



ENERGY RETAIL BUSINESS

All in one carbon neutrality services for the B2B market

How could we offer a "NetZero" package with CO₂ emissions auditing, offsetting and carbon reduction services aimed at the B2B market?



☘ ENERGY RETAIL CHALLENGE

The "Why" of the Challenge

The European Union has set itself a binding target of achieving climate neutrality by 2050, with an intermediate step of reducing greenhouse gas emissions by at least 55% by 2030 compared to 1990 levels. In this context, Estabanell seeks to develop innovative solutions that help its industrial customers achieve these goals, offering complete CO₂ emission management, compensation and reduction services.

Current Context

The transition to a carbon-neutral economy is a global and European priority. Energy companies have a crucial role to play in this transformation, and Estabanell has already demonstrated its commitment to sustainability through various initiatives, as well as partially contributing to carbon neutrality through the commercialization of renewable energy. However, to stay competitive and relevant, it is essential that the company expands its service offering towards comprehensive solutions that include CO₂ emission reduction, offsetting and management. Currently, the demand for carbon neutrality services is growing, driven by growing environmental awareness and government policies that incentivize decarbonization. Estabanell has the opportunity to position itself as a leader in this emerging market, offering innovative and effective solutions that not only comply with regulations, but also generate added value for its customers, helping them to measure, reduce and offset their emissions.





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What are we looking for?

As part of the transition to a carbon-neutral economy, Estabanell wants to develop innovative solutions that help its customers meet sustainability challenges, comply with European regulations and generate added value for their activities. Below are the key areas where we are looking for new ideas and collaborations:

Emissions auditing and reporting: Digital tools and platforms that allow customers to audit their emissions, as well as monitor and verify CO₂ emissions in real time. This should provide transparency and information to report on your sustainability progress, for example, through ESG reporting in compliance with the European Union's CSRD Directive.

Emissions reduction: Technological and operational solutions that allow customers to reduce their carbon footprint. This can include defining customized strategies for energy optimization, planning medium- and long-term investments with neutrality criteria, decarbonization through the deployment of renewable energies, and improving efficiency in the use of resources thanks to technologies such as artificial intelligence (AI).

Carbon offsetting: Programs, platforms, and/or systems that allow customers to offset their residual emissions by investing in CO₂ capture, reduction, or offsetting initiatives, such as reforestation, ecosystem conservation, or clean energy projects. Blockchain-based platforms for buying and selling carbon credits can also be included, which guarantee the security and transparency of transactions.