

# Creating a net zero strategy

## Where should innovators begin?

Businesses should integrate sustainability into their business. The areas below capture the key pillars used when creating a net zero strategy.

### 1. Start with governance

Firstly, decide who is responsible for your business becoming net zero and what your governance path for decisions is.

### 2. Calculate your carbon footprint

The first step in developing a net zero strategy is to accurately map your carbon footprint. Targets are meaningless without establishing a baseline

### 3. Agree vision and net zero targets

Decide how ambitious your business is going to be in reaching net zero and set net zero targets for your scope 1, 2 and 3 emissions.

### 4. Create a net zero roadmap

A strong net zero strategy has clear interim targets, milestones and carbon reduction projects to ensure businesses are accountable and stay on track.

### 5. Understand climate risk

Understand how climate change will impact your product and business operations, and how you intend to mitigate these risks.