

# Session 5 summary:

Engaging key stakeholders  
on your net zero emissions  
journey

*Net Zero Leader presenter: Catalonia*

**Net Zero Futures.**



# Key takeaways

## Catalonia's approach

- **Voluntary Measures:** In 2010 and 2015, Catalonia introduced a [Voluntary Agreement on GHG Emissions Reduction](#) and [Voluntary Offsetting Programme](#), respectively.
- Catalonia employed **measures to encourage stakeholder involvement**, including:
  - **Keeping it local:** Methodologies for calculating carbon credits were adapted to Catalan reality, rather than global
  - **Clarity:** Reducing confusion and misunderstanding within businesses about offsetting can increase stakeholder engagement
  - **Public perception:** Offsets can be perceived as 'paying to pollute'. Fighting this perception is important in encouraging business participation
- **Mandatory Measures:** in addition to voluntary programmes, Catalonia introduced climate taxes.
  - Before introducing the taxes, sessions were held with associations and manufacturers most likely to be impacted to understand their concerns.
  - Often perceived as an unpopular measure, the government faced much less resistance to CO2 taxation than anticipated.



# Q&A with Catalonia

**1) When formulating the voluntary programmes, did you bring various stakeholder communities and participants together?**

*Before the programmes launched in 2010 and 2015, the administration held many meetings with various sectors to gain their perspectives on the initiatives. The general impressions we got were that they were interested and willing to join. And we have seen many positive spill-over effects. The 2010 voluntary programme helped both members and non-members make an inventory of their emissions. Many companies didn't know how to inventorise GHG emissions but now many non-member companies use our tool to measure their output.*

**2) Was it the Catalan government that designed the offset protocols and verifies applications?**

*The Catalan government designed both programmes, but the verification process is carried out by an accredited third party. Similarly, the process of buying and selling carbon credits is not done by the Catalan administration but by a third party.*

**3) Is there a better quality than available on the voluntary market (e.g. gold standard)?**

*Our programmes are built for local projects. Gold standard projects are global in nature. We wanted to ensure that small companies can offset. One is not better or worse than the other and some of our criteria are common with gold standard.*



# Key takeaways

## WeMeanBusiness: engaging with small businesses

- Small businesses face a **large knowledge gap** on how to reach net zero emissions due to a lack of time and resources. They **require more support from regional governments** in reaching their climate commitments than bigger businesses.
- Governments should raise awareness of the importance of small businesses' role and **guide them to the right resources and policies** to support them achieve their commitments.
- Methods to help small businesses reach net zero include:
  - **Engaging in collaborative initiatives** like the UN's [Race to Zero](#); [RE100](#); and [SOS 1.5](#).
  - **Using tools** like the [SME Climate Hub](#), a one-stop-shop to make climate commitments and access tools and resources on reaching net zero emissions.
  - Empowering small businesses through **examples set by larger businesses** who advocate ambitious climate policies and are accountable in reporting progress.
- **For more information on the coalition's work, please [click here](#).**





# Net Zero Futures.

“ The government and already about 100 businesses in Catalonia have committed to net zero emissions by 2050. We encourage others to follow suit since the decarbonisation of our economy and activities are the backbone of the future of our societies.

**Teresa Jordà,**  
Minister for Climate Action, Food and Rural  
Agenda, Government of Catalonia



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