

New Tools for  
**Climate Hope**

*Ecologi*



# Ecologi



A photograph of a mountain range at sunset or sunrise. The sky is a warm, orange glow. In the foreground and middle ground, several wind turbines are silhouetted against the sky and the dark, rolling hills. The turbines are scattered across the ridges, with some appearing larger than others. The overall mood is serene and emphasizes clean energy.

**1,900,000+ tonnes**  
of CO2e reduced



4



5



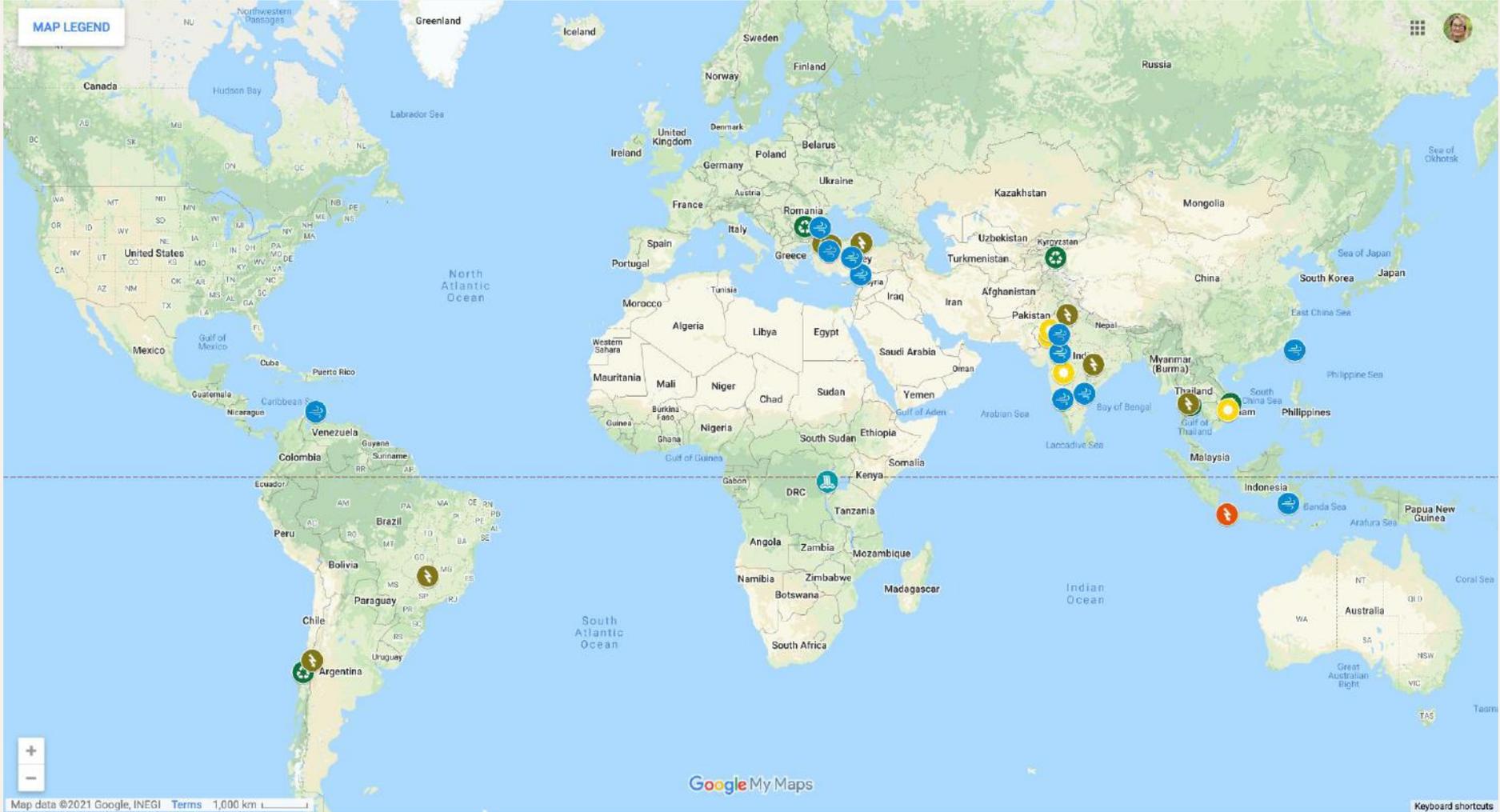
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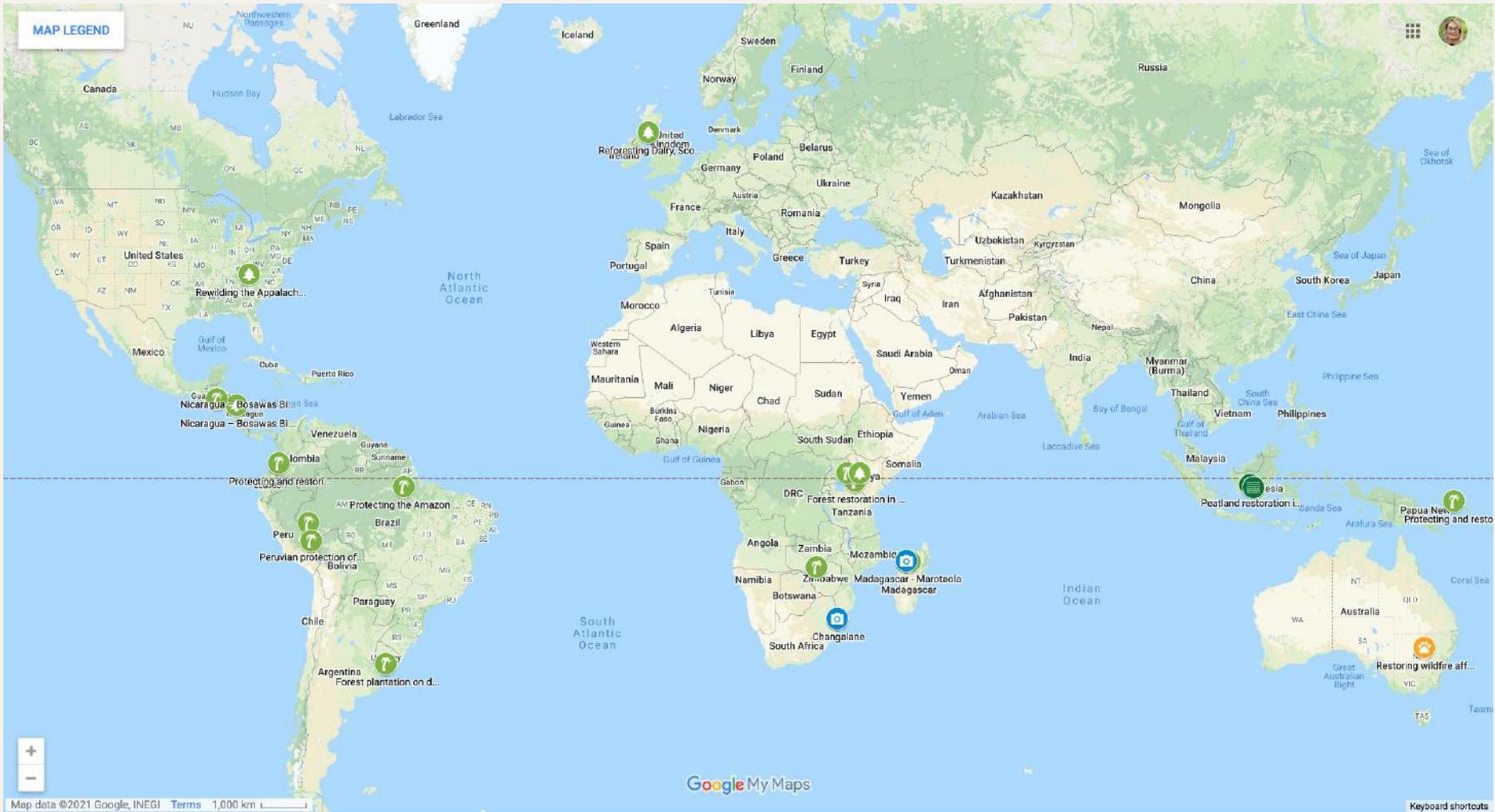
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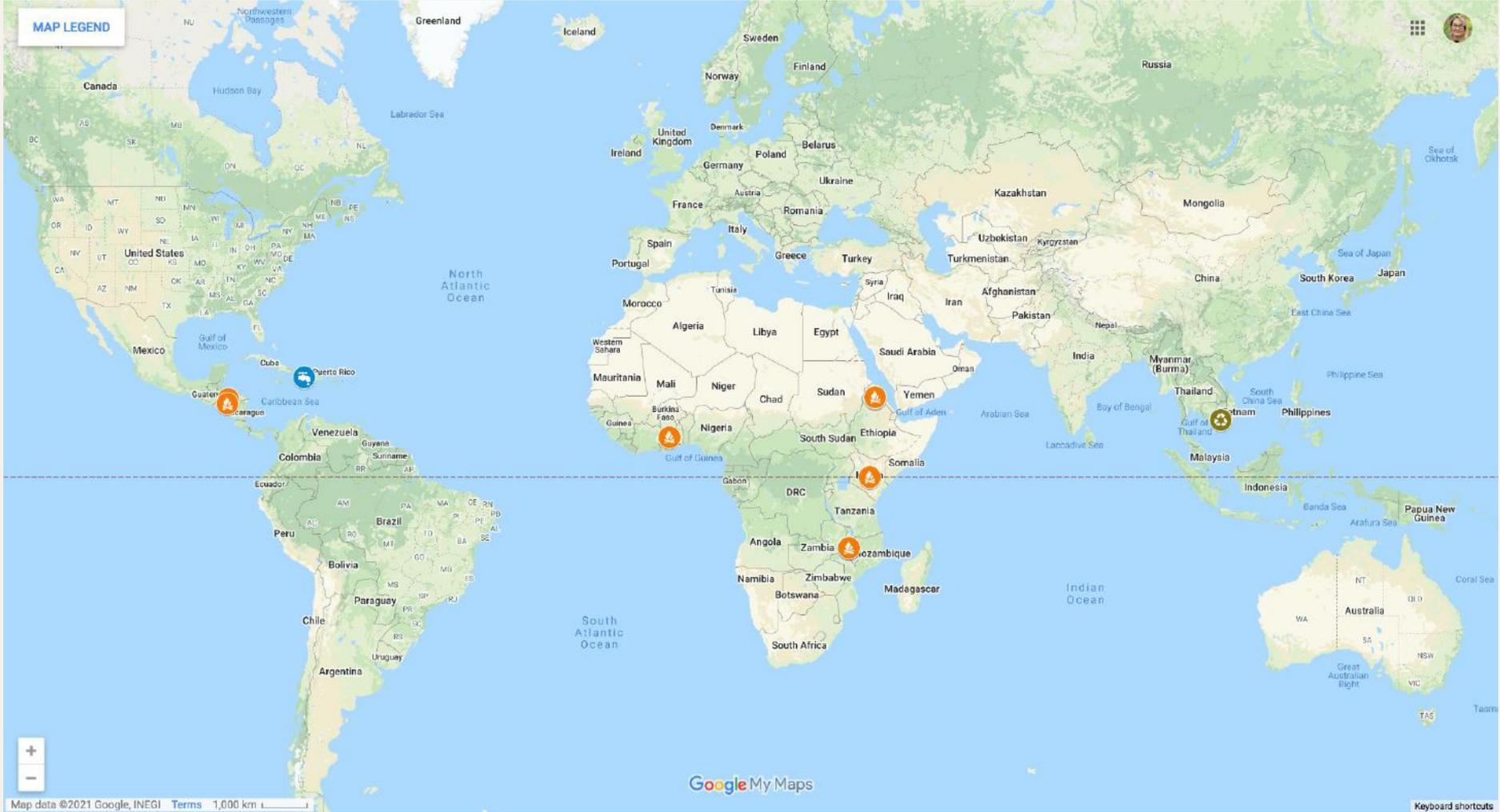
MAP LEGEND



MAP LEGEND



MAP LEGEND



A scenic view of a mountainous region with a terraced field of young trees being planted by several people. A blue-roofed building is visible in the background.

**43+ million  
trees planted**



Photo by Maxim Tolchinskiy

**Passion**

**Action**

**“We must act\* now”**

\*???

**Money**

**Solutions**

Reduced Food Waste	LED Lighting	Public Transit	Bicycle Infrastructure	Coastal Wetland Restoration
Health and Education	Perennial Staple Crops	Smart Thermostats	Biomass Power	Bioplastics
Plant-Rich Diets	Tree Intercropping	Building Automation Systems	Nutrient Management	Low-Flow Fixtures
Refrigerant Management	Regenerative Annual Cropping	District Heating	Biochar Production	Water Distribution Efficiency
Tropical Forest Restoration	Conservation Agriculture	Efficient Aviation	Landfill Methane Capture	Green and Cool Roofs
Onshore Wind Turbines	Abandoned Farmland Restoration	Geothermal Power	Composting	Dynamic Glass
Alternative Refrigerants	Electric Cars	Forest Protection	Waste-to-Energy	Electric Trains
Utility-Scale Solar Photovoltaics	Multistrata Agroforestry	Recycling	Small Hydropower	Micro Wind Turbines
Improved Clean Cookstoves	Offshore Wind Turbines	Biogas for Cooking	Walkable Cities	Building Retrofitting
Distributed Solar Photovoltaics	High-Performance Glass	Efficient Trucks	Ocean Power	Net-Zero Buildings
Silvopasture	Methane Digesters	Efficient Ocean Shipping	Sustainable Intensification ...	Grid Flexibility
Peatland Protection and Rewetting	Improved Rice Production	High-Efficiency Heat Pumps	Electric Bicycles	Microgrids
Tree Plantations (on Degraded Land)	Indigenous Peoples' Forest Tenure	Perennial Biomass Production	High-Speed Rail	Distributed Energy Storage
Temperate Forest Restoration	Bamboo Production	Solar Hot Water	Farm Irrigation Efficiency	Utility-Scale Energy Storage
Concentrated Solar Power	Alternative Cement	Grassland Protection	Recycled Paper	
Insulation	Hybrid Cars	System of Rice Intensification	Telepresence	
Managed Grazing	Carpooling	Nuclear Power	Coastal Wetland Protection	

# 5.4 billion

People concerned about climate change<sup>[1]</sup>

[1] Reuters Institute/Oxford University, 2020. <https://www.digitalnewsreport.org/survey/2020/how-people-access-news-about-climate-change>

[2] Sum of 'upper-middle income' and 'higher income' global population, Pew Research, 2015

<https://www.pewresearch.org/global/2015/07/08/mapping-the-global-population-how-many-live-on-how-much-and-where>

[3] Based on doubling of present day's market price for CO<sub>2</sub>e mitigation, and extrapolated from funding behaviours seen on Ecologi platform to date

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People concerned about climate change<sup>[1]</sup>

# 1 billion

people can easily afford  
\$10 per month<sup>[2]</sup>

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people can easily afford  
\$10 per month<sup>[2]</sup>

# 231 million

people needed to fund  
climate solutions to avoid  
50% of global emissions<sup>[3]</sup>

[1] Reuters Institute/Oxford University, 2020. <https://www.digitalnewsreport.org/survey/2020/how-people-access-news-about-climate-change>

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**Passion + Action + Money + Solutions**

= global positive change

# Tools



Photo by Todd Quackenbush

**As an  
individual**



Photo by Toa Heftiba

**As a  
business**



1

**Subscription to reverse  
climate change**

2

Real-time carbon  
footprinting





**1**

**Subscription to reverse  
climate change**

**2**

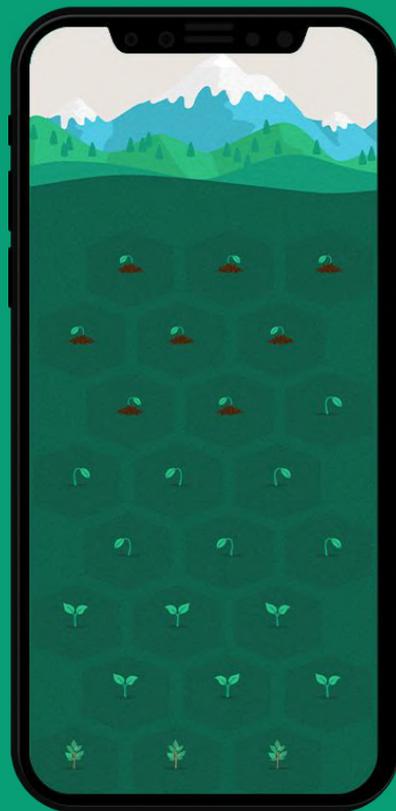
**Free carbon  
footprinting for  
businesses**



1

# Subscription to reverse climate change

Individual & Team



*Ecologi*

**climate**

**positive**

workforce





A man with a shaved head and a goatee, wearing a black jacket, is shown in profile, looking towards the right. He is standing in a forest with many thin trees and green foliage. The lighting is soft and natural.

Ecologi

PRESENTS

GEORGE  
THE POET



## Your forest

1,472 trees planted



Tree #22646464 

Funded by: Lucy Jack

Species: Aspen

Age: 122 days

Location: [worthy.gentle.supplied](https://www.worthy.gentle.supplied)

Project: [Dalry, Scotland](#)



Supporting local  
reforestation in the  
United Kingdom

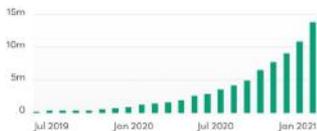
Sharable link 

# Dashboard

How your impact feeds into Collective Action

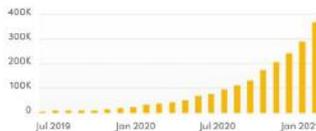
Trees live counter ? all time ▾

 **22,828,720**  
trees funded

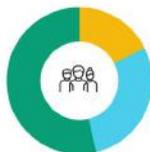


Carbon live counter ? all time ▾

 **701,144**  
certified tonnes CO2 avoided



Member numbers

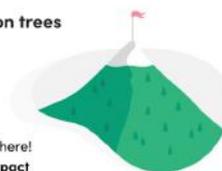


**24,056**

- 60% Individuals
- 15% Families
- 25% Businesses

Next Collective Action milestone

**30 million trees**



Help us get there!  
**Buy more impact**

Latest updates

-  [Blog: Rewilding vs. Reforestation...](#)
-  [10 Million milestone!](#)
-  [Updates from Dalry, Scotland](#)

## Badges

Your personal climate contributions



## Your top badges!



6 months  
climate positivity



1,000  
trees planted



50 tonnes  
of CO2 reduced

Ecology



## Business Tree Leaderboard

A leaderboard for our Ecologi business members. Can your  
business be into the top 10?

Top 10

Updated once an hour

#1 Krystal Hosting

1,013,873



#2 Ustwo Games Ltd

863,540





## Planet over profit

- ✓ Public ledger
- ✓ Quarterly finance reports
- ✓ Lowest possible margins
- ✓ 'Our door is always open' Zoom meet
- ✓ B-Corp pending



# CLIMATE COMMITTEE

*Ecologi*

2

# Free real-time carbon footprinting



A revolution in net-zero





# **Decarbonising the world's economy in this decade?**

Possible.

## Summary

**Ecologi Zero is an innovative carbon footprinting and net-zero tool for SME-sized businesses. It is uniquely capable of enabling your business to achieve net-zero.**

- **Uniquely accurate** your supplier emissions are *calculated* rather than *estimated*. This sets a viable net-zero path not seen elsewhere.
- **Free for all** to help the world rapidly decarbonise.
- **Compliant** GHG Protocol / SBTi Net-Zero.
- **Third-party certification** become Ecologi Zero Certified.
- **Fund climate solutions** to compensate for your footprint.
- **Secure** read-only access, adopting best-in-class practices and data compliance.





## We make net-zero uniquely viable

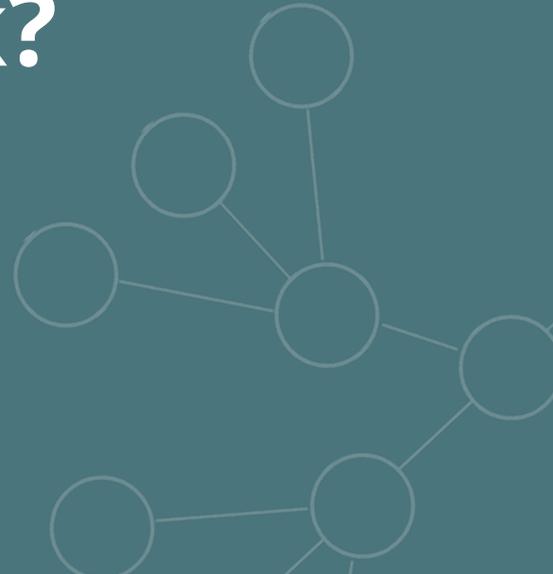
**Supply chain emissions are on average 11.4 times larger than your operational emissions<sup>[1]</sup>.**

Achieving net-zero isn't possible while only *estimating* the emissions of your largest suppliers, they must be directly *calculated*. Ecologi makes this possible.

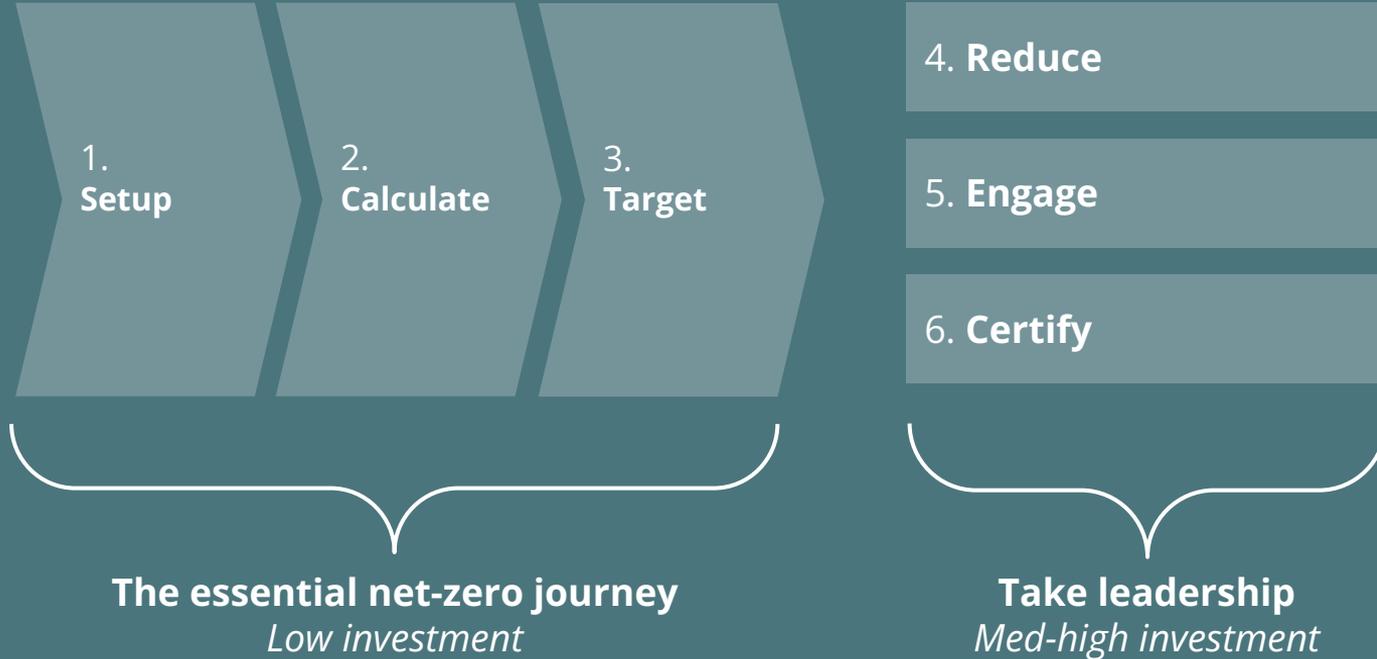
We're building a database of the world's top supplier carbon footprints. For those we don't have data for, we make it a cinch for them to provide this to you; via either automated form submission, or bringing them onto Ecologi Zero for free.

[1] CDP, 2020 <https://www.cdp.net/en/research/global-reports/transparency-to-transformation>

# How does Ecologi Zero work?



# We break down each step



# 1. Set up

- ✓ Securely connect the Ecologi Zero to your accounting software
- ✓ Provide information such as your energy usage and physical premises
- ✓ It automatically determines the industry for each of your transaction suppliers
- ✓ If a supplier is missing, manually set the industry category and our system will learn

## Security & Ecologi Zero

Secure handling of your data is paramount for Ecologi. There are many measures in place to limit exposure

- Read-only access to your transaction data.
- No other information is accessible (e.g. banking credentials)
- Annual penetration testing
- GDPR compliant
- Work has started on compliance with the gold-standard of data security, ISO27001 (estimated Q4'22)

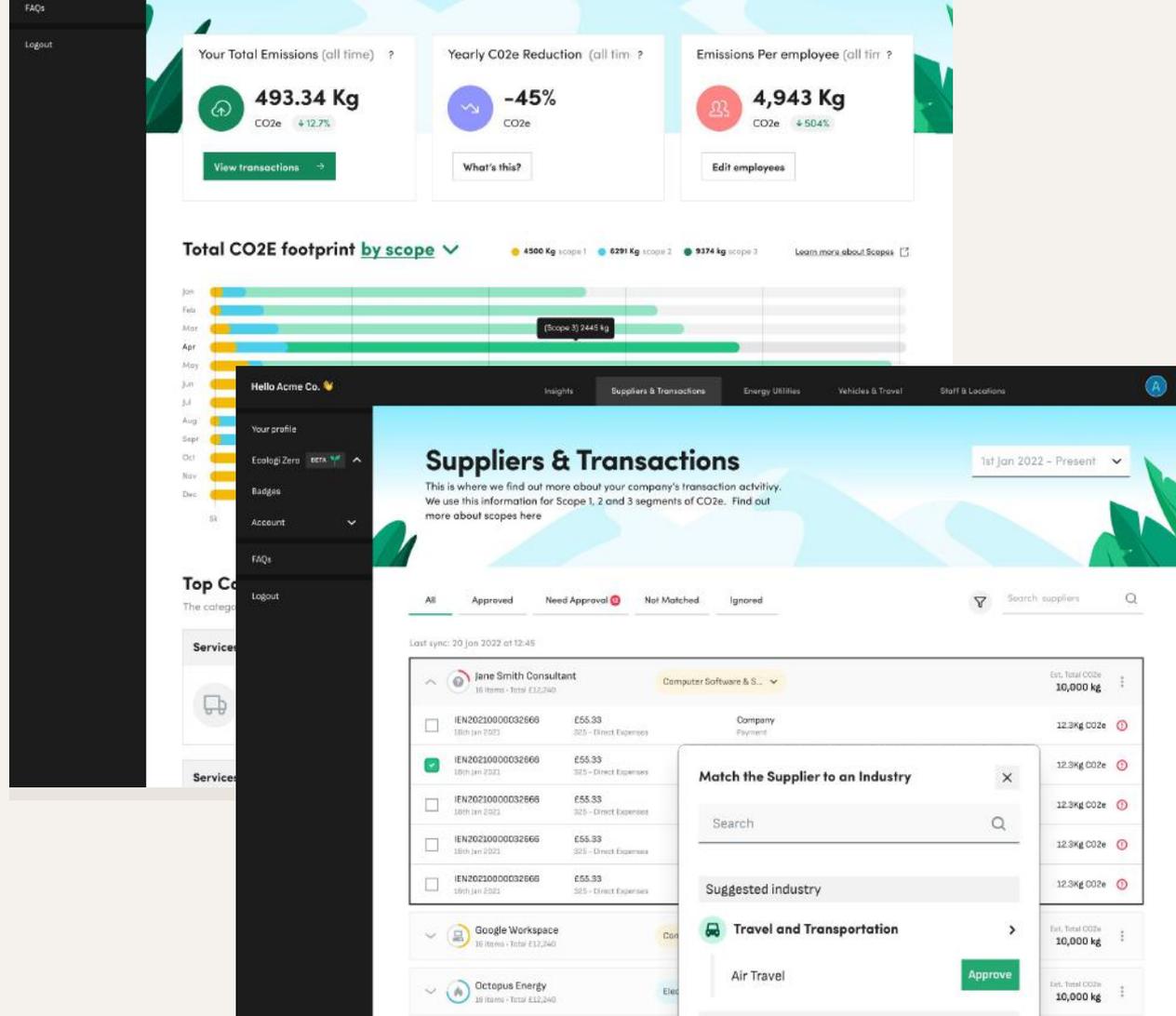
How does it work?

## 2. Calculate

Each of your suppliers are categorised into one of 58 industries.

Every industry has a varying carbon *emission factor* that can differ significantly from the country of origin's average.

Traditional carbon footprinting often lumps all expenditure in to one single emission factor which can significantly reduce accuracy of your carbon footprint.



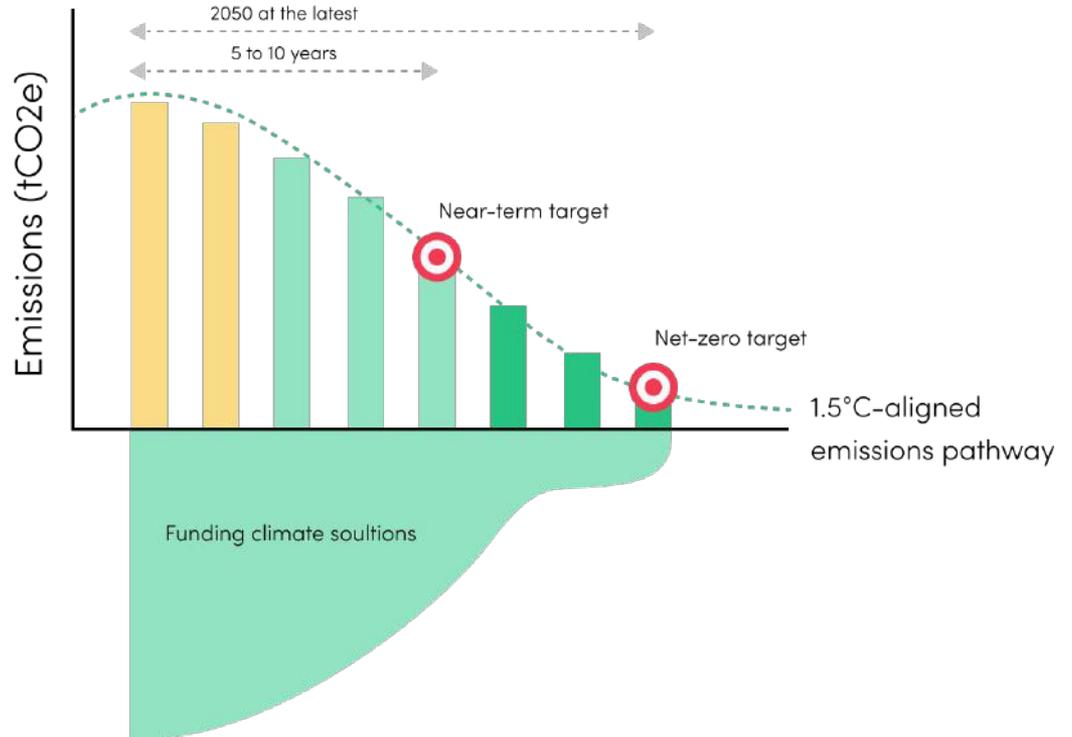
## How does it work?

### 3. Target

Configure your 'baseline' year of carbon emissions, this will be used to compare your year-on-year reductions.

With our help you can set near and long term targets inline with global targets to limit warming to 1.5C.

Take action immediately by following Net-Zero Standard and fund high quality carbon offsets.



Credit: Based on original graphic from Science Based Targets Initiative

## How does it work?

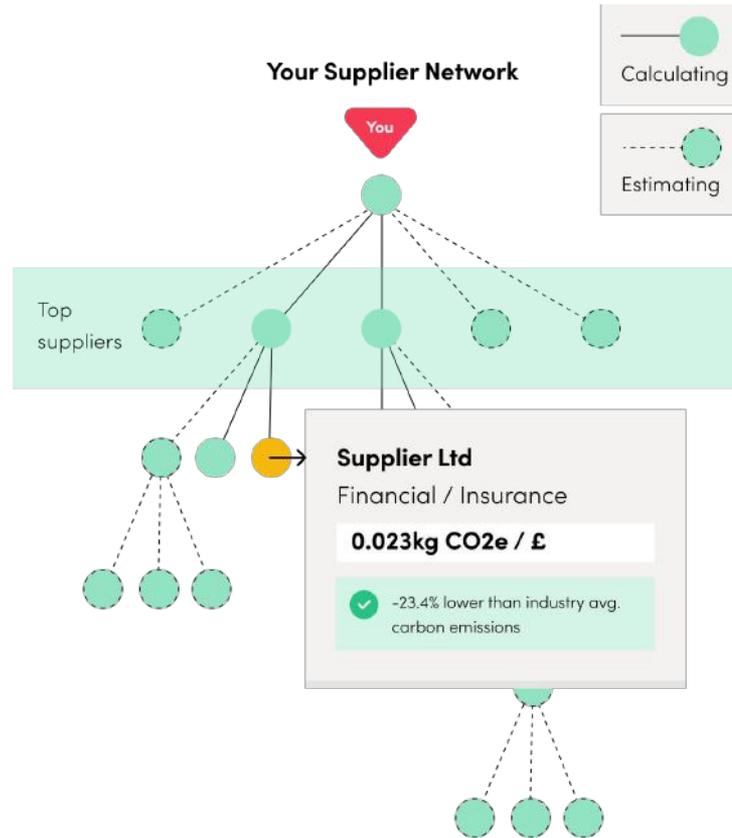
# 4. Reduce

### The opportunities make themselves known.

Make low-carbon choices for your premises usage and business travel.

Review your highest emitting suppliers. Those that we are estimating their emissions, one-tap invite to Ecologi Zero or request a manual form submission.

Over time, many of your suppliers will have their data automatically linked.



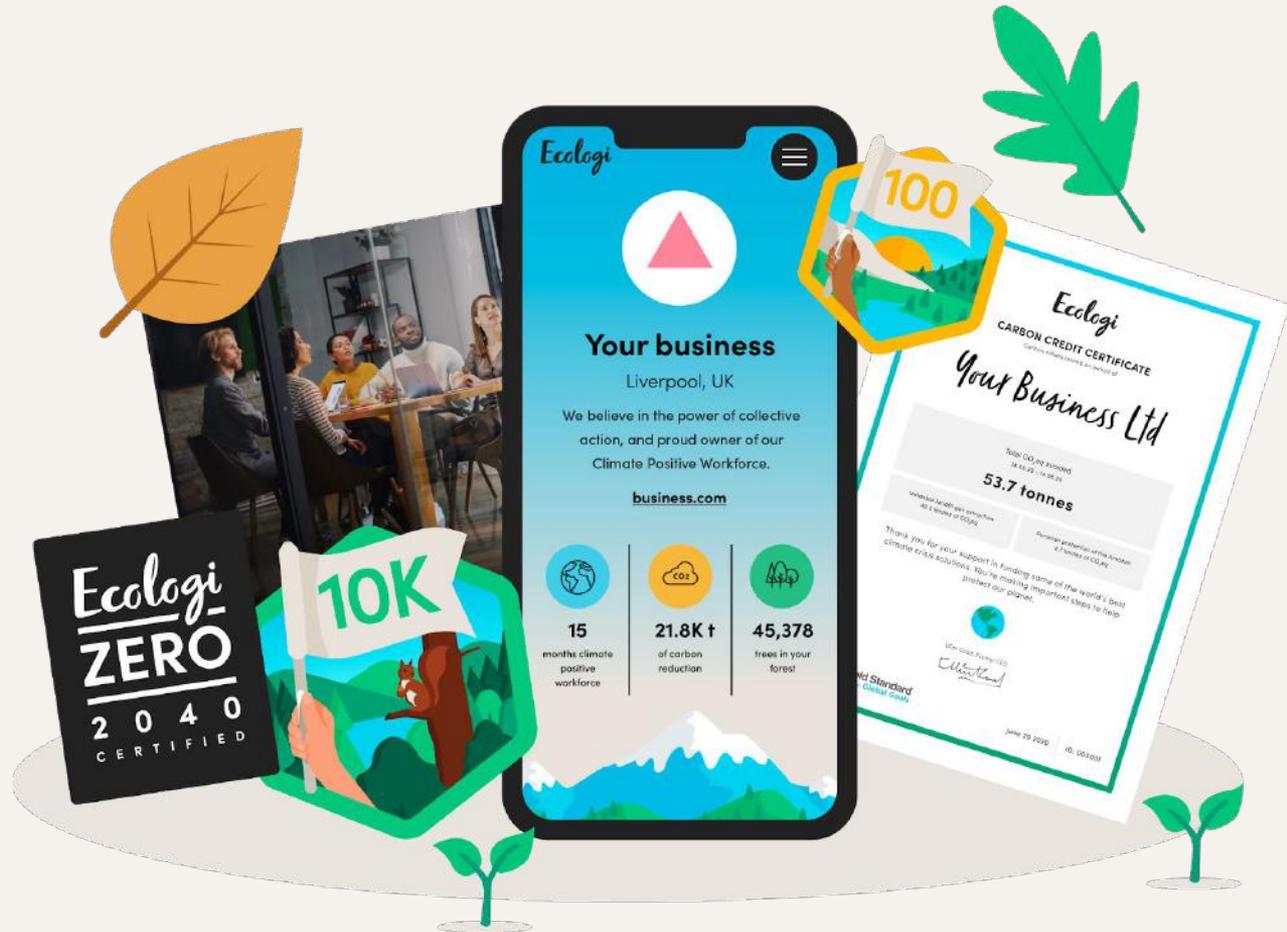
## How does it work?

# 5. Engage

## From formal carbon reporting to public celebrations of progress

- Public Impact Profile summarises and brings your contributions to life\*.
- Generate formal net-zero reports for your stakeholders
- Make a simplified view of your dashboard visible to public lift the lid on your net-zero journey\*.

\* Optional - can be made private



## 6. Certify

### Annual certification of your net-zero journey

Ecologi Zero Certified - built on the leading international standard of **Science Based Targets Initiative (SBTi) Net-Zero**.

Zero Certified takes this framework and adds third-party assurance of your net-zero targets, as well as raising the bar for what SMEs are capable of contributing without adding extra burden.

	Self-certified	Ecologi Zero Certified
<b>Standards compliant</b>	SBTi Net-Zero, Greenhouse Gas Protocol Corporate Standard	SBTi Net-Zero, Greenhouse Gas Protocol Corporate Standard
<b>Scopes that are required to report for SMEs</b>	1 - Yes 2 - Yes 3 - No/Partial	1 - Yes 2 - Yes 3 - Yes (over 75% of supplier emissions)
<b>Annual emissions audit</b>	No	Yes
<b>Annual certification required</b>	No	Yes
<b>Offsetting your carbon footprint</b>	No	Over 50% emissions



# Roadmap

	Q2/3 2022	Q4 2022	Q1 2023	Q2 2023
Milestone	Private beta	Public beta	Public beta	Production (Q1)
Features	<ul style="list-style-type: none"><li>- Calculation of Scopes 1-3 emissions</li><li>- Insights dashboard</li></ul>	<ul style="list-style-type: none"><li>- Set science-based net-zero targets</li><li>- Homeworking &amp; commuting</li><li>- Network Zero</li><li>- Worldwide emissions</li><li>- Buy impact</li></ul>	<ul style="list-style-type: none"><li>- Reduction planning</li><li>- Ecologi Certified</li><li>- Quickbooks integration</li><li>- Multi currency</li></ul>	<ul style="list-style-type: none"><li>- Security standard ISO 27001 compliant</li><li>- Submit to SBTi</li></ul>
Compatibility	1-100 employees GBP banks Xero	1-200 employees GBP, EUR, USD banks Xero	1-500 employees GBP, EUR, USD, AUD Xero, Quickbooks	1-1000 employees GBP, EUR, USD, AUD Xero, Quickbooks, Sage, CSV

*Please join the mailing list for an up to date roadmap*

## The science behind Ecologi Zero

- ✓ Ecologi Zero works by using complex 'top down' input-output datasets which compile emissions intensities, to calculate your organisation's carbon footprint across your value chain.
- ✓ We're transparent about the datasets we use, so you can see the research behind the calculations.
- ✓ We've designed Ecologi Zero to be fully compliant with leading carbon reporting and target-setting standards including the Greenhouse Gas Protocol and Science-based Targets initiative.
- ✓ The build of Ecologi Zero has been carefully overseen by our in-house Impact Team and external Ecologi Climate Committee, made up of experts from across climate science and sustainability - to ensure a comprehensive and robust, trustworthy product.



**Thank you**

Oh, and we're hiring all sorts of dev/product roles :)

[careers.ecologi.com](https://careers.ecologi.com)

*Ecologi*