

Let's go carbon neutral!

A step-by-step worksheet to help you along

1. State your motivation.

2. Do some research.

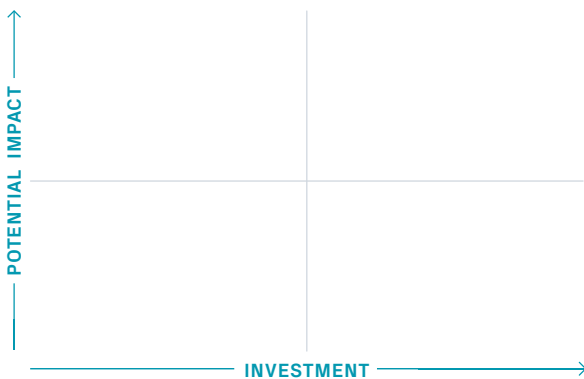
Read up on the industry, explore some company programs, and reach out to several experts.

3. Define what impact and investment mean for you.

Impact: (i.e., What are you trying to optimize for?)

Investment: (i.e., What resources will you allocate?)

4. Plot the mitigation options you're considering in your quadrant.



5. Estimate your organization's emissions using Fermi math.

Facilities: For example, how many kilowatts of electricity and therms of gas do you use per month?

Servers: For example, how many servers do you have? How many hours per year are they running? What is the nameplate power—or maximum amount of power used—per server, in watts?

Commute: For example, how far do your employees travel? How many working days per year do they commute? What transportation methods do they use?

Business travel: For example, how many total flights are taken within varying flight categories? Are these one-way or round-trip flights?

Your total estimated emissions:

6. Decide which mitigation option is right for you.

Highlight it in your quadrants.

7. Research and select an external third party to partner with you on the execution.

8. And, while doing that, find a carbon-accounting platform to help you correctly assess your emissions profile.

9. Sign yearlong contracts.

You're really doing this!

10. Share your program internally and externally.

We'd love to hear all about it, too—reach out at @incrementmag, @stripe, or environment@stripe.com.

11. Stay informed about how other mitigation options are developing.

Should your quadrants change? Is your mitigation decision still the best one? Keep working at it.

Voilà!