

# Tencent's Carbon Neutrality Strategy

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# Tencent's Carbon Neutrality Strategy

## Vision

Leading  
company in  
carbon  
neutrality



## Internal

1

### Carbon footprint

- Completed calculation of 2020 carbon footprint

2

### Setting objective

- Being prepared: ahead of national targets

3

### Roadmap

- Being prepared: green electricity purchase, investment in renewable energy, carbon offsets



## External



Supporting  
industries in  
carbon neutrality



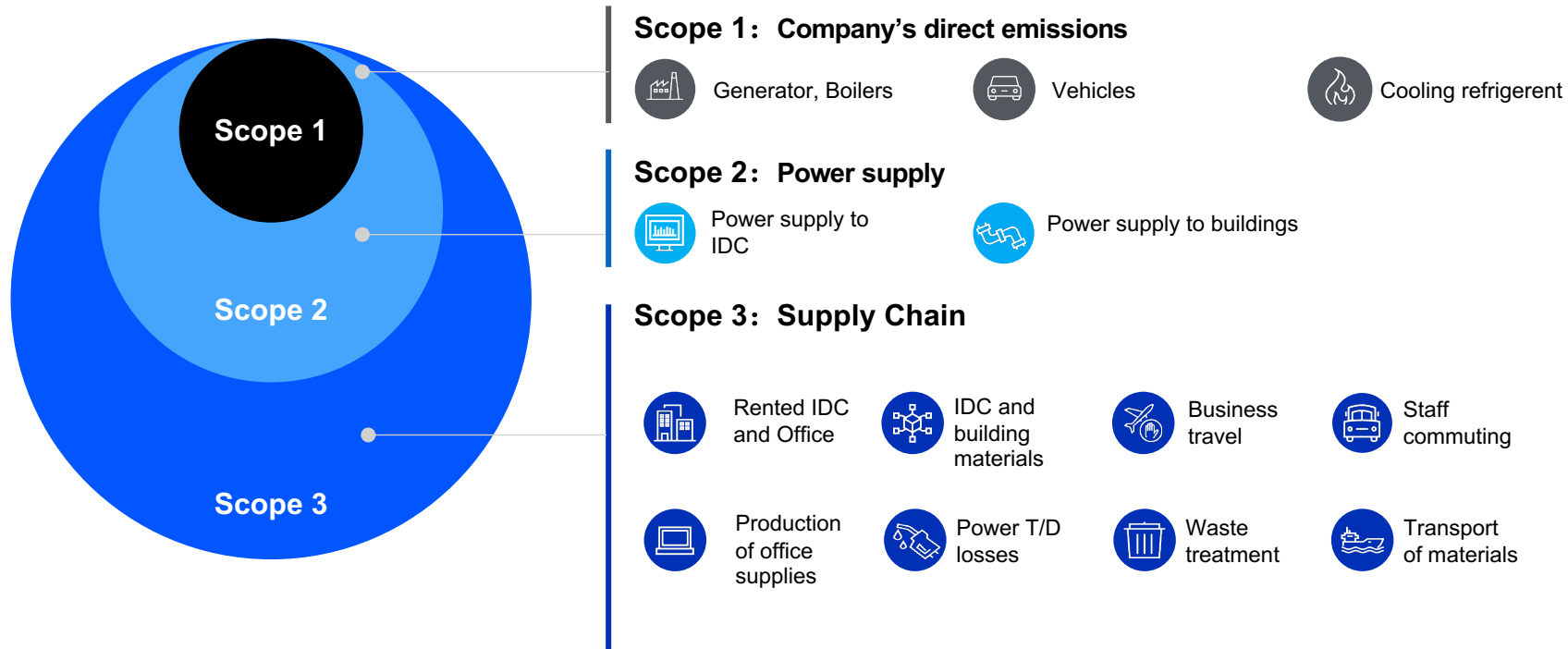
Promoting emerging  
technologies



Investment in  
green projects



Leading low carbon  
lifestyle



# Tencent is Working in Six Areas for its Own Carbon Neutrality



Energy Efficiency in Office Buildings

High energy efficiency standards



Energy Efficiency in IDC

Improving Power Usage Efficiency (PUE)



Use of renewable energy

Purchase renewable energy from power pool, invest in renewable energy projects or buy green certificates



Low carbon supply chain

Enable upstream partners to go for low-carbon materials, develop supply chain transparency



Staff Awareness

Green travel, paperless office and improve the recycle rate



Carbon offset

Purchase carbon offset, and study the feasibility and benefits of carbon-sink project

# Tencent's Contribution to Reducing Carbon Footprint in the Country *Tencent* 腾讯

 Smart Travel	<ul style="list-style-type: none"><li>• Helping 150 million people travel by public transport</li></ul>
 Smart Government	<ul style="list-style-type: none"><li>• Providing services to public and companies via mobile apps</li></ul>
 Smart Manufacturing	<ul style="list-style-type: none"><li>• Tencent's WeMake Platform</li></ul>
 Smart energy	<ul style="list-style-type: none"><li>• AI, Big Data, Clouds to support smart energy systems</li></ul>
 Smart Agriculture	<ul style="list-style-type: none"><li>• AI for agriculture (Igrow system) reducing labor cost by 20-25%</li></ul>
 Tencent Meet/Voov	<ul style="list-style-type: none"><li>• 15 million tons CO2 saved since Jan 2020</li></ul>
 Public Awareness	<ul style="list-style-type: none"><li>• WeChat games, WeChat sport</li></ul>

# Tencent as Investor for Low Carbon Technologies/ Climate Resilient Solutions

**Tencent** 腾讯



Scale of carbon reduction



Technology innovations



Innovative business models



Deployment of digital solutions



Quality of the Team



Policy and regulatory  
environment

## Emerging

**CCUS**

**Carbon capture,  
utilization and Storage  
Including Direct Air  
Capture (DAC)**

**H<sub>2</sub>**

**Renewable energy based  
green hydrogen**

## Existing



**AI for energy efficiency**

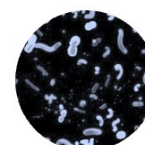


**Circular economy**



**Re-electrification  
(electric vehicles, heat  
pumps)**

# Nature-based Solutions: Exploring Ocean Carbon Sink



	mangrove	Seagrass meadows	Salt marshes	Shellfish	Microbial carbon pump	Coral
Research					✓	✓
Biodiversity protection	✓	✓	✓			✓
Resources survey		✓				
Carbon sink methodologies	✓	✓		✓		✓
Carbon sink project development	✓					



# Tencent's Role in Supporting MRV for Carbon Reduction

## Measuring

## Reporting

## Verification

### Issues

- Carbon footprint: lack of baseline data/reliable emission factors
- Voluntary reductions: lack of methodologies
- Complex reporting process
- Lack of credible/skilled third party organizations

### Tencent's Role

#### To G

- National/regional level platform

#### To B

- Carbon asset management service platform

#### To C

- Voluntary carbon reduction platform to incentivize public participation

- Establishing standards, capacity building

## **SSV Establishment:**

In April 2021, Tencent created Social Sustainable Value (SSV) Organization

## **SSV Mission:**

Exploring high-quality and sustainable development paths through scientific and technological innovation, product innovation and business model innovation, sharing social values and enhance social welfare.

## **SSV Resources:**

RMB 100 billion (\$16 billion)

## **SSV Focused Areas:**

Basic science, educational innovation, rural revitalization, carbon neutralization, FEW (food, energy and water), public emergency, elderly care technology and public welfare digitization

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THANK YOU !

