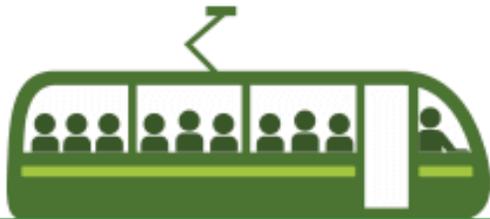


Welcome



Getting to Net Zero

Free Webinar Series - episode 2

Business strategy and carbon offsets

Thursday, June 25, 9:00am–10:00am





**CLIMATEWISE IS A PROGRAM OF WINDFALL ECOLOGY CENTRE.
WINDFALL ECOLOGY CENTRE IS A NON-PROFIT SOCIAL
ENTERPRISE DEDICATED TO BUILDING SUSTAINABLE
COMMUNITIES. WE HAVE SERVED THE YORK REGION COMMUNITY
FOR 20 YEARS**





What is ClimateWise?

The ClimateWise Business Network is a program for local organizations where all participants receive one-on-one support and guidance in setting environmental targets and seeing the returns of investing in sustainability.

ClimateWise helps you figure out how going green can benefit your facility, how to make it work for your team, and where you should start, learning from coaches and businesses in the network just like yours.

ClimateWise Founding Partners





Getting to Net Zero

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Net Zero Series: Learning Outcomes



**Over the year of this webinar series
you will have access to insights and learning including:**



Understanding net zero best practices from the field

- What is net zero and how will businesses get there?
- What are best practices that businesses are currently exploring to achieve net zero?
- Commercial and institutional buildings are larger producers of emissions, what are they doing to achieve net zero?



Understanding market growth opportunities and challenges

- What are the pain points for clients/customers in a low carbon world?
- How to position a company's products and services in a changing economy?
- How to understand possible market entries and opportunities (demand for new services)?



Understanding the impacts on corporate functions

- What are the sources of increased costs during the transition?
- What are the emerging regulations their risks and opportunities?
- How will your relationships change with partners, stakeholders and tenants?



Understanding supply chain and production impacts

- What is the resiliency of your supply chain given anticipated physical climate change impacts?
- Are your operational assets that are key to your production processes resilient?



Agenda for Today's Webinar

- ✓ Introductions and house keeping
- ✓ Your hopes for the webinar 9:00 – 9:05
- ✓ Steve Boles, AET Group 9:05 – 9:25
- ✓ Patrick Huynh, Maple Leaf Foods 9:25 – 9:45
- ✓ Questions and Answers - Question Pane in your control panel 9:45 – 9:55
- ✓ Closing 9:55 -10:00





Your Hopes for this Webinar (Poll)

Check all that apply:

- To learn something new
- To understand what businesses are doing
- To be inspired
- To share my perspective
- To build new contacts

Canada

bullfrogpower
A SPARKPOWER COMPANY

Getting to Net Zero

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Our Panelists

PATRICK HUYNH, MAPLE LEAF FOODS

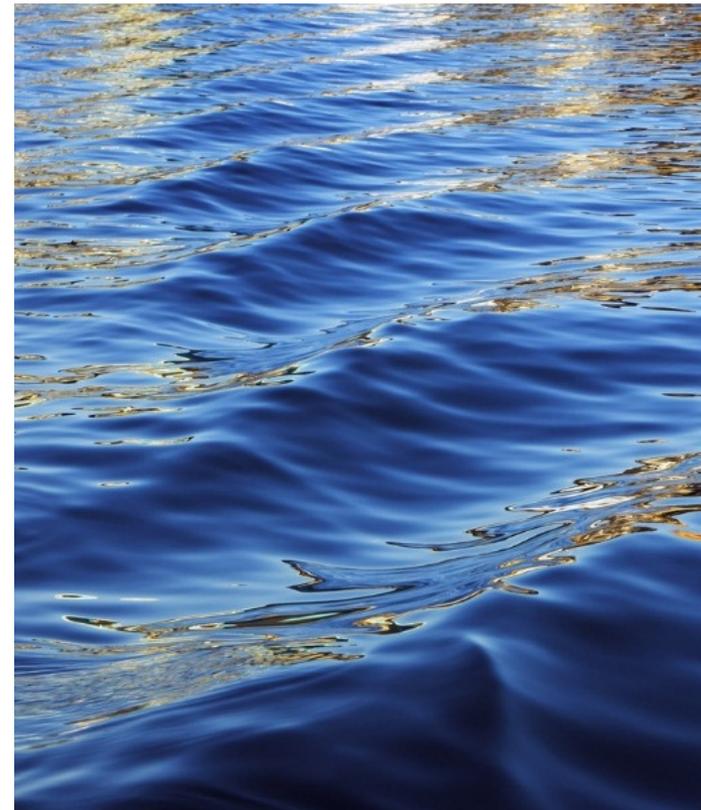


STEVE BOLES, AET GROUP





Getting to Net Zero: Business Strategy and Carbon Offsets



AET Group Inc.

Founded in 1998

Headquartered in Kitchener ON

35 employees

Multidisciplinary environmental services consulting firm:

- Greenhouse Gas & Sustainability
- Waste Services
- Environmental Auditing and Compliance
- Environmental Management Systems



Air ♦ Building Sciences ♦ Energy ♦ Audits ♦ Compliance ♦ Waste ♦ GHG
Mitigation ♦ Management Systems ♦ Sustainability ♦ Water ♦ Home Flood Protection



GHG Management Services

Third Party Verification:

- Offset projects
- Facility GHG emission reports
- Corporate GHG inventories

GHG Quantification and Reduction Planning

Strategic Planning / Research



CITY OF YELLOWKNIFE





Goals of Presentation

WHAT... are carbon offsets?

- Definition of carbon offsets
- Types of carbon offset markets
- Quality control measures applied to carbon offsets

HOW ... can carbon offsets be used in GHG reduction efforts?

- Steps in GHG reduction planning efforts
- Absolute- and intensity-based GHG indicators

Carbon Offsets Defined

- Financial mechanism for change
- Creates GHG-reduction projects that would not have otherwise existed
- Carbon offsets are real and verified reductions in GHG emissions
- Offsets can be created from projects that permanently reduce, sequester, or avoid GHG emissions



Image courtesy coznensus.com

A wide range of project locations and types to choose from



Landfill Gas Capture



Agricultural Methane Capture



Colombia Reforestation



Sudan Bio-sand Water Filters



Madagascar Avoided Deforestation



Rice Husk Bio-energy

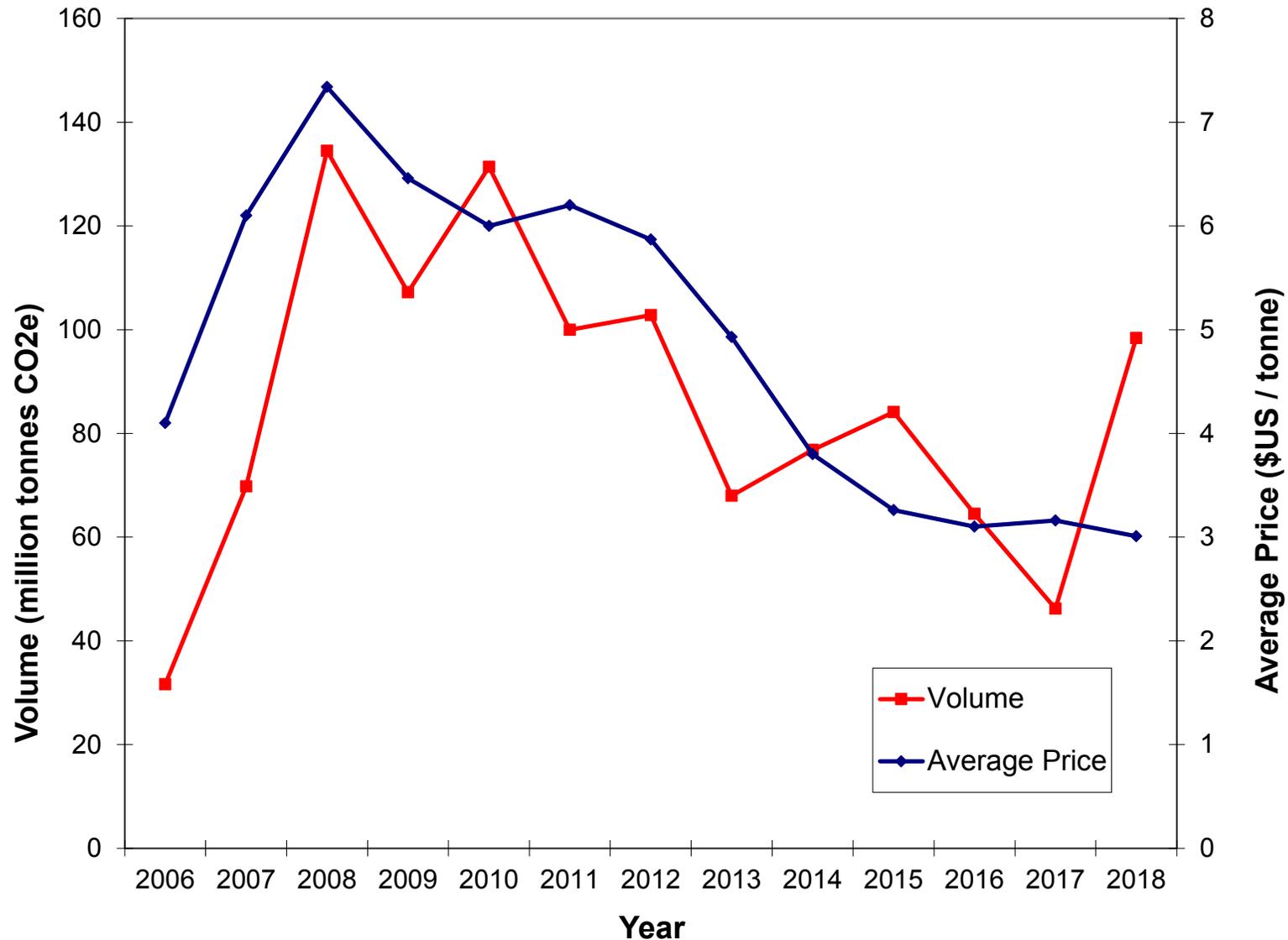


Te Apiti Wind Farm

Markets for Carbon Offsets

| COMPLIANCE | VOLUNTARY |
|---|--|
| <ul style="list-style-type: none">• used by facilities subject to GHG reduction regulations as part of their compliance obligations• exist in certain parts of the world including Europe, California, Provinces of Alberta & Quebec• national compliance offset system being developed in Canada• Prices: \$20 - \$30 / tonne GHG | <ul style="list-style-type: none">• used voluntarily by organizations (public and private sector) not subject to regulatory GHG reduction regulations• exist around the world• Prices: \$2 - \$5 / tonne GHG |

A History of the Voluntary Offset Market

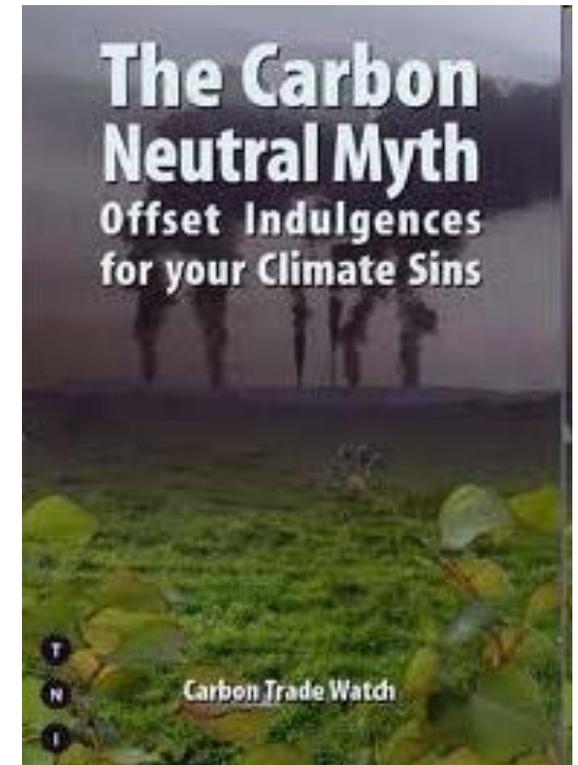


Air • Building Sciences • Energy • Audits • Compliance • Waste • GHG
 Mitigation • Management Systems • Sustainability • Water • Home Flood Protection

Growing Pains in the Voluntary Offset Market

Challenges in the Early Days of Voluntary Carbon Offset Market:

1. Some fraud and lack of transparency in carbon offset projects and carbon retailers
2. Lack of industry oversight and quality control
3. Improper use of carbon offsets by organizations purchasing them



Improvements to the Voluntary Offset Market

1. Public registries to track offset sales and retirement (avoidance of double-counting)
2. Project specific protocols which require third-party verification
3. Responsible use of carbon offsets by organizations purchasing them
4. International project development standards

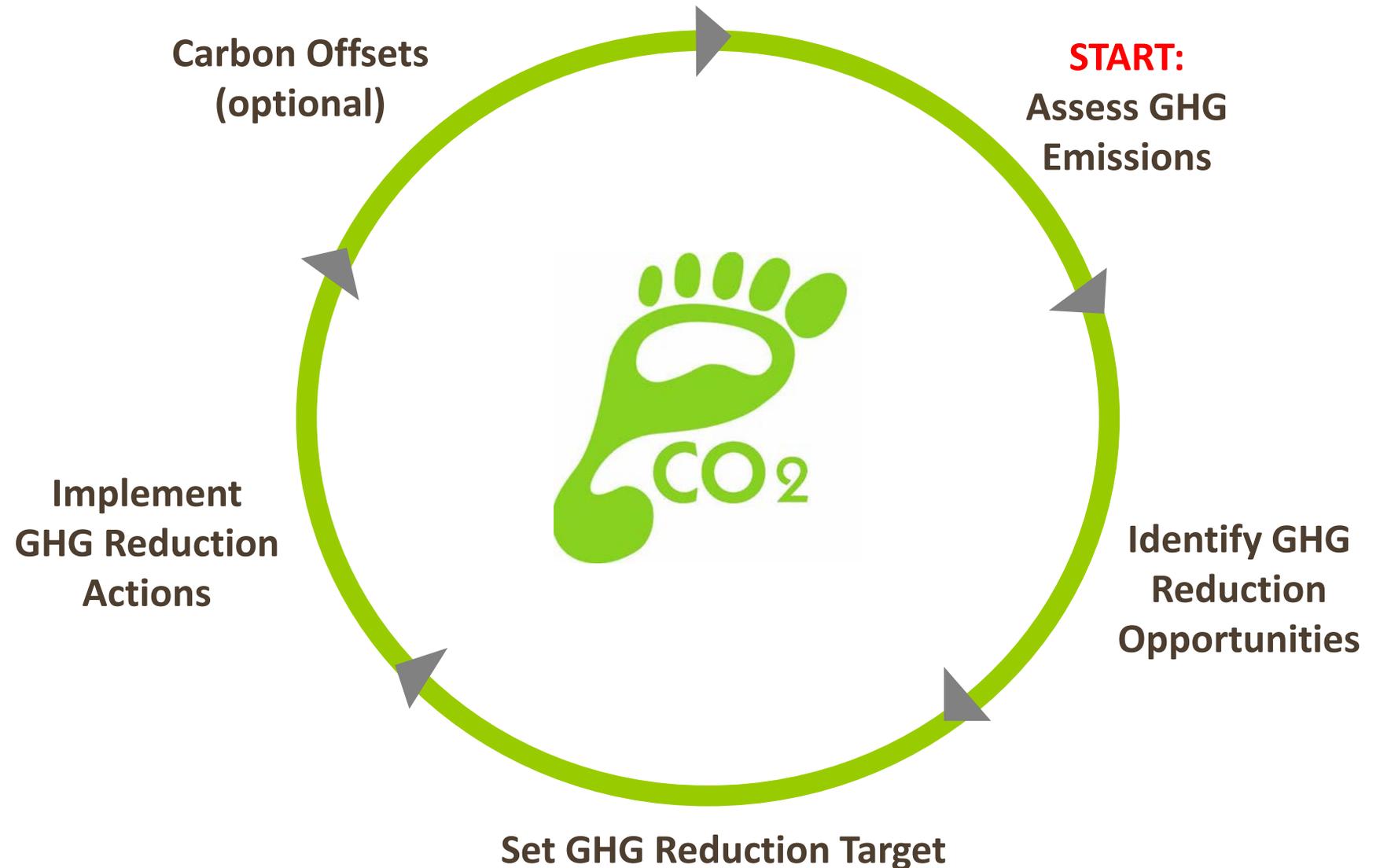


ISO 14064-2



Responsible Use of Offsets

Offsets can be an effective part of a reduction strategy to address GHG emissions that can't be avoided



Responsible Use of Offsets

Things to consider when looking to utilize carbon offsets:

- Ensure offsets are listed on a recognized carbon offset registry
- Is there an offset project type that is a good fit with your products or services? (e.g. waste management company may want to purchase landfill gas capture offsets)
- Do you want to support Canadian offset projects or would you consider projects in developing countries with added social benefits?
- Significant range in pricing in the voluntary market (per tonne of CO₂e)
 - shop around and talk to multiple carbon retailers or brokers

Offsets as Part of a GHG Reduction Plan



Carbon neutral since inception

We purchased carbon offsets to cover all of our historical office, data centre, and corporate travel emissions (22,127 tCO₂e from 2004-2018).



Renewable-powered buildings

We purchased renewable energy credits for our office buildings in Canada, and are purchasing offsets for our other locations.



Carbon-neutral corporate travel

We purchased offsets for all of our corporate travel emissions up to September 2019, and are purchasing offsets for the remainder of 2019.



LEED-certified buildings

51% of our office spaces are LEED certified or equivalent, which means high-energy efficiency and short commutes (53% in 2018).



Carbon-neutral platform

Our platform runs entirely on Google Cloud, which is powered by 100% renewable energy.



shopify

“In 2019 we continued to push for a low-carbon future by focusing on our own emissions. To reduce our footprint we prioritized efficiency in our operations and promoted employee behavior changes. For all remaining energy use and emissions we purchased renewable energy credits and carbon offsets.”

| Indicator | Unit | 2019 | 2018 | Change 2018-19 | 2017 |
|-----------------------------------|----------------------------|-----------|-----------|----------------|-----------|
| Office Building Energy | | | | | |
| Natural gas | m ³ | 625,697 | 576,668 | 9% | 284,209 |
| Electricity | kWh | 7,524,525 | 6,785,156 | 11% | 3,879,534 |
| Energy intensity | kWh/Revenue | 8.84 | 11.85 | -25% | 10.10 |
| Office Building Emissions | | | | | |
| Natural gas | tCO ₂ e | 1,167 | 1,081 | 8% | 459 |
| Electricity | tCO ₂ e | 319 | 235 | 36% | 167 |
| Emissions intensity | tCO ₂ e/Revenue | 0.00094 | 0.0012 | -23% | 0.00093 |
| Corporate Travel Emissions | | | | | |
| Work travel | tCO ₂ e | 6,474 | 5,962 | 9% | 4,174 |
| Emissions intensity | tCO ₂ e/Revenue | 0.0041 | 0.0056 | -26% | 0.0062 |

Contact Information

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Or Connect With AET Group:



Our Panelists

PATRICK HUYNH





**MAPLE
LEAF**

**Our vision is to be the most
sustainable protein company
on earth**

Patrick Huynh - Director, Carbon & Energy



Our Blueprint

Raise the Good in Food

OUR PURPOSE

OUR VISION

To be the most sustainable protein company on earth



By making better food that meets real consumer needs



By reducing our environmental impact to sustainable levels



By caring for our animals responsibly



By strengthening our communities

HOW WE WILL CREATE SHARED VALUE



We will grow leveraging our leadership in sustainability



We will embrace a digital future across our business



We will relentlessly eliminate waste and improve efficiency



We will invest in our brands to build demand and consumer loyalty



We will broaden our reach into new geographies, channels and protein alternatives



We will invest in our people, so their talent thrives

WE EXPECT TO DELIVER VALUE FOR OUR STAKEHOLDERS

For our consumers

For our customers

For our people

For our communities

For our shareholders

OUR LEADERSHIP EDGE

The collective strength of our values driven, diverse and purposeful people



Raise the Good in Food

Largest Scope 1 GHG emissions: Animal manure and fuel consumption

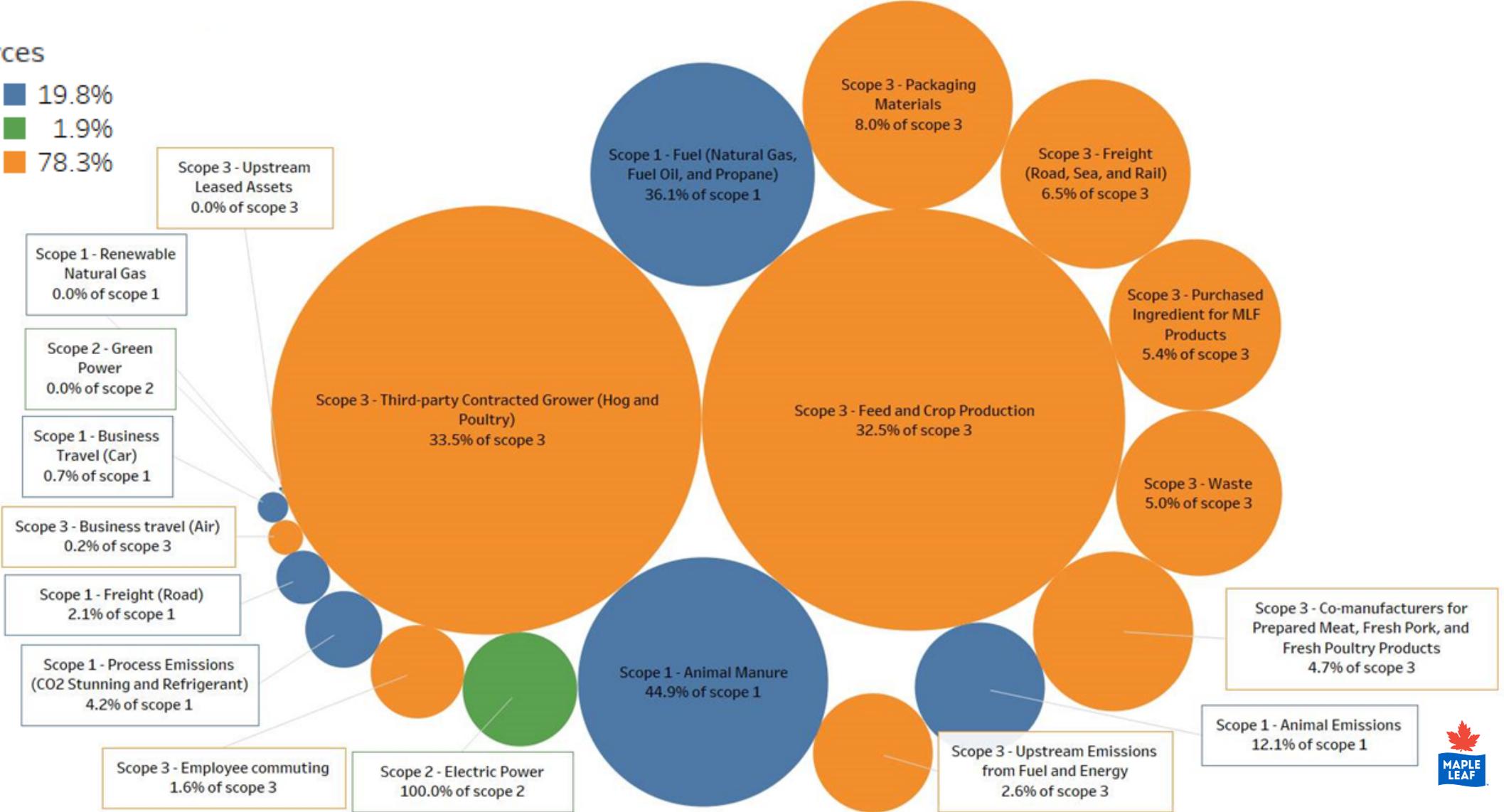
Largest Scope 3 GHG emissions: Feed and crop production, and third-party contractor growers

Emission sources

- Scope 1 ■ 19.8%
- Scope 2 ■ 1.9%
- Scope 3 ■ 78.3%

In technical terms, emissions can be categorized into three different types:

Scope 1: All direct greenhouse gas (GHG) emissions under MLF operational control
 Scope 2: Indirect GHG emissions from consumption of purchased electricity, heat, or steam
 Scope 3: Indirect GHG emissions not covered in Scope 1 and 2 that occur throughout the value chain





We have come a long way in our sustainability journey!
In November 2019, we proudly announced that we have become

WORLD'S FIRST MAJOR CARBON NEUTRAL FOOD COMPANY!

We are also:

- **1 of 3 animal protein companies** globally to set **Science Based Targets (SBTs)** aligned with the goals of the Paris Agreement on Climate Change; and
- The **only major food company in Canada** to set **SBTs**



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

LEARN MORE
mapleleaffoods.com/carbonstrategy





Maple Leaf's Science Based Targets:



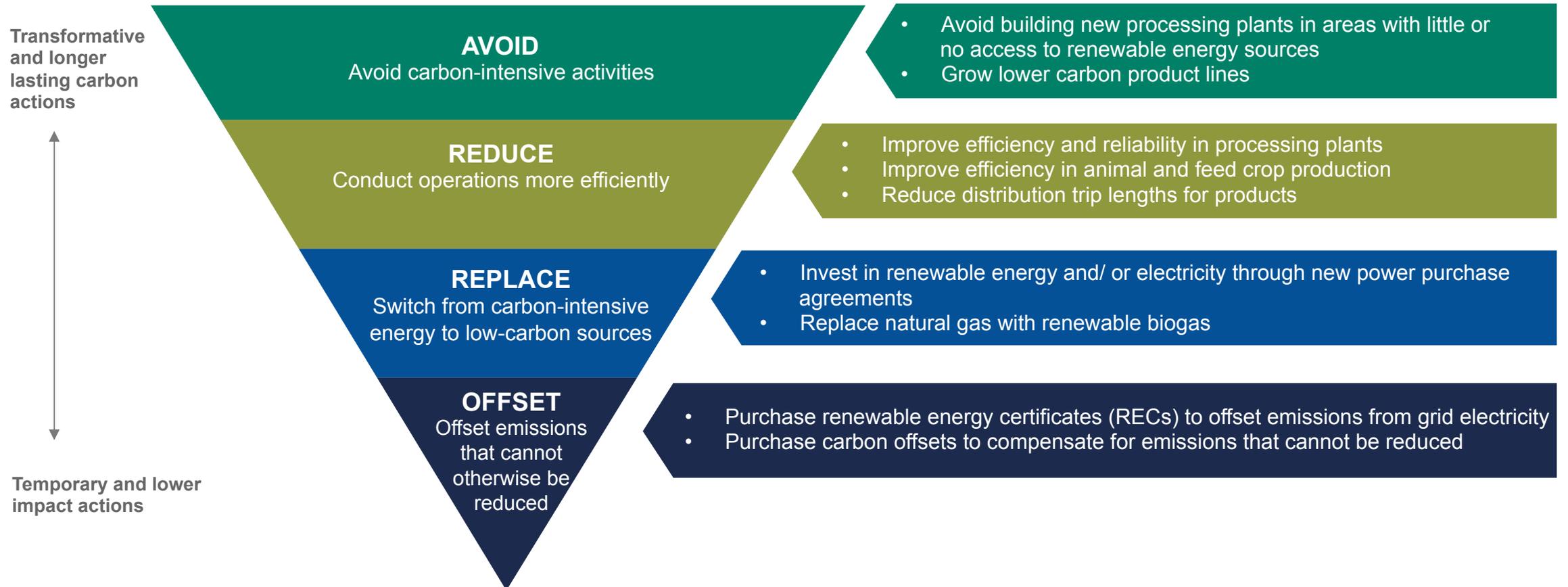
“Maple Leaf Foods Inc. commits to reduce absolute scope 1 and 2 GHG emissions 30% by 2030 from a 2018 base year. Maple Leaf Foods Inc. also commits to reduce scope 3 GHG emissions 30% per tonne of product produced by 2030 from a 2018 base year.”





What is carbon management?

Organizations managing carbon emissions typically start by 1) avoiding intensive activities, then 2) reducing or replacing carbon sources, and finally 3) offsetting emissions that cannot be reduced





Maple Leaf Foods' VER Project Selection Process

Project Geography & Certification Requirements

North American – Focus on Canada

1) VCS, Gold Standard 2) CAR, ACR 3) CSA

1000+ Projects

Project Technology Screening

Agriculture, Land Use, Methane Capture, Efficiency etc.

350+ Projects

Project Status & Developer Credibility Assessment

Operating, Tonnes available, More recent vintages, Experience & Responsiveness

50+ Projects

MLF Input & Selection

12 Projects

Final Recommended MLF Project Portfolio

8 Projects

Life Is On

Schneider
Electric



Environmental projects we are supporting:

1 St. Leon Wind Energy
Manitoba, Canada
99 MW wind energy project from 63 turbines



2 Brady Wind I
North Dakota, USA
149.7 MW wind energy project from 87 turbines



3 Spartanburg Landfill Gas
South Carolina, USA
Creates renewable fuel via methane collection and destruction



4 University Energy Efficiency & Renewable Energy Projects
Indiana, Illinois, Wisconsin, Oregon, USA
Pioneers on-campus emissions reduction projects



5 AIM Environmental Waste Diversion Project
Ontario Canada
Converts organic residues from 3 municipal collection sites to quality compost



6 Merom Farms Biomass to Energy
British Columbia, Canada
Commercially produces ~11 million pounds of peppers annually. Uses waste biomass as fuel and reduces GHG emissions



7 Energy Efficiency and Solid Waste Diversion Activities Within the Quebec Sustainable Community
Quebec, Canada
Micro-project series that allows communities to address emissions and reduce carbon.



8 Massachusetts Tri-City Forestry
Massachusetts, USA
Improves 17,000 acres of public forest land. Generates forest revenue without resorting to timber harvesting.



9 Darkwoods Forest Carbon Project
British Columbia, Canada
Protect 135,400 forest acres and 39 protected species. Generates forest revenue without resorting to timber harvesting.



10 Avoidance of Methane Emissions at Organic Compost Soil Amendment Facility
Alabama, USA
Creates high-potency, organic compost from chicken manure.



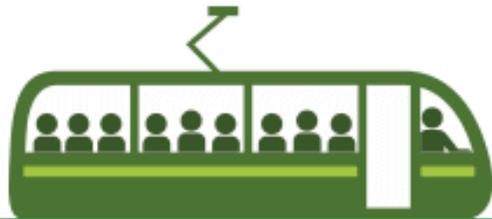


**MAPLE
LEAF**

**Raise the
Good in Food**



Thank you to our Presenters

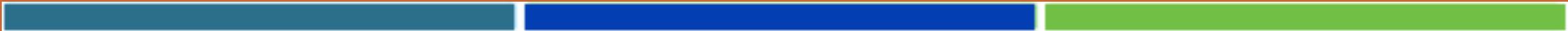


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We provide the highest quality, EcoLogo-certified renewable energy.



We're committed to growing green energy in Canada.



We educate Canadian homes and businesses on climate change and renewable energy.

Environmental organizations that endorse Bullfrog include:



Bullfrog's accreditations include:





Phone: 289-648-4107

benchmarking@windfallcentre.ca

[Book a call time](#)

Ontario's Energy and Water Reporting and Benchmarking (EWRB) Initiative

Help for Ontario Building Owners

Understanding the
benchmarking and reporting
process

[Benchmarking: Step by step](#)

Have benchmarking questions?
Check out our Frequently Asked
Questions for answers

[Benchmarking FAQ's](#)

Book a FREE phone or
web-meeting consultation with a
benchmarking specialist

[Book a free consultation](#)



Natural Resources
Canada

Ressources naturelles
Canada

Canada



A PROJECT OF WINDFALL ECOLOGY CENTRE

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