







Climate Neutral Now Achievement Report



Participant: Well Made Strategy

Reporting period: 2020

Based on the data reported, a participant is assigned a level in each of the three steps (Measure, Reduce, Contribute), according to the criteria shown in the Figure 1. In order to be as transparent as possible with the general public, a badge will be tailored specifically for each participant with the levels achieved in the reported year. The corresponding badge must be used together with the Climate Neutral Now logo.

| |  Bronze |  Silver |  Gold |
|---|--|---|---|
|  Measure | Self-declared GHG inventory | Third-party verified GHG inventory, with incomplete scope 3 | Third-party verified GHG inventory, including full scope 3 |
|  Reduce | Target established, with incomplete or no reduction plan | Net Zero by 2050 or earlier & reduction plan with intermediate targets | As Silver, with at least 5% reduction year-on-year |
|  Contribute | Partial contribution | Full contribution with partial scope 3 | Full scope 3, full contribution |

Please note that a signatory can achieve different levels in each step

Figure 1: Levels of achievement for each step


Evaluation of the Climate Neutral Now Report

Levels achieved on each of the three steps in the reporting period:

Measure: Bronze

Reduce: Bronze

Contribute: Bronze



ACHIEVEMENT 2020

MEASURE ● BRONZE

REDUCE ● BRONZE

CONTRIBUTE ● BRONZE

JOINED 2021

Achievement Badge
in the reporting period