

# SCORECARD

## News Corporation



ClimateCounts.org

### REVIEW

- 1 GHG emissions inventory completed?**  
 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?**  
 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?**  
 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)**  
 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)?**  
 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?**  
 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** 15 22

### REDUCE

- 7 Has a clear goal been set?**  
 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)**  
 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)**  
 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?**  
 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?**  
 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)**  
 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?**  
 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?**  
 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)?**  
 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?**  
 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)?**  
 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?**  
 0 No  
 1 Yes, gives preference to suppliers who take action  
 2 Yes, requires suppliers to take action

**REDUCE SUBTOTAL** 43 56

### POLICY STANCE

- 19 Does the company support public policy that could require mandatory climate change action by business?**  
 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?**  
 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** 7 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.)?**  
 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?**  
 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** 10 12

**SUMMARY**

	SCORE	HIGHEST POSSIBLE SCORE	SCORE	HIGHEST POSSIBLE SCORE
REVIEW	15	22	POLICY STANCE	7 10
REDUCE	43	56	REPORT	10 12

## News Corporation

# TOTAL SCORE

SCORE 68 HIGHEST POSSIBLE SCORE 100

News Corporation company website  
 Carbon Disclosure Project responses (CDPs)  
 The Prince of Wales's Corporate Leaders Group on Climate Change  
 News Corporation Global Energy Initiative report

opensecrets.org Lobbying Database  
 The Australian article: "Responding to change is a long-term risk strategy"  
 Associated Press article