

BREAKOUT SESSION:

How to tackle avoided emissions

**CLIMATE
ACTION**

ACTION: Companies must focus on avoided emissions to identify and prioritize the development of solutions needed globally to decarbonize.

SESSION OVERVIEW

In this lively and interactive session, we covered how avoided emissions are part of companies' contribution to global net-zero efforts:

- 'Net zero' as defined by climate science is global. Following the [Net Zero Initiative framework](#), companies can contribute to global net-zero efforts by acting along three pillars, A) decarbonizing their operations and value chain, B) helping others to decarbonize (including helping their customers to avoid emissions) and C) increasing carbon sinks.
- Dennis Pamlin from [Mission Innovation](#) encouraged companies to adopt an innovation-focused approach to reaching net zero, looking at new products and services that meet human needs consistent with the 1.5°C scenario.

KEY TAKEAWAYS

- Avoided emissions are an indicator complementary to corporate greenhouse gas (GHG) inventory. Indeed, looking at avoided emissions can help companies identify and prioritize the development of solutions (including business models) needed globally to decarbonize.
- WBCSD's upcoming guidance on avoided emissions, due in Q3 2022, will aim at clarifying:
 - claim eligibility, i.e., in which context the claim is relevant towards global net-zero needs, considering the end-impact of the "intervention" of the company solution
 - calculation rules
 - use of avoided emissions, in company decision-making processes as well as internal and external reporting and communication.

"We need this guidance on avoided emissions to support increasing the robustness and consistency of claims and to support the scaling up of solutions."

GET IN TOUCH

To learn more about Climate Value Accounting, please contact: [Diane Buzea](#), Senior Associate, Climate Action, WBCSD
[John Reves](#), Managing Director, Member Engagement, WBCSD