

eBook

Your Roadmap to Carbon Neutrality with Salesforce Net Zero Cloud: How Jade Global Can Help



NET
ZERO



The Pre-Note

Combating carbon emissions is no longer a mere corporate social responsibility; it has become a critical aspect of long-term corporate sustainability. The global push for net zero emissions by 2050, as emphasized by the Intergovernmental Panel on Climate Change (IPCC) and supported by international climate change treaties such as the Paris Accord, has put businesses under pressure to adopt net zero goals and sustainable technologies.

However, achieving net zero goals presents several challenges for businesses. These obstacles include limited visibility and data inaccuracy when measuring emissions, complex stakeholder engagement, and the necessity to comply with stringent regulatory requirements.

Salesforce, renowned for its leadership in customer relationship management (CRM), has emerged as a sustainability champion by achieving 100% net zero emissions across its value chain. Leveraging its expertise, Salesforce has made its CRM solution, Net Zero Cloud, available to businesses worldwide.

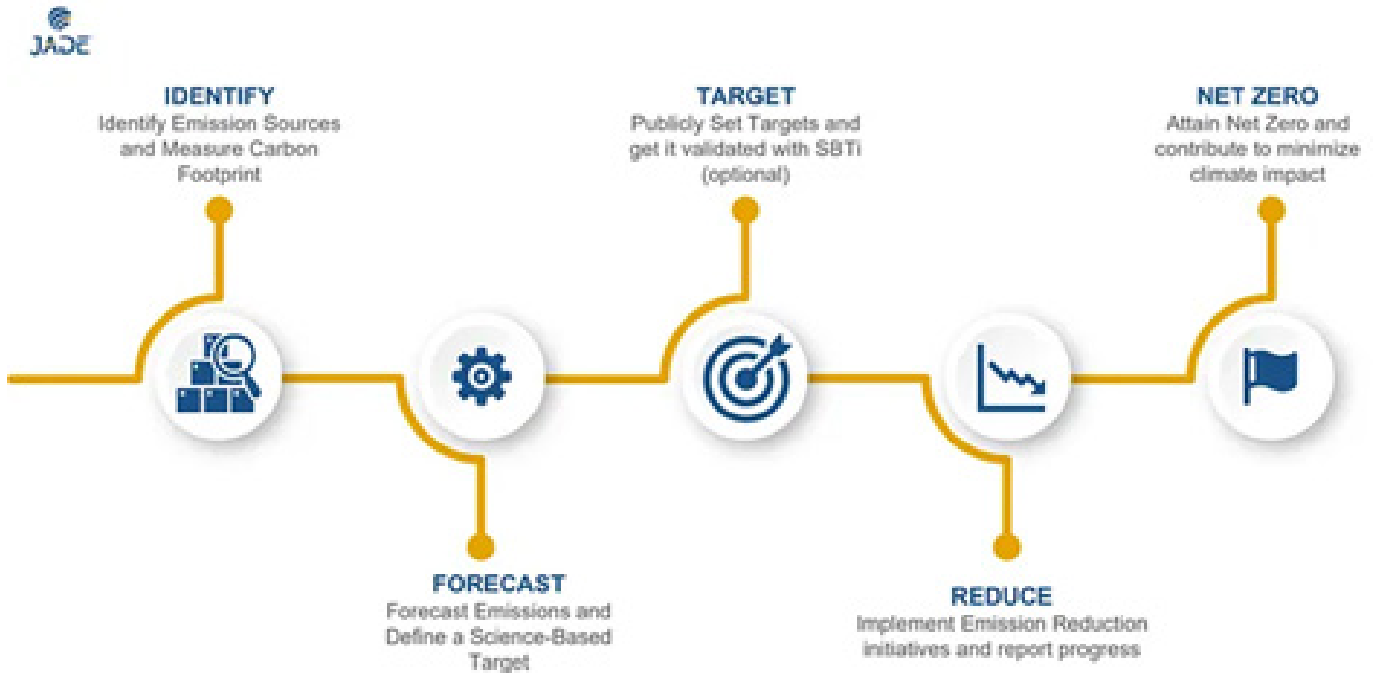
With real-time emissions tracking and reporting, supply chain collaboration & traceability, and enhanced engagement with customers and employees, Salesforce Net Zero Cloud equips businesses to successfully achieve their net zero targets. This eBook serves as your roadmap to achieving carbon neutrality, with Jade as your facilitator, accelerating your journey towards a sustainable future.

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Strategy for Carbon Neutrality: How to Get Started Toward Your Net Zero Goals

Achieving net-zero emissions across scopes 1, 2, and 3 requires a comprehensive approach that involves a combination of reduction strategies, renewable energy sourcing, and carbon offsetting. Here are the steps you can take to implement this approach:



Establish a baseline

A baseline of your existing carbon emissions across scopes 1, 2, and 3 is required before you can set goals and monitor progress toward net zero. This involves collecting data on energy consumption, travel, and supply chain emissions.

Set targets

Based on your baseline data, set ambitious targets for reducing your emissions across scopes 1, 2, and 3. Your targets should be aligned with the latest climate science and the Paris Agreement's goal of limiting global warming to well below 2 degrees Celsius.

- **Reduce Emissions:** Identify and implement measures to reduce your carbon emissions, starting with the highest-impact areas. This could involve investing in energy-efficient technology, switching to renewable energy sources, and encouraging staff to adopt low-carbon behaviors.
- **Source Renewable Energy:** Wherever possible, source renewable energy to power your operations. This may involve investing in on-site solar or wind energy or purchasing renewable energy from a supplier.
- **Offset Remaining Emissions:** After reducing your emissions as much as possible, you may still have some residual emissions that are difficult or impossible to eliminate. In this case, you can purchase carbon offsets to compensate for these emissions. Carbon offsets are typically generated by projects that reduce or remove emissions elsewhere.

- **Address scope 3 emissions:** Finally, to address scope 3 emissions, you will need to work with your suppliers to track and reduce their emissions. This could involve setting supplier carbon reduction targets, promoting low-carbon suppliers, collaborating to reduce carbon footprints across the value chain, and sharing best practices for reducing emissions.

Overall, achieving net-zero emissions across scopes 1, 2, and 3 requires a concerted effort across your organization, as well as collaboration with suppliers and other stakeholders. A clear strategy, strong leadership, and ongoing monitoring and reporting are essential for success.

Contact us to know more about our Our Industry Solution



Salesforce Net Zero Cloud: How It Helps Manage Your Carbon Footprint

Salesforce Net Zero Cloud provides a range of tools to manage carbon footprints.

It enables you to measure and report your carbon emissions, as well as set targets for reduction across:

- **Scope 1: Emissions from sources that you directly control, such as fuel combustion**
- **Scope 2: Emissions from indirect energy usage, such as electricity consumption.**
- **Scope 3: Emissions from the value chain, such as the production of raw materials and the use of products by customers.**

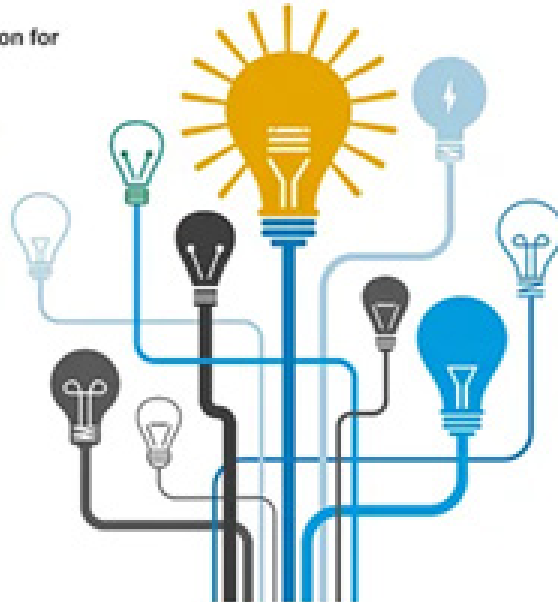
One of the key features of Net Zero Cloud is its ability to provide you with a clear view of your carbon emissions through a dashboard that is integrated with CRM analytics. This enables you to identify areas of inefficiency and prioritize initiatives to reduce your carbon footprint. The platform also enables you to create carbon budgets and monitor progress against your budgets over time. By tracking emissions at a granular level, Net Zero Cloud helps you understand your carbon footprint better and take informed decisions on how to reduce it.



- Automatic Scope Categorization for Emissions

- Track all assets & their Energy Use

- Loaded Data Sets from Environmental Agencies



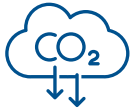
- Automatic Emission Calculations for different fuels converted into single unit

- Insights to formulate your Emission Reduction Strategy

- Net Zero Marketplace – Trade Carbon Credits



Salesforce Net Zero Cloud: Core Functionalities and Features



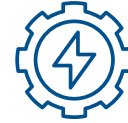
Carbon Accounting

Salesforce Net Zero Cloud includes tools for measuring and tracking a business's carbon emissions across its operations, including direct and indirect emissions. This feature is important because it enables businesses to understand their carbon footprint, identify areas for improvement, and track progress towards sustainability goals.



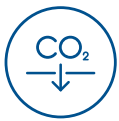
Sustainability Reporting

The solution provides businesses with the ability to generate sustainability reports that track progress towards sustainability goals and help businesses identify areas for improvement. Sustainability reporting is important because it provides a framework for businesses to measure and communicate their sustainability performance to stakeholders and customers.



Energy Management

Salesforce Net Zero Cloud includes features for monitoring and optimizing energy usage across a business's operations, helping to reduce energy consumption and costs. This feature is important because it enables businesses to identify opportunities for energy savings and reduce their carbon footprint.



Carbon Offsetting

The solution includes tools for calculating a business's carbon offset requirements and identifying offset opportunities. Carbon offsetting is crucial because it enables companies to balance their carbon footprints by taking up initiatives that lower or eliminate carbon emissions from the atmosphere.



Integration with IoT Sensors

Salesforce Net Zero Cloud can be integrated with IoT sensors to collect data on energy usage and other environmental factors. This data can be used to optimize energy usage and reduce carbon emissions. Integration with IoT sensors is important because it enables businesses to collect real-time data on energy usage and make data-driven decisions to optimize energy consumption.



Advanced Analytics

The solution includes advanced analytics capabilities that enable businesses to analyze energy usage and carbon emissions data to identify patterns and opportunities for improvement. Advanced analytics is important because it enables businesses to identify areas for improvement and make data-driven decisions to reduce their carbon footprint.

**Contact us to know more about
our Our Industry Solution**



Expediting Carbon Emission Goals: Additional Tools for Faster Achievement

Waste Management and Water Management

Net Zero Cloud provides businesses with tools to manage waste and water. By capturing data on waste and water usage, companies can identify areas of inefficiency and implement initiatives to reduce consumption. Net Zero Cloud provides businesses with an integrated platform to track their waste and water usage and analyze the data to identify areas for improvement. This can help organizations reduce their environmental impact and improve their bottom line by reducing operating costs.

Forecasting Energy Use

Net Zero Cloud includes tools to help businesses forecast their energy usage. By analyzing historical energy usage data and identifying patterns, the platform can help businesses predict future energy usage and take proactive measures to reduce consumption. This can help companies optimize their energy usage and reduce their carbon footprint.

Alignment with Greenhouse Gas Protocol

Net Zero Cloud aligns with the Greenhouse Gas Protocol, an internationally recognized framework for calculating and reporting GHG emissions. This enables businesses to report their emissions transparently and consistently, helping them compare their performance against industry benchmarks. The platform can help companies set science-based targets for emissions reductions and track their progress toward these targets over time. Net Zero Cloud allows businesses to compensate for their emissions by supporting initiatives that decrease greenhouse gas (GHG) emissions, such as investing in renewable energy projects and reforestation efforts.

Travel Emissions Tracking

The transportation sector is responsible for approximately 15% of global greenhouse gas emissions, with passenger cars and air travel being the most significant contributors. The business Travel Impact Dashboard in Salesforce Net Zero Cloud provides aggregated data summarizing the overall travel emissions of an entire organization, including air travel, ground travel, and hotel stays. Businesses can analyze this data based on specific criteria such as department, region, or other relevant parameters.



Achieve Your Net Zero Goals Faster: How Jade, Salesforce Summit Partner, Can Help You

Jade is a leading Salesforce Summit partner specializing in helping businesses implement and optimize their use of Salesforce Net Zero Cloud and other solutions. With over 10 years of CRM experience and a team of over 600 certified experts, Jade is uniquely positioned to help you achieve your sustainability goals and drive digital transformation across your organizations.

- With our quick Starter MVP model, we offer end-to-end Salesforce Net Zero implementation for organizations. We handle integrations and enhancements and provide managed services to ensure a seamless implementation experience.
- As a Salesforce Consulting partner, we at Jade thoroughly evaluate our clients' carbon footprints and devise well-defined roadmaps for reducing emissions. Our dedicated team assists in integrating data and provides training to ensure effective platform utilization by employees.
- Our commitment extends beyond implementation, striving to empower you to achieve their Net Zero goals. With our expertise and support, you can significantly reduce your environmental impact and embrace sustainability.

Jade Global has delivered over 400 CRM projects and has earned a 97%+ customer satisfaction rating with Salesforce,

- Jade has extensive experience developing and delivering prebuilt solutions and accelerators designed to help you accelerate your time to value and achieve your goals faster and more efficiently.

Jade Global has developed over 12 prebuilt solutions and accelerators, that can be customized and tailored to meet the unique needs of businesses across a range of industries. These solutions are



Key Takeaways

- Salesforce Net Zero Cloud is a powerful tool for organizations seeking to adopt sustainable practices and reduce their carbon footprint.
- With a comprehensive suite of solutions, Salesforce Net Zero Cloud enables you to measure, reduce, and offset your emissions, and manage your environmental impact in a systematic way.
- Net Zero Cloud aligns with the Greenhouse Gas Protocol, enabling you to report your emissions in a transparent and consistent way.
- Jade, with its extensive CRM experience, pre-built solutions and accelerators, certifications, and commitment to customer satisfaction, is well-positioned to help you implement Net Zero Cloud and maximize its potential.
- By partnering with Jade, you can accelerate their journey towards sustainability and make a positive impact on the world around them.

Join in

Partner with Jade

Let us guide your path amidst the clouds and help you build the future enterprise.

Be an expert

Become a master in the interplay of domains and industries. Drive higher benchmarks of success.

A leader

Knowledge powerhouse we all hold together-clients, partners and Jade experts.

Contact us to know more about
our Our Industry Solution



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