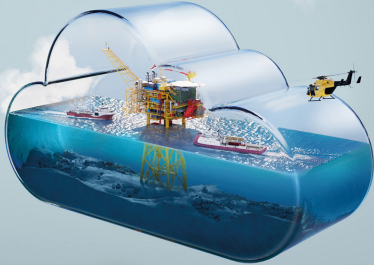


High impact campaign drives huge ROI for KBR's carbon footprint software



Carbon insights, no clouded judgement.

CleanSPEND™ Clear on carbon.



CLEAN SPEND

KBR
Carbon cognitive; Turning guess work into quantitative emissions modelling and representation.
Carbon cognisant approach to project delivery.

The Clear on Carbon campaign promoted KBR's CleanSPEND offering with a seminal thought-leadership whitepaper, using an integrated PR and social strategy to drive outstanding results.



34

Marketing qualified leads



£2.4m

Sales pipeline



60:1

Return on ad spend



sustainability

The Crucial Role of Data Analytics in Achieving Net-Zero

With stricter reporting standards expected there is a risk manufacturers are not fully prepared, especially given disparities in approaches to reporting of Scope 1, 2 and 3 greenhouse gas (GHG) emissions. Product strategies are increasingly looking at quantifying positive impacts by calculating avoided, or Scope 4 emissions. Here, Paul Banfill, Director KBR Consulting International explores the challenges facing manufacturers in capturing GHG data.

Some of the largest UK manufacturers are required to report on their Scope 1 and 2 GHG emissions annually through the Government's Streamlined Energy and Carbon Reporting framework (SECR). Reporting on Scope 3 emissions however remains largely voluntary.

Accurate GHG data remains a challenge, not least because of the abundance of approaches which often makes industry comparisons difficult. Furthermore, variances in standards, such as between the GHG Protocol and US GAAP often necessitates additional expertise to ensure accuracy. As a result, industry efforts have all too often adopted qualitative assumptions or rely on carbon offsetting

Achieving this demands a concept engineering approach in terms of the type of data required and how it is analysed. This is something we understand and use to raise the bar for the reporting and analysis of GHG emissions and over five stages:

Hindsight
Desktop analytics offers a historical perspective on emissions and enables



schemes; compromising the quality of their data, report and limiting its value for future operational decisions.

Whilst qualitative methods should not be entirely disregarded there is a clear need for a more verifiable data-led reporting approach based on engineering analytics. This will help increase transparency as regulations become stricter and offers significant CAPEX advantages as businesses identify emission reduction efficiencies in their processes.

Decarbonising Energy Projects
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Hindsight
Desktop analytics offers a historical perspective on emissions and enables

organisations to set a benchmark. With this in place it's possible to develop a plan for reduced emissions.

Overnight
Having a clear view on the wider scope of specific emission levels is also important. Diagnostic analytics can play a significant role in this - leveraging data sources and utilising graphical visualisers to provide clarity on trends and patterns.

Forecast
Predictive analytics, enhanced by machine learning, can highlight possible future outcomes and can be used to show the potential impact of any changes in production design and output.

Insight
Prescriptive analytics are useful for refining designs to minimise carbon footprint. By utilising simulations and providing suggestions, it paves the way for robust decarbonisation strategies.

Right sight
As with all science, it's essential to explore alternatives. Cognitive analytics allows manufacturers to explore 'what if' scenarios. Such exploratory thinking can foster better understanding towards low-carbon energy solutions.

Being able to accurately analyse the different levels and sources of data, from descriptive through to cognitive, however, requires tools, software and a proven methodology to become universally accepted.

KBR has invested in the development of technologies to report and reduce GHG emissions as well as bespoke solutions to gather and analyse lifecycle data enabling businesses to make better informed decisions on their pathway to Net Zero.

To find out more about KBR's proprietary systems and approach visit: www.kbr.com