

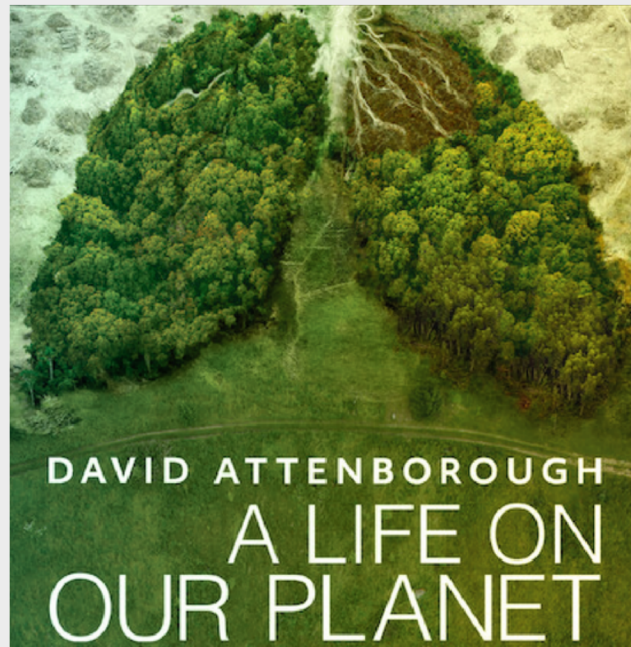


MY NET ZERO

EMPOWERING YOUR PEOPLE TO ACCELERATE THE WORLD'S PATH TO NET ZERO

MY NET ZERO ACKNOWLEDGES THE TRADITIONAL CUSTODIANS OF COUNTRY THROUGHOUT AUSTRALIA AND THEIR CONNECTIONS TO LAND, SEA AND COMMUNITY. WE PAY OUR RESPECT TO THEIR ELDERS PAST AND PRESENT AND EXTEND THAT RESPECT TO ALL ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES TODAY.

THE MY NET ZERO STORY



David Attenborough's A Life On Our Planet was the catalyst for a dinner conversation that led to the formation of My Net Zero, now making a difference for thousands of people... and the planet.



"WE MOVED FROM BEING A PART OF NATURE TO BEING APART FROM NATURE."
DAVID ATTENBOROUGH



Tim, his wife Emma, and four children felt fearful and overwhelmed by the state of our planet on the back of the documentary. During the ensuing conversation, one of the little ones shouted out - "Why don't we become Net Zero?"



THE HODGSON HOUSEHOLD PLEDGES
TO BE NET ZERO BY 2025

01

02



My Net Zero now helps employees build their own personal Roadmaps to Net Zero, and integrates educational communications and marketplace solutions into the DNA of the organisation.

GLOBAL MARKET PENETRATION



And now, our family narrative is being shared in talks globally and discussed in leading journals by the likes of Saul Griffiths.



SAUL GRIFFITHS
INVENTOR, AUTHOR,
FOUNDER, AND SCIENTIST

04

03

MY NET ZERO

A CLIMATE ADVISORY AND TECH PLATFORM
SPECIALISING IN SUPPORTING POSITIVE
CLIMATE ACTION FROM ALL EMPLOYEES
AND OTHER KEY SPHERES OF INFLUENCE



My Net Zero is a data-driven climate advisory platform that helps employers engage their employees and take action towards climate sustainability.

Our focus is on the intersection of environmental sustainability and employee engagement, and we offer tailored plans and technology solutions to support actionable steps.

Our consulting services, products, and flexible tech platform connect, engage, and support stakeholders in achieving their climate action goals, while our globally-minded team works across time zones to accommodate diverse workflows and schedules.



Australia's former chief scientist Alan Finkel said: "This is the first data-led approach of its kind."

THE AUSTRALIAN



THE AUSTRALIAN

Workers anxious about the climate

DAVID SWAN

Employees are increasingly anxious and frustrated about the current state of climate action, new statistics show, as two Australian CEOs unite to launch a tool to help Fortune 500 companies develop their net zero strategies.

The chief executives of LiveTiles and My Net Zero are in New York this week to launch the Climate Change Tracker, a new index that they describe as a quantitative database to support the development of climate action road maps for employees and consumers.

So far 1500 employees have taken the survey, including workers from Fortune 500 companies in the technology, aviation, retail and banking sectors.

The index shows respondents are anxious (44 per cent), frustrated (43 per cent), and said (36 per cent) about the current state of climate action, and only 22 per cent are optimistic about the future of the planet.

Some 82 per cent are concerned or extremely concerned about climate change, with 75 per cent feeling a personal responsibility to take some action and be a part of the solution, but worrying about how much it will cost (64 per cent).

When it comes to the role of corporations and specifically their employers, 70 per cent of respondents do not feel supported by their employer for personal climate action aspirations.

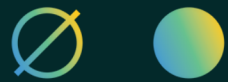
When it comes to the role of corporations and specifically their employers, 70 per cent of respondents do not feel supported by their employer for personal climate action aspirations.

Nearly two-thirds of respondents would think more positively of their employer if they were offered support, with the main requests being providing discounts or incentives from key service providers (62 per cent), supporting employee-driven actions (38 per cent), and providing information on how individual actions can have an impact (30 per cent).

Australia's former chief scientist Alan Finkel said: "This is the first data-led approach of its kind."

Mr Hodgson said the data would inform better business decisions around environmental sustainability strategies. "Our goal is to empower everyday people to take positive climate action, with tangible and targeted support from the organisations that surround them," Mr Hodgson said.

"This new offering is the ideal starting point, allowing us to better understand where people sit on this issue right now. The data will provide the analysis required to build tailored and individual solutions," he added.



WHAT WE OFFER



A DATA LED APPROACH

We analyze employee sentiment, motivations, actions, barriers, and aspirations related to climate action.



COMMUNICATION SIMPLIFICATION

We simplify and consolidate communications to employees about climate action.



EMPLOYEE CLIMATE ACTION PLAN

We help organizations create an Employee Climate Action Plan for their people.



A PLATFORM TO IGNITE ACTIONS

We drive positive environmental impact by activating and supporting employee involvement and action.

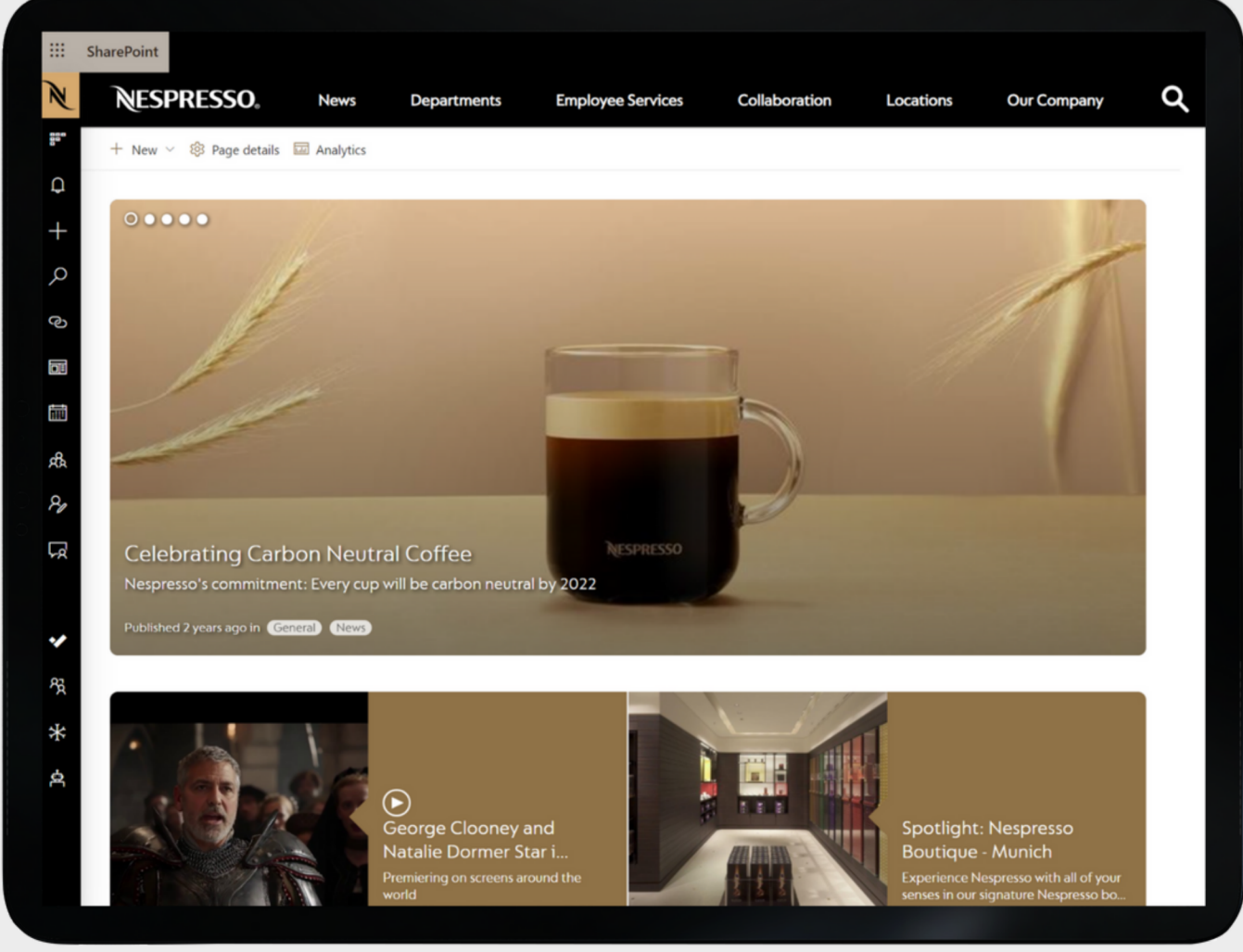
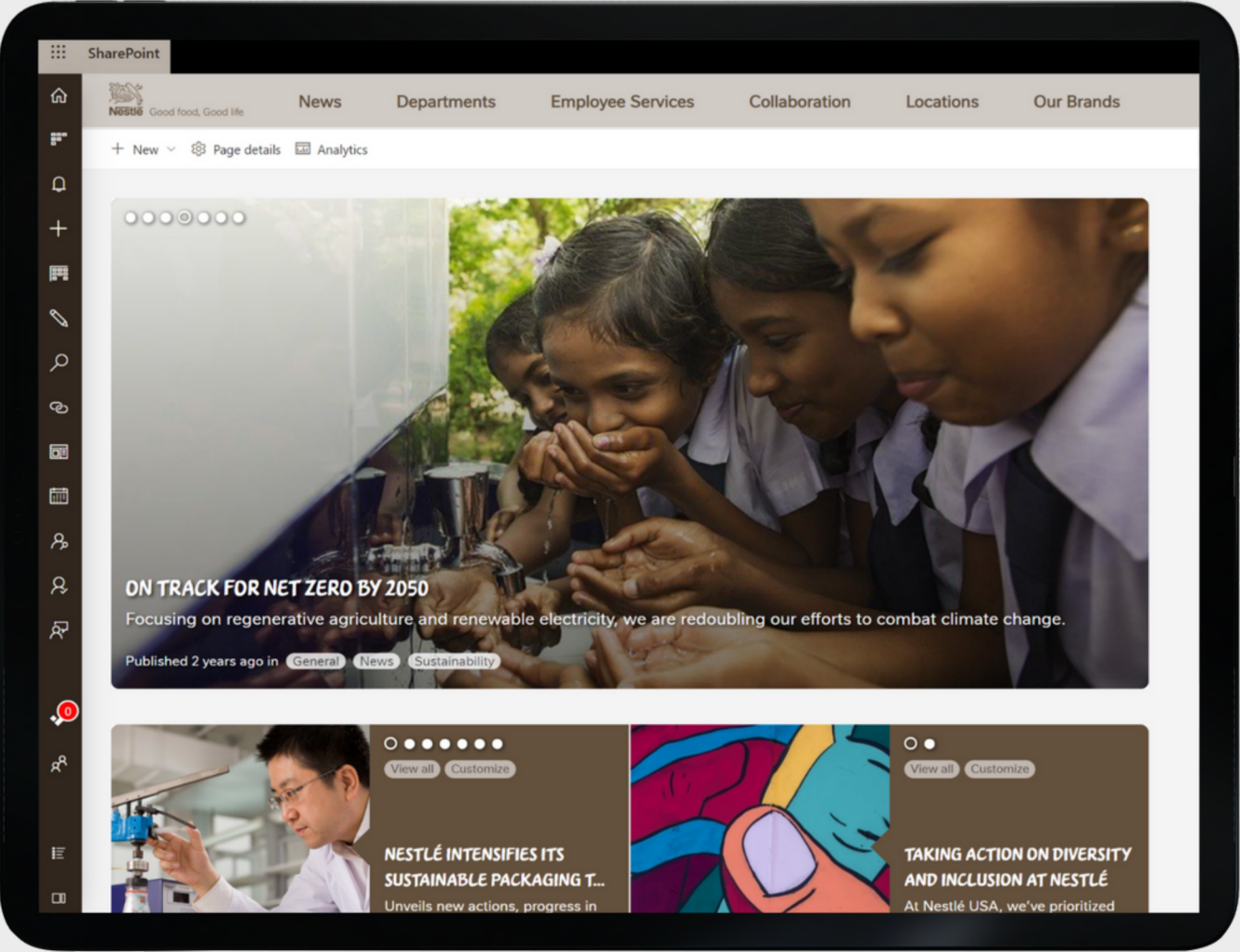


SCOPE 3 PLAN SUPPORT

We ensure the integrity of an organization's Scope 3 plans by supporting work from home employees to negate their emissions.

WHO WE'RE WORKING WITH

EMPOWERING YOUR PEOPLE TO ACCELERATE
THE WORLD'S PATH TO NET ZERO



WHY ORGANISATIONS PARTNER WITH MY NET ZERO

WE ARE:

01

DATA LED

LISTEN / LEARN

02

ADVISORY + TECH

PLAN / ACT

03

**ADOPTION +
ENGAGEMENT
OBSESSED**

AND WE:

04

**NEGATE
EMPLOYEE
FOCUSED SCOPE 3
EMISSIONS**

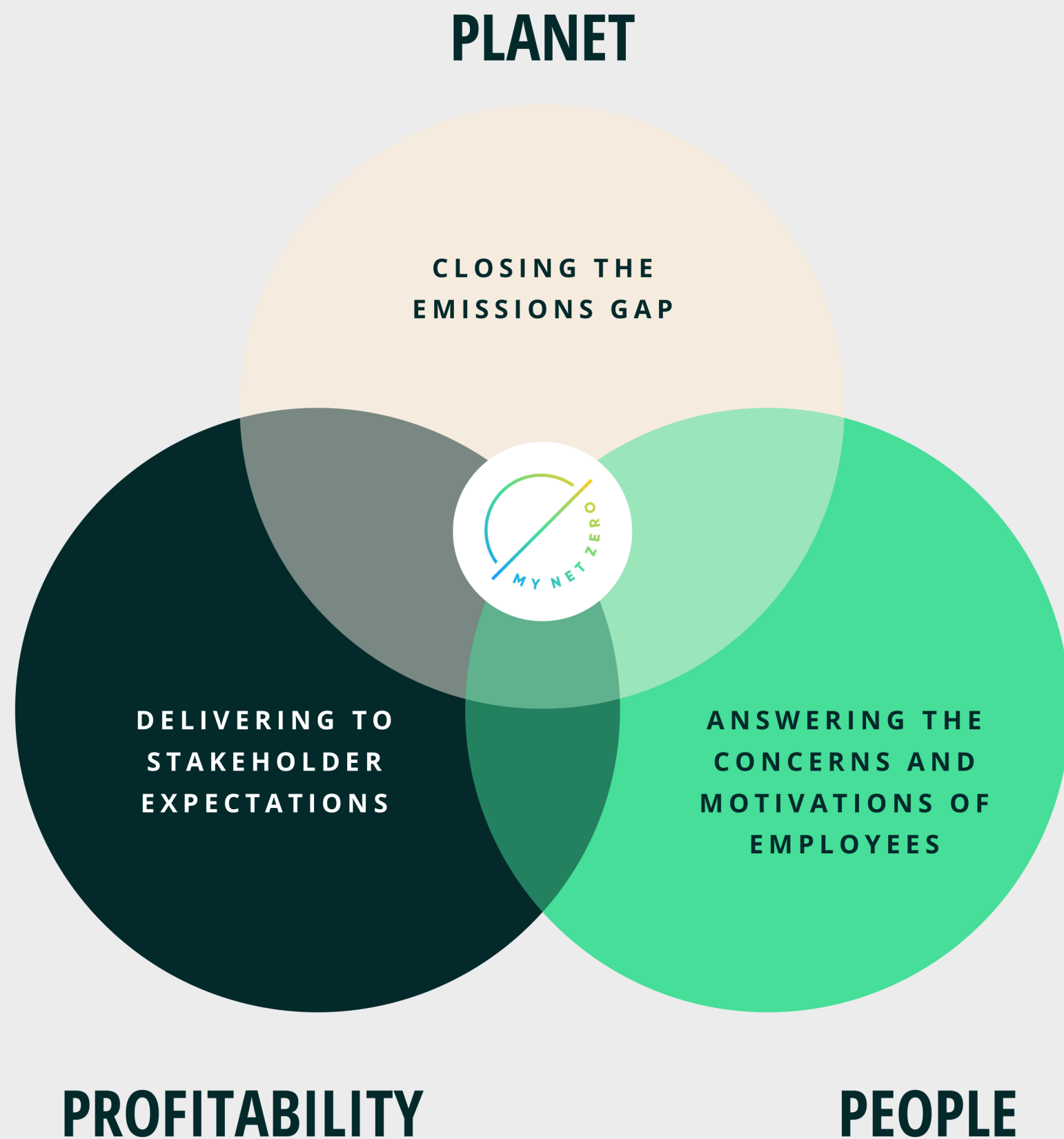
05

**TURNING CLIMATE
RISK INTO
OPPORTUNITY WITH
EMPLOYEE
INVOLVEMENT**

06

**PROVIDE A
COMPETITIVE
ADVANTAGE
THROUGH ESG
LEADERSHIP**





CLIMATE ENGAGEMENT INDEX



82%

OF EMPLOYEES ARE CONCERNED ABOUT CLIMATE CHANGE, WITH ANXIETY, FRUSTRATION, SADNESS AND FEAR AS THE OVERRIDING FEELINGS.



75%

FEEL MOTIVATED TO ACT, EXPRESSING THE DESIRE TO BE A PART OF THE SOLUTION, AND RECOGNISING THAT WE CAN ALL DO SOMETHING TO DRIVE POSITIVE CHANGE.

Whilst cost of action is the greatest barrier, the admin time and knowledge of 'where to start' are also major issues that slow us down in taking action.



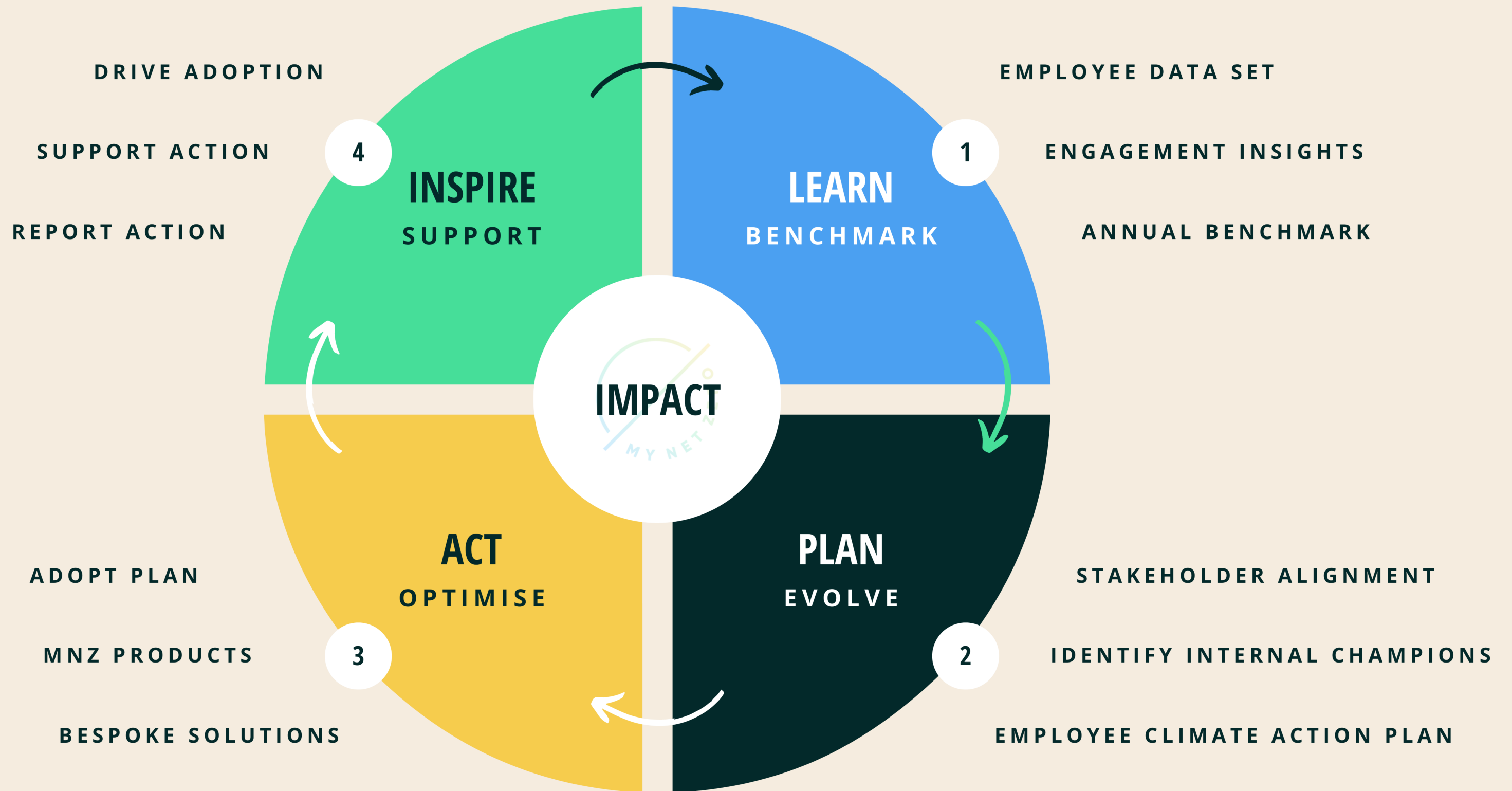
65%

OF PEOPLE WOULD FEEL MORE POSITIVELY ABOUT THEIR WORKPLACE IF THEY WERE GIVEN SUPPORT TO TAKE ACTION.

The Climate Engagement Index provides information on people's actions, barriers, aspirations, and support needed to take positive climate action. This can help employers incentivize and enable action in the workplace, leading to benefits for the business and the environment.

WHEEL OF ADOPTION

THE MNZ THEORY OF CHANGE



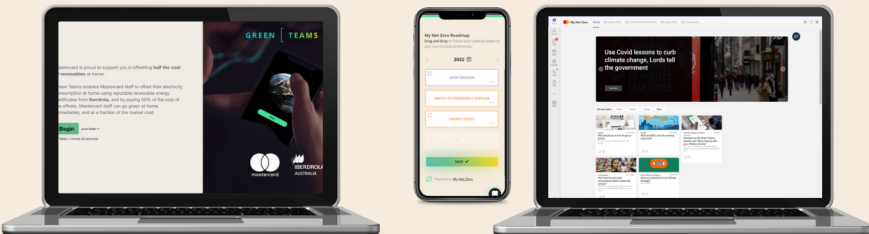
YEAR 1
YEAR 2 ++

WHEEL OF ADOPTION

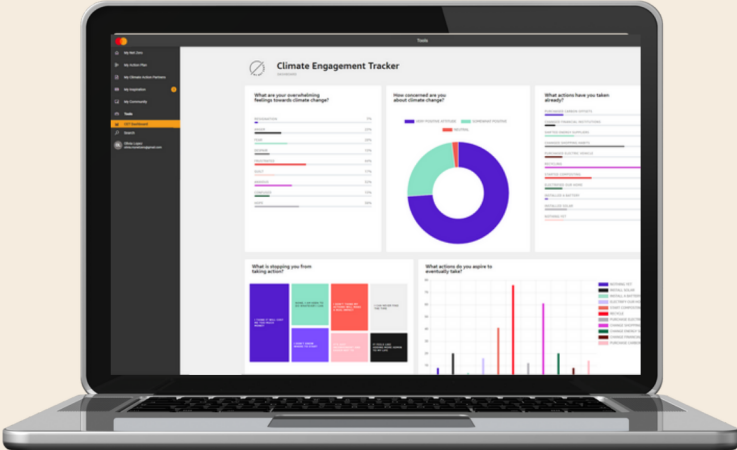
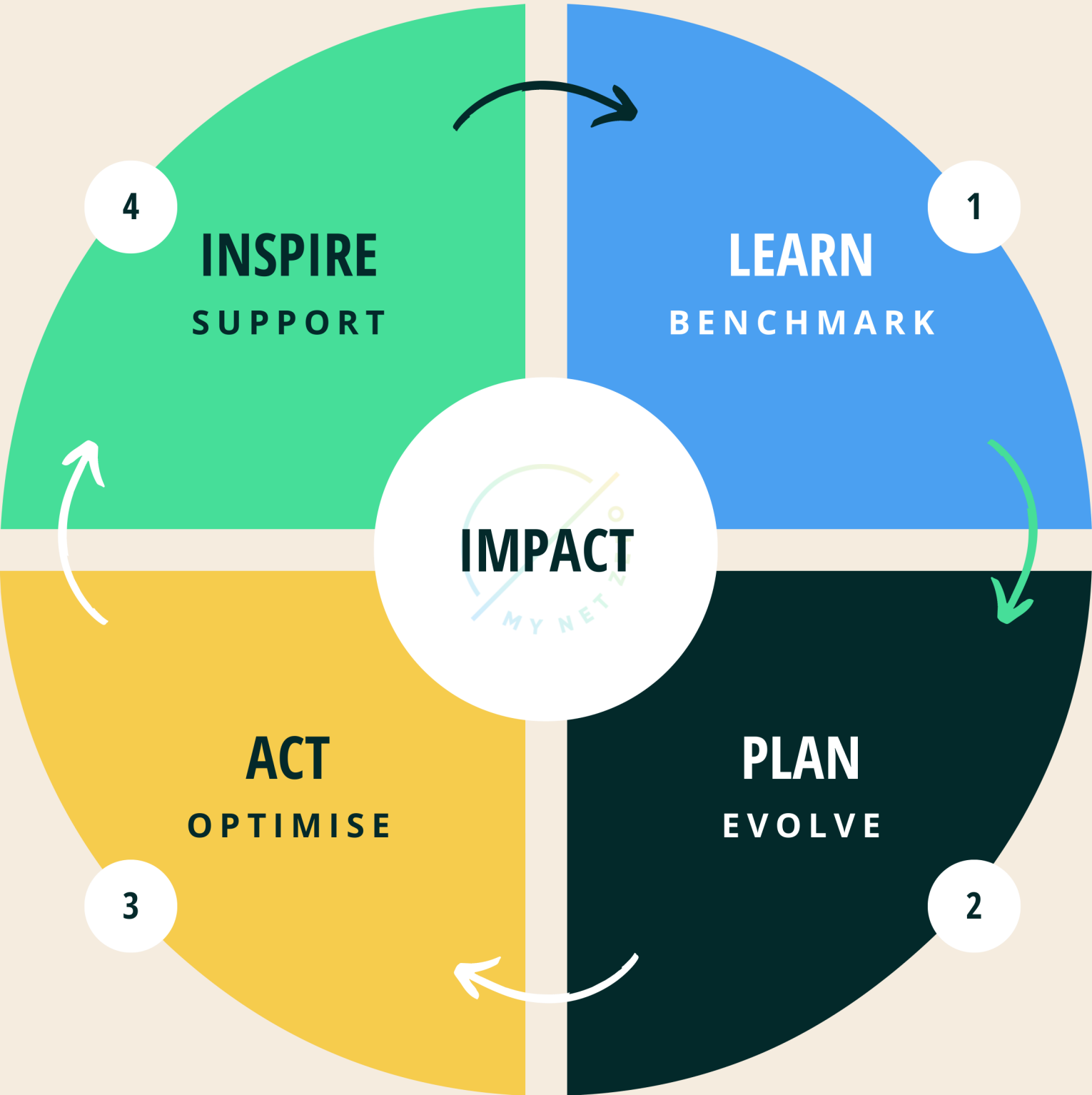
SERVICES AND PRODUCTS



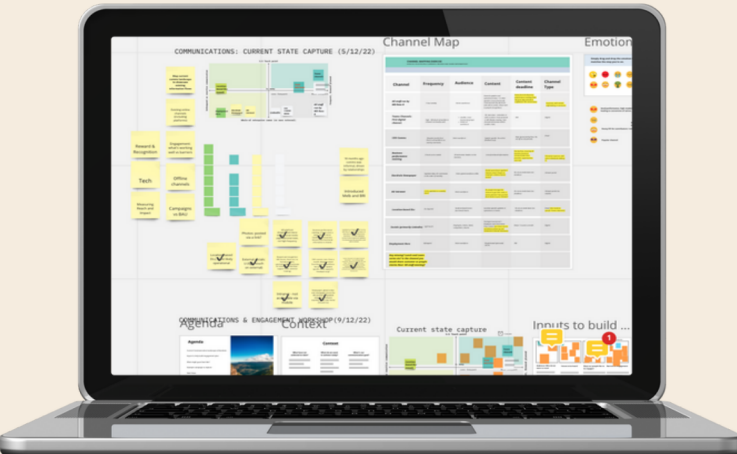
ONGOING
ENGAGEMENT



REACH ZERO | GREEN TEAMS
| MARKETPLACE



CLIMATE ENGAGEMENT
TRACKER



EMPLOYEE CLIMATE
ACTION PLANS



OUR SERVICES

LEARN AND PLAN

1



2



3

DISCOVERY WORKSHOP

UNCOVER

Uncover the true nature of your operational risk and opportunity to engage employees in climate action

CLIMATE ENGAGEMENT TRACKER

LEARN

Build a core set of data to underpin the planning phase, and ensure you are listening to your people first - sentiment, motivations, actions, barriers and desired support

EMPLOYEE CLIMATE ACTION PLAN

PLAN

Build a bespoke Employee Climate Action Plan, aligning leadership, integrating into your internal communications, segmenting your people, and unlocking your super power to support action

LEARN

CLIMATE ENGAGEMENT TRACKER

The CET is the first step to listen to, involve, and support your people to deliver on their personal climate action aspirations. These insights allows us to work together to co-curate your bespoke Employee Climate Action Plan, align goals to your existing organisational plans, and drive the employee engagement.

Post launch, the CET is delivered annually to benchmark:

SENTIMENT

Sentiment analysis on core feelings towards climate change

Benchmark levels of concern

MOTIVATIONS

Benchmark responsibility levels people feel

Deeply understand your people's underlying motivations to act

Benchmark motivation levels

ACTIONS

Audit of personal actions already taken

An understanding of the level of activity and involvement that your employees wish to take in future

BARRIERS

A lens on the current barriers to people taking action

SUPPORT

An understanding of the support people will benefit from to take further climate related action

A read on the potential virality of inspiring individual action

DATA PLATFORM INSIGHTS REPORT

CUSTOM QUESTIONS - LIVE STREAMING DATA PLATFORM - GLOBAL DATA GOVERNANCE

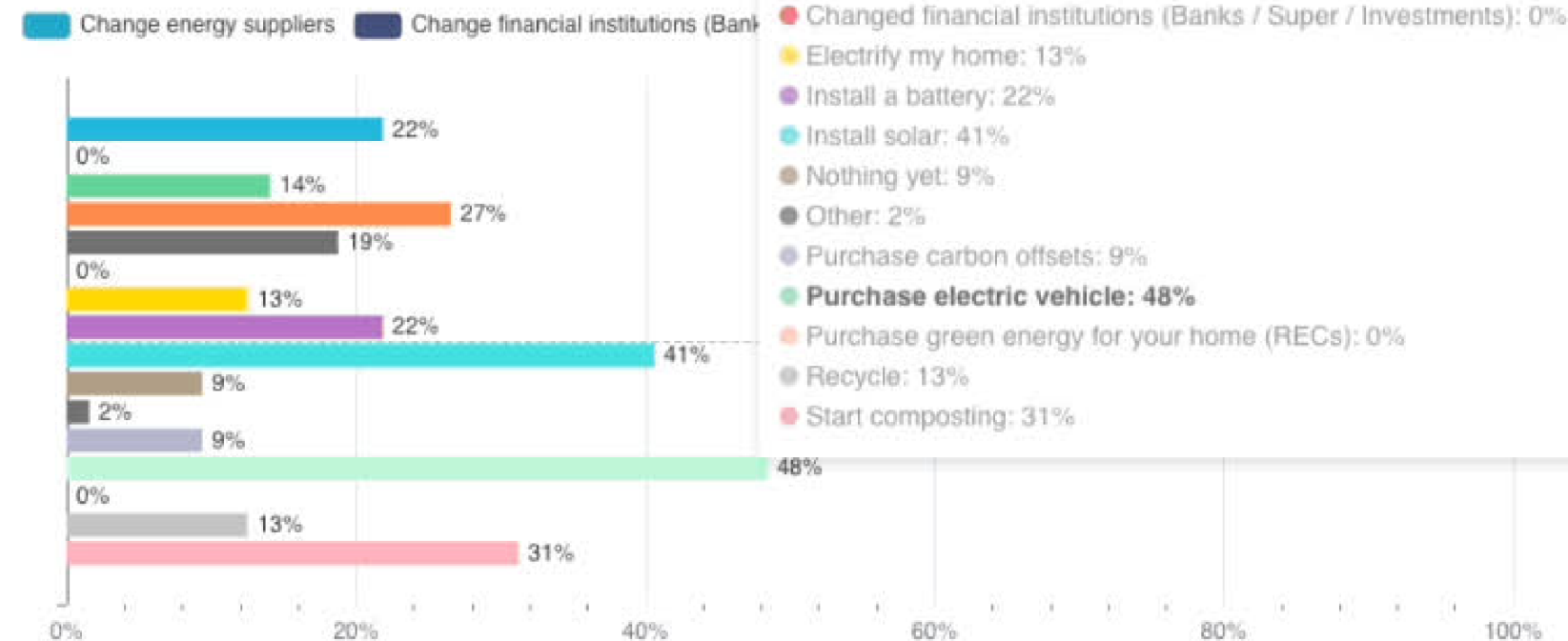
ASPIRATIONS

An understanding of the level of activity and involvement that your employees wish to take

A read on the potential

A lens on barriers that

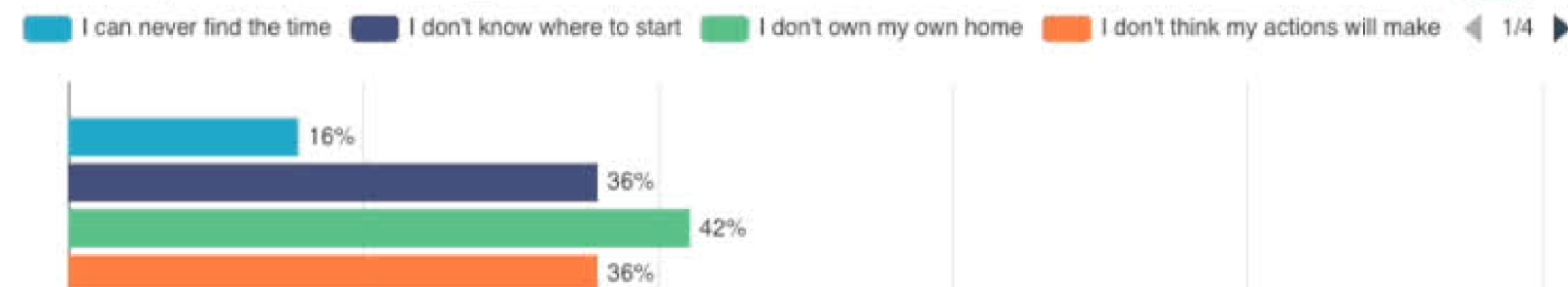
What actions do you aspire to take in the coming year?



Would you like to be on green energy at home?



What are your barriers to taking action / further action?



Would you share your actions with friends and family to get more involved?



CLIMATE ENGAGEMENT TRACKER

Introduction

By collating and organising this information we are able to build a better understanding of your people's levels of climate engagement and be a starting point to building a more detailed Employee Climate Engagement Plan.

My Net Zero proposes that the Climate Engagement Tracker will fulfil two core roles for your organisation:

- It will inform the development of your Employee Climate Engagement Plan, and inform required updates or changes.
- Annually it will track the outcomes and success of your Climate Engagement Plan, and inform required updates or changes.



CLIMATE ENGAGEMENT TRACKER

LiveTiles Reach

83%

83% OF LIVETILES STAFF ARE CONCERNED OR VERY CONCERNED ABOUT CLIMATE CHANGE

76% OF EMPLOYEES ARE READY TO TAKE CLIMATE ACTION AT WORK.

WITH INSIGHTS: 2020 CARBON INTELLIGENCE, 2019

Page 3 | Introduction

PLAN

DISCOVERY SERIES



Align key internal stakeholders to build missions statement and KPI's



Analyse CET to segment your stakeholders for communications insights



Assess existing internal communications and employee engagement tactics that would lend themselves to climate engagement



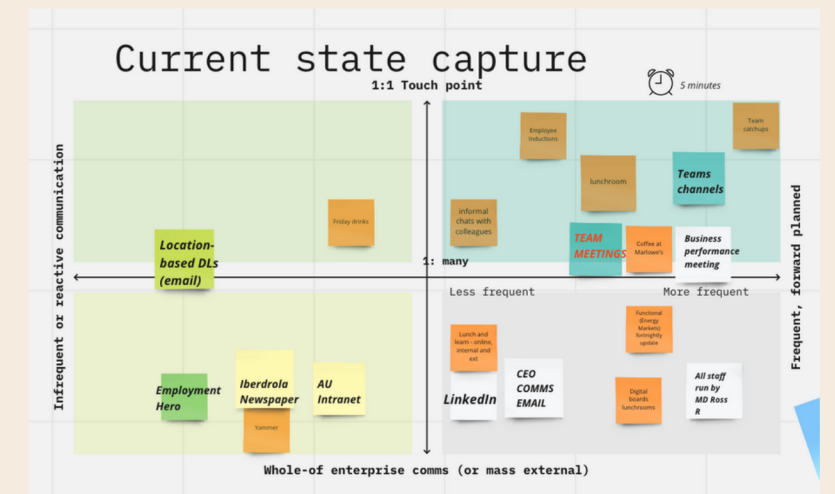
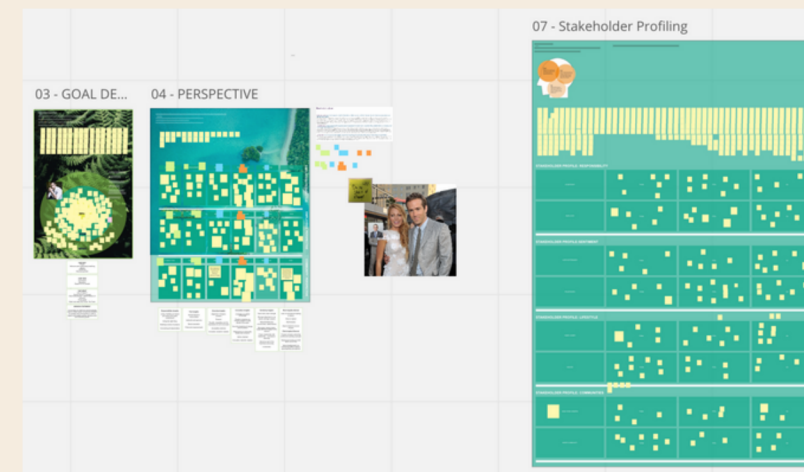
Unlock your organisations super power to support and drive action.



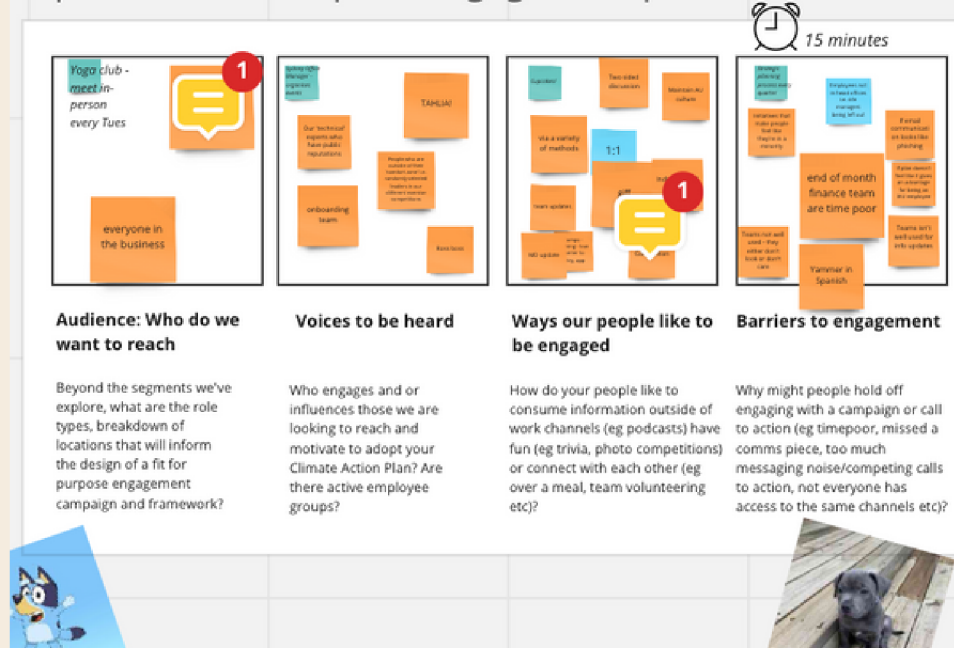
Design your Employee Climate Action Plan



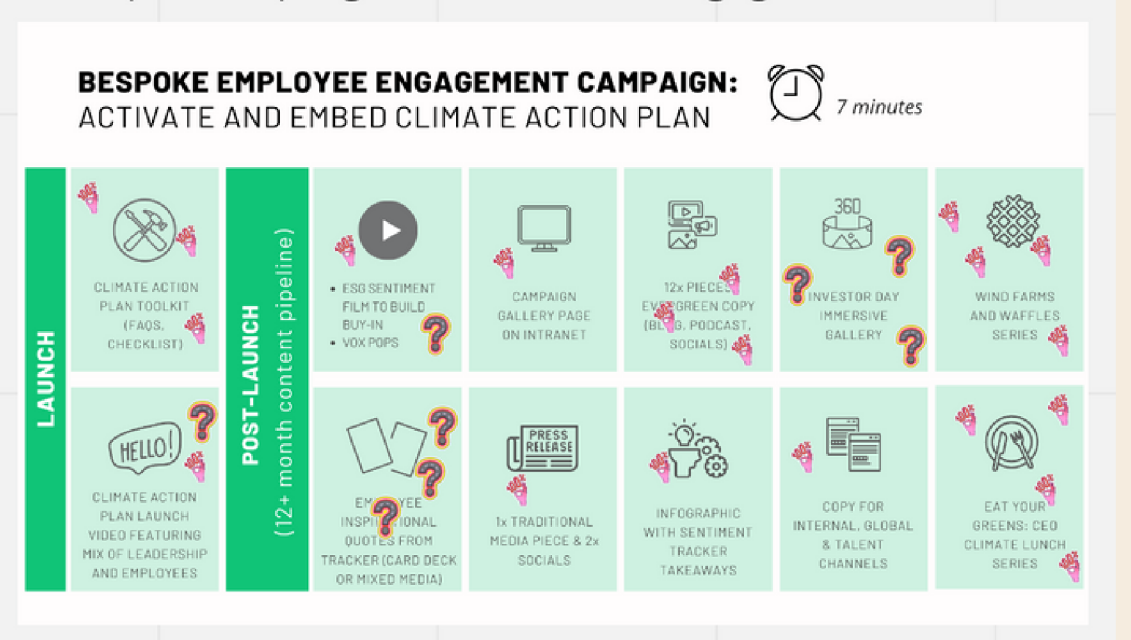
Involve your people on this journey!



Inputs to build bespoke engagement plan



Example Campaign to activate Engagement Plan



PLAN

DISCOVERY SERIES OUTPUT

EMPLOYEE CLIMATE ACTION PLAN

A full report and recommendation



LEADERSHIP

- ALIGNED MISSION STATEMENT
- KEY STAKEHOLDER ID
- VALUE ALIGNMENT
- RISK / OPPORTUNITY ID



COMMUNICATIONS

- INTEGRATED COMMUNICATIONS PLAN TO SEGMENTED AUDIENCE
- ONLINE COMMS CONSOLIDATION
- REGULAR OFFLINE ACTIVITY TO DRIVE ADOPTION
- TONE AND CONTENT FOCUS BASED ON CET LEARNINGS



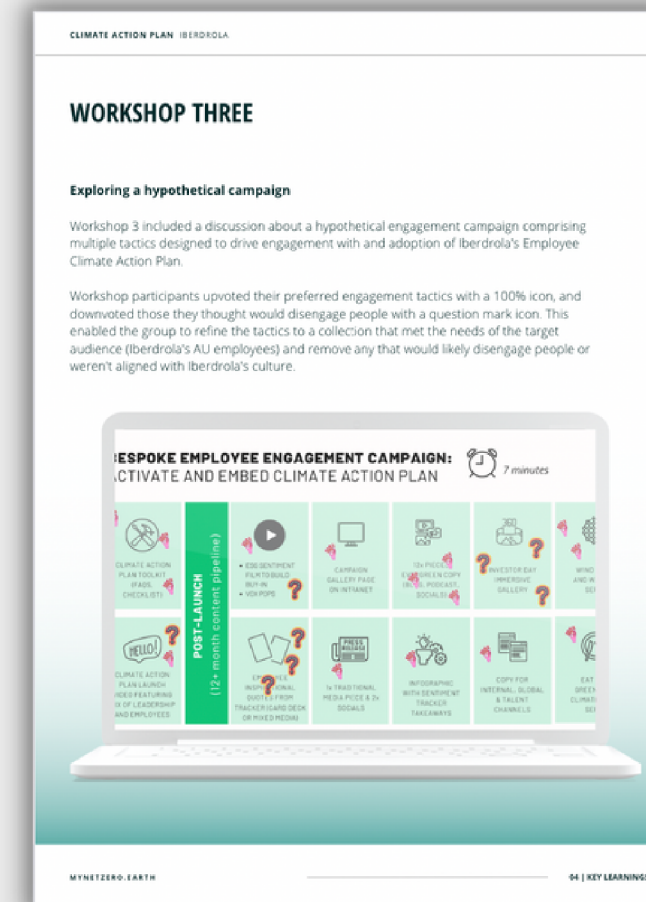
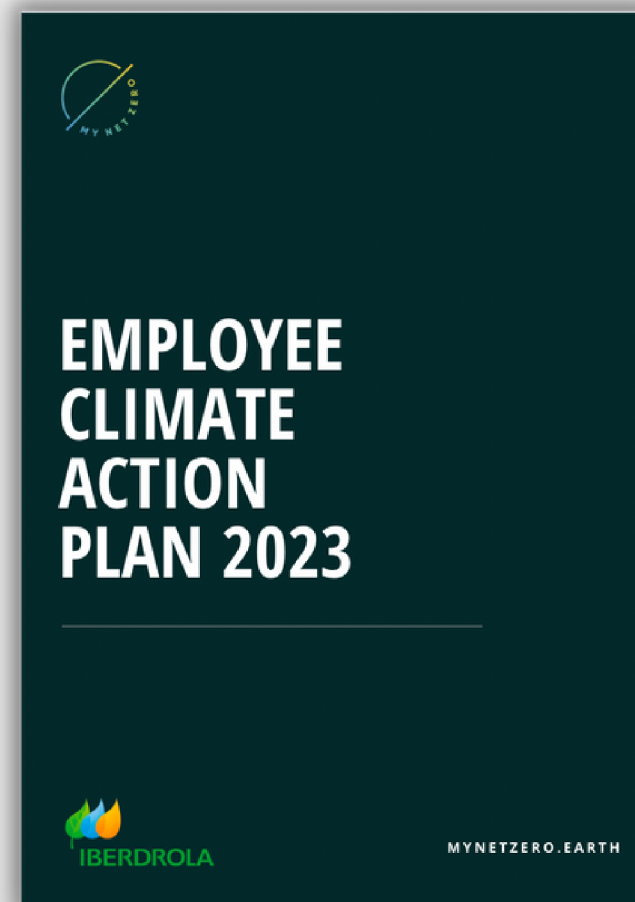
SUPPORT

- UNLOCKING ORGANISATIONAL SUPPORT
- ALIGNED ESG ACTIVITY
- EMPLOYEE BENEFITS
- HR ACTIVITIES
- PERKS / KPI'S



RECOMMENDATIONS

A TAILORED RECOMMENDATION WITH A STAGED APPROACH TO LAUNCHING, INVOLVING, NURTURING, AND SUPPORTING STAFF WITH A MIND TO LONG TERM ENGAGEMENT, HIGH ADOPTION RATES AND DATA FEEDBACK TO THE ORGANISATION





OUR PRODUCTS

ACT AND INSPIRE



REACH ZERO

CONNECT AND COMMUNICATE

A central hub, integrated into your internal communications, to connect your people to tailored and personally relevant knowledge, education, inspiration and action opportunities

ROADMAP & MARKETPLACE

ENABLE AND NURTURE

Enable everyone to build a personalised action plan, resulting in a tailored Reach Zero experience with relevant content and marketplace solutions

GREEN TEAMS

IMMEDIATE IMPACT

Help your people offset their home electricity usage through Renewable Energy Certificates

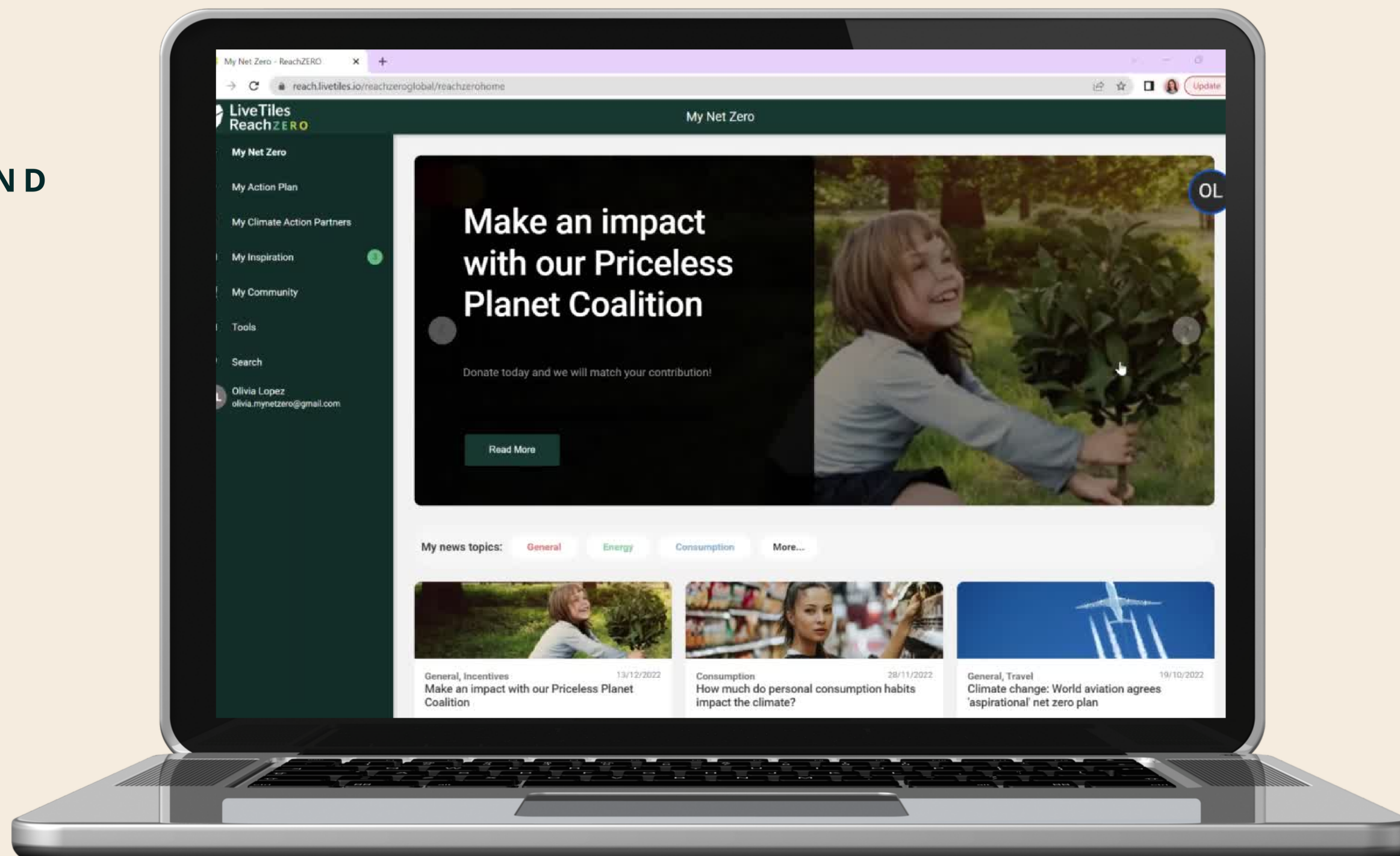


REACH ZERO

COMBINING COMMUNICATION AND INSPIRATION TO DRIVE ACTION

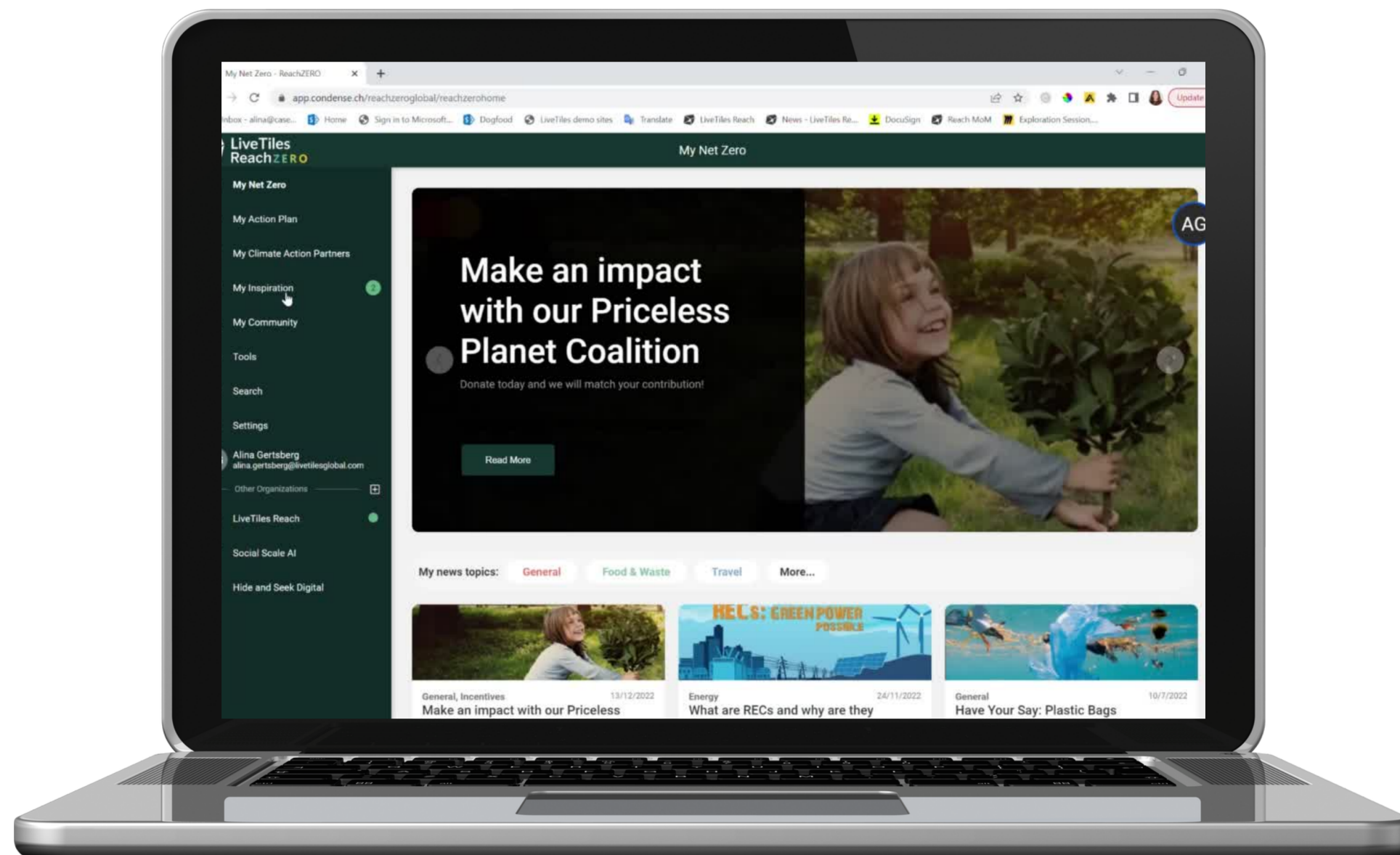
Reach Zero is an internal communications and engagement platform that unifies your people with their climate action aspirations and with the organisation's ESG activities, boosting engagement, increasing retention and driving connection – not only with each other, but with our planet.

With dedicated channels for climate news and events, Reach Zero ensures your people are always connected to their purpose, anytime, anywhere, with the capacity to embed and consolidate the My Net Zero Green Homes and Personal Climate Action Plan solutions.





BENEFITS OF REACH



Proven global SaaS platform used by some of the world's largest employers.



Personalization and targeting cut through noise to deliver what users need.



Integrated with your corporate security and authentication service.



ISO 27001 certified and adheres to best practice security standards.



Seamlessly integrates with common workplace tools, including Microsoft Teams.



Mobile app (able to be co-branded) for iOS and Android.



Meets Microsoft accessibility standards.



Support multiple languages and translation.



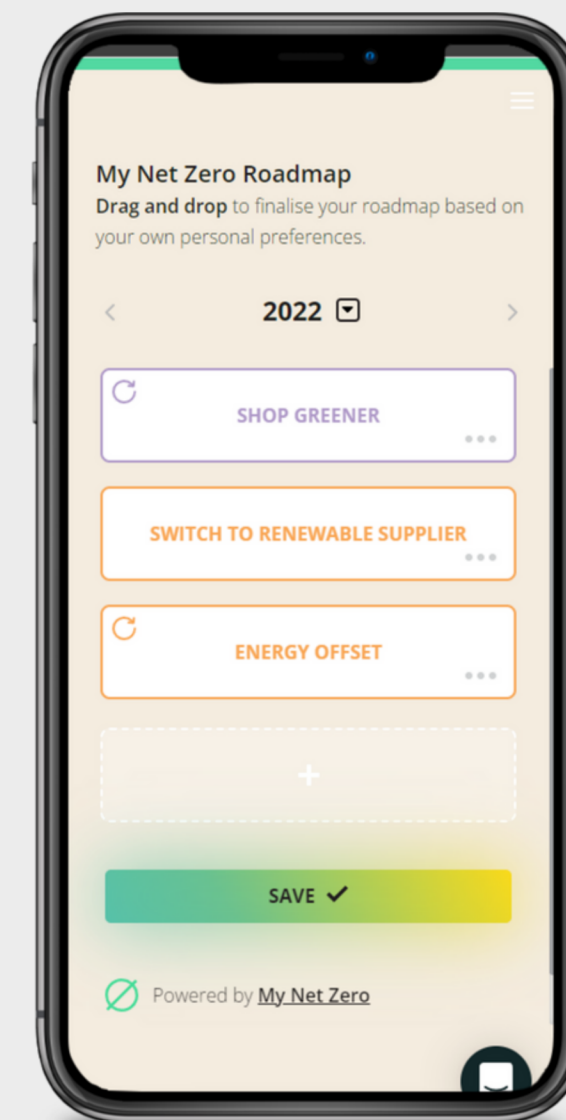
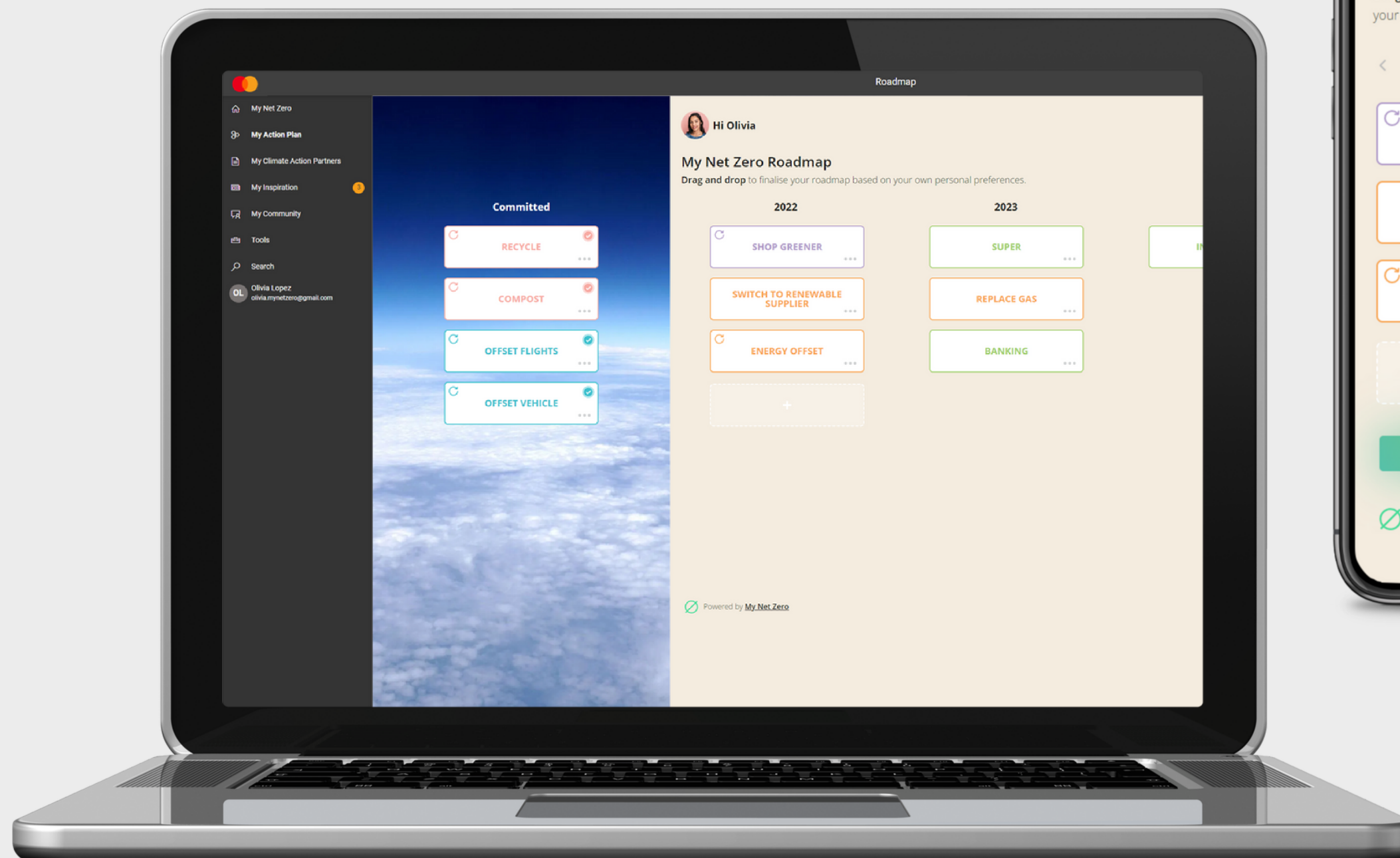
PERSONAL CLIMATE ACTION PLANS

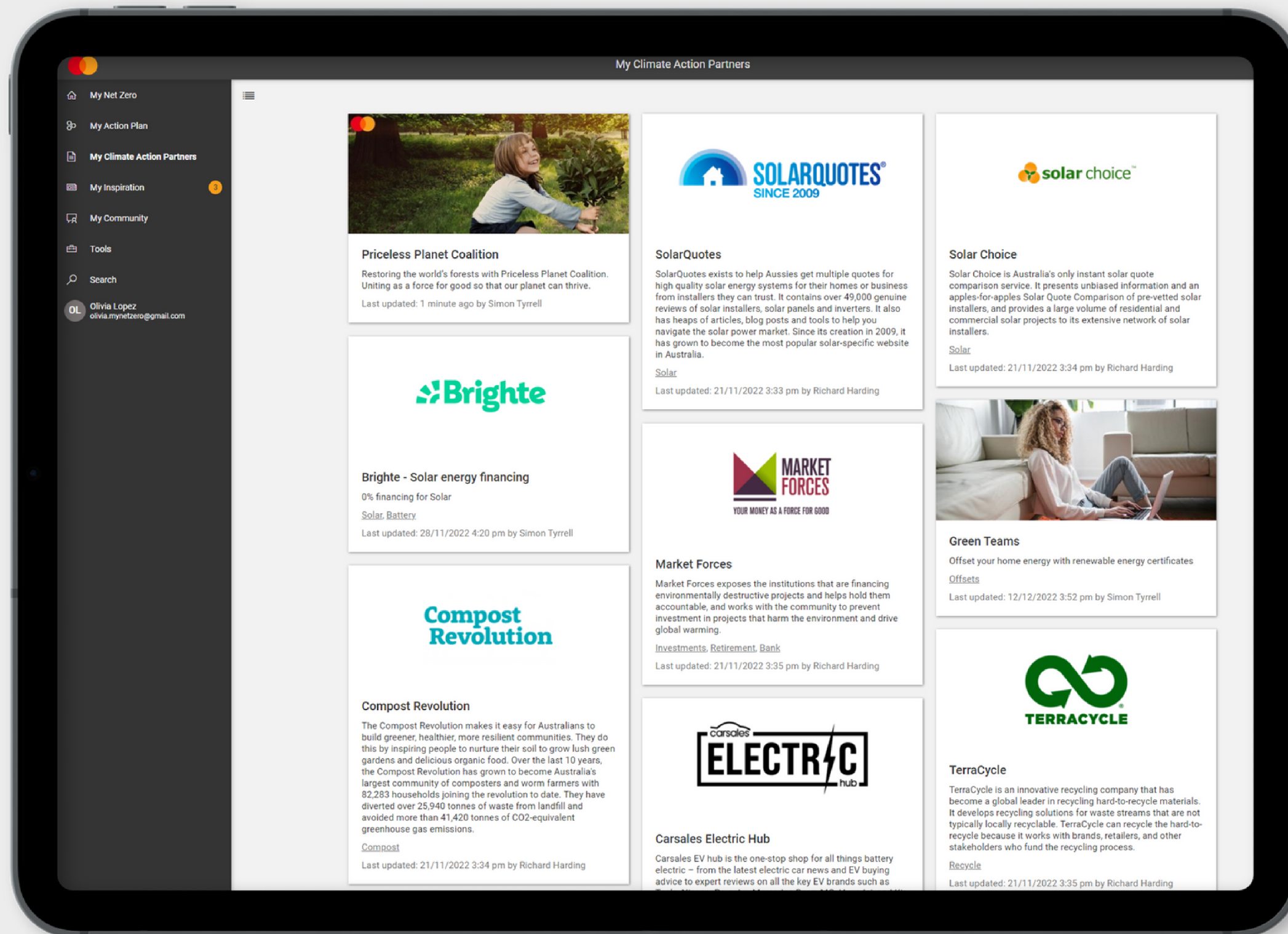
PERSONALISED PLANS AND MARKETPLACE

Employees can build their Personal Climate Action Plans within Reach Zero.

Our integrated dashboards enable businesses to understand annual climate action aspirations across their employee base.

Leadership teams can leverage organisational climate action plans and extend employee benefits / rewards to support their people's aspirations, whilst reporting against the additional impact of the organisation.





MARKETPLACE

PERSONALISED PLANS AND MARKETPLACE

The My Net Zero Marketplace is a highly customized online store, aligned with your Roadmap aspirations, presenting a variety of credible products, services and solutions that will help your people get to carbon net zero, quickly.

GREEN HOMES

IMMEDIATE ACTION / IMPACT

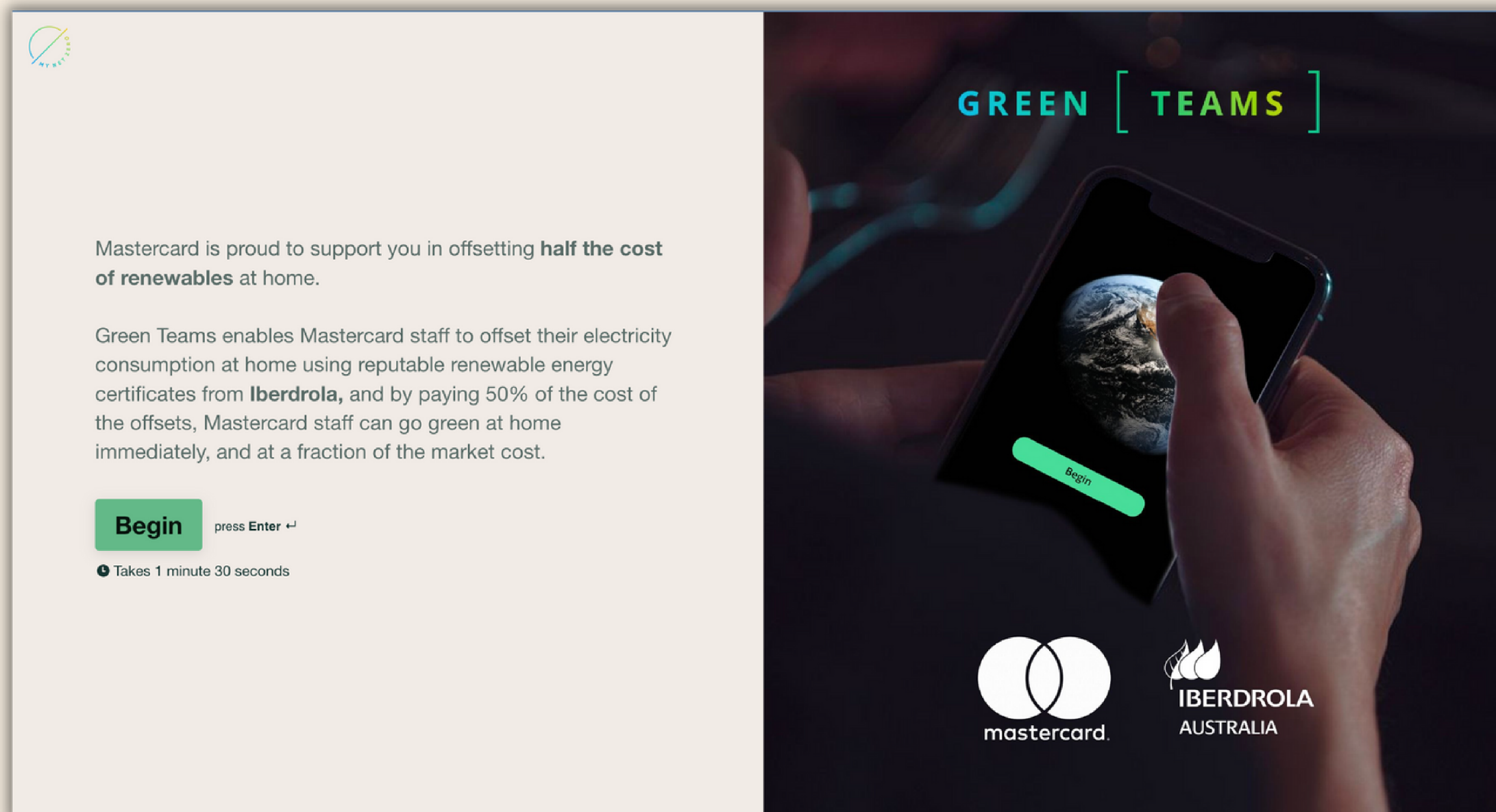
With much of the workforce working remotely, office based energy emissions of the business have not been reduced post Covid, but simply displaced back into the home.

Green Homes enables staff to match their electricity consumption at home with reputable Renewable Energy Certificates from Iberdrola.

Green Homes provides two options:

- offset all home emissions - supporting your people on their journey to Net Zero at home, with the opportunity for the business to fund 50% to 100% of the cost
- offset the 'Work From Home' related emissions, delivering to your organisational Scope 3 commitments.

POWERED IN PARTNERSHIP WITH



The screenshot shows the 'Green Teams' web application. At the top left is a small circular logo with a diagonal line. The main heading is 'GREEN [TEAMS]' in a stylized font. Below this, a hand is shown holding a smartphone displaying a globe with a green 'Begin' button overlaid. The text on the screen reads: 'Mastercard is proud to support you in offsetting **half the cost of renewables** at home.' followed by 'Green Teams enables Mastercard staff to offset their electricity consumption at home using reputable renewable energy certificates from **Iberdrola**, and by paying 50% of the cost of the offsets, Mastercard staff can go green at home immediately, and at a fraction of the market cost.' Below the text is a green 'Begin' button with the instruction 'press Enter ↵'. Underneath the button, it says '⌚ Takes 1 minute 30 seconds'. At the bottom right, the Mastercard logo and the Iberdrola Australia logo are displayed.



"WE NEED TO **ACT** (BOLDLY), **INNOVATE** (BROADLY) AND **IMPLEMENT** (EQUITABLY).
IT'S GOING TO TAKE ALL OF US. ALL IN. BUSINESSES, GOVERNMENTS AND CITIZENS –
EVERYONE ACCOUNTED FOR AND EVERYONE ACCOUNTABLE.
A PARTNERSHIP FOR THE PLANET."

EARTH DAY 2022



MY NET ZERO

EMPOWER YOUR PEOPLE TO ACCELERATE
THE WORLD'S PATH TO NET ZERO

CONTACT: TIM HODGSON / TIM@MYNETZERO.EARTH / [LINKEDIN.COM/IN/TIMHODGSON205](https://www.linkedin.com/in/timhodgson205)