ADAPTATION AND RESILIENCE:
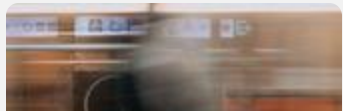
Integrating Impact Measurement & Beyond

Licensing & Attribution

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Check in

→ **Context:** How can this module serve us?

→ **Purpose:** Why should one measure Climate Impact?

→ **Methods:** How can Climate Impact be measured?

→ **Practice 1, 2, & 3:** How to integrate Climate Impact measurement into our programmes - Selection Process & Programme design.

Session Guidelines

A face to a name

Please have your video on if you can.

Microphone etiquette

Please mute when you are not speaking.

Conversation style

Feel welcome to raise your hand and we will come to you for questions/comments.

Impact Measurement & Importance

Why do you integrate impact measurement into your programme?

Benefits for stakeholders

Start-ups

Funders and Investors

Broader Ecosystem

Legal Compliance

Benefits for ESOs

Programme effectiveness

Accountability & Transparency

Strategic Planning

Funding & Support

Why should we measure Climate Impact?

Internally for ESOs

Externally for stakeholders

QUESTION 2

Which impact criteria do you usually focus on in your programs?

What is Climate Impact measurement?

Climate Impact measurement is...

the process of quantifying the direct and indirect GHG emissions from the activities of a start-up.
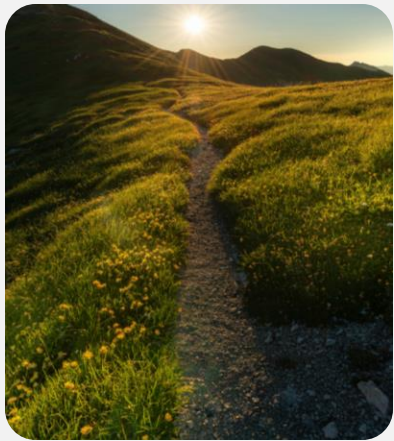
Life Cycle Assessment LCA

Which methods do you usually use to measure the start-ups' impacts?

Climate Impact Measurement in general.

➜ There are many methodologies for measuring and/or projecting the environmental impact of a business.

➜ They tend to include a unit of measure, and many are governed by standards and frameworks.

What is a Unit of Measurement?

➜ A unit of measure for environmental impact is used to quantify the impact of a particular environmental factor.

➜ Using a single unit of measure allows us to easily compare or aggregate data.

Some common units of measure include:

Carbon Dioxide equivalent (CO_2e)

A standard unit for measuring greenhouse gas emissions.

Kilowatt-hour (kWh)

Used to measure electricity consumption or production

Cubic metres (m^3)

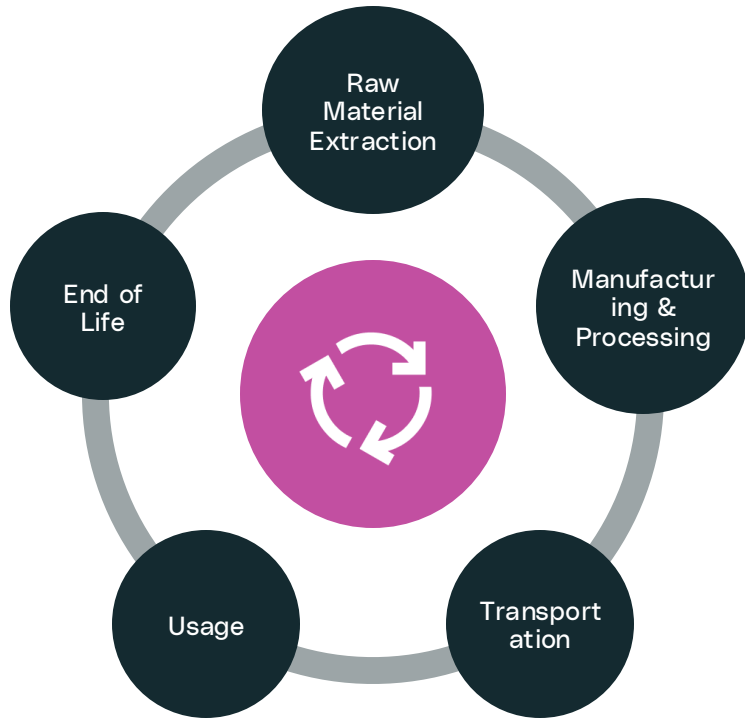Used to measure the volume of water consumed to produce goods/services

Hectares (ha)

Used to quantify the amount of land required to support a particular activity

How can Environmental Impact be Measured?

Example:
The Product Life Cycle

→ The Life Cycle Assessment (LCA) is a comprehensive methodology which takes into account the environmental impact of a product or service throughout its entire life cycle.

→ The life cycle includes five stages this is sometimes referred to as 'from cradle to grave'.

1. Raw Material Extraction
2. Manufacturing & Processing
3. Transportation
4. Usage
5. End of Life

Example: 5 Stages of the Product Life Cycle

RAW MATERIAL EXTRACTION

Obtaining the raw materials for your product or service. This can include activities like mining, logging, farming, or other processes involved in extracting materials required for manufacture.

MANUFACTURING & PROCESSING

Processing and transforming the extracted materials into the final product. This can include activities such as manufacturing, shaping, assembling and packaging.

TRANSPORTATION

Transporting the product from the manufacturing facility to distribution centres, retailers and ultimately to end-users. This can include various forms of transport, such as road, rail, air and sea.

USAGE

The period in which the consumer uses the product for its intended purpose. You can consider the energy consumption and other impacts associated with the product's use.

END OF LIFE

The disposal or end-of-life of the product. This stage includes waste handling whether it is through recycling, landfill, incineration or other means.

Tip: There may be transportation inputs at multiple stages of the product life cycle

Tip: In a comparative LCA, it is important to compare 'apples with apples', in other words products that have a similar functionality.

VS
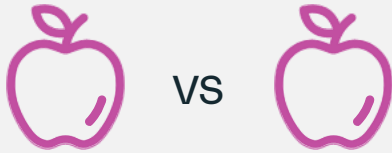
For example, you cannot compare a lighter with a single match, because a match is designed for single use. A better comparison would be between a lighter and a box of matches.

Example: The Comparative LCA

A comparative life cycle assessment (LCA) involves comparing the environmental impacts of a product or service with another similar or comparable product or service.

This usually involves comparing your solution with the 'status quo', market leader, or industry average.

This allows you to compare and differentiate your product from competitors.

Life Cycle Assessment
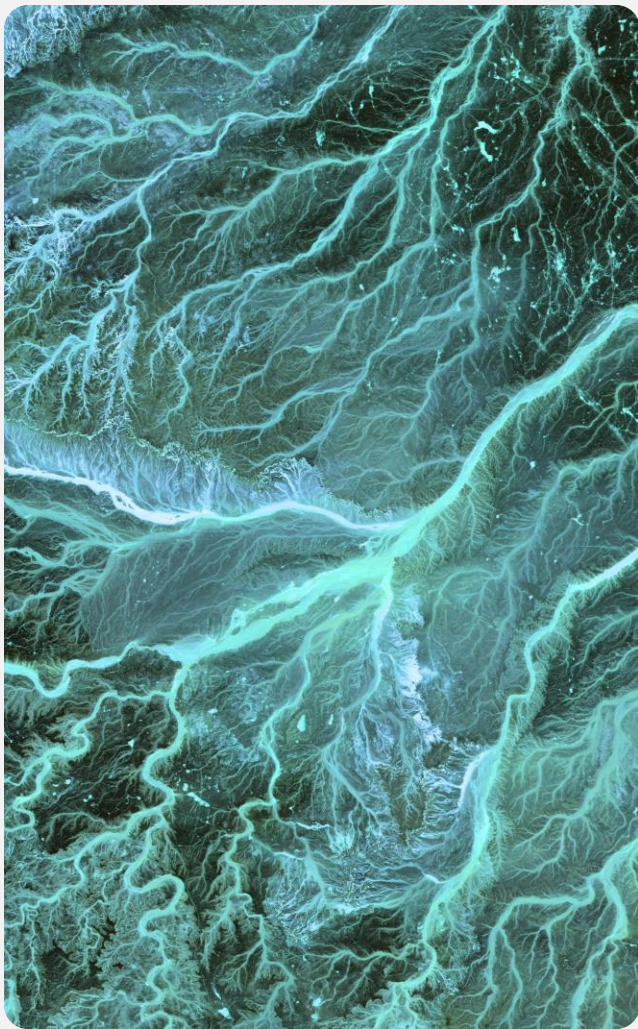
Example: Limitations of the methodology

The Life Cycle Assessment is not a 'unicorn' solution for measuring climate impact and has faced some criticism in the following areas:

➔ It is not systemic: LCAs measure the environmental impact of products in isolation, without taking into consideration the implications and interactions of the wider system.

➔ It doesn't take into account social implications: LCAs do not measure the social or human implications of the product or service they measure.

➔ Calculations are often based on averages or samples: LCAs often rely on databases of 'industry average' data, leading to criticisms over the accuracy of the methodology.

Integrating Impact Measurement into programmes

How do you integrate impact measurement into your programmes?

Deliverables: Programme Level

Capacity Build

Selection
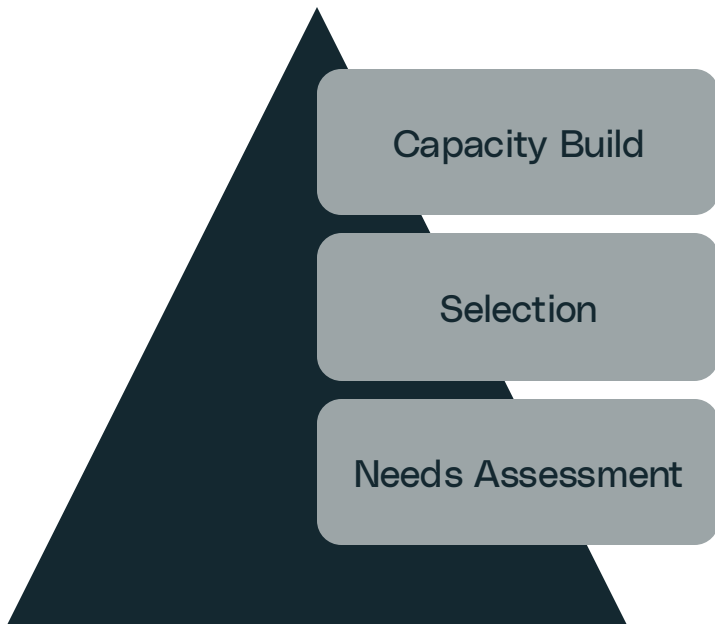
Needs Assessment

Example:
The Product Life Cycle

Understanding the needs of the cohort.

➔ Selecting the right startups through a pre-assessment phase.

➔ Capacity building to teach startups on broad-range climate related topics.

➔ Program level: full assessment, 3rd party validation, data analysis & reporting.

Programme Offering

NEEDS ASSESSMENT	SELECTION	CAPACITY BUILDING	PROGRAM LEVEL			AFTER PROGRAM COMPLETION
	Application Questionnaire	Climate 101	Paradigm Shift & System Innovation	3rd Part Validation	Data Analysis & Synthesis Reports	Funding Support
		System Change & Social Assessment	Mitigation: Avoided GHG Emissions			
	Webinar	Impact Assessments	Adaptation & Resilience			Portfolio Managment
		Adaptation & Resilience	Circular Economy			
	Q&A Session	Circular Economy				Professional Guidance
		Diversity, Equity & Inclusion	Diversity, Equity & Inclusion			
		Blue Economy				

How or which programmes do you use to select the start-ups into your programmes?

Example: 5 Stages of the Product Life Cycle

1
APPLICATION FORMS
Integrate Business and Environmental Assessment Criterion

2
ELIGIBILITY CHECK
Program Eligibility Criterion

3
SCREENING
Online and offline Screening of Start-ups on an array of topics from business, to impact to everything in between. Sometimes this include a climate pre-assessment

4
INTERVIEW
Interviews of 1 hour: 30 minutes presentation from the startups and 30 minutes Q&A with specific clarifying questions from the screening phase

5
DUE DILIGENCE
Final check making sure that the selected company can go into the program
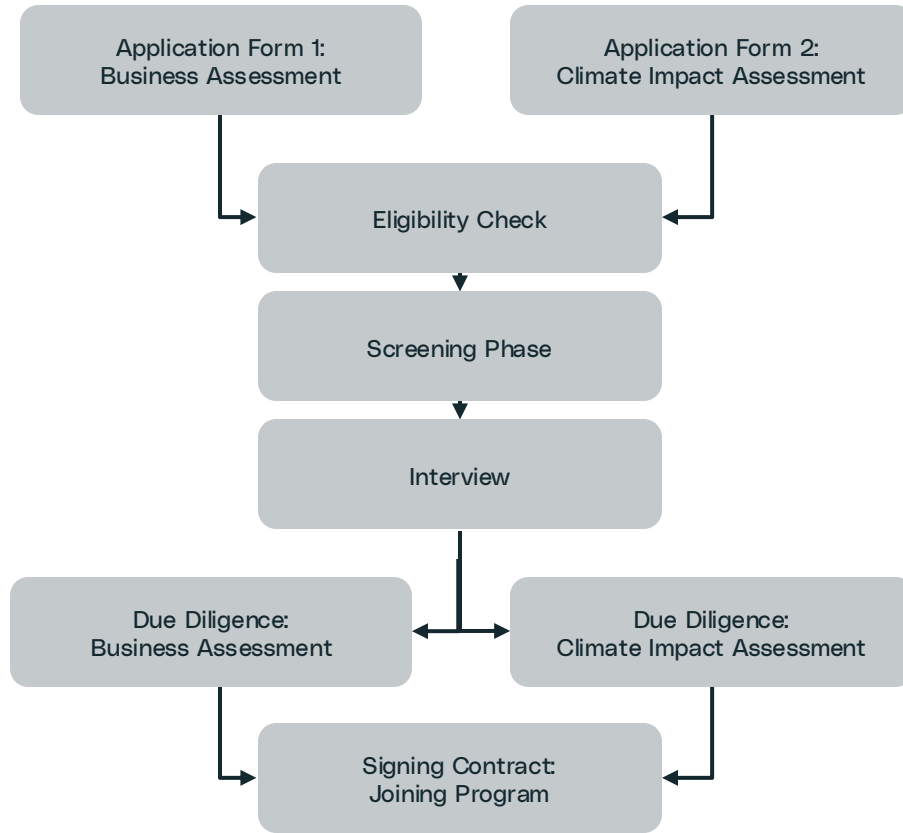
Multiple selection steps
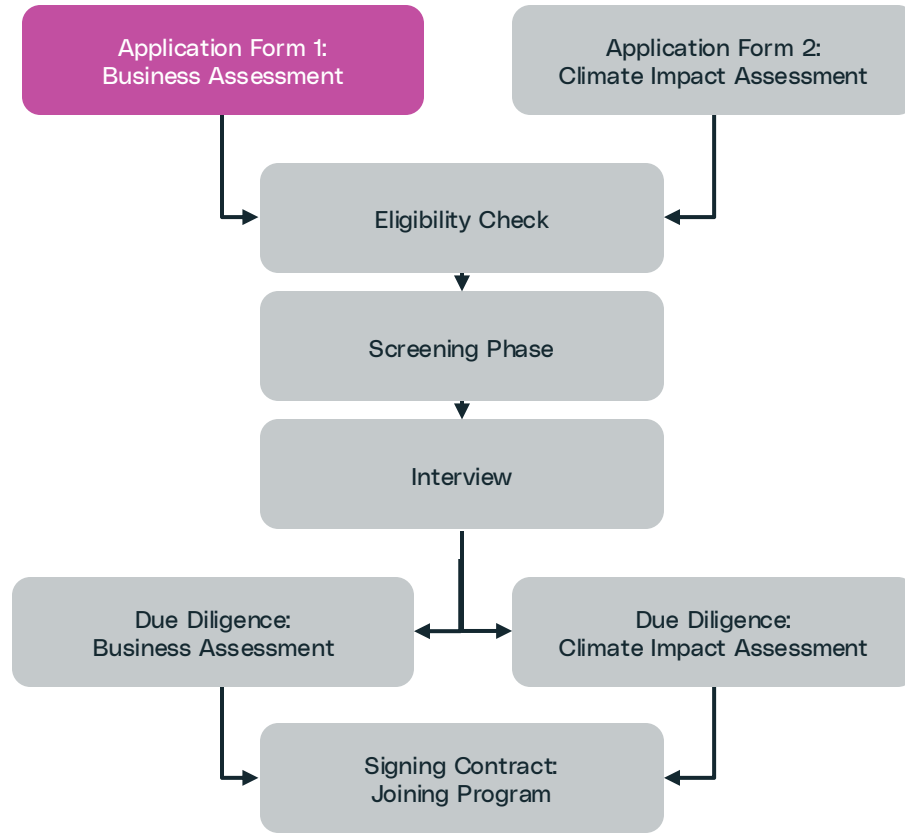
Multiple selection steps

Application form 1

Business Assessment

➜ Team

➜ Problem and Solution

➜ Business and finance model

➜ Challenges and Expectations

➜ Terms and Conditions

TERMS & CONDITIONS

What would you like to achieve through your participation in the acceleration Do you accept the terms and conditions of Climate KIC?

Do you accept the terms and conditions of our partners?
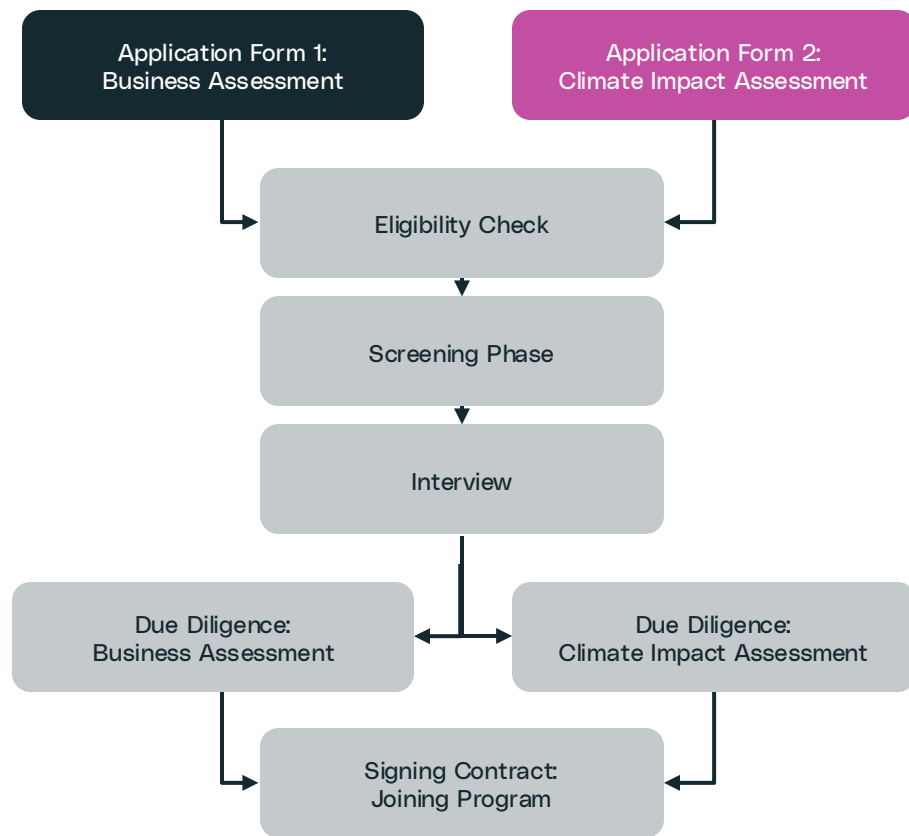
Multiple selection steps

ADDITIONAL IMPACT

→ What Sustainable Development Goals (SDGs) does the product or service contribute to?

→ Describes how the startup promotes diversity and inclusion, specifically addressing the gender gap.

→ Do you examine or evaluate the social and environmental impact of your suppliers?

→ What does the venture formally examine in relation to the social or environmental practices and performance of its suppliers?

→ In addition to climate benefits, what are the specific positive benefits that the startup generates for its interest groups or stakeholders? (Clients, users, suppliers, local community, among others)

→ Under which of these statements would you place the entrepreneurship's position to create a positive impact?

→ Have you already defined or are you setting goals and tracking sustainability-related indicators (KPIs)? If yes, explain the indicators.

Application form 2

Impact Assessment

→ Climate Problem & Mitigation Solution

→ Climate Pre-Assessment Results

→ Adaptation & Resilience Co-benefits

→ Additional Impacts

Multiple selection steps
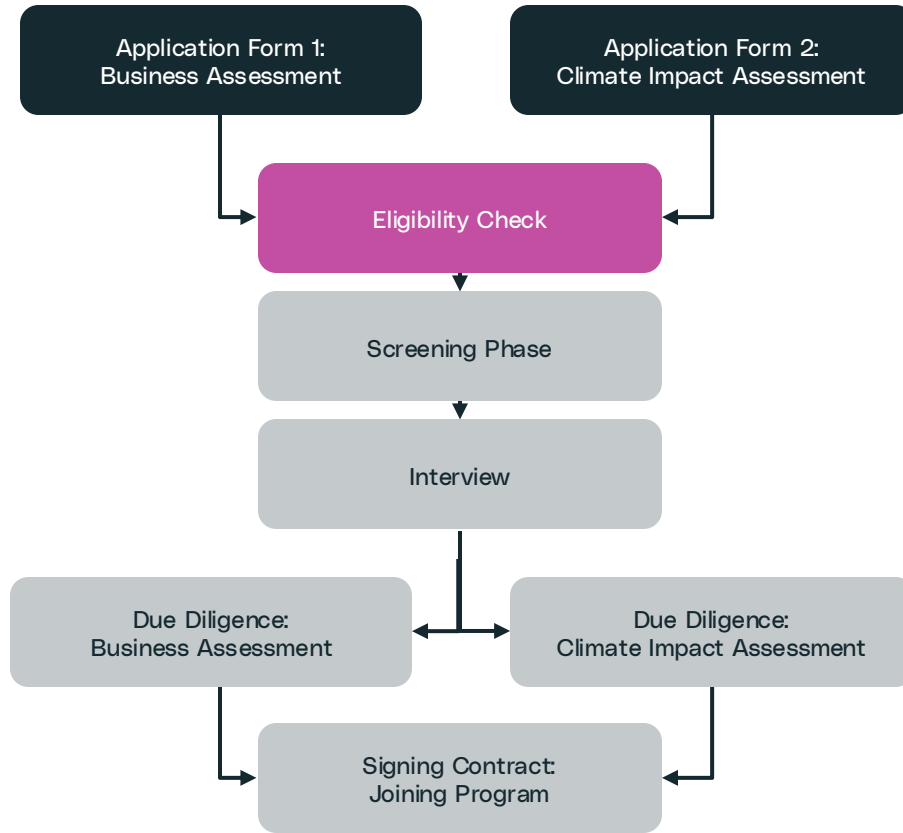
Multiple selection steps
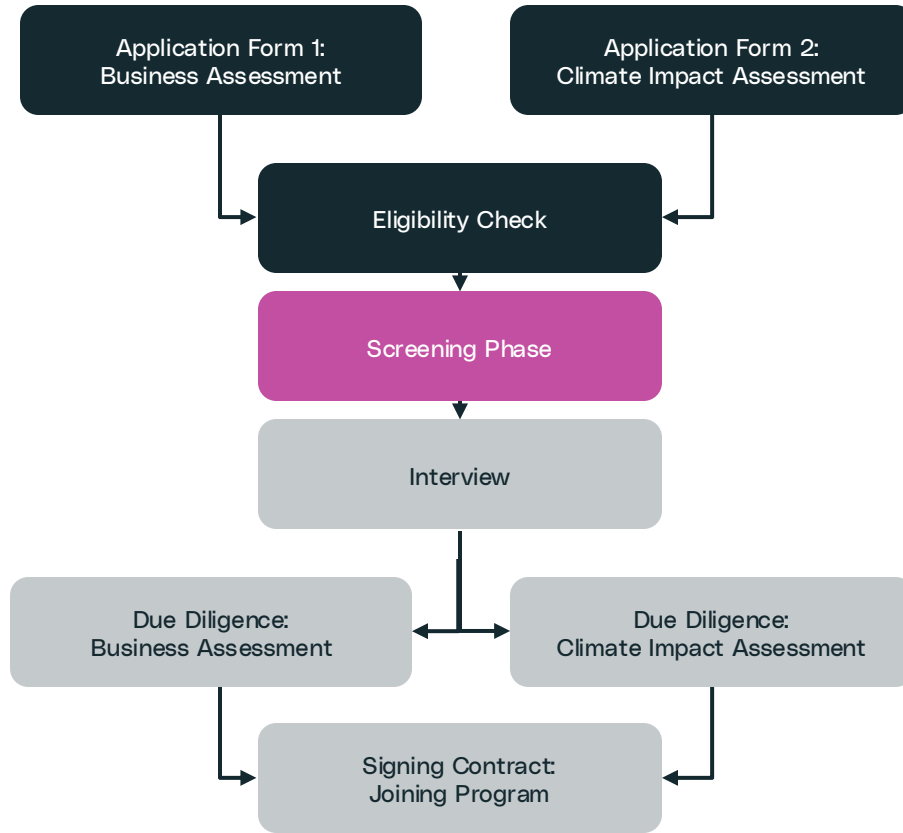
Screening:
Offline & Online Evaluation

PROGRAMME FIT

- What would you like to achieve through your participation in the acceleration program?

- If selected, how would you use the grant resources received? (Up to 100k EUR)

→ Climate Impact

→ Public Interest

→ Gender & Women Representation

→ Financial Management

→ Environmental & Social Areas

→ Business Model

→ Purpose and Impact

→ Revenue and Market Potential

→ Program Fit
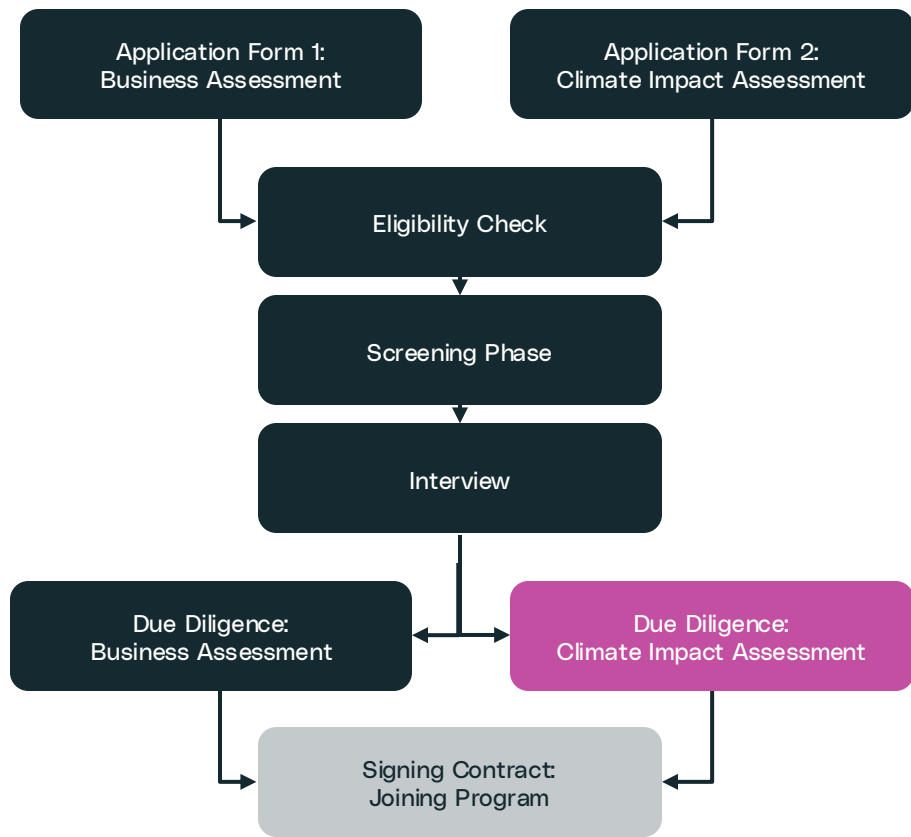
Multiple selection steps

Due Diligence: Climate Impact Assessment

Catégorie 1: Description de l'Innovation et de la Référence					
Fonction de l'Innovation :	la production des objets plastiques utiles	La fonction de l'innovation est bien décrite et compréhensible.	OUI	Observation	Pourrait être : La production d'objets utiles en plastique recyclé
Produit/Service de Référence :	utilisation des granulés vierges issus du pétrole	Le produit ou service comparatif choisi pour l'évaluation est décrit de manière juste et précise.	OUI		
Catégorie d'impact de l'Innovation :	Remplacement de matériaux et production de matériaux à faible impact.	La catégorie d'impact de l'innovation est correctement choisie selon sa nature et son objectif.	OUI		
Définition de l'Unité Fonctionnelle :	tonne	L'unité fonctionnelle est clairement définie et permet une comparaison cohérente avec le produit ou service comparatif.	OUI	Observation	Pourrait être : une tonne de granulés
Catégorie 2: Émissions réduites					
Produit ou service remplacé, réduit ou évité par l'Innovation (Référence) :	PE (HDPE, High density Polyethylene)	La principale ressource remplacée, réduite ou évitée par l'innovation reflète correctement le produit de référence.	OUI		
Facteur d'émission choisi (avec son unité) :	1,8 kgCO2eq/kg	Si la startup utilise ses facteurs d'émission, il existe des preuves claires confirmant leur validité, leur fiabilité et leur pertinence.	OUI		
Quantité remplacée, réduite ou évitée (avec son unité) :	950 kg	Existe-t-il des preuves claires étayant la validité, la fiabilité et la pertinence des quantités sélectionnées par les start-ups	OUI	Observation	La Start-up applique un rendement de 5%... quantités sont gardées à 950kg.
Fiabilité du facteur d'émission choisi :	IdeMat	Les données utilisées dans les calculs sont fiables, à jour et reconnues.	OUI		
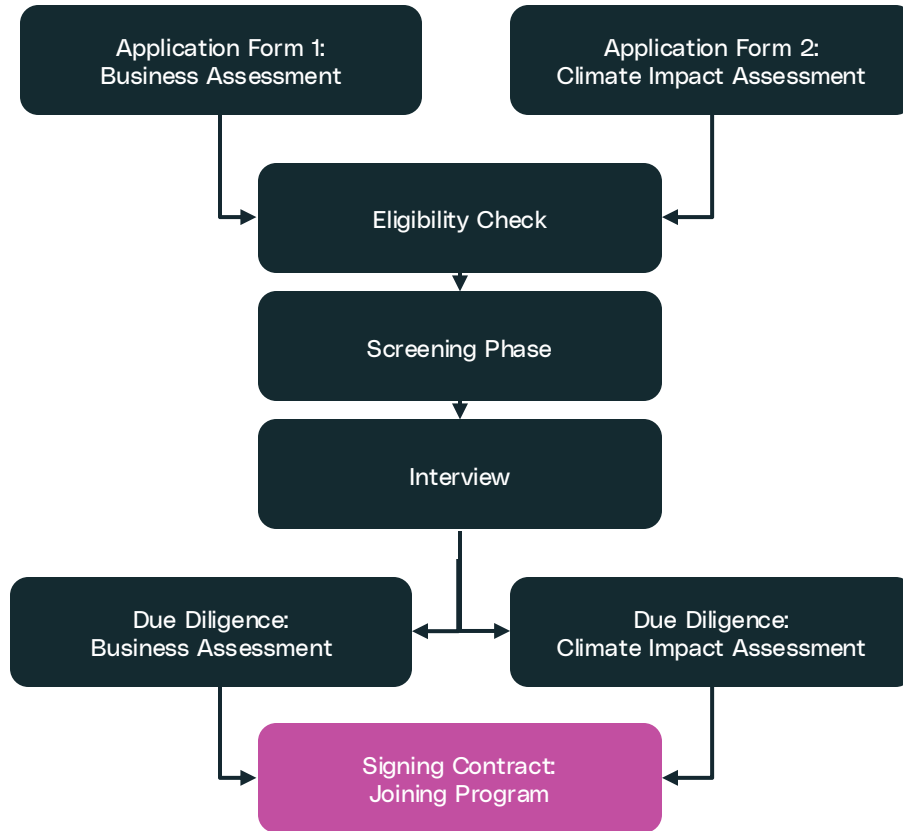
Multiple selection steps

Example: Accelerator App

Application Form & Activities

Example: Accelerator App

Capacity Building Modules

How do you integrate any capacity building modules into your programmes?
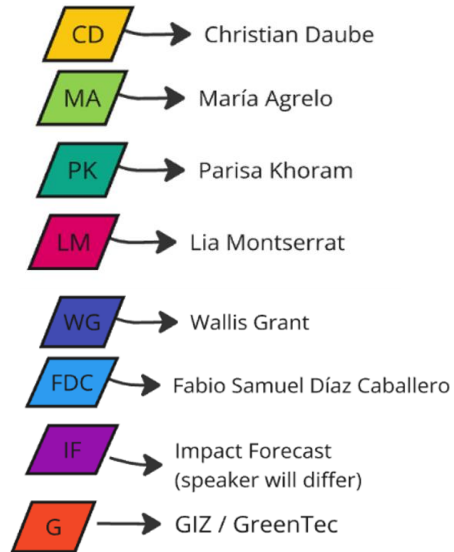
Programme Planning

We start by identifying all the workshops by:

1. Types: capacity building, mentoring sessions, coaching session

2. Number

3. Delivery Partners
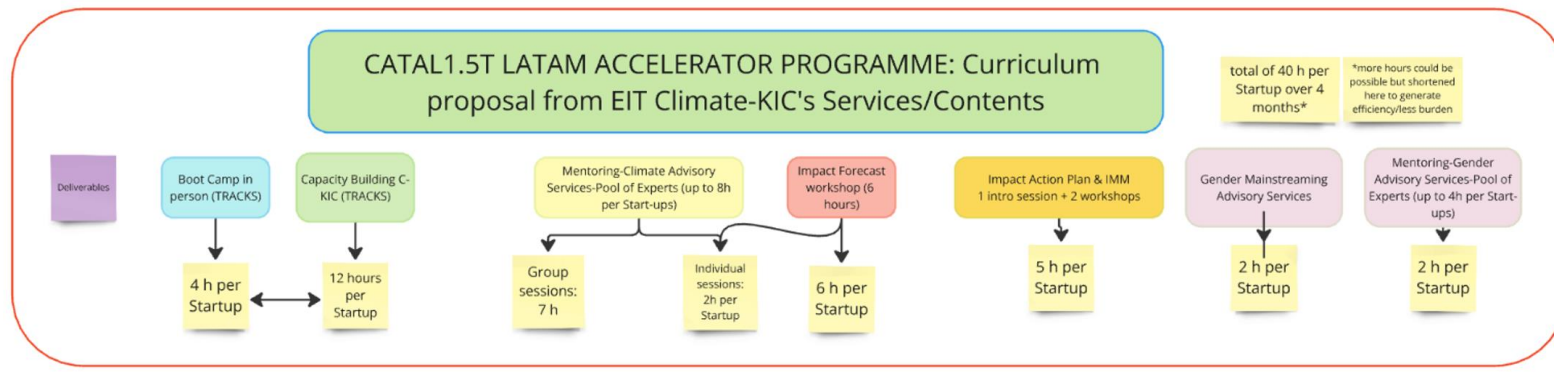
Programme Planning

We start with the prerequisite sessions: i.e. intro to climate impact assessment before how to perform an LCA.

Then we add the mentoring and coaching sessions that go together.
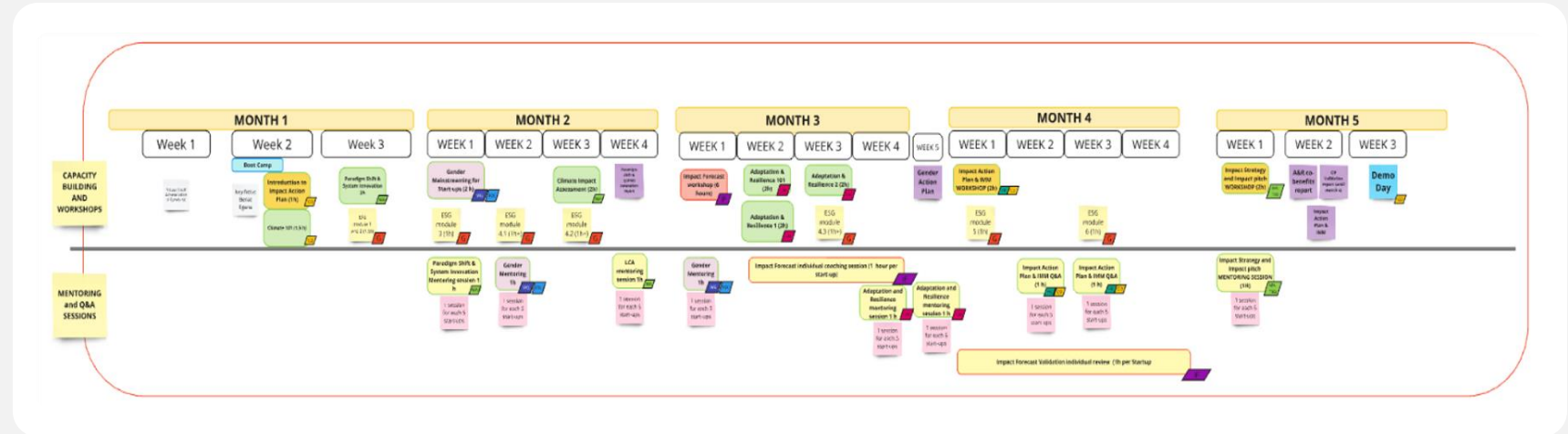
Curriculum Building

For every topic, we work with experts to put together exercises that the start-ups can work on during or after each workshop.

The result of these workshops help start-ups building their Climate Impact Action Plan highlighting their climate strengths and recommendations on their areas of weaknesses.

Exercise 2:
Mapping Your Impact

The start-ups are asked to map the impact of their product following the Life Cycle Assessment Model.
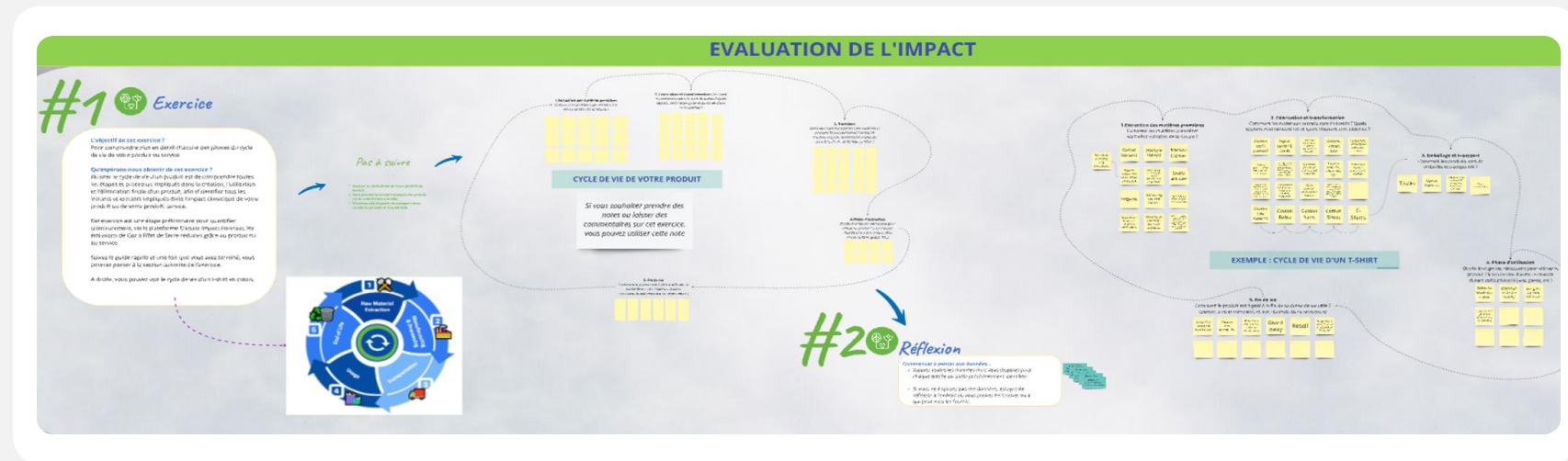
Exercise 3:
Adaptation & Resilience Co-Benefits

The start-ups are asked to map their Adaptation & Resilience Co-Benefits based on the Climate Causality Framework.

Exercise 4: Gender Action Plan

The start-ups are asked to map the 7 indicators of their Gender Action Plan based on the Gender Mainstreaming Handbook.

Instructions :
1. Révister les interventions présentées dans la formation pour chaque domaine et sélectionnez-en une pour chaque domaine que vous souhaitez mettre en œuvre dans votre organisation.
2. Commencez à remplir le plan ci-dessous, en discutant avec vos collègues en interne de ce qui est réalisable.
3. Envoyez ce plan à Wallis (wallis.grant@climate-kic.org) pour examen et discussion.
4. Intégrez le plan à votre approche commerciale pour l'année.

Plan de Acción de Genero

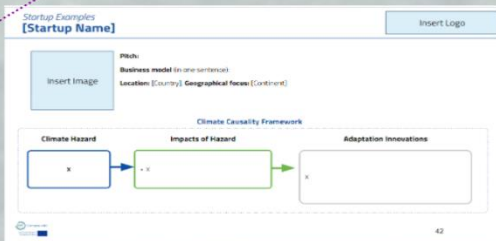|	Nommez l'intervention que vous sélectionnez Par exemple. Inclure un langage et une représentation inclusifs dans les supports de communication et de marketing	Comment allez-vous y parvenir ? Par exemple. Créer des directives de communication inclusives et examiner les supports marketing actuels pour les mettre à jour	Qui sera responsable ? Par exemple, directeur du marketing / communication	Chronologie Par exemple. Réviser les documents en 3 mois et élaborer un guide de communication inclusif en 6 mois	Indicateurs pour mesurer l'activité (essayez d'inclure des chiffres/pourcentages) Par exemple, 100 % de tous les supports de communication respectent le guide de communication inclusive.	Plan de mesure Par exemple. Nous vérifierons tous les supports de communication et de marketing avant leur diffusion.	Chronologie du suivi Par exemple, des examens de 6 mois du matériel et des mises à jour pertinentes du guide de communication inclusive.
Leadership inclusif en matière de genre	Lograr que más del 50% de los cargos directivos sean representados por mujeres	Actualmente el 67% del equipo directivo está conformado por mujeres	Gerente Operativa	En 6 meses se deberá revisar en que otras áreas se puede fomentar el liderazgo inclusivo	# areas de la compañía lideradas por mujeres / # areas total de la compañía	Se deberá revisar las áreas en donde se pueda potencializar el liderazgo femenino, apoyados desde el ejemplo que se tiene del equipo directivo.	Revisión de avance y actualización del personal de forma semestral
Hiring and retaining a diverse team	Dentro del talento humano solicitado no se especifica preferencia religiosa, raza, genero, ni orientación sexual.	Conociendo de forma detallada las necesidades de nuestros colaboradores por medio de mesas de trabajo. Así se puede fomentar la inclusión no solo de manera verbal sino de forma estructural.	Recursos humanos	En tres meses se debe tener la politica de ingreso sin exclusión.	# colaboradores que exprese una ideología especifica / # colaboradores total	Generar la politica de ingreso "oportunidades para todos"	Revisión de avance cada mes
Embaucher et fidéliser une équipe diversifiée							
Améliorer le marketing et la communication	Fomentar campañas se sensibilización y planear estrategias de respuesta rápida ante cualquier situación que vulnere la libre expresión de nuestros colaboradores.	Crear campañas de sensibilización en temas relacionados con la homofobia, el racismo, la discriminación religiosa y la violencia de género, permitiendo debates desde la experiencia personal y enfatizando en los canales disponibles para denunciar cualquiera de estas agresiones.	Area de marketing y recursos humanos	De forma bimestral se deberá desarrollar un cronograma de campañas especificas y deberá gestionar un canal de comunicación que permita a nuestros colaboradores denunciar sin sentir alguna presión laboral.	"# campañas con enfoque diverso / # campañas total # canales de comunicación diverso/ # canales de comunicación total"	Se revisara el material de las campañas de forma individual, de manera que se puedan abarcar los temas de interés y que ninguno de nuestros colaboradores se sienta agredido.	Revisión bimestral

Exercise 5:
Climate Impact Action Plan

Start-up finish their set of exercises with their Climate Impact Action Plan based on CREAM model: Clear/ Economic / Adequate / Monitorable
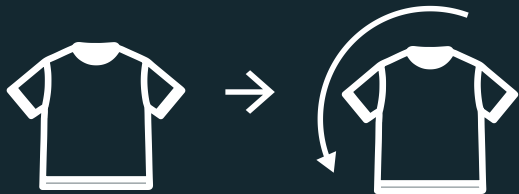
Impact Measurement Tools

Which programs do you use to calculate the impact of your startups?

Application forms:
Impact Assessment

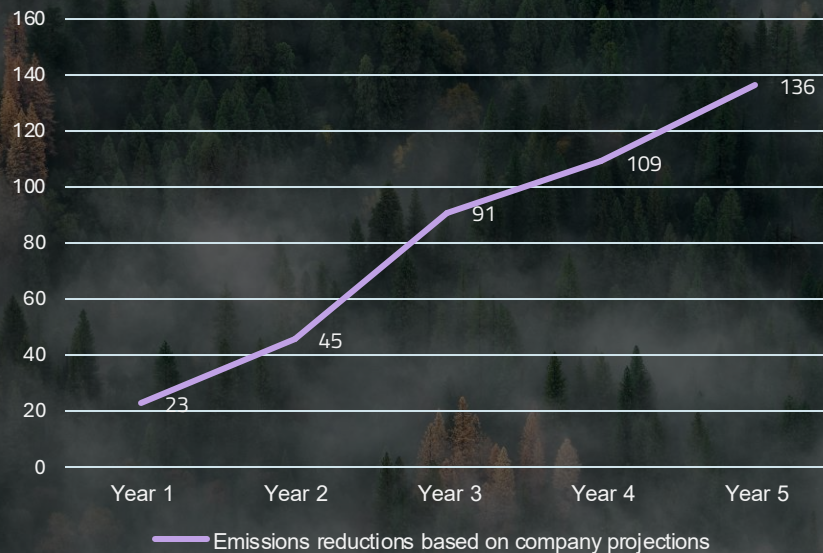## Self-Assessment Comparative Approach

Conventional Product → Innovation

Extraction	→	Extraction	30%
Manufacturing		Manufacturing	20%
Transportation	→	Transportation	30%
Use		Use	10 %
After-Life		After-Life	10%

Emission Projections
based on the sales projections

Annual Planned Avoided GHG emissions (t CO2 eq)

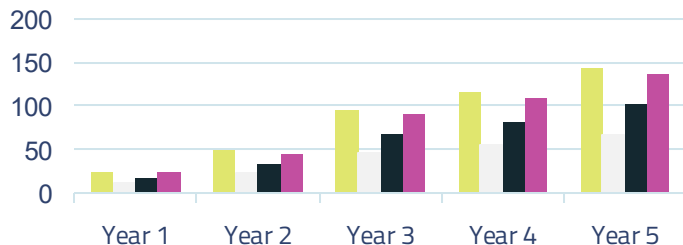— Emissions reductions based on company projections

Application forms:
Impact Assessment

1. Highest emission
2. Sensitivity analysis
3. Plausibility discount

Sensitivity Analysis & Plausibility Discount

Avoided GHG emissions (t CO2 eq) based on sensitivity factor and plausibility discount

■ Emissions reduction window based on a 20% sensitivity factor

■ Emissions reductions based on a 25% plausibility discount

■ Emissions reductions based on company projections

Emission
Projections
based on the sales projections

Annual Planned Avoided GHG emissions
(t CO2 eq)

—— Emissions reductions based on company projections
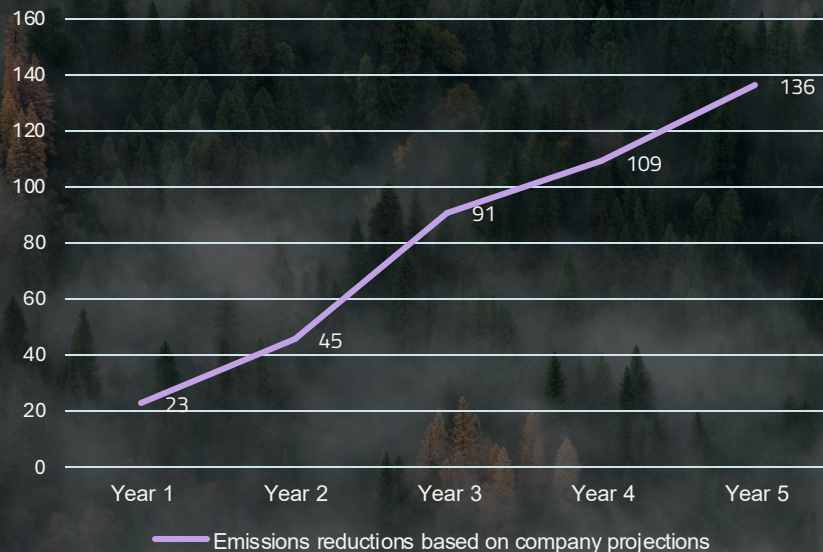
Why is impact measurement important for us?

GEOGRAPHIC FOCUS:

EUROPE

NUMBER OF VALIDATED AND POSITIVE RESULTS:

13

SECTOR FOCUS:

Cleantech (clean energy, Food & Agriculture, Clean Industry, Air & Environment)

TOTAL NUMBER OF AVOIDED EMISSIONS:

2.9 Megatonnes

of avoided CO2eq emissions

NUMBER OF SUPPORTED STARTUP:

16

TOTAL INVESTMENT BY THE ACCELERATOR:

156,000€

Understanding the impact of our programmes

Amazon Sustainability Accelerator 2023

Climate KIC Academy

Thank you!