

# SCORECARD



ClimateCounts.org

## Apple REVIEW

**1 GHG emissions inventory completed?** SCORE 0 HIGHEST POSSIBLE SCORE 5

0 No  
1-3 Yes, partial inventory only reviewing some of the company's emission sources (dependent on percentage of emitting sectors covered)  
4 Yes, almost comprehensive inventory  
5 Yes, comprehensive inventory

**2 Rough calculations or standard protocol/calculator?** SCORE 0 HIGHEST POSSIBLE SCORE 3

1 Rough, partial calculations  
2 Generalized, but complete calculations (estimates, perhaps using a general calculator)  
3 Full calculations using a standard protocol/methodology (e.g., WRI)

**3 Are Kyoto gases besides CO2 included?** SCORE 0 HIGHEST POSSIBLE SCORE 2

0 Just inventorying CO2 emissions  
1 Measuring CO2, CH4, and N2O  
2 All relevant, material Kyoto gases included  
If other Kyoto gases are not emitted, full points can be awarded

**4 Are indirect emissions accounted for? (e.g., supply chain, travel, commuting, use/disposal of products/services, investment)** SCORE 0 HIGHEST POSSIBLE SCORE 4

0 Only accounting for direct and facility energy use emissions  
1 Including emissions from one indirect source  
2-4 Including emissions from multiple indirect sources

**5 Is there external, qualified third party verification of emissions data, reductions, and reporting (where applicable)?** SCORE 0 HIGHEST POSSIBLE SCORE 4

0 No  
1 Yes, verification by a trade association  
2 Yes, verification by a qualified, external consultant working on company's inventory  
3 Yes, verification by a qualified, third-party, not involved in developing the inventory.  
Extra point for verification beyond basic inventory (e.g., verification of physical reductions or reporting)

**6 Is the inventory an ongoing, regular process accounting for multiple years?** SCORE 0 HIGHEST POSSIBLE SCORE 4

0 One time project  
1 Plans for future, annual inventory work  
2 At least two inventories completed  
3 Multiple inventories completed  
4 Multiple inventories completed and a time-series of emissions presented (i.e., emissions covering beyond the baseline and current year)

**REVIEW SUBTOTAL** SCORE 0 HIGHEST POSSIBLE SCORE 22

## REDUCE

**7 Has a clear goal been set?** SCORE 0 HIGHEST POSSIBLE SCORE 4

0 No target  
1 Loose, undefined goal  
2-3 Defined goal specifying baseline, reduction amount/percentage, or timeframe but not all three  
4 Goal with defined baseline, reduction amount/percentage, and timeframe

**8 Strength of baseline year used for the reduction goal? (keeping in mind changes in company's size/composition)** SCORE 0 HIGHEST POSSIBLE SCORE 3

0 No baseline  
1 Using year of inventory or 1-4 years back as baseline  
2 Using a baseline 5-10 years back  
3 Baseline over 10 years back  
When scoring, consider if company has significantly changed in size or divested during the time period or if the company has picked a year with atypically high emissions, as this will affect the appropriateness of the baseline; also adjust scoring if company is new and older baselines are not possible

**9 Magnitude of reduction goal (considering size of reduction and target year)** SCORE 0 HIGHEST POSSIBLE SCORE 5

0 No reduction goal  
1 Keep emissions constant  
2 Up to 5% reduction  
3 6-10% reduction  
4 >10% reduction  
Discretionary point based on timeliness of target year (i.e., large goal set for near term scores better than small reduction goal set far in the future)

**10 Have a management plan and organizational structure been established for climate?** SCORE 0 HIGHEST POSSIBLE SCORE 5

0 No plan established  
1 General carbon/climate plan established  
2 Designation of committee or responsible parties for company climate strategy  
3 Designation of key responsible people and a specific plan for climate action  
4 Climate strategy incorporated into overall business strategy  
Extra point for publicly available detailed plan

**11 Is there top-level support for climate change action?** SCORE 0 HIGHEST POSSIBLE SCORE 2

0 No  
1 Senior level executive or Board members designated as responsible for climate issues  
2 Clear, public articulation of company's views on climate by CEO and/or top management

**12 Has the company taken steps towards achieving reduction target? (Interim progress on reduction)** SCORE 1 HIGHEST POSSIBLE SCORE 8

0 No  
Points awarded for actions such as the following: Programs to improve energy efficiency; Use of emissions-reducing technology; Projects to reduce corporate travel; Investments in technology for future reductions; Incentive programs; Purchase of additional, verifiable offsets; etc.; Up to 2 points per action, based on level and depth of actions and company size, for a maximum of 8 points

**13 Has the company achieved emissions reductions?** SCORE 0 HIGHEST POSSIBLE SCORE 10

0 No  
1-4 Partial reduction (below target or in limited sub-sectors)  
5-6 Achieved goal reductions or reductions on a timeline to meet significant target in a later year  
7-10 Exceeded goal reductions  
Points awarded here for absolute or intensity-based achievements

**14 Absolute or intensity-based reductions?** SCORE 0 HIGHEST POSSIBLE SCORE 4

0 Only intensity-based (relative) reductions  
1-2 Absolute reductions for a sub-unit of the company  
3-4 All absolute reductions  
When scoring, consider if company has significantly changed in size or divested during the time period, as this will affect ease of achieving absolute reductions; Note that absolute reductions can be achieved even if a relative target was set

**15 Has the company achieved verified reductions to date (prior to current goal-setting)?** SCORE 0 HIGHEST POSSIBLE SCORE 10

0 No  
1-5 Yes, reductions achieved prior to current goal setting (based on magnitude, frequency, etc)

**16 Has the company made successful efforts to reduce GHG impacts associated with the use of its products/services?** SCORE 4 HIGHEST POSSIBLE SCORE 4

0 No  
1 Conducting partial analyses (e.g., partial LCA, eco-assessment, etc.) of GHG impacts from use of products/services  
2 Conducting full analyses of GHG impacts associated with use of products/services  
3-4 Producing low/no carbon product line that realizes a reduction in carbon-intensity of the traditional line of products/services

**17 Does the company work to educate its employees, trade association, and/or customers on how they can reduce individual GHG emissions (through direct education programs, incentives, or philanthropic projects)?** SCORE 3 HIGHEST POSSIBLE SCORE 4

0 No educational efforts  
Up to 2 points for each of the following categories: Internal employee education, Incentives that will increase employee awareness (e.g., tax breaks for using mass transit), Education of peer companies within trade association, and customer/general public education, for a maximum of 4 points

**18 Does the company require suppliers to take climate change action or give preference to those that do?** SCORE 0 HIGHEST POSSIBLE SCORE 2

0 No  
1 Yes, gives preference to suppliers who take action  
2 Yes, requires suppliers to take action

**REDUCE SUBTOTAL** SCORE 8 HIGHEST POSSIBLE SCORE 56

## POLICY STANCE

**19 Does the company support public policy that could require mandatory climate change action by business?** SCORE 0 HIGHEST POSSIBLE SCORE 10

0 No  
1-3 Yes, on a local level or in a generalized manner  
4-6 Yes, on a state or regional scale or in multiple strong general stances  
7-10 Yes, supports non-voluntary federal- or international-level initiatives  
Points awarded within each specified range for demonstrated depth of support in company materials (website, publications), via a public forum (press, speeches, advertising), and active lobbying

**20 Does the company oppose public policy on climate change that could require mandatory action by business, or has it made efforts to undermine climate change action?** SCORE - HIGHEST POSSIBLE SCORE -10

0 No  
1-3 Yes, opposes local initiative  
4-6 Yes, opposes a state or regional scale initiative  
7-10 Yes, publicly opposes non-voluntary federal-level initiatives  
Range of negative points awarded for depth of opposition as displayed in company materials (website, publications), via a public forum (press, speeches, advertising), and active lobbying. Note: negative points will also be awarded if company belongs to trade association seeking to undermine climate change action

**POLICY STANCE SUBTOTAL** SCORE 0 HIGHEST POSSIBLE SCORE 10

## REPORT

**21 Is the company publicly reporting on emissions, risks, and actions? How is information disclosed? Company-based (e.g., on their website or annual report) or through a credible third-party program (e.g., CDP, GRI, etc.)?** SCORE 3 HIGHEST POSSIBLE SCORE 10

0 No information on company climate change actions is available  
1-2 Minimal, general info available through company report or website  
3-4 Minimal/basic info available through third party (e.g., CDP)  
5-6 Detailed info (emissions, reductions, goals) on company website/reports  
7-8 Detailed disclosure through third-party  
An extra 1-2 points awarded for time series of emissions and other climate action or risk data (e.g., in SEC filings or 10Ks)

**22 Are emissions broken out by facility, business unit, country of operations, or other meaningful subsegments?** SCORE 0 HIGHEST POSSIBLE SCORE 2

0 Only total emissions or one lumped number are presented  
1 Some sub-unit emissions broken out  
2 Emissions clearly tallied by company-appropriate sub-units

**REPORT SUBTOTAL** SCORE 3 HIGHEST POSSIBLE SCORE 12

### SUMMARY

	SCORE	HIGHEST POSSIBLE SCORE	SCORE	HIGHEST POSSIBLE SCORE
REVIEW	0	22	POLICY STANCE	0
REDUCE	8	56	REPORT	3
				12

**Apple  
TOTAL SCORE**

SCORE **11** HIGHEST POSSIBLE SCORE **100**

Carbon Disclosure Project responses (CDP5)  
Apple Supplier Code of Conduct