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CTQ NEWSLETTER

Monthly bulletin of Ctq GmbH

Issue # 10

Julia Sack

Exhibitions in Düsseldorf in November 2025

A+A and Compamed & Medica 2025: Occupational health and safety and medical technology and systems exhibitions

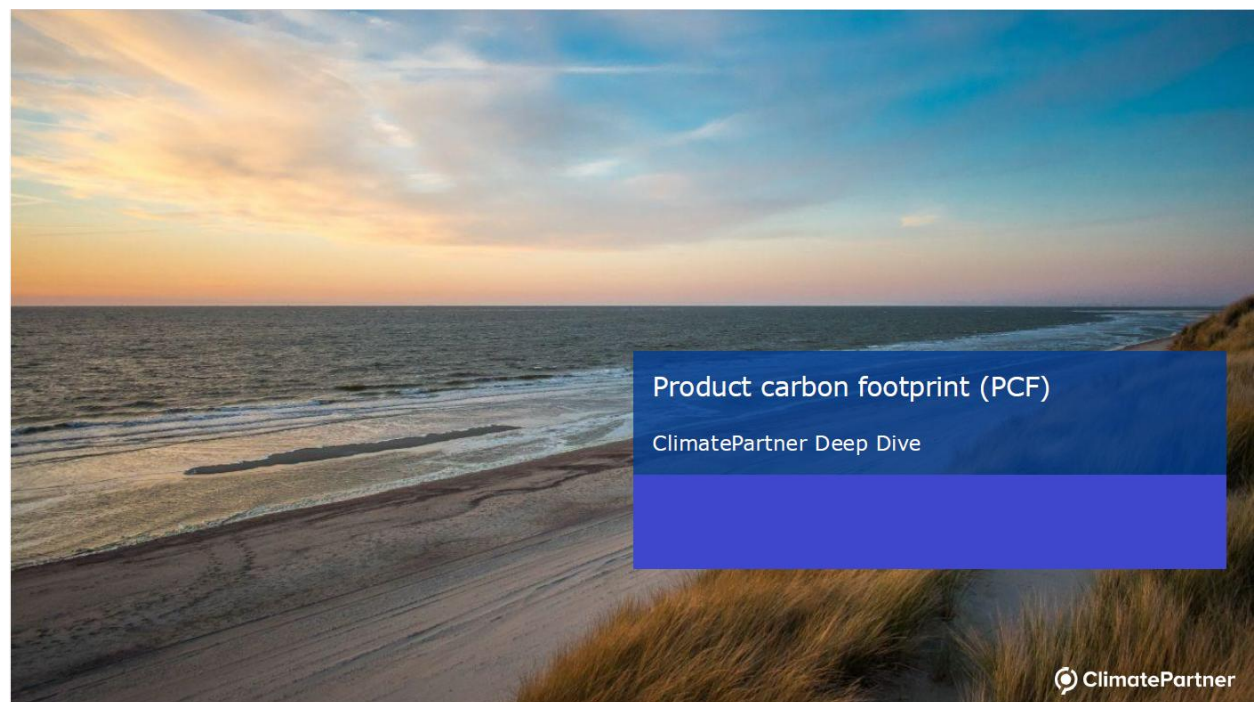
On November, 04-07th 2025 in Messe Düsseldorf occupational health and safety international exhibition and congress take place. The exhibition focuses on innovations and presents new products and solutions that help make the world of work safer, more efficient and healthier. New approaches and technologies that are used across the industry can improve occupational safety and operational security. A+A is also the largest platform for workwear and corporate fashion.

On November, 17-20th 2025 in Messe Düsseldorf Medica & Compamed exhibitions will take place. Medica & Compamed in Düsseldorf are leading international trade fairs for medical technology and systems suppliers. The exhibitions offer a comprehensive range of high-quality medical technology components, services and production equipment for the medical industry.

Ctq GmbH and Climate Partner – new ways for cooperation in climate projects?

We in Ctq are glad to inform about Climate Partner projects for sufficient emission reductions supported by Ctq GmbH. Climate Partner empowers companies on their ways to carbon neutrality and support throughout with our solutions and expertise. One of the projects is Product carbon footprint/ PCF. Measurement of Product Carbon Footprint, set of reduction targets and reduction of emissions, contribution to high-quality climate projects and communication to your stakeholders and customers – these are the measures covered by Climate Partner Deep Dive. Based on data from Climate Partner, data on PCF increase the visibility and sales of a certified product with 12% average increase in sales, 62% of end consumers seeking for more sustainable brands, 10% increase in product page views.

We in Ctq support you with our expertise and professional advice in calculations and balancing of Product Carbon Footprint with wide variety of products. Please contact us under ctq@consultingtestingqualitaet.com



Ctq GmbH and Climate partner – new cooperation for climate projects?
Source: Product carbon footprint (PCF) online workshop of Climate Partner

Ctq GmbH in product lifecycle analysis

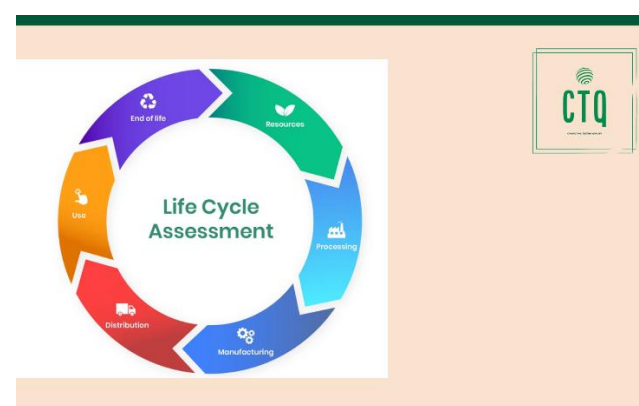
Ctq GmbH supports LCA/ lifecycle analysis measurements

We in Ctq GmbH support our clients with Life Cycle Analysis/ LCA for product exposure assessment and quantifying the environmental impacts of products and processes.

Life cycle analysis/ LCA provides the customer with information to compare why a product is environmentally preferable to another, or what aspects of a product are contributing most to environmental impacts.

If you have interest on the topic and evaluation in terms of product life cycle analysis, please feel free to contact us.

We will be glad to assist you on the way to improvement of your product and product sustainability and perform LCA assessment for you.



LCA assesment in webinar Product compliance: sync with conformity requirements

Sustainability context

We in Ctq have initiated a new section in our newsletter titled Sustainability context

Here we 'll provide you with brief overview on publications, books and sources to sustainability and ESG topics. Please have a seat and be our guest. Are you ready? Then let 's go.

Top-5 books and publications for October:

- Practical knowledge Compliance, 3rd edition, Tilmann Eckert, Heike Deters
- All eyes on Hamburg, J. Fleischhauer, Focus magazine, issue 44, Oct 2025
- Decarbonization and transformation: Legal framework conditions for Federal Funding Industry and Climate Protection, A. Schnabel, E. Hübel, Enterprise Journal/ Der Betrieb, issue 38, Sept 2025
- How to feel good about using A.I., Business Spotlight Journal, Issue 09-25
- Product Life Cycle Accounting and Reporting Standard, GHG Protocol

Happy and sustainable reading in October! And stay in context.

Your Ctq GmbH Team

Carbon Accounting Conference 2025 What is the current state of carbon accounting?

Julia Sack

Gather round, hello and welcome to everyone in our section 'Hero of the month' where we usually meet and greet fabulous and outstanding 'heads' to clarify on important topics of environment, sustainability, governance and actuals.

As we have mentioned earlier in Ctg newsletters, in October we participated in Carbon Accounting Conference taken place in Ladbroke Hall, London in October, 07th.

The conference offered interesting agenda for the topics of current state of carbon management, carbon accounting and management, answering the questions: How can carbon accounting be used to drive transformative change? What tools could be used? What are the impacts of carbon in different scopes? Etc. This conference was brilliant place for discussions and meetings with experts and speakers. We have highlighted the best moments of that for you as usual in our section Hero of the Month.

So, the Hero of the Month in October are Jessica Richmond, Co-founder and CEO, Sumday, Tamara Sommers, General Manager Sustainability and Impact, Xero and Lindsay Ellie, Co-founder, Sumday. They spoke about the current state of the carbon accounting and highlighted on currents from expert perspective.

We would thank Carbon Accounting Alliance for great conference, sessions and organization. We took notes as usual during the session. What comes from this, please read here and after.

JS: Dear all, for the session What is the current state of carbon accounting please meet and greet the moderator Jessica Richmond, Co-founder and CEO, Sumday and the speakers Tamara Sommers, General Manager Sustainability and Impact, Xero and Lindsay Ellie, Co-founder, Sumday.

JR: Hello everybody. As you can tell probably by my accent, I am not UK-based. I have arrived yesterday from Australia to be here with you all. My name is Jessica Richmond and I'm the CEO and Co-Founder of Sumday.

But I'm very much aware that no one really likes to be lectured by a carbon campfighter on anything and so I'm going to give a bit of context about myself and the panel and how we can share quite a few insights from our learnings over the last few years. So, my background is actually in energy and resources law. So, I've been at it for about five years as companies are starting to look at power purchase agreements, on-site solar, in industrials, all of the kind of new commercial arrangements, especially in sustainable executives we're bringing.

And after that I went into mining, mid-cap mining, where very few people care about stability, I can tell you. And it was through that lens that I realized carbon accounting or the numbers is very much a means to an end in most industries. You are looking at an opportunity to have an impact and to have impact you generally need to be proactive and understood.

And so rather than carbon accounting leading to just a report that we can't adopt yet, it was really around how do we influence executives in a relatively large organization to take steps that might not otherwise end up number one on the agenda. How do we use carbon counting to do that? And it was there that I met a co-founder, Lindsay, which you'll hear from as well.

And so, after that we ended up in an accounting firm and we were doing software accounting and it is now a studio across around 50 organizations from retailers, industry, mining, and manufacturing. And we're a group of 20 people and we do building and sales.

And we thought it was working to a degree. Luckily we sort of went over that threshold of about 50 different kinds and we were starting to train juniors. We started to see a shift in expectations for the clients around what deliverable was, what they understood from that, and also what the other engineers were trying to do.

We were trying to create a big tally up and to answer many questions, generally the ones that we had to take risks in that space. And we stumbled into that process. And in doing so we started working in Group Tick Zero.

Zero is the largest SMB in the country. And



At Carbon Accounting Conference 2025, London, UK



Conference opening



CAA Speakers Jessica Richmond, Co-founder and CEO, Sumday, Tamara Sommers, General Manager Sustainability and Impact, Xero and Lindsay Ellie, Co-founder, Sumday

with our shared belief that it's robust and accessible, it's not just for the big shiny end of town, but also the SMBs, there are no supply chain SMBs that make up 90% of the economy we had to work to. And that has meant this year we've got a fundship where we have decided some things are the same.

Carbon capital, education, support, so we've got a multi-billion pound managerial fund available to Zero's 1 million customers worldwide. And since doing that in April, we've seen thousands of SMBs come on. We've done a lot of learnings together around a lot of the challenges and insights and opportunities.

So, whilst we are responding to everything that we're about to go through, we're coming at this from the perspectives of internal teams that are dealing with it now, particularly TANS.



Carbon Accounting Conference in Ladbroke Hall, London, UK



The Session What is the current sate of carbon accounting?



During the CAA Conference

Lindsay and I have both been in internal teams in industry. We've also been with companies.

We're also hearing from those SMBs every day around what this needs to be. So, I hope that means that it's very practical and grounded conversation. We don't want to be going into the world of theory on a lot of things.

We can do that throughout the day, but here we just want to give you our experiences. Mandatory reporting has started in Australia as well, which means the authors are already in the game. It started this year.

We do work with those organizations, and I hope we can bring a bit of a perspective of what's been going on on the other side of the world in that regard as well. It's a really nice room and a really nice site to make things interactive. So please do use the Slido questions.

I'll have this iPad, and I will be able to download that. Great, and we'll go down for more insights. So please do use that.

Otherwise, please join me in welcoming Tam and the rest of the team. Wonderful. I think we're going to start with you, Tam.

Can you give us a little bit of your background?

TS: Thanks, Jen. Thanks, everyone, for being here.

It's great to see so many people who share our slightly marginal interest in carbon accounting. I have the great pleasure of leading Sustainability and Impact team, and other than that, I kind of wear two hats. One is around how do we as a corporate become more sustainable, and obviously our carbon accounting is a very big part of that.

And the second is how do we help our small business customers and the accountants who advise them to navigate this new space that is sustainability disclosures and carbon accounting, and what can we do to help them realize the impact that they could have. We are a SaaS company, so we don't have a massive environmental footprint like Jess and Lindsay and I also work in mining, where the footprint is far more significant and in infrastructure. But what really drew me to working at zero for about four years is the impact that we can have through our customers.

We can have four and a half million customers globally. The change that we can drive is really significant, and that's kind of what gets me out of bed every morning.

JR: Do you want to talk to us about the very start of your career and how you got here as well?

LE: Yeah, so I'm actually one of the co-founders of Sunday. I was accidentally added as a co-founder, as Jess mentioned. I started my career in financial director at the PWC, and then later did a master's degree in sustainability and natural resource economics at HEC Paris.

So I did that for a little while, and then I went back to Australia, where obviously mining is pretty big.

So, I was working internally within a function that was kind of across sustainability, but then also, I guess, thing and operational efficiency. So, I did that for a little while before founding



CAA Agenda for participants



During the session



Carbon Accounting Conference – the Community of Carbon Accounting Professionals

my own firm, before we founded the process of doing carbon accounting.

Was that, in terms of actually getting software, as we were on the market at the time, there was a couple of key gaps that we identified. Firstly, we felt like the emissions factors that were being used in all the software platforms were a plus. It's not being able to kind of identify where they're coming from, and that, as an consultant, we found it difficult to communicate those values through our clients.

So, the problem that we found in addition to that was the other main one was, as a firm, we were trying to maintain our margins. And so having hosted the software and then our kind of consulting costs on top meant it was really difficult to make that work for our clients. So, I guess out of those two key insights was essentially kind of why we decided to go into software.

And obviously, that's been a really interesting journey so far.

JR: Perfect. Tam, let's get into it then. In terms of your experience at your firm with the carbon accounting, now we're in this mandatory world, and what does that look like over the past 12 months?

TS: Yeah, it's a great question. We have moved all of the carbon accounting to our finance team, and we have an ESG finance manager who is dedicated to doing our emissions computation and measurement. So I have a team of five, three of whom work on what we traditionally think of as sustainability. And one of those people is really focused on our decarbonization strategy and looking at the performance and the analysis that we can drive from what we've learned from our carbon accounting.

So, you know, taking those numbers and translating them into action. But the actual computation work is done by our finance ESG manager who sits in the group accounting team, and we have a team of people who have upskilled in carbon accounting so that they can do that work. We have seen, I would say, an order of magnitude of improvement in the quality of the data that we're now taking to the board.

I have far less concern saying to CEO and the Audit and Risk Committee, you can trust these numbers than I did 12 or 18 months ago because of the rigour that's been brought to that.

And that's one of the reasons that we feel really strongly that this is where accountants need to be playing, because they have that discipline and rigour. I mean, let's face it, most of us who got into sustainability didn't because we wanted to spend all our time allocating emission factors line by line to spend data from a general ledger.

We wanted to change the world. And so the other nice thing about the finance teams, and I will apologize in advance to the accountants in the room and say we do love you, but the finance team love doing carbon accounting because it's so much more interesting than doing nothing closer. And they're like, they're all signing up for it, saying, you know, our junior staff are all thinking, we'd be involved in this.

The intention of the legislation to capture SMBs in the mandatory reporting obligations, and we have that, you know, from the horse's mouth from the Department of Treasury, what has happened is that so many of the people.

JR: She's not saying you're boring, Lindsay. She's not saying you're not involved. Lindsay, a lot of people who have the experience as well will say, well, it's all well and good that the finance notes should take a bit of this on.

We'd all like to invest this throughout the organisation. But there are a lot of accountants who wouldn't know what vote one means. So in your experience, in your opinion as well, how is the best place to be doing the carbon accounting?

What do you think needs to be the fastest to turn up to plan for tomorrow and how long do we need to be able to do it?

LE: In terms of the organizations that we're seeing do this, well, we're seeing them, it depends if they have an internal sustainability team, like it's firstly knowledge that a lot of the businesses that are even in Australia have mandatory reporting requirements, don't even have an internal team that's focused on sustainability. And so there might be a need to leverage existing finance resources and then use a consultant where that's going to make sense. But in terms of the dynamic, we're seeing on one end as finance teams are obscure in this area, they're kind of natural biases towards let's make this perfect.

Let's find a way to get the information to where that's going to be relevant for a financial audit. So they're using that kind of lens, which obviously a lot of sustainability teams that have been in this space for a while are very kind of, I guess, oriented or geared towards doing it well enough to then kind of inform the next step, which is the impact and, you know, how we can actually improve things with the business. So I think it's actually happening in some of these organizations we work with, where things are getting lost in translation and those finance teams, even if sustainability wants them to take more and more of this on, they're definitely, it's a journey to get to a point where they can accept a level of, I guess, uncertainty with the process.

So, I think being somewhere in the middle is really important and collaboration across organizations and to the extent that you're using an external consultant is really valuable and can drive a lot of, I guess, efficiencies in the process. And because finance are typically the gatekeepers of that data result. So, I think it's just, it's going to be balanced and certainly a growing period for a lot of organizations that are bringing in finance, potentially having to leverage some of those team members in discussion.

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JR: Yeah, one thing we've found, and Tam and I have talked about this a lot as well, is that a lot of the work that a sort of accounting team does to prepare for accounting, particularly, again, through this lens of now mandatory reporting is in place in Australia. So, it's not just, what is your best effort now? You have your PWCs and your EYs rocking up and asking really specific questions about the accounting.

And most finance teams, yeah, they don't really have a really strong understanding of this, but there are a lot of analogies that they do really get. The problem is most sustainability folks don't know what those analogies are. So you're not sitting there going, oh, you know how you do monthly quotes, that's a bit of a new deal, there's a bit of a quote.

It's not a world that a lot of sustainability folks live in. And so it's really hard to get to that aha moment, sort of thing. So I think education and putting those finance teams or accountants through a course that just says, this is what you need to understand, let them have the light bulb moment, banging on the door and trying to, I guess, a sustainability version of what jobs need to be done, I think is really difficult.

So, Tam, we've got a question here around, you know, SMBs. Is it really their finance team or their accountants that are best placed to do this? What's your view on that?

Maybe we'll take a step back and think about why we're talking about SMBs.

TS: So, for those of you who don't know, in Australia, we have a three-step mandatory reporting regime that's come in. And when we say mandatory reporting, the businesses' climate disclosures have to appear in the annual report, have to be assured independently, and have to be signed off as part of the director's declaration that makes the directors personally liable for any misstatement of information. So, you can imagine how much attention they pay to those things are in place.

And that was deliberately done as part of the legislation. So, the first group of companies that has a report is obviously big listed entities and big private companies. And although it

who are wasn't in the scope three of those large organizations are small business suppliers, that they're now being asked for that information.

And when you have to provide assurance over that data, you're not prepared to say, you know, I can't say to my financial auditors, oh, we should do that, we can't work out how much we thought it would be. So what we started to see, and it's the same phenomenon that we saw when we introduced modern slavery legislation in Australia, which you also have in the UK, is that those things get pushed down the supply chain. And it starts to become a hurdle that has to be overcome for small businesses.

Absolutely right. And if we know about small businesses, as a business that focuses on businesses, is that most of the owners work in the business all day and might get on to work in business at about nine o'clock at night. And they've got a lot of things to do.

And, you know, carbon accounting is probably a number of hundred or at least 100 things that they need to do. So, they don't have a sustainability team, they don't know where to start, and they're like, oh, how much is this going to cost and who can get me to do it for us? And so that's where we see a real role for the accounting profession, because small businesses generally have an accountant.

Even if they do a lot of the work themselves, you know, like zero or something different, they are going to have an accountant who helps them with, you know, their tax filings and preparing their annual financial statements. So their accountants already understand their business and they have the data and they have access to, you know, pulling it across straight out of zero. And so they're really well-based to help those small businesses navigate budget disclosure.

You know, it's not a realistic thing that forces them to stand up a sustainability team. And so that's where we see, from the carbon accounting perspective, a really significant and important role for accountants. And we've seen, for example, chartered accountants, Australia and New Zealand, running courses to ask new accountants in this space, being part of a community practice around carbon accounting by disclosures.

And we think those are really positive. But before I have several of the consultants in the room, I will also say that there is clearly a role for consultants in helping small businesses understand what to do with that data when they put it, because the accountants are not in a position at the moment to provide that kind of, you know, this is how you decarbonize. They can provide the numbers, but then what do you do with that?

JR: Yeah, 100%. I think that's very common as well, what we're seeing in Australia is, particularly around the mid-market, there is starting to be a trend very early days to accept that might be market accounting by the way the approach across is, but it's certainly not the people who then take that data and say, let's do a big decarbonization strategy and rally the troops to execute on this. So, I think getting used to this idea that much like in nearly every other aspect of running it is there are different disciplines that contribute at different parts of that journey.

And we've certainly seen that differentiation happens there. Lindsay, let's just think then around what we're seeing on our side of the world in terms of what would look like for you,

whether it's an accountant or a consultant that is doing the GHG imagery baseline for your average FME or mid-market company, what do you like to see in your view?

LS: Yeah, so we're obviously seeing a lot of variation in the quality of the company accounts that are being put together. But in terms of what we would say good practices, even for smaller businesses, with this mandatory reporting requirement coming in, there's a need for it to be repeatable and auditable. And so the basis of preparation document is really kind of key for that process.

Laying out how are we approaching this, what emissions factors we're using, what's the boundary of the GHG imagery, getting those things right up front are really key. And in that way, obviously, to the extent that it's audited or verified, having that document to look back on becomes like the kind of key breath for a lot of those conversations and later kind of review. So starting there is really key.

And then in Scope 1 and 2, it's obviously the activity-based information, fuel, electricity, kilowatt hours, getting those right is really important after that. We're seeing organizations might not necessarily have all the invoices in place. But again, that's where kind of the finance team or external account would be really helpful to make sure that there's accounting systems and processes in place to ensure the information is captured in a way that can then be used in the imagery in an efficient way.

And then when it comes to Scope 3, I think a lot of the time, people don't necessarily start to spend what we think of as time in terms of the amount of use of the client or the total financial investment in that imagery. Having that as the basis, that means that obviously to the extent where there's activity data, that's going to be more accurate, even with those kind of areas, and uplift the imagery on those kind of, I guess, a pragmatic approach linked to what's the actual impact of that, of those activities on the business's emissions. And then from there, it's obviously looking at, can we get primary data into the mix here and how do we leverage that supply sequence where they're available?

But even small businesses have an opportunity to reach out to their suppliers and hopefully collect that information. And then obviously that's going to be a really strong starting point for organizations that are disclosing their emissions. In a way that's going to be auditable and then hopefully relatively complete as well.

JR: And you both, obviously, Tam, you engage consultants in that space, Linda, you've been to Australia as well. It's of interest to me commercially, especially for the consultants in the room that are very competent in partnering, that may find that customers aren't exactly banging down their doors or clients to do really high-key carbon accounts. I think something we talk a lot of in Australia, and I think it is here as well, is we all will know that the government average emission factors aren't fantastic.

We all know that an emissions footprint does not get us very far. But we also know commercially, if we just turn up to clients and say we should do a very high quality inventory report for you, and I think we should do it with the best tools and the best approach under the sun, very rarely does that translate into a high margin scope of work. That's just reality.

So in your experience, Lindsay, maybe if you take it back to mining, if you were to hire a consultant doing some of the work you were doing on decarbs, how do you pitch that in a way that means carbon accounting adds value or drives something rather than just, here's my spreadsheet of numbers?

LS: Yeah, I think it's a good question. I feel it may be actionable when tied to financial kind of impacts in the context of mining. There's obviously kind of two things people care about, top line revenue, and then the cost base.

To the extent that you can be kind of collecting data that's going to drive initiatives to reduce costs internally, that can be a huge lever to play. But in terms of the mining side of things, one of the key things we started to see was it's really not just the governance. The opportunity is to, in some of those kind of large mining companies we're working for, obviously the emissions reduction goals start to come in for their customers.

And so to the extent that the organization is no longer on a pathway that's consistent with the customer's decarbonization pathway, that brings in an enormous amount of risk. So if you're selling to China and suddenly increases the regulatory requirements on emissions intensity of those goods and services, that can be a huge hit to the top line revenue of the organization, just because business know it wants to purchase your goods and services. So I think being able to articulate the value in both that kind of top line revenue kind of business case, and then also potential cost savings becomes a lot more powerful potentially for finance, or the CFR team, the decision to engage your consulting firm to support both the collection of information to prepare business, that is kind of key decarbonization initiatives that will drive strategic objectives within the business.

JR: And Tam, what has been your experience of, I guess, not so great experience in the carbon accounting sustainability space, and then in contrast, what has added a lot of value?

TS: Yeah, I mean, we made the decision a couple of years ago to bring all of our carbon accounting in-house. And the reason that we did that was because I was just really frustrated by being asked questions, you know, when I was fessing up to the Audit and Risk Committee about why did we make this choice, or where does this number come from, and not being able to answer the question. We still use consultants, for example, to help us build a digital model, and to, you know, which has been a major acquisition, means we have to redesign again and reset our targets again.

And so, you know, we lean on external support for expertise in that area and to sense check. And we also lean consultants for support when we have a technical issue that we're not quite sure how to resolve, you know, what's the right path forward here, what should the boundary include, those kind of things. It's always good to have someone who can bounce those off.

But in terms of having decision-useful data that we can use to drive our decarbonization strategy, we found it more helpful to be doing that in-house to upskill a range of teams. And I'll just leave it there for the sustainability professionals in the room. That's required me as the leader of sustainability function to be far less precious about owning this work.

So, you know, some of it sits in finance, some of it sits in procurement, some of it sits in facilities, some of it sits in legal. We've invested heavily upskilling all of those teams so that they can do that work. But it has meant that, you know, my team is a lot smaller than it would be in some other organizations because we've created new roles that fit in those functional teams.

JR: 100%. And I think in the era where all the remittances need to not ask about AI, Lindsay, I remember you and I having a battle a while ago on the extent to which we should be putting AI suggestions, what emissions factor should go to what transaction. You share a lot of concerns with probably a lot of this room on how to do that well.

Do you want to speak to your take on what the role of all of us is, how that's likely to change and how you think AI does have a role and what the value add on top of that's going to be?

LS: Yeah, I think because expectations of clients are really changing. They can just go to Gemini or QBT and ask them about kind of what emissions factor should I use or what carbon emissions are if I chuck in a spreadsheet of activity data. Obviously, it's not going to be perfect and it might only be some of the way there.

I think it's something that consultants and software companies need to grapple with, how do we make the process more efficient for organizations that are wanting to understand their emissions accounting but then also then the opportunity as the consultant or as the internal business user to be making those conscious choices and using their own professional judgment. Obviously, sustainability professionals have a lot of knowledge and you still want to be able to review the information that's being kind of coded by AI or had those kind of data running over it to then allow you to make those judgment calls and really do the things that are going to add value. Ultimately, you don't want to be the one necessarily running through hundreds of thousands of transactions annually.

So there has to be a balance there. Certainly, what we can do is finding a way to make the process as efficient as possible means that consultants and businesses can save time and potentially increase the margins of the work that they're providing. But it still needs to ultimately come to them in a way that they can do the final checks and make sure that the information that they're preparing and the value that they're adding is kind of consistent with what they would like to see at the final output.

JR: And I'll be saying to our product team and engineers that, okay, yes, I get it. We're going to have to do this, but I want you to assume that this is 80% wrong, but you better make it very easy for our customers to correct this. And I think that balance has held us in very good stead because as the AI improves, and trust me, it is, whether we, and we can argue about this a lot, but it's because we're across millions of transactions every few months.

And then we go and at LinkedIn, we'll come online and give a view whether they agree or disagree. And we've gone from something like 22% accuracy about seven months ago to above 80%, just in terms of how we're changing with a lot of the technology improvements. So thinking about, well, do I fight that?

We agree with you. It can be really crappy. But

I think, community sometimes forgets to grapple with what they say in startup all the time.

Put the customer first. It doesn't really matter what you think. That sounds blunt.

But if the customer disagrees with you and isn't going to sign your engagement letter, or isn't going to involve you in their process because your view just feels too far away, or it just feels like you're not coming along on the journey, or whatever it is, write me on the link. We'll talk to you about it. How does it influence what knowledge you want to be changing on?

And be against the rules of the AI.

TS: Tamara, if you want to start with this essay. Yeah, I mean, I just want to maybe ground things as we come to the end of the session in a real life experience that I've had in the last few months. So I mentioned earlier that we've just made a large acquisition.

When those transactions are happening, very few people in the business know about what's going on and everyone has to be ready and it's all very hush-hush. And with four hours until a meeting presenting this to the CEO and leadership team, I was asked, what do we think the impact of this acquisition is going to be on our carbon footprint? So I was like, right, OK, small job.

So what information I had was our carbon footprint from the prior year. So we're acquiring another SaaS company, so we could make a reasonable assumption that it's probably a similar carbon footprint. And I had a bunch of statements from a couple of years prior.

I threw those into Gemini and said, assuming X, Y, and Z, what do you think the impact would be on our footprint? And I went back and said, two hours. My team has just done the full carbon accounting.

You know, transparency will be used someday, totally. I've just done the full carbon accounting for that acquisition and the impact was 27%. So if you're a consultant or a carbon company, you can chart out at, you know, audience by grant kind of work.

Just think about the fact that the customer now has other options as well. Now, we wouldn't rely on that for audit quality carbon accounting statements that we put in our financial reports. But, you know, it's moving fast.

The world is changing. And as Jeff said, it's getting a lot better. So we have to think about, you know, where do we really have the value?

Thanks so much, Anne. And I know we're over, but I did just get an all caps message. Please ask some of these questions about what gets the point of Q&A.

Thank you, I agree. We are running out of time and we have literally everything. But thematically, the questions coming through here are very much who should do what.

So, a lot of people are asking, do we upskill the financing and the accountants or do we take sustainability people and upskill? I know we shared this with you, Lizzie and I, and obviously it's uptown. We find, in our experience, it is much easier to take an

accounting finance expert and teach them about the GHG protocol than we do teaching sustainability around how to think through, what is the disclosure that is required when it comes to GHG?

Are you able to answer those? Can you recreate everything in that spreadsheet? Are you going to link back to a URL or a different source?

How do you set this up like a notepad? I often find, when we say that, sustainability people go, you know what, we're not cooking it. This is a waste.

We need to take action, not report. And my personal opinion is that you're doing a lot of damage. And I've heard it because we're saying, let's not go too overboard here.

Let's take action. You can have both. You can have an accounting and finance team that do this stuff every day level for the financials.

If we want our accounting to be trusted, it's going to drive impact in our organizations. The heart and parcel of that is having the same rhythm and transparency and detail around it, as we expect from the financials that drive every other decision in the business. That is my personal view.

If the semantics we have is, do we need to have a whole platform set up and teach everyone everything? I think there is a lot of resources. Most of the organizations have free tools.

Within Sunday and Zero Foundership, there is an entire academy. You can put every finance person you've ever met through the courses that we have, over 500 which are going through across Australia and New Zealand, to teach them exactly what they need to know about the GHG protocol. So I would say use those resources and focus more on how do we actually, as a community, know what is out there and how do we have this sort of engagement.

JS: Ladies and gentlemen, that were Jessica Richmond, Tamara Sommers and Lindsay Ellie during the session on Carbon Accounting Conference.

We from Ctq GmbH would thank for the opportunity to join this session.