Carbon Neutrality Initiative

December 16, 2021

JAPANESE BANKERS ASSOCIATION



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Foreword

In October 2020, the Japanese government declared its pledge to achieve carbon neutrality by 2050 and in April 2021 set its interim target to reduce GHG emissions by 46% from the FY2013 levels by FY2030. In response to the commitments, a number of projects for carbon neutrality are currently being carried out in both public and private sectors in Japan.

At COP26 held in November 2021, global leaders reaffirmed their intent to pursue efforts to limit the temperature increase to 1.5°C in accordance with the Paris Agreement, and agreed to invite further actions over the next 10 years to 2030 (which is being called a "critical decade"), taking into account IPCC's Sixth Assessment Report¹.

The JBA believes that it is also an urgent and critical issue for the Japanese banking industry to work on reducing its own GHG emissions and to provide financial support to the economy to achieve a "Just Transition"² to carbon neutrality / net zero emissions. There is also increasing international pressure on financial institutions to manage climate-related financial risks, including physical and transition risks that impact their portfolio. Supporting clients' efforts toward carbon neutrality / net zero emissions is crucial for banks from the viewpoint of not only dealing with climate-related financial risks but also maintaining the international competitiveness of the Japanese economy.

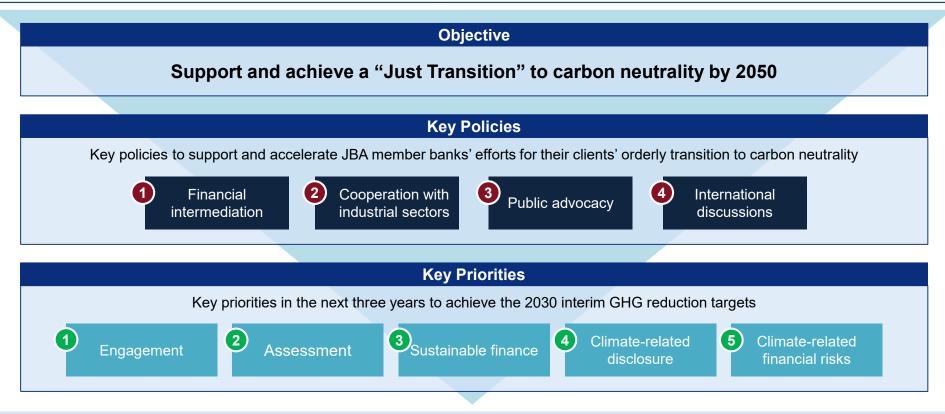
Against this backdrop, the JBA set out the "Carbon Neutrality Initiative", which identifies the JBA's key policies and priorities up to 2030 to further strengthen the efforts of the Japanese banking industry toward achieving carbon neutrality. The JBA also established the Sustainability Promotion Office in July 2021 to foster those initiatives.

For this Initiative, the JBA carried out interviews with key stakeholders including its member banks, companies in hard-to-abate sectors, leading companies actively working toward carbon neutrality and regional companies. The findings and input from the interviewees are reflected in this Initiative.



Overview of the Carbon Neutrality Initiative

- Achieving carbon neutrality by 2050 is a global commitment by more than 130 countries including Japan, which may bring about a global transformation to the industrial structure and the entire economy as a whole. While such a transformation may provide significant growth opportunities, a disorderly transition to carbon neutrality could also bring about financial risks for banks.
- Against this backdrop, the Carbon Neutrality Initiative provides a foundation for the JBA's policies and actions for a society/economy-wide "Just Transition" to carbon neutrality. The JBA will continue to review its focus, as necessary.





Key Policies

- Achieving carbon neutrality requires significant efforts by both the public and private sectors globally and nationally. It is therefore essential to work collaboratively, not just within the banking industry alone but also with industrial sectors, the government and the international community.
- The JBA, as the premier Japanese banking association, is committed to playing a leading role in such cooperation with key stakeholders, working collaboratively to achieve carbon neutrality by 2050.

	Key Policies	Our Approach	Initiatives		
1	Financial intermediation	 The banking industry, as the key financial intermediary in Japan, has a <u>social responsibility</u> to provide financial support to the economy to achieve a Just Transition. At the same time, banks are expected to effectively <u>manage</u> <u>climate-related financial risks</u> for their financial soundness and to meet <u>the stakeholders' expectations</u>. 	 Host seminars inviting relevant ministries, agencies and experts. Launch an information platform where JBA member banks can refer to key policies and documents by theme [by the end of 2022]. Continue to respond to JBA member banks' needs and challenges. Develop the JBA's capabilities and expertise. 		
2	Cooperation with industrial sectors	 The JBA will carry out <u>sector-to-sector engagement with relevant</u> <u>industrial organisations</u> to collaboratively achieve carbon neutrality. <u>The JBA will act as a hub</u> for sharing issues between the banking industry and industrial sectors. 	 Deepen collaboration and cooperation with relevant industrial organisations, and consider cross-sectorial measures and initiatives. Publish brief materials on the situation surrounding the banking industry to foster mutual understanding with the industrial sectors [by the end of 2022]. 		
3	Public advocacy	 The JBA will actively engage in public advocacy, sharing <u>financial</u> issues and challenges for carbon neutrality and a Just Transition. In areas where concerted efforts are required for Japan's international competitiveness, <u>the JBA will work with relevant</u> industrial organisations as necessary. 	 Participate in relevant government councils and share the banking industry's views. Advocate policy recommendations in relation to climate policy/rule-making. Share the banking industry's initiatives and challenges with relevant ministries and agencies. 		
4	International discussions	 The JBA will actively participate in and contribute to international policy/rule-making. It also promotes close cooperation with the International Banking Federation (IBFed) and other bankers associations to address common challenges and share good practices. 	 Enhance the international presence of Japanese banks in the field of sustainable finance. Actively participate in international discussions on policy/rulemaking in cooperation with Japanese authorities. Continuously collaborate and cooperate with the IBFed and foreign bankers associations in other jurisdictions. 		



[Key policy #1] Financial intermediation

- The banking industry, as the key financial intermediary in Japan, has a social responsibility to provide financial support to the economy to achieve a Just Transition.
- At the same time, banks are expected to effectively manage climate-related financial risks for their financial soundness and to meet the stakeholders' expectations.

Funds required for carbon neutrality and the role of banks

Required funds	Global IEA ³ USD 4 trillion Annually by 2030			Getting the world on track for net zero emissions by 2050 requires nearly USD 4 trillion additional investment annually by 2030 from current levels (USD 1 trillion on average during 2016 to 2020).
	Japan	WWF Japan⁴	JPY 61 trillion by 2030	Capital investments required during 2020 to 2030 account for approx. JPY 61 trillion in total: 18 trillion for energy conservation, 39 trillion for renewable energy and 3.3 trillion for electricity-related equipment.
			Japan ⁴ JPY 253 trillion by 2050	Capital investments required during 2020 to 2050 account for approx. JPY 253 trillion in total: 81 trillion for energy conservation, 163 trillion for renewable energy and 9 trillion for electricity-related equipment.

The banking industry, as the key financial intermediary, needs to play a new role to support clients' Just Transition in addition to the traditional roles.

Traditional role Engage in lending and investment activities to meet funding needs for clients (e.g., working capital, capital investments).

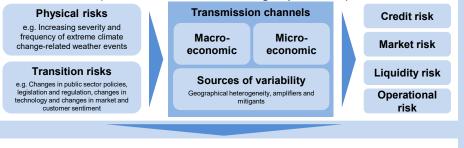
New role

Engage in supporting clients and providing funds for green initiatives, transition and innovation.

Potential impacts of climate-related risk on banks

Climate-related risk drivers can be classified into either physical or transition risks. These risk drivers affect banks' financial risks via micro- and macroeconomic transmission channels.

Financial risks from climate risk drivers (Basel Committee on Banking Supervision⁵)



The Basel Committee on Banking Supervision (BCBS) released a consultative document titled, "Principles for the effective management and supervision of climate-related financial risks". The proposed principles require banks to incorporate climate-related risks into their risk management frameworks and assess the capital and liquidity adequacy for such risks⁶.

The JBA supports the efforts by its member banks to meet such significant funding needs and enhance their risk management of climate-related risks, both of which require cross-organisational efforts.



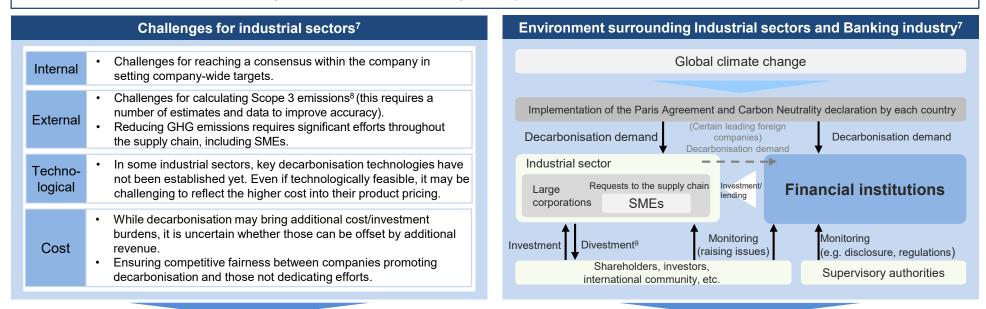
Approach Host seminars inviting relevant ministries, agencies and experts.

Launch an information platform where JBA member banks can refer to key policies and documents by theme [by the end of 2022]. Continue to respond to JBA member banks' needs and challenges. Develop the JBA's capabilities and expertise.



[Key policy #2] Cooperation with industrial sectors

- The JBA will carry out sector-to-sector engagement with relevant industrial organisations to collaboratively achieve carbon neutrality.
- The JBA will act as a hub for sharing issues between the banking industry and industrial sectors.



Achieving Carbon Neutrality by 2050 is a challenging task, and there are many industries that cannot achieve it immediately. In order for banks to understand clients' initiatives and challenges, it is necessary to work together and cooperate with industrial sectors not only at the corporate level but also at the sector-to-sector level.

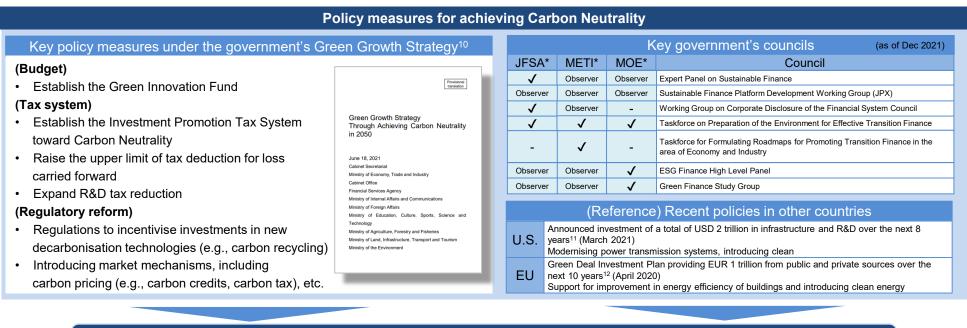
Approach

Deepen collaboration and cooperation with relevant industrial organisations, and consider cross-sectorial measures and initiatives. Publish brief materials on the situation surrounding the banking industry to foster mutual understanding with the industrial sectors [by the end of 2022].



[Key policy #3] Public advocacy

- The JBA will actively engage in public advocacy, sharing financial issues and challenges for carbon neutrality and a Just Transition.
- In areas where concerted efforts are required for Japan's international competitiveness, the JBA will work with relevant industrial organisations.



Achieving the targets set out in the Paris Agreement requires concerted efforts by the international community. Japan needs to mobilise all available policy measures to achieve carbon neutrality and for a Just Transition. Those are also the keys for realising a "positive cycle of economic growth and the environmental protection", thereby strengthening international competitiveness through business transformation.

Approach	Participate in relevant government councils and share the banking	Advocate policy recommendations in relation to climate	Share the banking industry's initiatives and challenges with
	industry's views.	policy/rule-making.	relevant ministries and agencies.

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[Key policy #4] International discussions

- The JBA will actively participate in and contribute to international policy/rule-making.
- It also promotes close cooperation with the International Banking Federation (IBFed) and other bankers associations to address common challenges and share good practices.

International discussions on investment alignment with climate issue						
	Taxonomy		Climate-related disclosure	Climate-related risk management in financial institutions		
	f countries introducing taxonomies has cussions on developing a common taxonomy at the IPSF ¹³ .	Various organisations are publishing their own disclosure standards. <u>Discussions on developing a global baseline are underway.</u>		The Financial Stability Board (FSB), the Basel Committee on Banking Supervision (BCBS), and the Network for Greening the Financial System (NGFS) have been considering		
Jurisdictions introducing or considering taxonomies	EU, UK, Canada, Australia, China, Korea, Malaysia, Singapore, Thailand, ASEAN, etc.	Standards by organisation	TCFD Framework, GRI Standards ¹⁵ , SASB Standards ¹⁶ , etc.	 frameworks for climate-related risk management. In July 2021, the FSB consolidated these initiatives and published the FSB Roadmap²⁰ setting out a comprehensive and coordinated plan. 		
Discussions on a common international taxonomy	In November 2021, the IPSF published the Common Ground Taxonomy ¹⁴ (this incorporates commonality between the taxonomy of EU and that of China. Expanding the scope in the future is under consideration).	Discussions on a compre- hensive global baseline for sustainability reporting standards	The ISSB ¹⁷ was established by the IFRS Foundation, consolidating with other standard setters (CDSB ¹⁸ , VRF ¹⁹), to develop international sustainability disclosure standards.	Discussions on Basel framework	The BCBS initiated discussions on developing the principles for the effective management and supervision of climate-related financial risks (published a consultative document in November 2021).	

There are growing trends of global alignment, integration and standardisation of rules, as well as extraterritorial application of certain jurisdictional rules. In order to ensure Japan's international competitiveness, it is important to actively participate in international discussions sharing Japan's view.

Approach

Enhance the international presence of Japanese banks in the field of sustainable finance. (e.g., internationally share the Japanese government's and banks' efforts) Actively participate in international discussions on policy/rulemaking in cooperation with Japanese authorities. (e.g., share views at international conferences, provide comments to public consultations)

Continuously collaborate and cooperate with the IBFed and foreign bankers associations in other jurisdictions.



Key Priorities by 2030

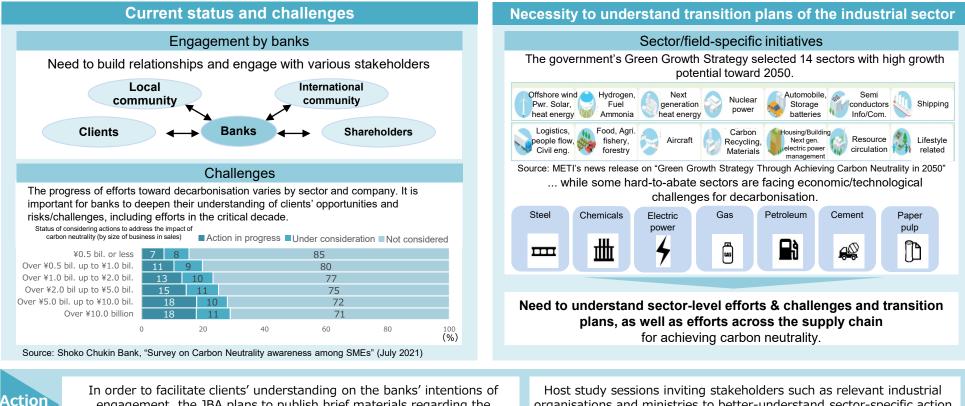
- The first step for clients to respond to climate change is to identify potential climate-related risks and opportunities and, based on their materiality, develop a credible transition plan for decarbonisation, including specific actions during the "critical decade" up to 2030.
- The starting point for banks to support such a transition is to engage with clients to build a common understanding on their challenges and issues. The JBA will actively play a key role to facilitate such engagement by its member banks and address industry-wide challenges.

	Key Priorities	Challenges	Action Plan (for the next three years)			
1	Engagement	 Currently, the advancement of client self-assessment on climate-related risks and opportunities varies by sector and company. The banking industry needs to build expertise on climate-related policies and sector-specific challenges for engagement with clients and effective management of climate-related risks. 	 In order to facilitate clients' understanding on the banks' intentions of engagement, the JBA plans to publish brief materials regarding the banking industry's efforts and their background [by the end of 2022]. Host study sessions inviting stakeholders such as relevant industrial organisations and ministries to better-understand sector-specific action plans and economic/technological challenges [initiate in FY2021]. 			
2	Assessment	 A globally consistent assessment framework/criteria on whether a client's activities and transition plan are credibly aligned with the Paris Agreement and/or NDCs does not necessarily exist. There, however, is internationally growing pressure on banks to demonstrate to stakeholders how banks reduce their financed emissions. 	 Sort our global, regional and domestic assessment guidance/criteria [by the end of FY2021]. Share examples of leading initiatives [start from 2022]. Participate in relevant government councils and share views [on-going]. 			
3	Sustainable finance	 <u>Sustainable finance in Japan is a growing but still nascent market.</u> The JBA will contribute to the market development, showcasing the key features and its mechanisms. <u>For SMEs</u>, transforming their business entails numerous challenges. The public sector needs to play a complementary role in supporting and financing the transition. 	 Publish brief materials on general sustainable finance categories, mechanisms and necessary actions [by the end of 2022]. Cooperate with SME organisations and engage in public advocacy for support programs to complement the private sector's efforts [on-going]. 			
4	Climate- related disclosure	 Climate-related disclosures have been increasingly becoming important. <u>They are the key foundation for banks to engage with clients and provide sustainable finance.</u> A client's climate-related disclosures are interlinked with the bank's climate-related disclosures in calculating financed emissions. 	 Share views through relevant government councils and the TCFD Consortium [already initiated]. Monitor the progress of TCFD disclosure by our member banks, and host study sessions [already initiated]. Cooperate with international fora such as PCAF on Scope 3 emissions calculations. 			
5	Climate- related financial risks	 Banks need to start building capabilities to effectively manage climate-related financial risks, such as scenario analysis, given the iterative nature. In some jurisdictions, there are increasing signs of trying to incorporate climate-related financial risks into stress testing and/or capital requirements. The JBA needs to actively participate in international discussions. 	 Participate in international discussions on climate-related financial risks [on-going]. (e.g., share views at international conferences, provide comments to public consultations) Provide comments on JFSA's draft supervisory guidance on climate transition support and risk management [by the end of FY2021]. 			



[Key priority #1] Engagement

- Currently, the advancement of client self-assessment on climate-related risks and opportunities varies by sector and company.
- The banking industry needs to build expertise on climate-related policies and sector-specific challenges for engagement with clients and effective management of climate-related risks.



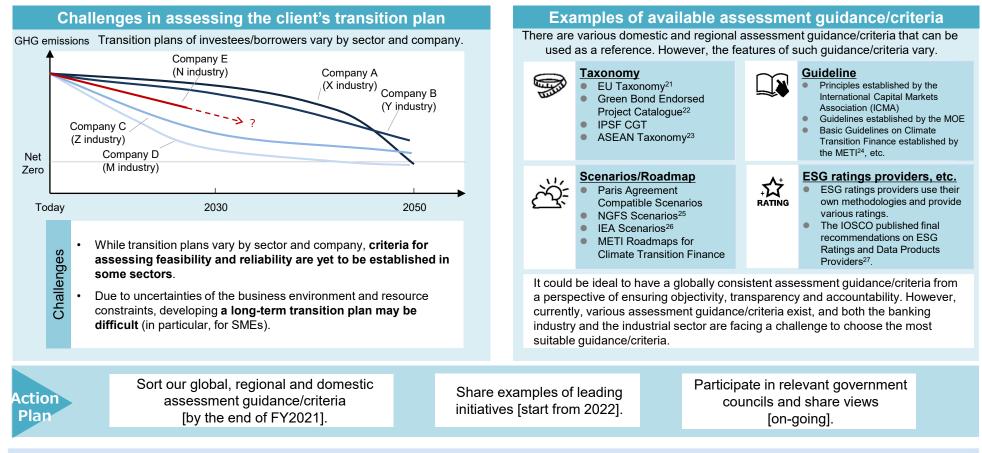
In order to facilitate clients' understanding on the banks' intentions of engagement, the JBA plans to publish brief materials regarding the banking industry's efforts and their background [by the end of 2022] Host study sessions inviting stakeholders such as relevant industrial organisations and ministries to better-understand sector-specific action plans and economic/technological challenges [initiate in FY2021].

Plan



[Key priority #2] Assessment

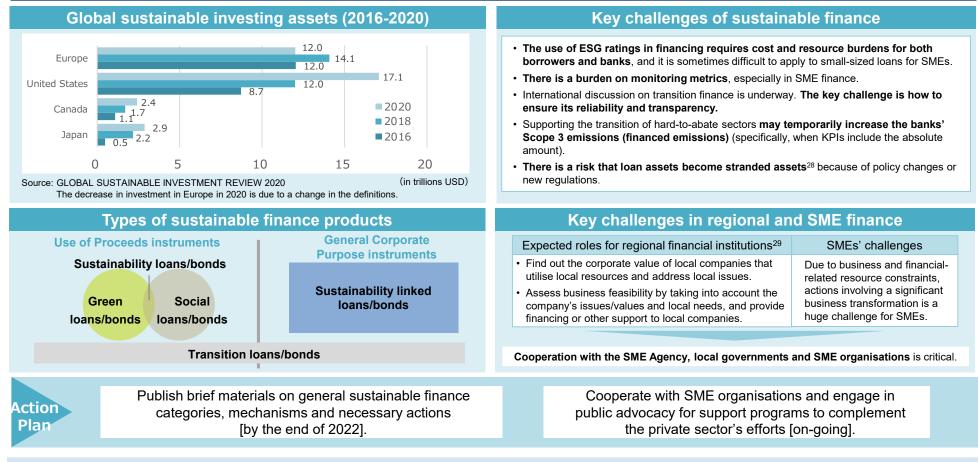
- A globally consistent assessment framework/criteria on whether a client's activities and transition plan are credibly aligned with the Paris Agreement and/or NDCs does not necessarily exist.
- There, however, is internationally growing pressure on banks to demonstrate to stakeholders how banks reduce their financed emissions.





[Key priority #3] Sustainable finance

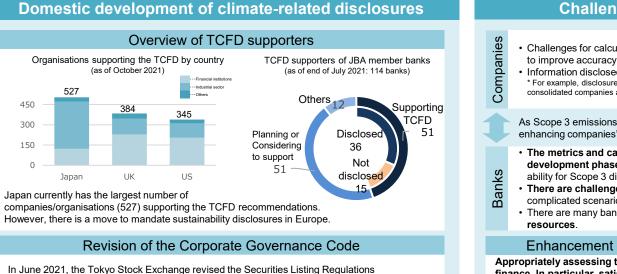
- Sustainable finance in Japan is a growing but still nascent market. The JBA will contribute to the market development, showcasing the key features and its mechanisms.
- For SMEs, transforming their business entails numerous challenges. The public sector needs to play a complementary role in supporting and financing the transition.





[Key priority #4] Climate-related disclosure

- Climate-related disclosures have been increasingly becoming important. They are the key foundation for banks to engage with clients and provide sustainable finance.
- A client's climate-related disclosures are interlinked with the bank's climate-related disclosures in calculating financed emissions.



In June 2021, the Tokyo Stock Exchange revised the Securities Listing Regulations corresponding to the **revision of Japan's Corporate Governance Code**. Listed companies on the Prime Market are required to "develop a basic policy and disclose initiatives on the company's sustainability" and "enhance the quality and quantity of disclosure based on the TCFD recommendations or an equivalent framework".

Challenges of climate-related disclosure

- Challenges for calculating Scope 3 emissions (this requires a number of estimates and data to improve accuracy).
- Information disclosed by certain companies is still limited*.
 * For example, disclosure lacks descriptions of Scope 3 emissions, emissions by business line, emissions from consolidated companies and reduction targets.
 - As Scope 3 emissions (Financed Emissions) amount to the majority of banks' GHG emissions, enhancing companies' disclosures and enhancing banks' disclosures are interlinked.
- The metrics and calculation methods of Scope 3 emissions are still in the development phase. The limitation of clients' GHG emission disclosures also limits banks' ability for Scope 3 disclosure.
- There are challenges related to scenario analysis (e.g. high uncertainty in analyses and complicated scenario design).
- There are many banks considering TCFD disclosures, while those are facing lack of resources.

Enhancement of disclosures for promoting transition finance

Appropriately assessing the client's transition efforts is a fundamental point for transition finance. In particular, satisfying the following four key elements is essential for transition finance, as recommended in the ICMA Handbook³⁰: (i) Issuer's climate transition strategy and governance; (ii) Business model environmental materiality; (iii) Climate transition strategy to be science-based including targets and pathways; and (iv) Implementation transparency.



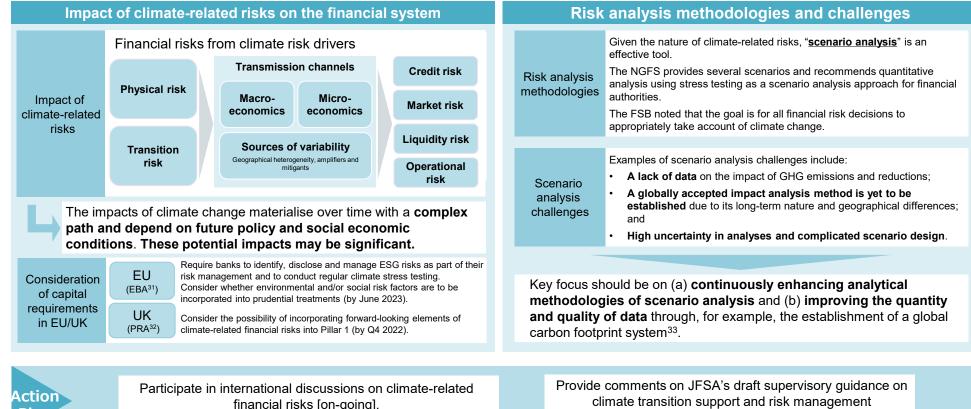
Share views through relevant government councils and the TCFD Consortium [already initiated].

Monitor the progress of TCFD disclosure by our member banks, and host study sessions [already initiated]. Cooperate with international for a such as PCAF on Scope 3 emissions calculations.



[Key priority #5] Climate-related financial risks

- Banks need to start building capabilities to effectively manage climate-related financial risks, such as scenario analysis, given the iterative nature.
- In some jurisdictions, there are increasing signs of trying to incorporate climate-related financial risks into stress testing and/or capital requirements. The JBA needs to actively participate in international discussions.



climate transition support and risk management [by the end of FY2021].

Plan



- 1. The Sixth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC) published in August 2021. https://www.ipcc.ch/report/ar6/wg1/
- 2. According to the ICMA, a "Just Transition" is defined as a transition that "seeks to ensure that the substantial benefits of a green economy transition are shared widely, while also supporting those who stand to lose economically be they countries, regions, industries, communities, workers or consumers". The Just Transition concept links to the United Nations' Sustainable Development Goals (SDGs). https://www.icmagroup.org/assets/documents/Regulatory/Green-Bonds/CTF-Handbook-QA-09122020.pdf
- 3. IEA (International Energy Agency), "World Energy Outlook 2021" (2021) <u>https://www.iea.org/reports/world-energy-outlook-2021</u>
- 4. WWF Japan (World Wide Fund for Nature Japan), "2050 Zero Scenarios for Decarbonizing Japan (Cost Analysis)" (May 2021) (Only available in Japanese) https://www.wwf.or.jp/activities/data/20210909climate02.pdf
- 5. Basel Committee on Banking Supervision "Climate-related risk drivers and their transmission channels" (April 2021) https://www.bis.org/bcbs/publ/d517.pdf
- Basel Committee on Banking Supervision "Consultative Document Principles for the effective management and supervision of climate-related financial risks" (November 2021) <u>https://www.bis.org/bcbs/publ/d530.pdf</u>
- 7. Based on the results of individual interviews and surveys conducted by the JBA.
- 8. Scope 3 emissions refer to indirect greenhouse gas emissions from business activities in a company's supply chain, other than direct emissions (Scope 1: direct greenhouse gas emissions by the reporting company itself) and energy-derived indirect emissions (Scope 2: indirect emissions from the use of electricity, heat or steam supplied by others.).(MOE and METI, "Basic Guidelines on Accounting for Greenhouse Gas Emissions Throughout the Supply Chain" (2012)) https://www.env.go.jp/earth/ondanka/supply_chain/gvc/en/files/GuideLine.pdf
- 9. Divestment: An investment method whereby, from ESG perspectives, securities and other instruments related to a specific company or industry are excluded from the investment portfolio or are disposed of if they have already been purchased.



- 10. Cabinet Secretariat, METI and other Japanese government ministries and agencies, "Green Growth Strategy Through Achieving Carbon Neutrality in 2050" (2021)
 - https://www.meti.go.jp/english/policy/energy_environment/global_warming/ggs2050/pdf/ggs_full_en1013.pdf
- 11. The American Jobs Plan <u>https://www.whitehouse.gov/briefing-room/statements-releases/2021/03/31/fact-sheet-the-american-jobs-plan/</u>
- 12. The European Green Deal Investment Plan <u>https://www.europarl.europa.eu/RegData/etudes/BRIE/2020/649371/EPRS_BRI(2020)649371_EN.pdf</u>
- 13. The IPSF (International Platform on Sustainable Finance) is a multilateral forum that aims to enable exchange of practices and increase international cooperation on matters related to sustainable finance. As of November 2021, policymakers from 18 jurisdictions have joined the IPSF, including the EU, Japan, China, UK, Canada, Switzerland, Singapore, New Zealand, India, Indonesia, Hong Kong and Malaysia. https://ec.europa.eu/info/business-economy-euro/banking-and-finance/sustainable-finance/international-platform-sustainable-finance_en
- 14. The Common Ground Taxonomy is a project led by the IPSF for ensuring the comparability and interoperability of existing taxonomies across jurisdictions. It intends to provide more clarity and transparency about the commonalities and differences between approaches and potentially contribute to the analysis to lower the trans-boundary cost of sustainable investments and scale up the mobilisation of sustainable capital internationally.

https://ec.europa.eu/info/files/international-platform-sustainable-finance-common-ground-taxonomy-report-2021_en

- 15. The GRI (Global Reporting Initiative) is an organisation founded in 1997, led by the U.S. non-profit organisation CERES and the UN Environment Programme (UNEP) to help companies and governments around the world understand and communicate critical sustainability issues such as climate change, human rights, governance and social welfare. https://www.globalreporting.org/
- 16. The SASB (Sustainability Accounting Standards Board) is a standard-setting body established in 2011 which published disclosure standards (SASB Standards). In June 2021, the SASB merged with the International Integrated Reporting Council (IIRC) to form the Value Reporting Foundation (VRF; see Footnote 19). https://www.sasb.org/



- 17. The ISSB (International Sustainability Standards Board) is a board established in the IFRS Foundation that intends to develop a comprehensive global baseline of sustainability-related disclosure standards. https://www.ifrs.org/groups/international-sustainability-standards-board/
- 18. The CDSB (Climate Disclosure Standards Board) is an NGO established in 2007. It provides companies with a global framework for reporting climate change information (a disclosure framework) and intends to promote the disclosure of climate change information in the annual securities reports, etc. https://www.cdsb.net/
- 19. The VRF (Value Reporting Foundation) is a standard-setting body formed in 2021 through the merger of the SASB and the IIRC. It has published the Integrated Reporting Framework and the SASB Standards, etc. https://www.valuereportingfoundation.org/
- 20. Financial Stability Board, "FSB Roadmap for Addressing Climate-Related Financial Risks" (July 2021) https://www.fsb.org/2021/07/fsb-roadmap-for-addressing-climate-related-financial-risks/
- 21. EU Taxonomy (Sustainable finance taxonomy Regulation (EU) 2020/852) https://ec.europa.eu/info/law/sustainable-finance-taxonomy-regulation-eu-2020-852_en
- 22. China Green Bond Endorsed Project Catalogue http://www.pbc.gov.cn/goutongjiaoliu/113456/113469/4342400/2021091617180089879.pdf
- 23. ASEAN Taxonomy for Sustainable Finance https://asean.org/asean-sectoral-bodies-release-asean-taxonomy-for-sustainable-finance-version-1/
- 24. JFSA, METI, MOE "Basic Guidelines on Climate Transition Finance" https://www.meti.go.jp/english/press/2021/0507_001.html
- 25. NGFS Climate Scenarios for central banks and supervisors https://www.ngfs.net/sites/default/files/media/2021/08/27/ngfs_climate_scenarios_phase2_june2021.pdf



- 26. IEA Sustainable Development Scenario https://www.iea.org/reports/world-energy-model/sustainable-development-scenario-sds
- 27. IOSCO "Environmental, Social and Governance (ESG) Ratings and Data Products Providers Final Report" https://www.iosco.org/library/pubdocs/pdf/IOSCOPD690.pdf
- 28. "Stranded Asset" is an asset whose value will be damaged significantly due to drastic changes in the market/social environments.
- 29. Ministry of the Environment, Japan "ESG Regional Finance Practice Guide 2.0" (2021) (Only available in Japanese) http://www.env.go.jp/policy/%E5%AE%9F%E8%B7%B5%E3%82%AC%E3%82%A4%E3%83%892.0.pdf
- 30. "ICMA Handbook" refers to the "Climate Transition Finance Handbook" published by the International Capital Market Association (ICMA) in 2020. It sets out four key elements to the disclosure recommendations: (i) transition strategy and governance; (ii) business model environmental materiality; (iii) science-based strategy; and (iv) implementation transparency. https://www.icmagroup.org/sustainable-finance/the-principles-guidelines-and-handbooks/climate-transition-finance-handbook/
- 31. "EBA" refers to the European Banking Authority.
- 32. "PRA" refers to Prudential Regulation Authority.
- 33. Carbon footprint is an abbreviation for Carbon footprint of Products. It is a mechanism that converts the quantity of greenhouse gas emissions generated throughout the life cycle of a product or service, from procurement of raw materials to disposal/recycling, into CO2 equivalents and displays it on the product or service to enable users to understand it easily.