



PRESENTING YOUR FINDINGS



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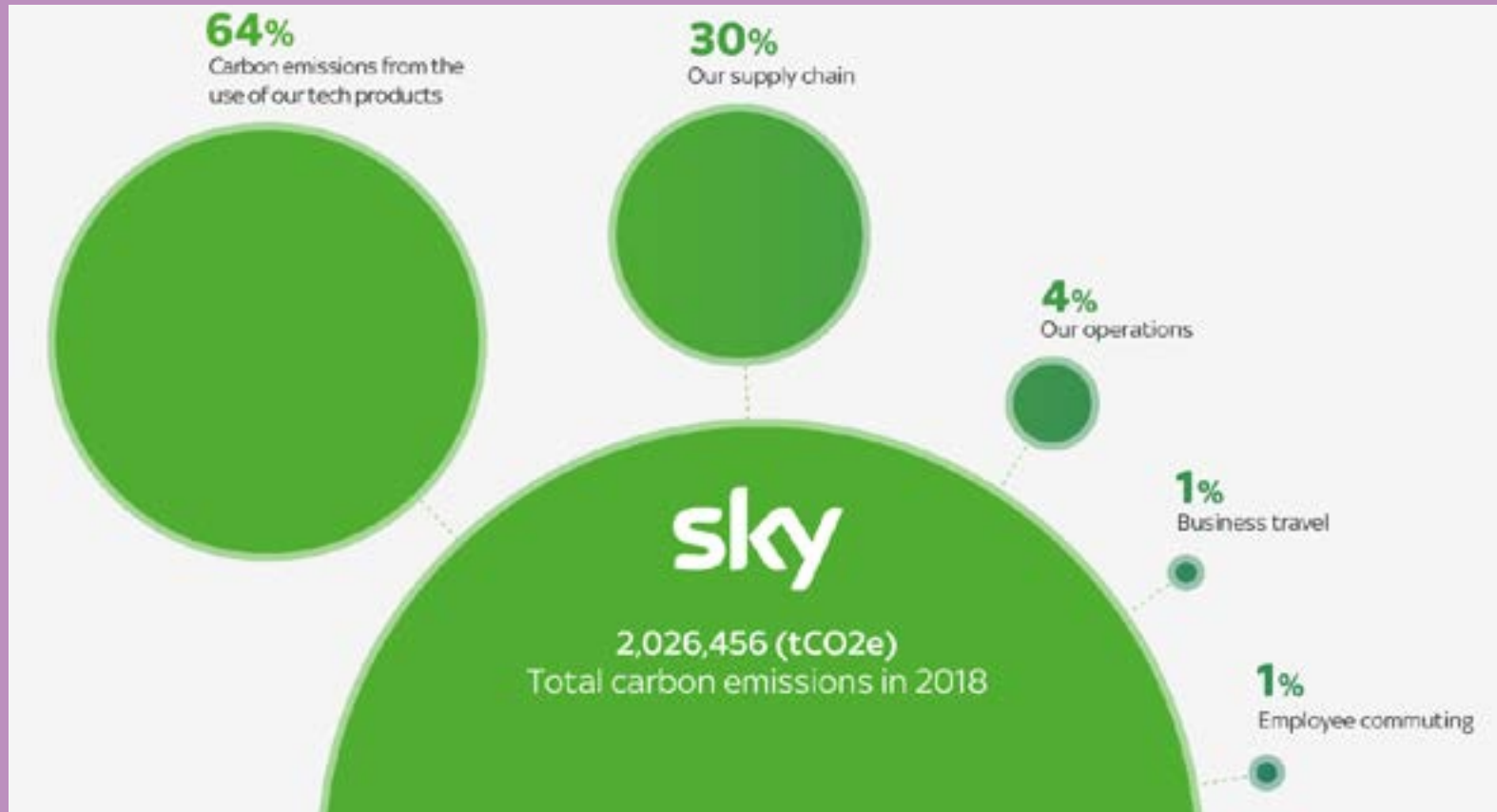
Reporting your company's carbon footprint data can sometimes be a bit dry. Lists of stats, numerical tables and spreadsheets have their place, but when you're presenting your findings to stakeholders on your website or in your annual report there are loads of ways to keep the content engaging, clear and dynamic.

You can take inspiration from some of the businesses we're sharing in this resource. They've used colourful graphics, bold headings and clear stats to communicate their current emissions and future plans - and you can do something similar!

Just remember to be transparent to avoid any confusion and unintentional greenwashing. Detail exactly what elements contribute to your published carbon footprint, and if you haven't managed to measure some material elements yet, make sure to say you're working on it.

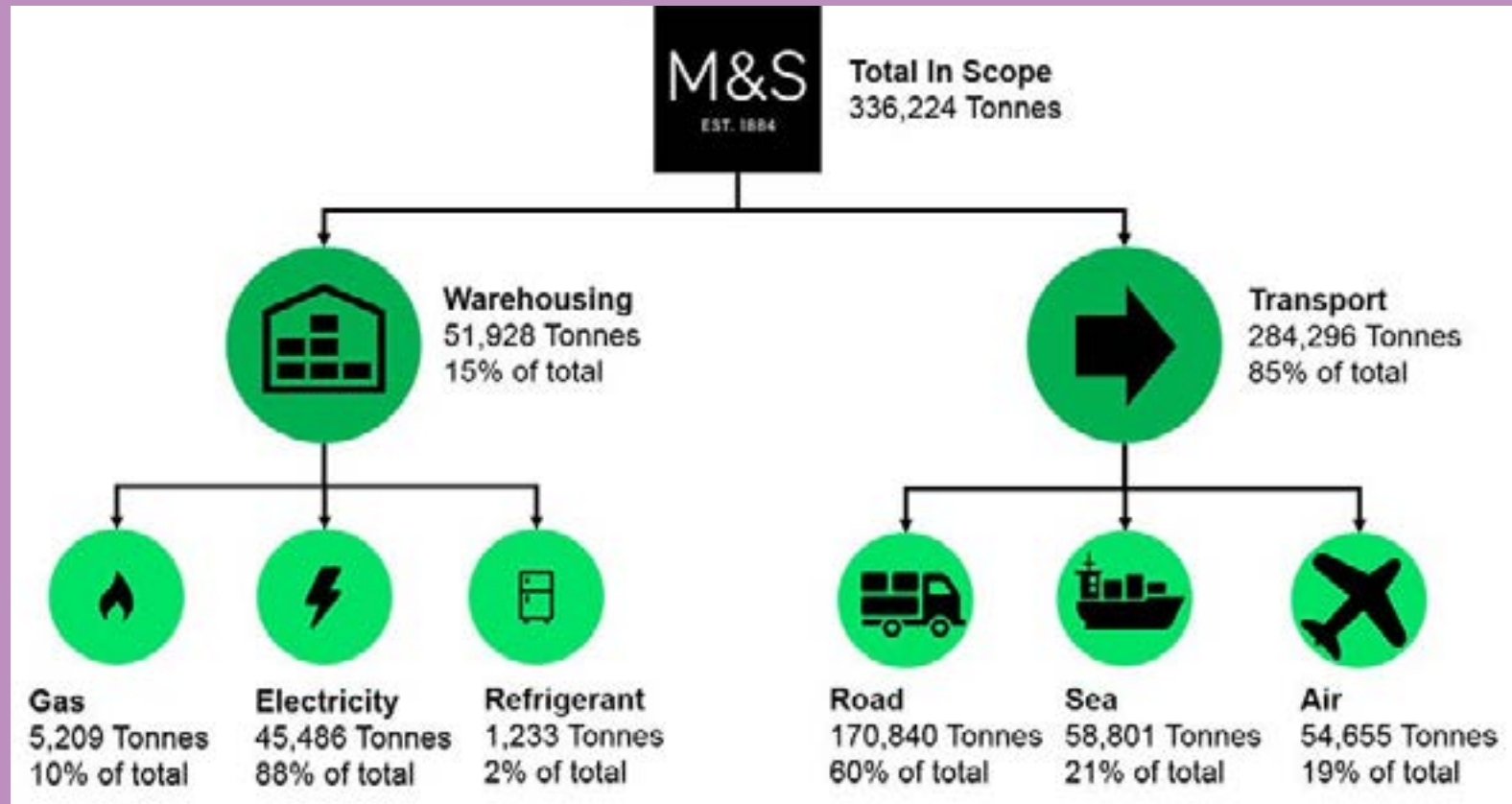


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Sky has published [this really interactive and clear report](#) on their carbon emissions and steps they're taking to reduce it and educate others.

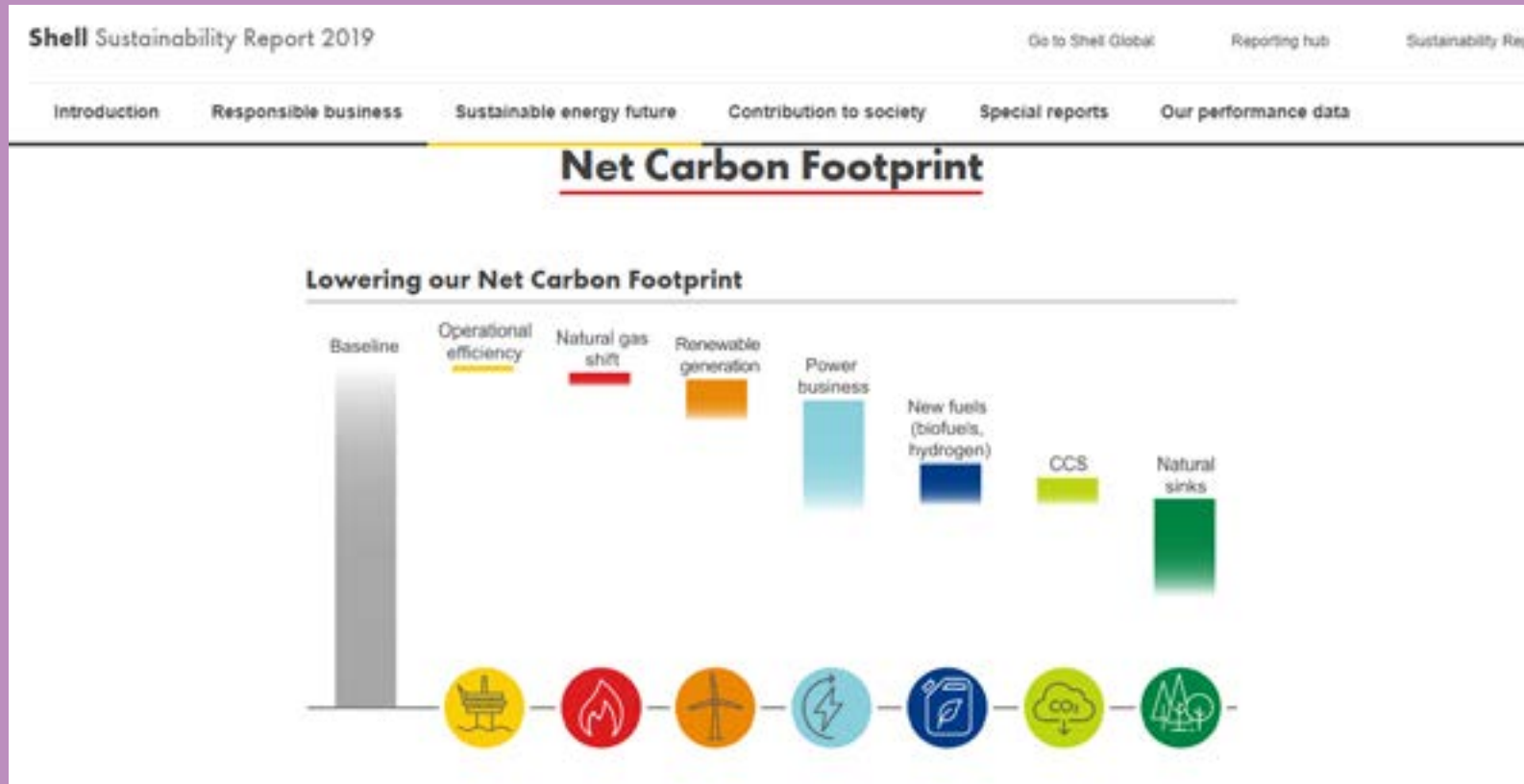
MARKS & SPENCER



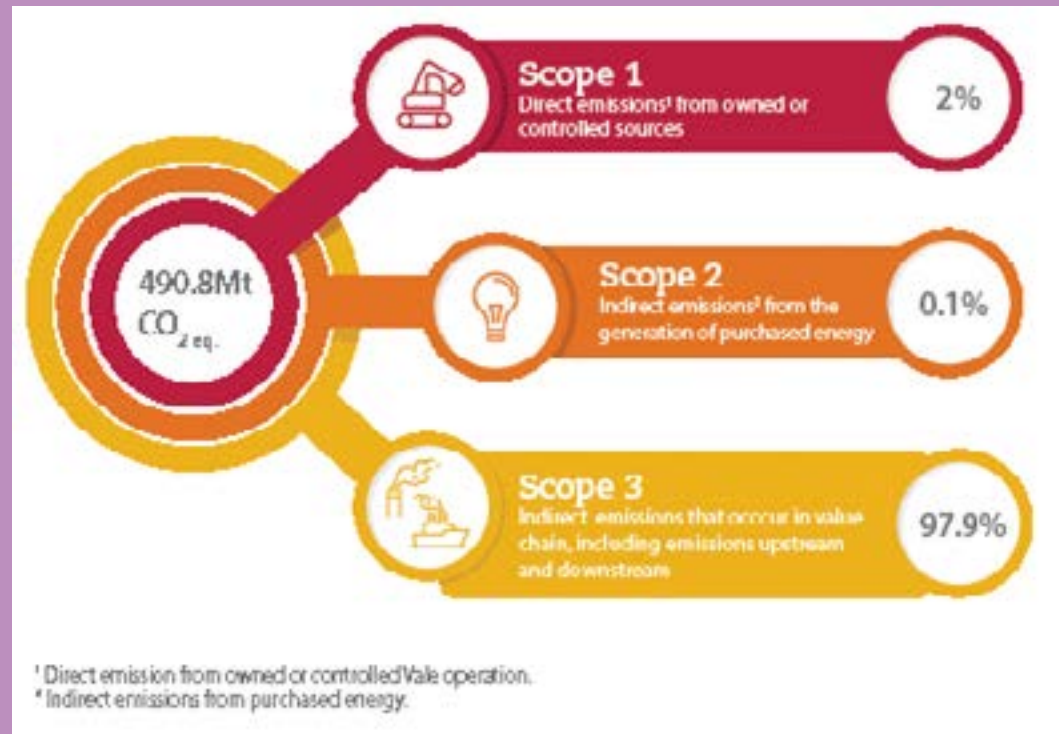
Marks & Spencer's [blog](#) shows their journey to carbon reduction



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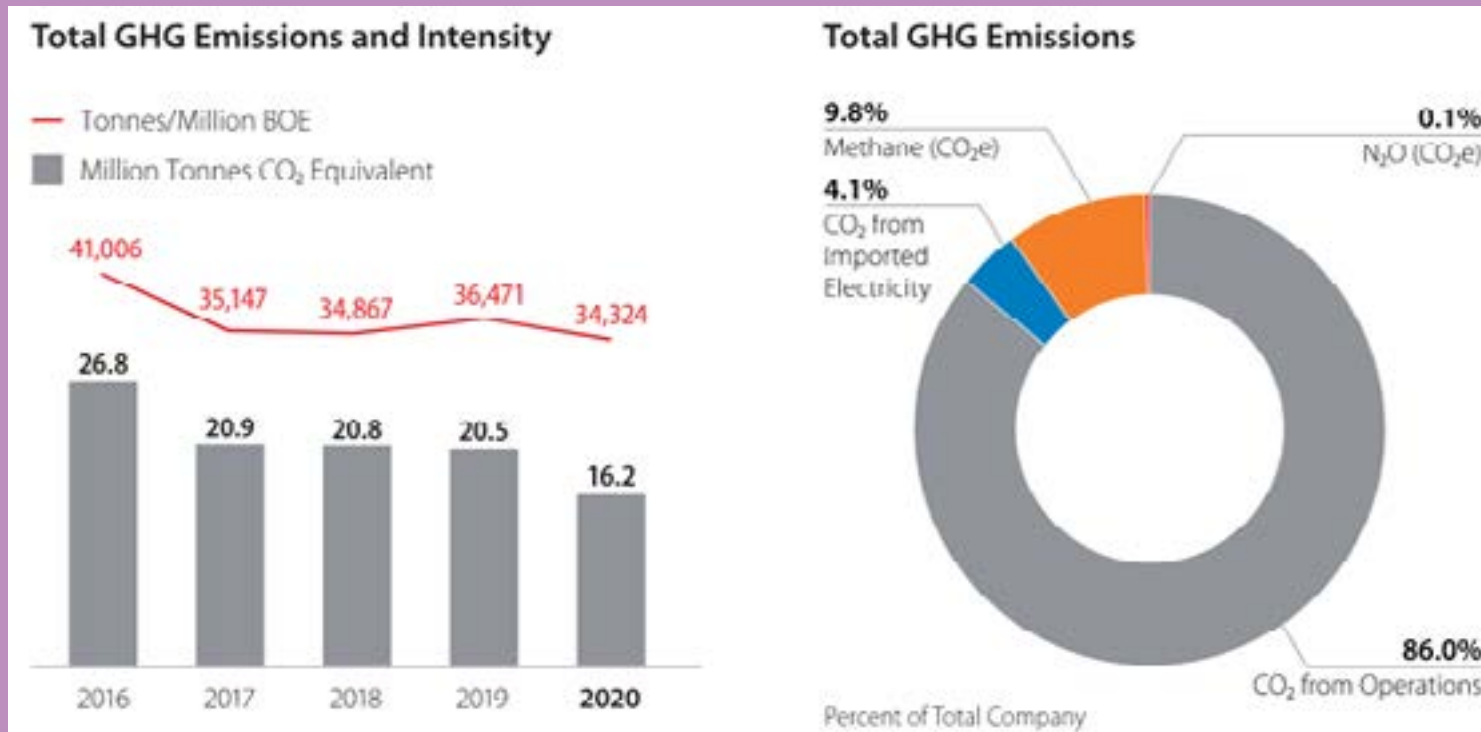


Shell demonstrates how it's lowering its carbon footprint



Vale visualises its Scope 1, 2 and 3 emissions

CONOCO PHILIPS

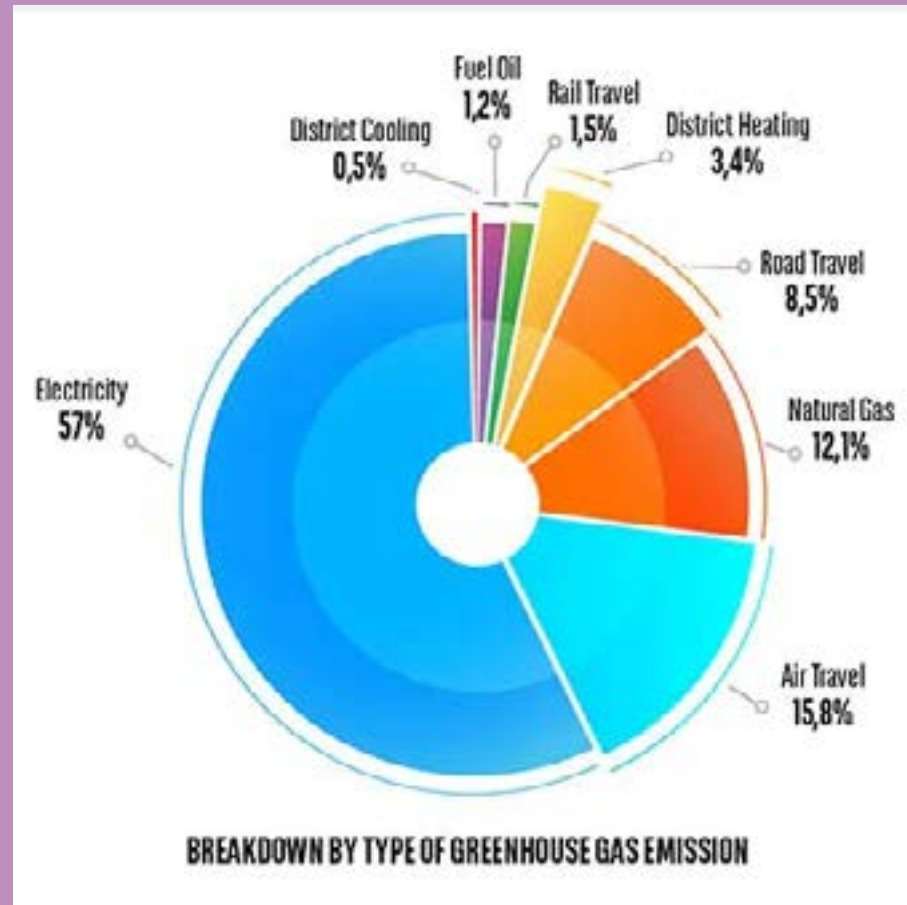


Conoco Philips shows its GHG emissions



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BNP PARIBAS

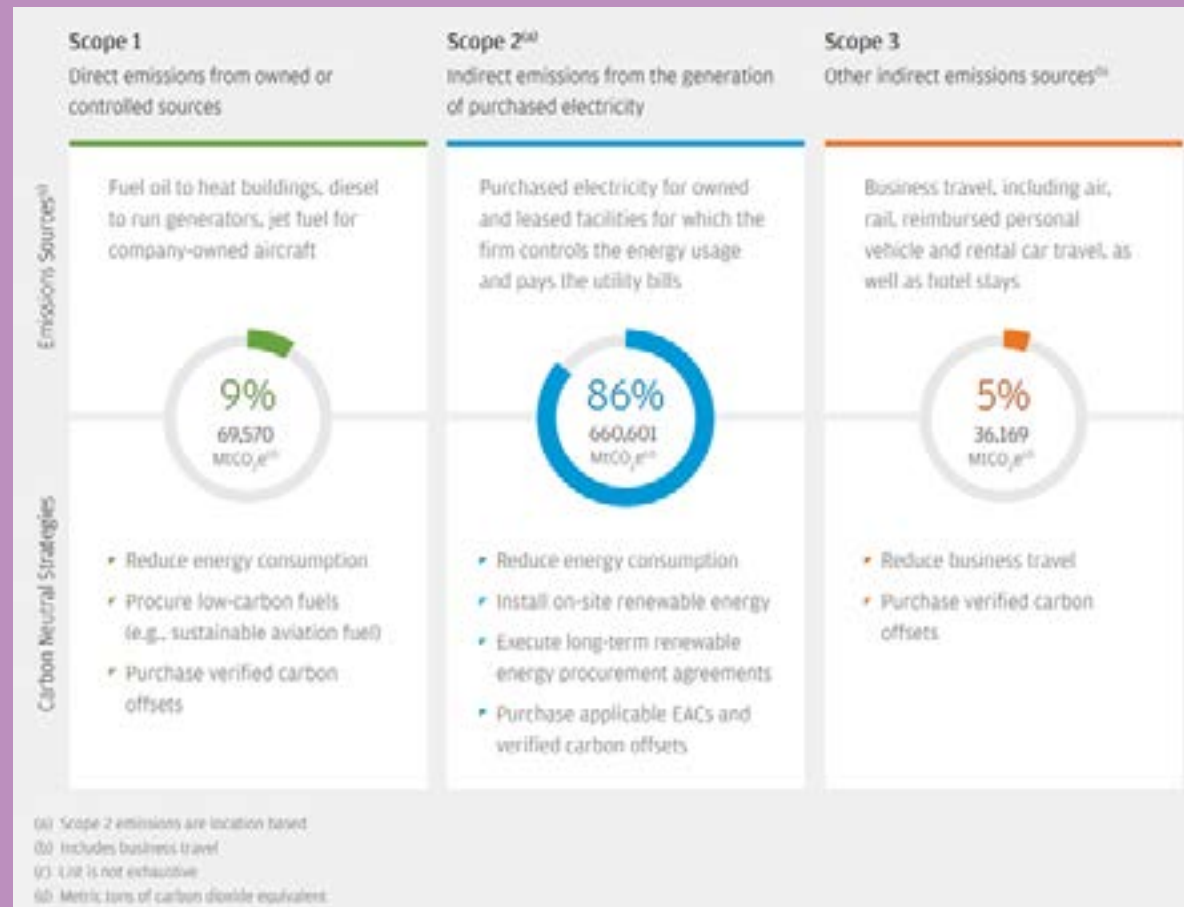


BNP Paribas [breaks down its GHG emissions](#)



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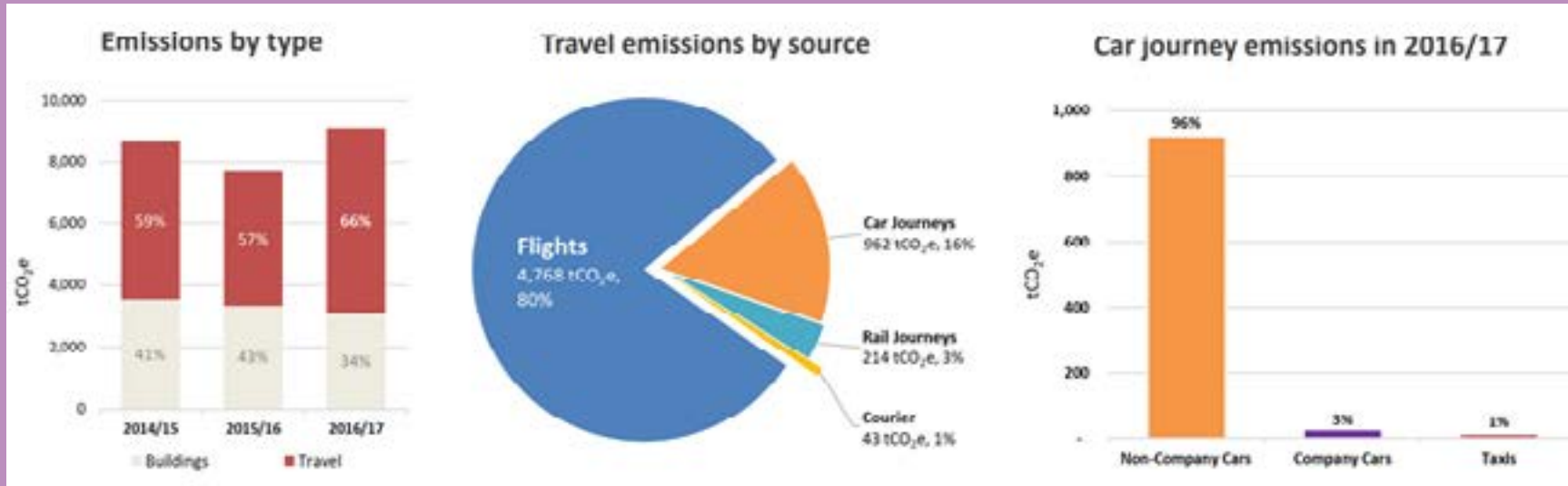
JP MORGAN CHASE



JP Morgan Chase details its emissions by Scope, and the ways it'll work to reduce them.

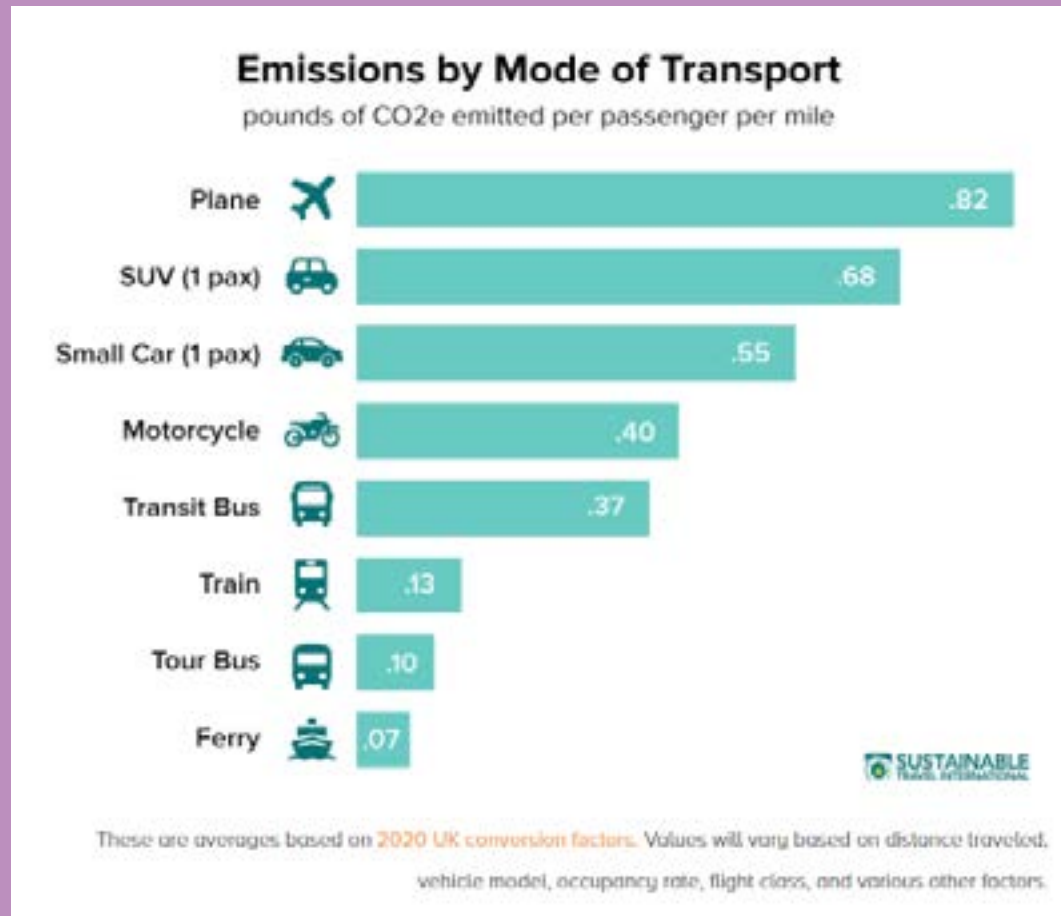


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BDO looks at its carbon emissions by source and then breaks it down into granular detail

SUSTAINABLE TRAVEL

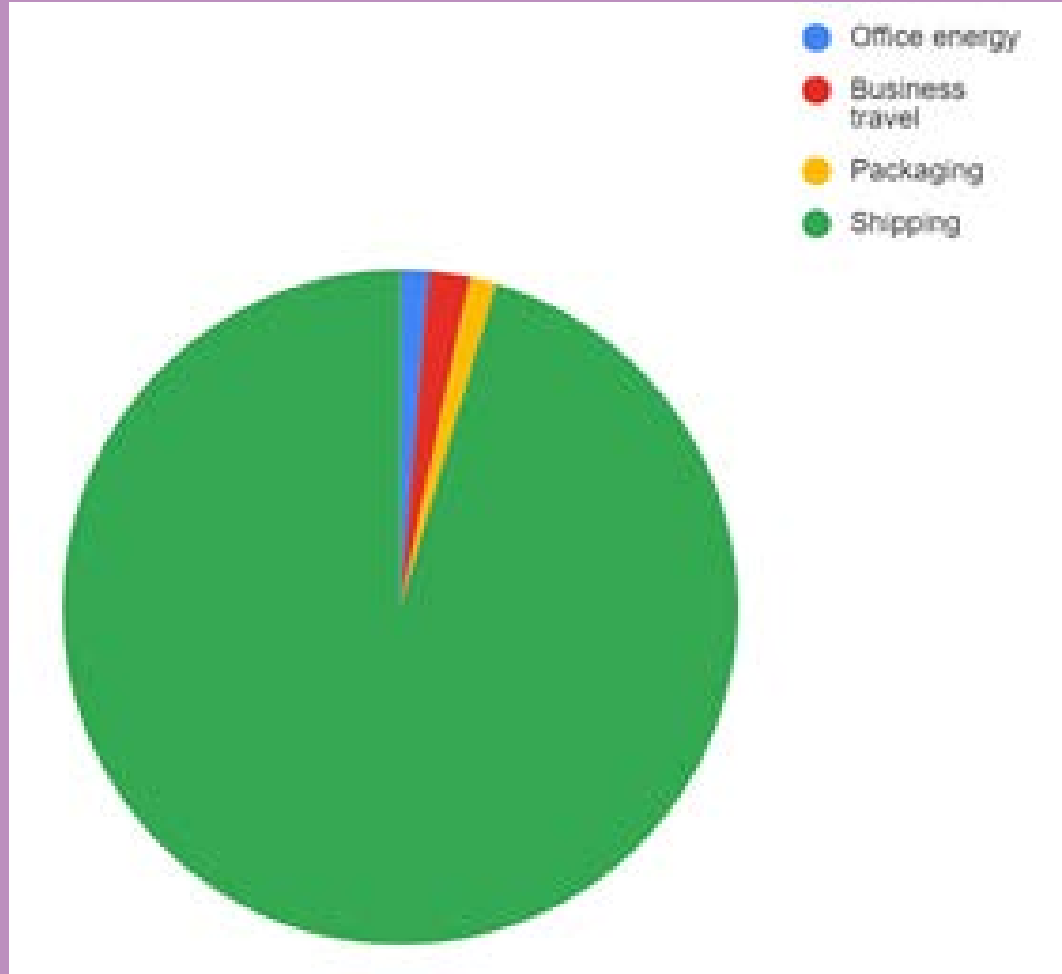


Sustainable Travel [shows the CO2 emissions by transport mode](#)



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A HEART OF THE CITY ALUMNUS



A Heart of the City alumnus shared its carbon footprint presentation with us. It doesn't always have to be fancy, it just needs to get the message and data across.



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*Climate for SMEs: 4 Steps to
Action is funded by the City of
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