

CEO Carbon Neutral Challenge

Open letter to CEOs from Marco Bizzarri

We are entering a new decade of corporate accountability. As businesses, we all have a responsibility to meet the reality of our global climate and biodiversity crises head on and find solutions that can amplify efforts to conserve and restore nature, while mitigating climate change. The recent events during Climate Week in New York and at the UN Climate Action Summit clearly showed that there is a demand for companies to urgently act, and not to solely focus our climate objectives on the years to come. At the core of this was a call to adopt nature-based solutions and the acknowledgement that they represent 30% of the climate solution.

There have been many commendable commitments made by individual companies and through industry coalitions to align with the Paris Agreement and push even further towards a 1.5°C trajectory. However, I believe that we can take another straightforward step in the right direction and deliver rapid and concrete positive impacts right now for our natural world and for our climate.

Leading companies with net-zero ambitions and those with a net-zero 2050 pathway need to build in climate strategies with a 360° approach. One that not only focuses on reducing our GHG emissions over the next decades but also immediately translates the unavoidable emissions we are generating right now into nature-based offsets. The reality is that the majority of the GHG emissions linked to day-to-day business activities are created upstream in the supply chain. I firmly believe that we must all be accountable for these emissions and redefine corporate carbon neutrality to encompass the entire supply chain. This can be achieved through a logical and clear strategy to ensure that a company accounts for all the GHG emissions within its own operations and across the supply chain, prioritizes actions to first avoid, reduce and restore, and then offsets all the remaining emissions as a final measure. These offsets can be achieved through important nature-based solutions like REDD+. Supporting verified REDD+ offsetting projects not only contributes to reversing the curves of biodiversity loss and climate change through the protection and restoration of critically important forests around the world but also simultaneously benefits the livelihoods of local communities.

Given the scientific evidence from the recent IPBES and IPCC reports, we don't have the leisure to just work to avoid and reduce our impacts on climate and biodiversity over the long-term. Nor can we wait for technology and climate smart solutions to catch up, and to scale up, to meet the sustainability challenges we all face. This could take years that we don't actually have. Today we need to be responsible and accountable for the full scope of our GHG emissions and deliver nature-based climate solutions that mitigate these and drive positive change.

I am therefore inviting CEOs across all sectors to come together in the CEO Carbon Neutral Challenge. I believe that collective action is imperative if we are

to help create a future in which society can thrive and business can succeed, while nature is restored and protected. I sincerely hope you will join us.

Marco Bizzarri
Gucci President & CEO

For CEOs interested in joining the CEO Carbon Neutral Challenge please contact: Ceochallenge@gucci.com