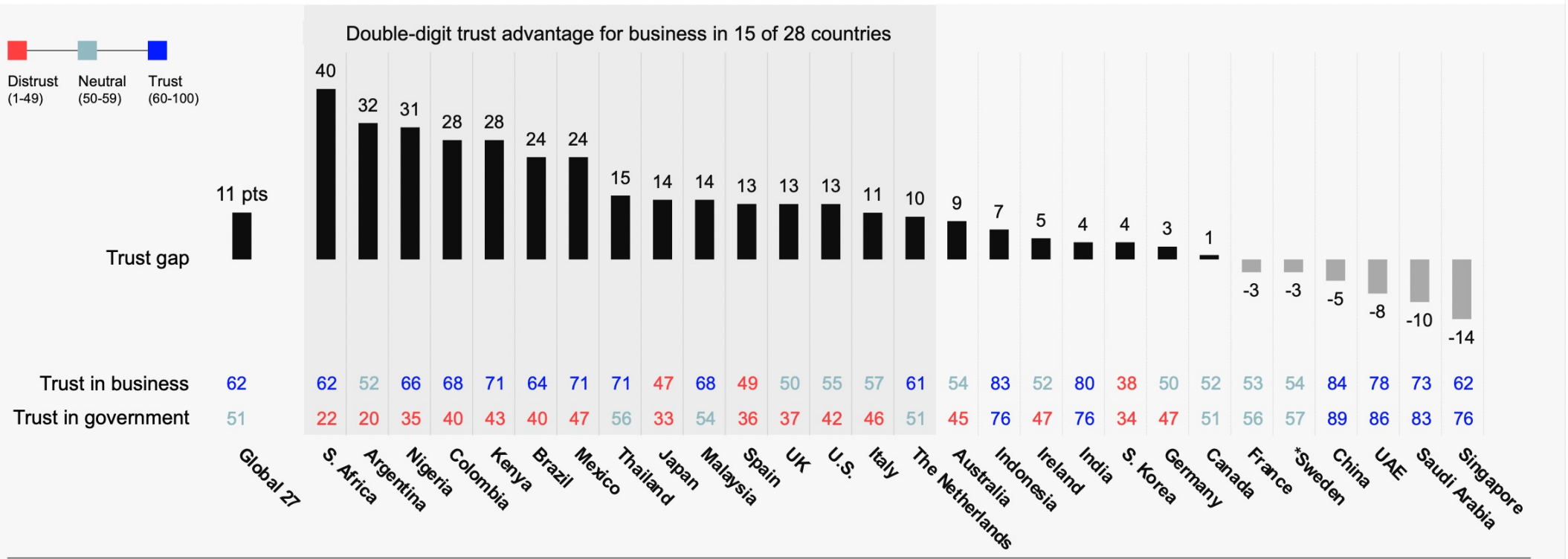
3.10.2024

★ KESTÄVÄNKALANPÄIVÄ ★

ANTTI ISOKANGAS

Institutions Out of Balance: Government Far Less Trusted than Business

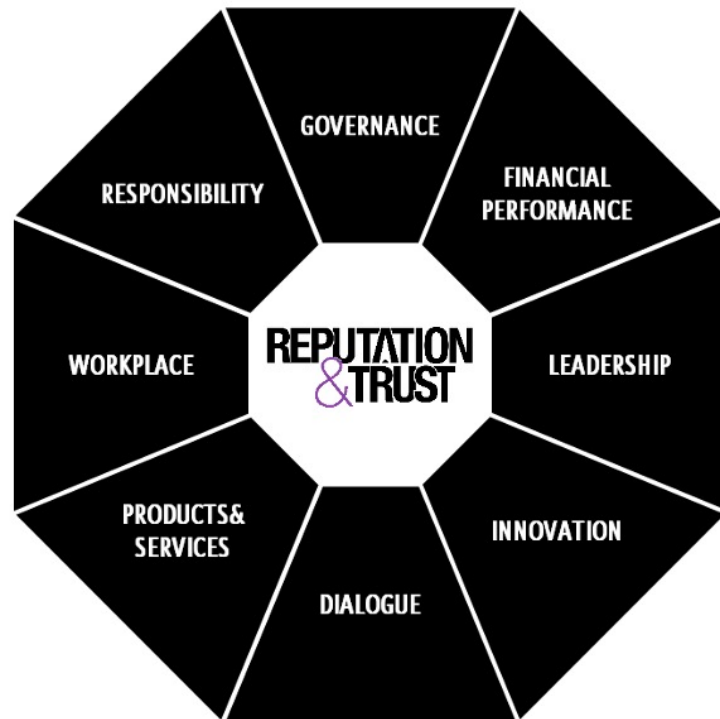
Percent trust, and the percentage-point difference between trust in business vs government



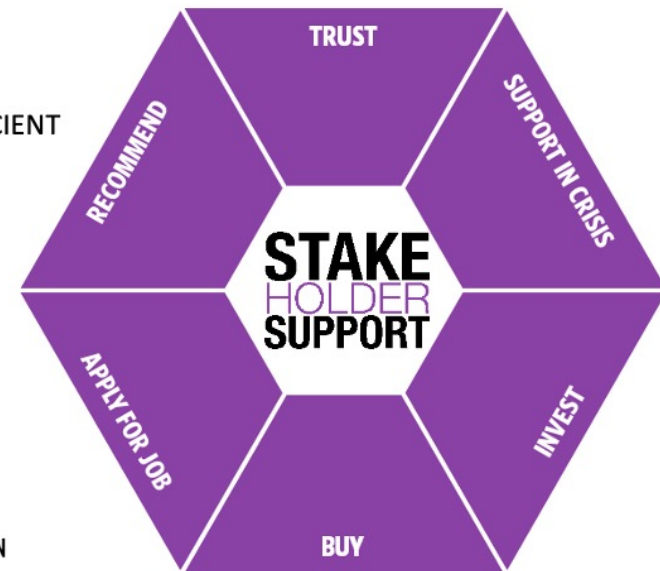
2023 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. *Sweden is not included in the global average.



PERCEPTIONS



BEHAVIOUR



CORRELATION COEFFICIENT

0.84

INTERPRETATION OF CORRELATION

- STRONG $|R| \geq 0.8$
- SIGNIFICANT $0.6 \leq |R| < 0.8$
- MODERATE $0.3 \leq |R| < 0.6$
- INSIGNIFICANT $|R| < 0.3$

VASTUULLISUUSVIESTINTÄ ON RIKKI

ESG PERCEPTION
REPUTATION
& TRUST

ENVIRONMENT
& SOCIETY

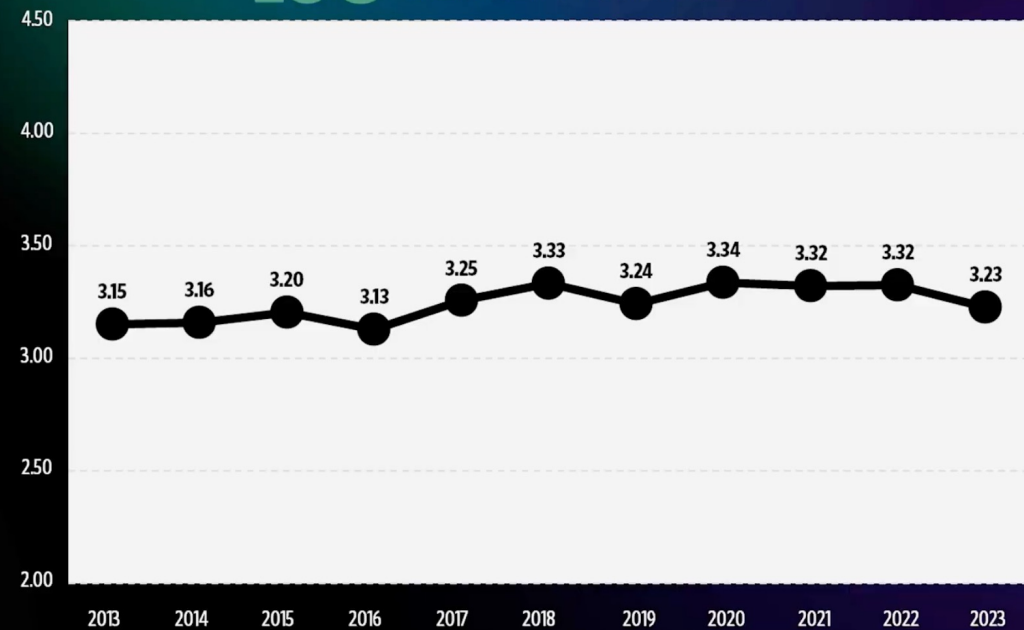
GOVERNANCE &
TRANSPARENCY



SOCIAL
RESPONSIBILITY

STAKEHOLDER
DIALOGUE

ESG PERCEPTION INDEX



**VASTUULLISUUS-
VIESTINTÄ EI OLE
ENÄÄ ”KAIKKI
PELAA”-LAJI**





MIHIN DATAN PUUTE JOHTAA

DATA RATKAISEE

**VIHER-
HYSSYTTELY**

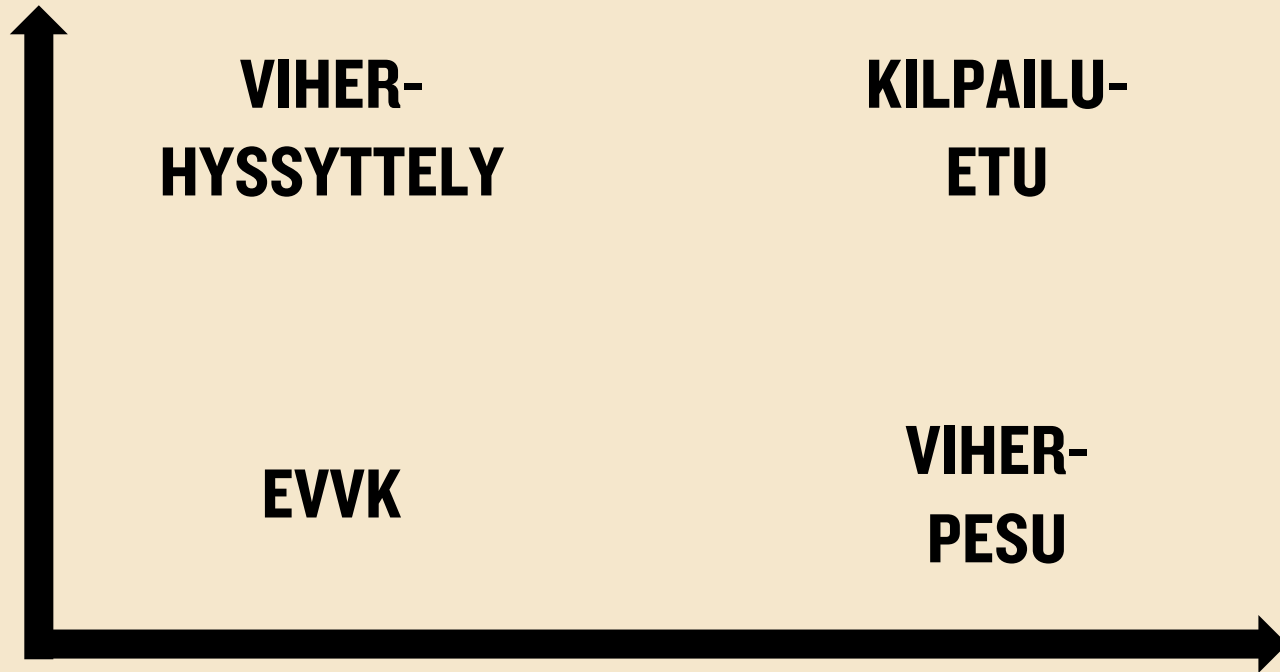
**KILPAILU-
ETU**

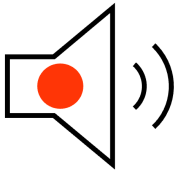
**MITATTU
VASTUULLISUUS**

EVVK

**VIHER-
PESU**

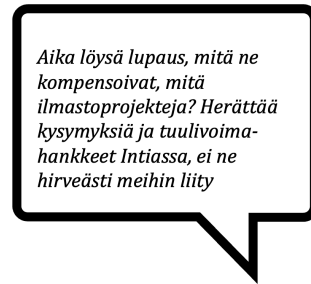
VASTUULLISUUSMIELIKUVA



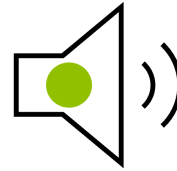


Teemme päästöjen kompensointia osallistumalla ilmastoprojekteihin maissa, joissa ei ole päästökattoa esim. tuulivoimahankkeisiin Intiassa.

Logistiikkayritys

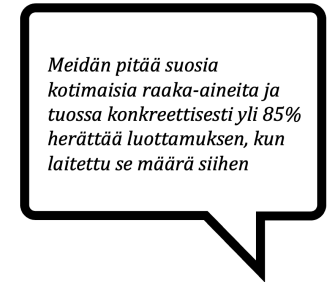


Aika löysä lupaus, mitä ne kompensoivat, mitä ilmastoprojekteja? Herättää kysymyksiä ja tuulivoimahankkeet Intiassa, ei ne hirveästi meihin liity

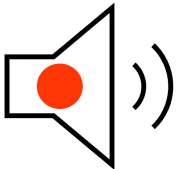


Pyrimme korkeaan kotimaisuusasteeseen kaikissa raaka-aineissamme esim. vihannekset. Kotimaisuusasteemme on yli 85 %.

Elintarvikeyritys

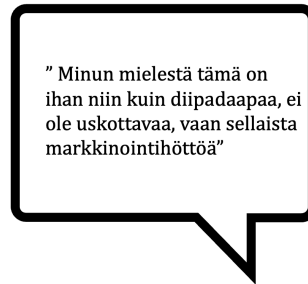


Meidän pitää suosia kotimaisia raaka-aineita ja tuossa konkreettisesti yli 85% herättää luottamuksen, kun laitettu se määrä siihen

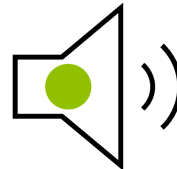


Tuomme markkinoille yhdenvertaisuutta ja seksuaali- ja sukupuolivähemmistöjen oikeuksia juhlistavan tuotteen Priden kunniaksi, jonka pakkauksessa on sateenkaaren värit

Elintarvikeyritys

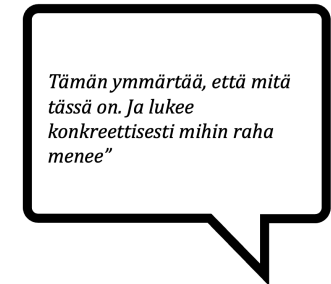


"Minun mielestä tämä on ihan niin kuin diipadaapaa, ei ole uskottavaa, vaan sellaista markkinointihöttöä"



Lahjoitamme osan paikallisista ravintoloista tai kaupoista ostettujen tuotteidemme tuotoista paikallisen järven kalakannan elvyttämiseen.

Elintarvikeyritys



Tämän ymmärtää, että mitä tässä on. Ja lukee konkreettisesti mihin raha menee"

RED NOTE®

91%

vastaajista **ei pystynyt** kuvaamaan ja nimeämään yhdenkään yrityksen vastuullisuustekoa

RED NOTE®

Data

Greenhouse gas emissions

We account for our carbon footprint by following internationally recognized standards, like the World Resources Institute (WRI) Greenhouse Gas (GHG) Protocol and ISO 14040/14044.¹ Improving the accuracy of our carbon footprint is an ongoing process — as we learn more, we refine our carbon models and adjust our climate roadmap. We also regularly revisit the boundary of our carbon footprint as our data sources improve and our business evolves.

		Fiscal year				
		2023	2022	2021	2020	2019
Corporate emissions (metric tons CO ₂ e) ²	Gross emissions	324,100	324,000	166,380	334,430	573,730
	Scope 1	55,200	55,200	55,200	47,430	52,730
	Natural gas, diesel, propane	35,300	39,700	40,070	39,340	40,910
	Fleet vehicles	17,000	12,600	12,090	4,270	6,950
	Other emissions ³	2,900	2,900	3,040	3,830	4,870
	Scope 2 (market-based)⁴	3,400	3,000	2,780	0	0
	Electricity	0	0	0	0	0
	Steam, heating, and cooling ⁵	3,400	3,000	2,780	0	0
	Scope 3	412,800	265,800	108,400	287,000	521,000
	Business travel	225,700	113,500	22,850	153,000	326,000
	Employee commute ⁶	164,100	134,200	85,570	134,000	195,000
	Upstream impacts (scope 1)	18,300	10,600	0	0	0
	Work from home (market-based)	4,700	7,500	0	0	0
Transmission and distribution loss (market-based)	N/A	N/A	N/A	N/A	N/A	
Third-party cloud (market-based)	0	0	0	0	0	
Carbon removals						
	Corporate carbon offsets ⁷	-471,400	-324,100 ⁸	-167,000 ⁹	-70,000 ¹⁰	0
Product life cycle emissions (metric tons CO ₂ e) ¹¹	Gross emissions (Scope 3)	15,570,000	20,280,000	23,020,000	22,260,000	24,460,000
	Manufacturing (purchased goods and services)	9,400,000	13,400,000	16,200,000	16,100,000	18,900,000
	Product transportation (upstream and downstream)	1,500,000	1,900,000	1,750,000	1,800,000	1,400,000
	Product use (use of sold products)	4,600,000	4,900,000	4,990,000	4,300,000	4,100,000
	End-of-life processing	70,000	80,000	80,000	60,000	60,000
Carbon removals						
	Product carbon offsets	-13,500	0	-500,000 ¹²	0	0
Total gross scope 3 emissions (corporate and product) (metric tons CO₂e)		15,980,000	20,545,800	23,128,400	22,550,000	24,980,000
Total gross carbon footprint (without offsets) (metric tons CO₂e)¹³		16,100,000	20,600,000	23,200,000	22,600,000	25,100,000
Total net carbon footprint (after applying offsets) (metric tons CO₂e)¹²		15,600,000	20,300,000	22,530,000	22,530,000	25,100,000

Notes:

- For data on years prior to 2019, please reference past Environmental Progress Reports.
- Totals might not add up due to rounding.

1 Apple's carbon footprint boundary is aligned with the Greenhouse Gas (GHG) Protocol framework and includes emissions that are material and relevant to Apple, where data is available. Apple's carbon footprint includes direct scope 1 emissions; indirect scope 2 emissions from purchased electricity, steam, heating, and cooling; and indirect scope 3 emissions from purchased goods and services, transportation and distribution, business travel, employee commute, product use, and end of life.

2 Apple is carbon neutral for corporate emissions as of April 2020. Beginning in fiscal year 2022, we've expanded our footprint boundary to include scope 3 emissions associated with work from home, third-party cloud services, electricity transmission and distribution losses, and upstream impacts from scope 1 fuels.

3 Emissions from R&D processes and refrigerant leaks.

4 We estimate the life cycle emissions associated with our use of renewable electricity for our corporate facilities to be about 70,000 metric tons CO₂e. We do not currently account for these emissions in our carbon footprint, due to the poor quality of this data.

5 Beginning in fiscal year 2021, we're accounting for scope 2 emissions from the purchase of district heating, chilled water, and steam.

6 Beginning in fiscal year 2020, we updated our methodology for calculating emissions from employee commute to reflect employees working from home during COVID-19.

7 For a detailed breakdown of carbon offset purchases applied to our corporate footprint, see the carbon offsets table on the following page.

8 We retired 324,100 metric tons of carbon credits from the Alto Mayo project in Peru and Chyulu Hills project in Kenya to maintain carbon neutrality for our corporate emissions in fiscal year 2022. This project is certified to the VCS and CCB standards.

9 We retired 167,000 metric tons of carbon credits from the Chyulu Hills project in Kenya to maintain carbon neutrality for our corporate emissions in fiscal year 2021. This project is certified to the VCS and CCB standards.

10 We retired 70,000 metric tons of carbon credits — 53,000 from the Chyulu Hills project in Kenya and 17,000 from the Cispatá Mangrove project in Colombia.

11 Because we're committed to accuracy and transparency, we regularly refine our product life cycle assessment model and sources of data. For example, last year we obtained more granular data summarizing in which countries our products are sold and used, resulting in more granularity possible for grid emission factors used in the carbon footprint of the product use phase. The net result was an increase in our fiscal year 2021 carbon footprint. When using the same level of data granularity and model as fiscal year 2021, our product use greenhouse gas emissions in fiscal year 2021 would have been about 2.5 percent lower.

12 For fiscal year 2021, we retired credits from the Chyulu Hills project in Kenya and purchased carbon credits from two additional projects to offset a total of 500,000 metric tons of direct emissions across our value chain. The first project, a REDD+ coastal conservation project in Guatemala, protects and conserves forests from deforestation and degradation. The second project aims to establish forests on about 46,000 hectares of barren land that isn't otherwise in use across seven counties in the Guizhou province of China. Both projects are certified to the same high standards that we require for projects in the Restore Fund, including VCS and CCB standards.

13 Due to rounding, our gross and net carbon footprints do not always equal the sum of the subtotals disclosed above.

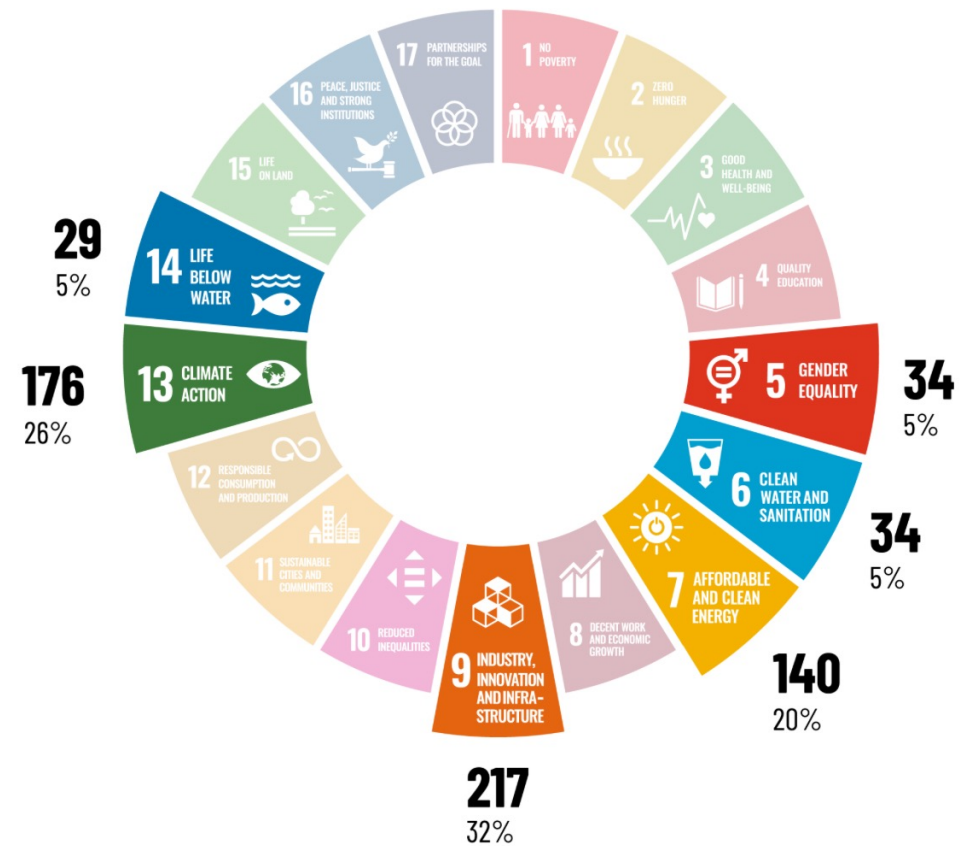
Source: Apple Environmental Progress Report 2023



**SÄÄNTELY &
RAPORTOINTI:
UHASTA
MAHDOLLI-
SUUDEKSI**

SMART CASUAL: USKOTTAVAA MUTTA YMMÄRRETTÄVÄÄ

Number of projects in the active portfolio by the end of 2023 with major contribution to UN Sustainable Development Goals.





Mother Nature

Needs a status report

**MYÖS IKÄVÄT
FAKTAT
RAKENTAVAT
LUOTTAMUSTA**

Activism Sports Stories

patagonia



- Data on uskottavan viestinnän perusta
- Smart casual = uskottavaa mutta ymmärrettävää
- Dataa on nyt käytössä – mitä teet sillä?

**LISÄÄ
AIHEESTA**



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