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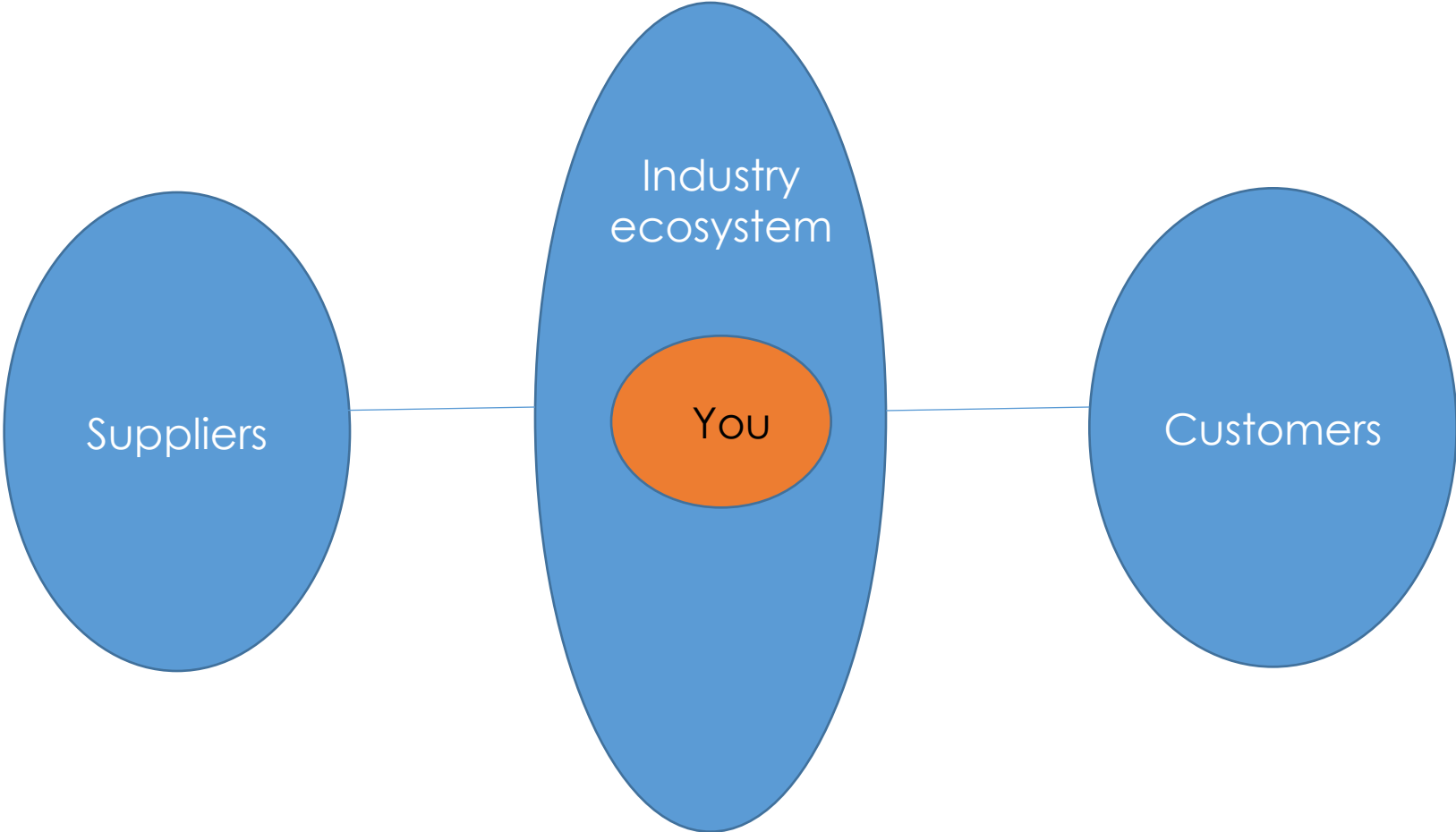
WHAT
WE
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TO
DO
NOW

'Crisp, superbly
researched and
remarkably calm.
We can do this.'
Tim Harford

For a Zero Carbon Future
CHRIS GOODALL

- Almost inevitable that pressure will increase for individual firms to move to 'net zero'.
- This will partly be imposed by government but, more importantly, by
 - Customers
 - The industry 'ecosystem' in which we work
 - Employees

Getting to zero by influencing suppliers, the surrounding ecosystem and customers



A pharmaceutical company: share of overall emissions

Suppliers

About 60% of footprint, mostly from raw materials manufacture

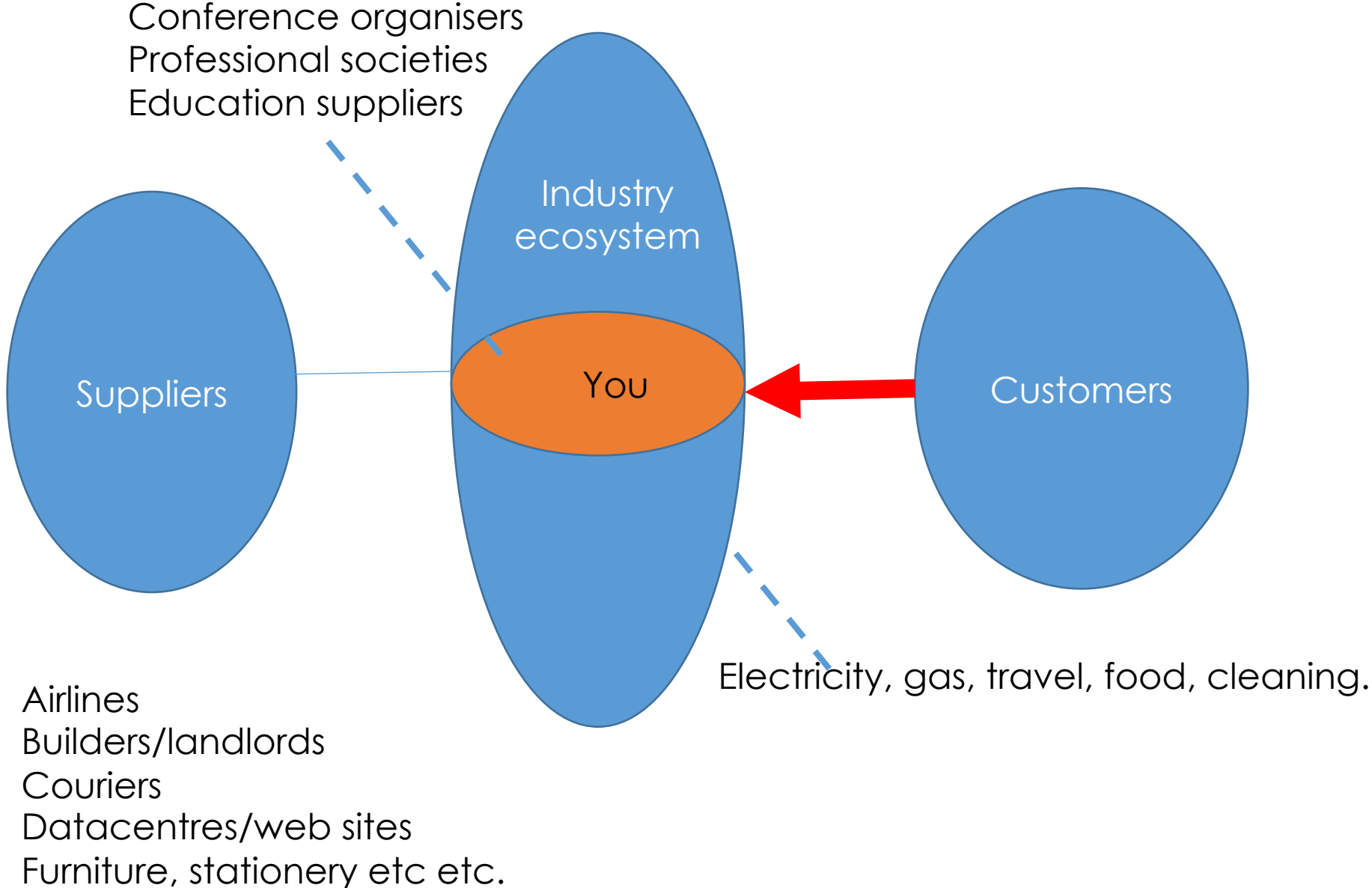
Company

Only 10% of emissions, mostly air travel

Customers

About 30% of footprint, mostly ventilator use

Some examples of activities creating carbon emissions



Don't assume you can get to where you want to go by 'offsetting' emissions

United Airlines CEO

offsets 'do almost nothing to tackle the emissions from flying'

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