**Draft Survey Questions for Carbon Calculator providers and users**

| Please share your feedback by [adding a comment](https://support.google.com/docs/answer/65129?hl=en-GB&co=GENIE.Platform%3DDesktop&oco=1#zippy=%2Cadd-a-comment)  (just right-click on any word).  If you think a question is missing, please add it at the end of this document.  **Thank you for your input.** |
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[**Section 1: Solution Providers - draft questions 2**](#_wisszbfvizf6)

[**1) About your solution 2**](#_k150izxutafv)

[**2) Activity Data Collection 3**](#_jzvl5ojtqnfq)

[**3) Data Processing and Calculations 4**](#_ddxpqxrhg9pu)

[**4) Analysis 4**](#_sjz98jg74fus)

[**5) Reporting 4**](#_cygmlmayawro)

[**6) Customer Experience 5**](#_plc9lpf31uwy)

[**7) Technical 5**](#_itu090oonhpy)

[**8) Business Model 6**](#_erfurrikg461)

[**9) Other 6**](#_gsj94cg3dthf)

[**Section 2: Carbon Calculator Solution User’s draft questions 7**](#_1x4og8wolin)

[**1) About you 7**](#_l6lsx4vi289c)

[**2) Your needs 7**](#_eo6cs9fn14lf)

[**3) Your experience looking for solutions 7**](#_15hvubs6yf3f)

[**4) Your experience with solutions 8**](#_pt3jqp8u468f)

| If you are a **provider** please focus on Section 1  If you are a **user** please focus on Section 2  Please **don’t** answer the questions. We are looking for feedback on **are we asking the right questions**? |
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# Section 1: Solution Providers - **draft** questions

All responses will be treated in the strictest confidence.

# About your solution

## Your company name? (open text)

## Company size? (single choice)

### 2 - 10

### 11 - 50

### 51 - 200

### 200+

## Primary region of operation? (single choice)

### UK

### Europe

### EMEA

### North America

### South America

### APAC

### Global

### Other (open text)

## What best describes your solution? (multiple selection allowed)

### Organisational carbon footprinting

### ESG management

### Life cycle assessment platform

### Sustainability strategy consulting

### Carbon offsetting/removal platform

### Other (open text)

## What services do you provide? (multiple selection allowed)

### Understand reporting and legal requirements

### Ability to measure carbon emissions

### Support developing sustainability strategy/ targets

### A way to reduce carbon through offsetting/removal

### Education and training on carbon emissions

### Employee engagement on carbon reduction

### Engagement of supply chain for carbon reduction

### Carbon emissions tracking and reporting

### Gathering evidence for ESG reporting

### Support with certifications (e.g. B Corp)

### Other (open text)

## Who are your primary customers? (multiple selection allowed)

### Startups

### SMEs

### Large corporates

### Governments

### NGOs / Third sector organisations

## Which industry is your product for? (multiple selection allowed)

### Any

### Finance

### Energy

### Water

### Built world

### Transport

### Agriculture

### Other (open text)

## What do you think is the biggest problem your customers face when it comes to carbon emissions?

### [open text]

# Activity Data Collection

## What emissions data do you work with? (multiple selection allowed)

### Scope 1

### Scope 2

### Scope 3 (all categories)

### Scope 3 (some categories - please specify)

### Scope 4

### Other (open text)

### How is this data collected? (multiple selection allowed)

### Via financial accounts

### The organisation supplies the data in a quantitative manner

### The organisation supplies the data in a qualitative manner

### From surveys (e.g. CDP)

### Other (open text)

### How much effort (approximately) is spent cleaning and preparing data for analysis?

### 10%

### 25%

### 50%

### Other

### How much of the data collection is automated for an organisation?

### All

### Most

### Some

### None

### If it could be supplied in an automated and assurable form, access to which data would most help your business scale and/or help your customers?

### (open text)

# Data Processing and Calculations

## Which methodologies do you use to calculate a customer’s company footprint?

### GHG-P (Greenhouse Gas Protocol)

### ISO 14064

### Spend-based

### Custom

### Hybrid

### Other (open text)

## Where do you source your emission factors from? (multiple selection allowed)

### DESNZ (Department for Energy Security and Net Zero)

### IEA International Energy Agency

### IPCC Emissions Factor Database

### US EPA (US Environmental Protection Agency)

### Other (open text)

# Analysis

## Your solution enables

* + 1. Data collection
    2. Calculation
    3. Reporting
    4. Formal compliance
    5. Risk analysis
    6. Financial analysis
    7. Target management

# Reporting

## Which Accounting/Reporting standards do you deliver? (multiple selection allowed)

### PCAF

### GRI

### SECR

### CSRD

### SASB

### TPT

### SBT

### Other (open box)

## Which Disclosure frameworks do you deliver? (multiple selection allowed)

### IFRS

### TCFD

### TNFD

### ISSB

### CDSB

### CDP

### Other (open box)

# Customer Experience

## How many working hours are needed from an SME to calculate their carbon emissions using your product? (e.g. If 2 employees are needed for 2 hours = 4 hours)

## Less than 1 hour

## 1 - 8 hours

## 8 hours to 24 hours

## 24 hours to 40 hours

## 40 hours +

## How are results shared with customers? (multiple selection allowed)

### Through an online portal

### PDF report

### Using APIs

### Other (open text)

## Can you share a link to a case study of a customer?

### Open text box / ideally a public URL

## If you are happy for us to talk with one of your customers, can you share their contact information? (please introduce us via research@ib1.org)

# Technical

* 1. Is your solution developed (select one)
     1. In-house
     2. In partnership with third parties
     3. White-labelled
  2. How much effort (in relation to the analysis work) do you spend on data acquisition, cleaning and preparation **prior** to analysis? (select one)
     1. <20%
     2. 20-40%
     3. 40-60%
     4. >60%
  3. How do you acquire input data? (multiple choice)
     1. Spreadsheets
     2. PDF files
     3. Machine-readable files
     4. Via APIs
  4. How do you make data available to your clients? (multiple choice)
     1. Spreadsheets
     2. PDF files
     3. Machine-readable files
     4. Via APIs

# Business Model

## What business model do you use? (multiple choice)

### Fixed fee

### Consultancy (custom cost)

### Software as a Service (subscription model)

### Data as a Service (subscription model)

### Freemium model

### Other (open box)

## What is the biggest challenge you face in scaling your solution in the market? (open box)

## For an SME client, what is the typical cost of your solution per annum? (single choice)

### Free

### Up to £1k

### £1k - £5k

### £5k - £15k

### £15k - £50k

### £50k+

# Other

## Have we missed a question, framing or other context? If so, add any comments here.

### [open text]

# Section 2: Carbon Calculator Solution User’s draft questions

| NB: Please comment below if you are a **user** of solutions.  Please don’t **answer** the questions - we are looking for feedback on **Are we asking the right questions?** |
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# About you

## Your company name? (open text)

## Company size? (single choice)

### Micro/startup (<10 employees)

### Small 11 - 50 (<50)

### Medium (<250)

# Your needs

## What problem(s) does your organisation have that you need a solution for? (multiple selection allowed)

### Understand reporting and legal requirements

### Measurement, tracking and reporting on carbon emissions

### ESG reporting

### Support developing sustainability strategy/ targets

### Risk analysis

### Financial impact analysis

### Access to capital to fund green initiatives

### Ways to reduce carbon through offsetting/removal

### Education and training on carbon emissions

### Engagement of supply chain for carbon reduction

### Other (open text)

# Your experience looking for solutions

## How did you go about looking for a carbon calculator solution?

### Searching online

### Recommended

### Approached by solution provider

### Other (open text)

## How was your experience comparing and selecting a solution? (multiple selection allowed)

### Scale (1 to 10; easy to hard)

## What one thing would have made that process easier for you?

### (open text)

# Your experience with solutions

## Which product or service do you use currently?

### (open text)

## Why did you choose your solution over other options?

### (open text)

## How many employee hours in total did you need to spend to calculate your carbon emissions using this solution? (e.g. If 2 employees are needed for 2 hours = 4 hours)

### Upto 1 hour

### Upto 8 hours

### Upto 24 hours

### Upto 40 hours

### 40 hours +

## How hard was it to provide the required data? (single choice)

### Scale (1 to 10; easy to hard)

## How would you rate the cost of the solution vs the delivered outcome? (single choice)

### Scale (1 to 10; low value to high value)

## How would you rate your overall experience using the solution?

### Scale (1 to 10; low value to high value)

## Any other comments

### (open text)

## How do these solutions impact your business? (multiple selections allowed)

### A tick box exercise for reporting?

### Helps the organisation be more profitable

### Helps the organisation be more sustainable

### Enables other organisations to assess us

### Other (open text)

## If you could change one thing about the solutions and/or market to better suit your needs, what would it be?

### (open text)