

# Carbon footprinting

for sensible greenhouse gas reduction targets toward net zero.

## OVERVIEW

As the voice of the greater Volkswagen (VW) Group, the VW communications department plays a special role in helping to achieve a net-zero emissions target.

The VW communications department commissioned Sphera to calculate its carbon footprint to:

- identify emissions reduction actions for its own activities
- inspire the communication departments of the other VW brands
- play its part in decarbonizing the entire VW group

In this process VW communications needed to determine sensible boundaries for the departmental carbon footprint. The challenge is to grasp all emissions that are directly or indirectly caused by the VW communication department's activities.

## VOLKSWAGEN

GROUP



Founded in: 1937



German multinational automotive manufacturing company



Wolfsburg, Germany (HQ)

**\$282.9 billion**  
Revenue (2019)

**10,823,000 Vehicles**  
Production Output (2019)

**100 Production Facilities**  
across 27 countries Worldwide

## CHALLENGES



### Unknown frameworks for emissions

calculation and allocation methods for single department



### Actual activities that cause emissions

are difficult to distinguish from the VW group



### Unknown emission

hot spot and levers for reductions



### Consideration of a diverse set

of activities that require different emissions calculation methods

## SOLUTION

### SPHERA'S SUSTAINABILITY CONSULTING

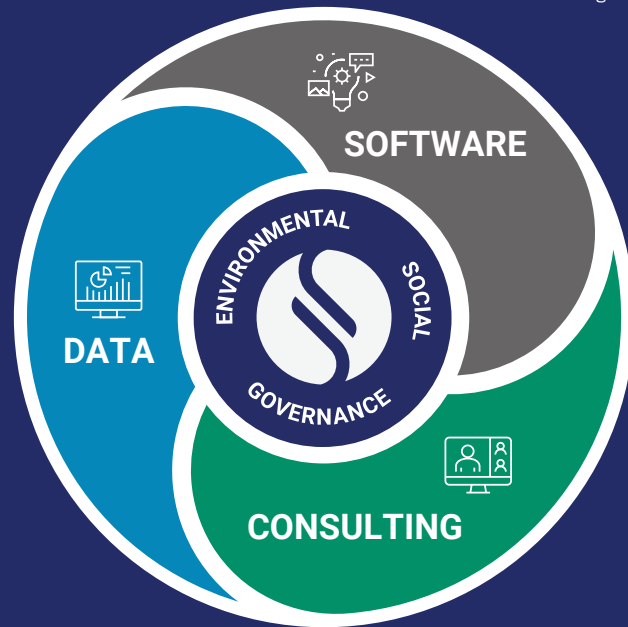
Sphera's extensive expertise in the automotive sector and its expertise in methodologies for greenhouse gas (GHG) accounting, the calculation of corporate carbon footprints and access to the life-cycle emissions factor database (GaBi) made Sphera the perfect fit.

Sphera's Sustainability Consulting services enable companies to build business value from sustainability, gain new investments and future-

- Providing insight into the concepts behind decarbonization and net zero
- Helping organizations to assess their status quo
- Developing a decarbonisation roadmap suitable

*"Despite the complexity of everything we do, Sphera's consultants helped us manage our emissions holistically, identifying hotspots and building a strategic basis for achieving our goal of zero emissions."*

— Robin Aschhoff  
CEO Volkswagen Communication



## RESULTS

In collaboration with the various communications department divisions, Sphera's sustainability consultants compiled all emission-relevant activities and made sensible assumptions using best practice approaches. The carbon footprint was calculated in accordance with the GHG Protocol standard by applying primary emission factors from Sphera's Life Cycle Assessment (LCA) database GaBi, emission factors from economic input-output databases and third-party emission factor databases. Following the calculation, Sphera identified emission hotspots and assessed relevant areas for



**Transparently selected methods**  
for emissions calculation



**Calculated carbon footprint,**  
including scope 1,2 and



**Identified hotspots**  
and developed actions  
for emissions reductions



**Collected all emission-relevant activity data**  
for the VW communications

Are you ready to take the next step to understand, assess

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