







Climate Neutral Now Achievement Report



Participant: Well Made Strategy

Reporting period: 2020-2021

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: Gold

Reduce: Gold

Contribute: Gold

