

Speak-Up

Maija Elvira Lind

SCALE 



SCIENCE
BASED
TARGETS

TCFD

Subsea System





SCIENCE
BASED
TARGETS



SCIENCE BASED TARGETS

ScaleAQ is planning to:

*«Set specific targets for
scope 1, 2 and 3 in
accordance with the
Science-Based targets
Initiative (SBTi) net-zero
standard.»*



ScaleAQ is planning to:

«Set specific targets for **scope 1, 2 and 3** in accordance with the Science-Based targets Initiative (SBTi) net-zero standard.»





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Upstream Activities

SCALE AQ

Downstream Activities



ScaleAQ is planning to:

«Set specific targets for **scope 1, 2 and 3** in accordance with the Science-Based targets Initiative (SBTi) net-zero standard.»

Scope 1



Facilities



Vehicles

Upstream Activities

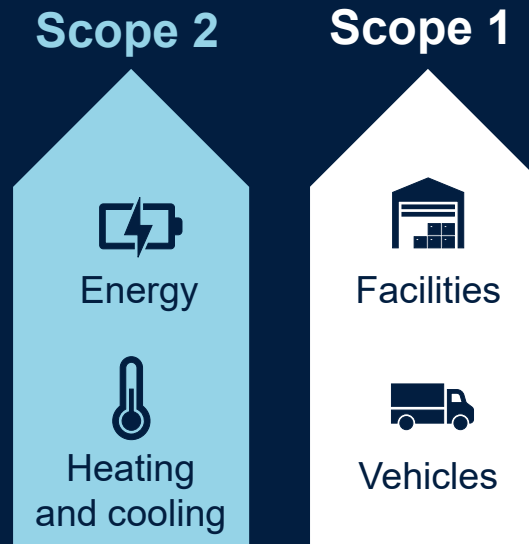


Downstream Activities



ScaleAQ is planning to:

«Set specific targets for **scope 1, 2 and 3** in accordance with the Science-Based targets Initiative (SBTi) net-zero standard.»



Upstream Activities



Downstream Activities



ScaleAQ is planning to:

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Scope 3



Purchases



Transport

Scope 2



Energy



Heating
and cooling

Scope 1



Facilities



Vehicles

Scope 3



Transport



Use

Upstream Activities

SCALE AQ

Downstream Activities



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Approved



SCIENCE
BASED
TARGETS



ScaleAQ is planning to:

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Requirements



Approved



SCIENCE
BASED
TARGETS



ScaleAQ is planning to:

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Requirements



In line with the
latest climate
science



Approved



SCIENCE
BASED
TARGETS



ScaleAQ is planning to:

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Requirements



In line with the
latest climate
science



Paris Agreement



Approved



SCIENCE
BASED
TARGETS



ScaleAQ is planning to:

«Set specific targets for scope 1, 2 and 3 in accordance with the **Science-Based targets** Initiative (SBTi) net-zero standard.»



Requirements



In line with the
latest climate
science



Paris Agreement



Approved



Halved by 2030
Net-zero by 2050



ScaleAQ is planning to:

«Set specific targets for scope 1, 2 and 3 in accordance with the Science-Based targets Initiative (SBTi) **net-zero** standard.»



Net-zero by 2050

1 Near-term target

2 Long-term target

3 Neutralization



Why set a Science-Based target?

It is necessary



SCIENCE
BASED
TARGETS

It is beneficial



Why set a Science-Based target?



It is necessary

Increasingly visible impact
Increasing volatility
Heat absorbed by the ocean



SCIENCE
BASED
TARGETS

It is beneficial



Why set a Science-Based target?





TCFD

TASK FORCE ON
CLIMATE-RELATED
FINANCIAL
DISCLOSURES



Identify which information the investors need
Climate-related risks and opportunities





Why use the TCFD Framework?

Awareness

TCFD

Regulations



Why use the TCFD Framework?





Eastern Canada

- Severe convective storms
- Flooding
- Wildfires
- Droughts

Northern Europe

- Heatwaves
- Heavy rain
- Extreme storms
- Windstorms

United States

- Flooding
- Cold winters
- Severe convective storms

Northern Latin America

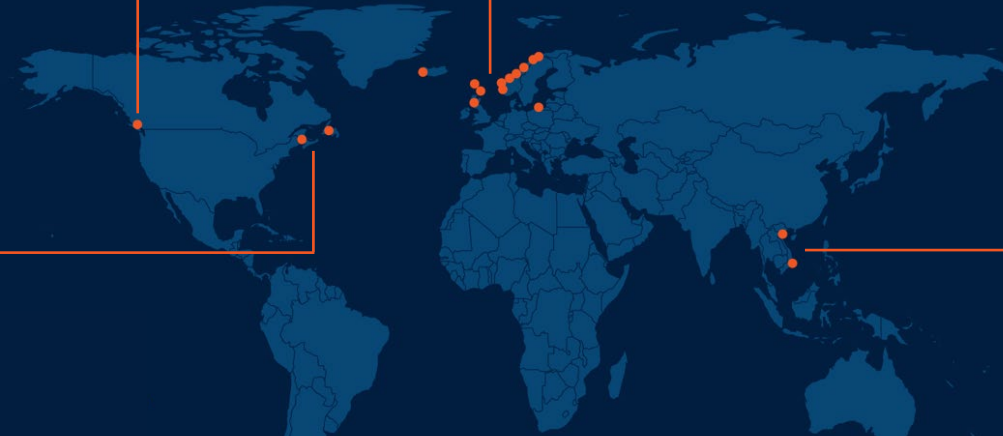
- Flooding
- Water shortages
- Winter cold waves
- Droughts

Australia and Oceania

- Low rainfall
- Extreme rainfall
- Flooding
- Bushfires
- Heatwaves

Southeast Asia

- Tropical cyclones
- Typhoon-induced rainfall
- Flooding





Eastern Canada

- Severe convective storms
- Flooding
- Wildfires
- Droughts

Forecast

- Fluvial floods (river floods)
- Pluvial floods (extreme rainfall events)
- Tsunamis

United States

- Flooding
- Cold winters
- Severe convective storms

Forecast

- Earthquakes
- Tropical cyclones
- Severe convective storms
- Fluvial floods (river floods)
- Pluvial floods (extreme rainfall events)
- Storm surges
- Bushfires

Northern Latin America

- Flooding
- Water shortages
- Winter cold waves
- Droughts

Forecast

- Earthquakes
- Fluvial floods (river floods)
- Tsunamis

Australia and Oceania

- Low rainfall
- Extreme rainfall
- Flooding
- Bushfires
- Heatwaves

Forecast

- Fluvial floods (river floods)

Northern Europe

- Heatwaves
- Heavy rain
- Extreme storms
- Windstorms

Forecast

- Windstorms
- Fluvial floods (river floods)
- Pluvial floods (extreme rainfall events)
- Storm surges
- Freeze

Southeast Asia

- Tropical cyclones
- Typhoon-induced rainfall
- Flooding

Forecast

- Tropical cyclones
- Fluvial floods (river floods)
- Pluvial floods (extreme rainfall events)
- Storm surges





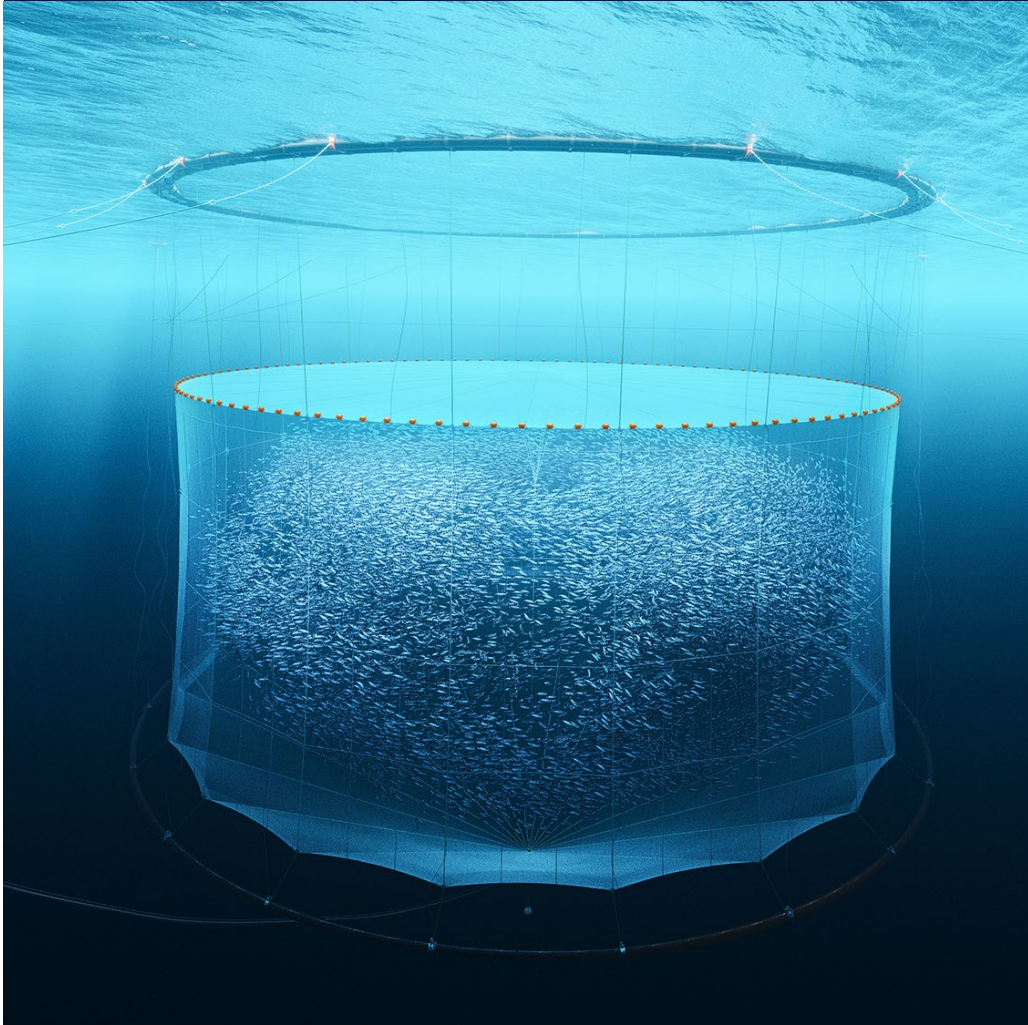
Why use the TCFD Framework?





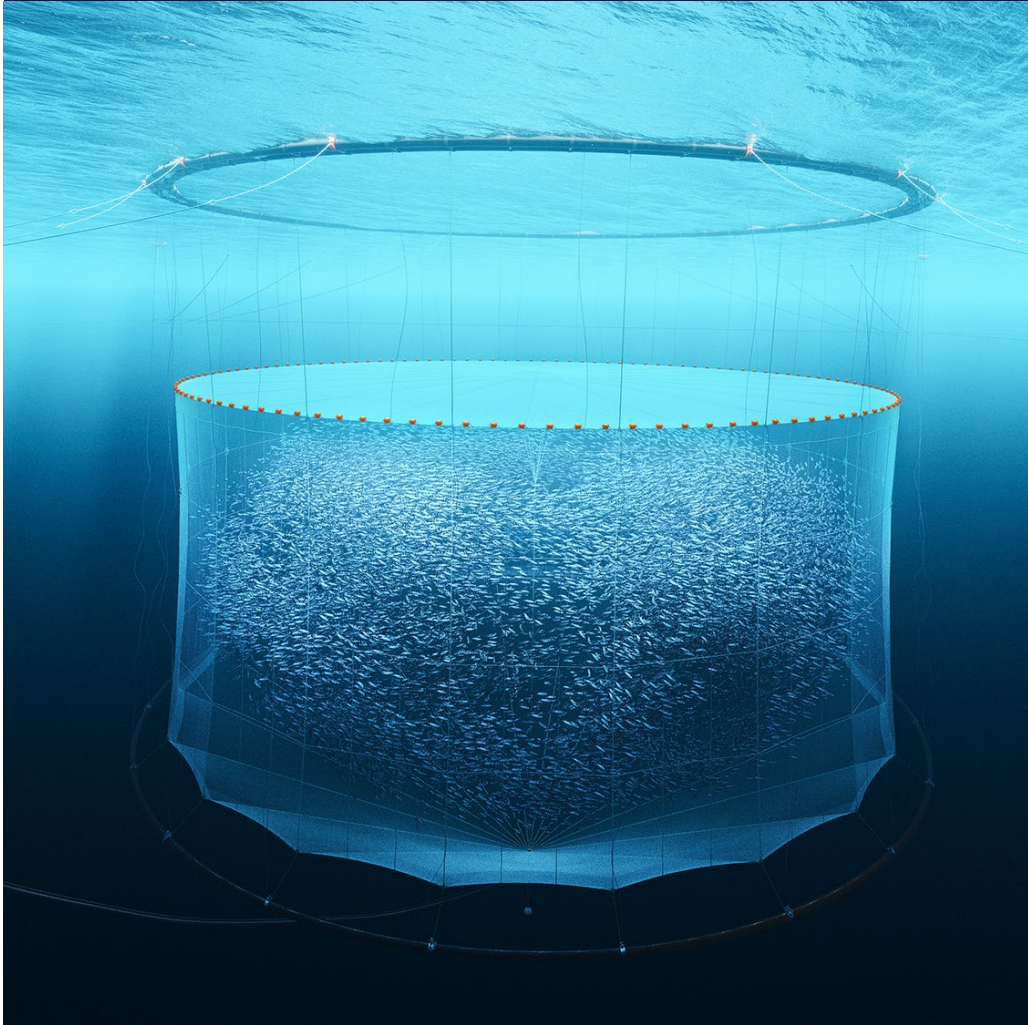
Why use the TCFD Framework?





Risk Assessment

Subsea System



Risk Assessment

Subsea System

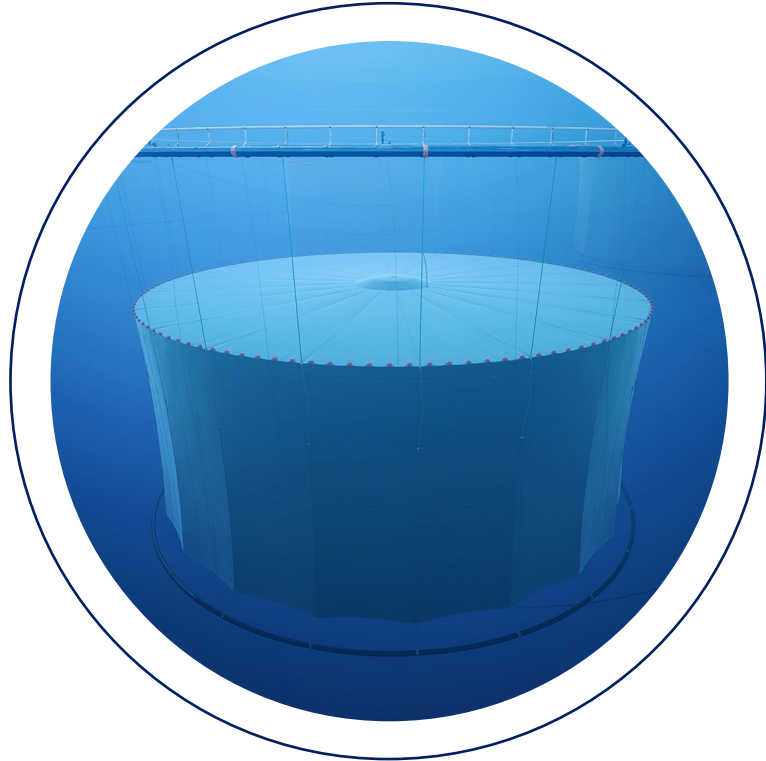


Less time exposed to risk

Increased risk when exposed



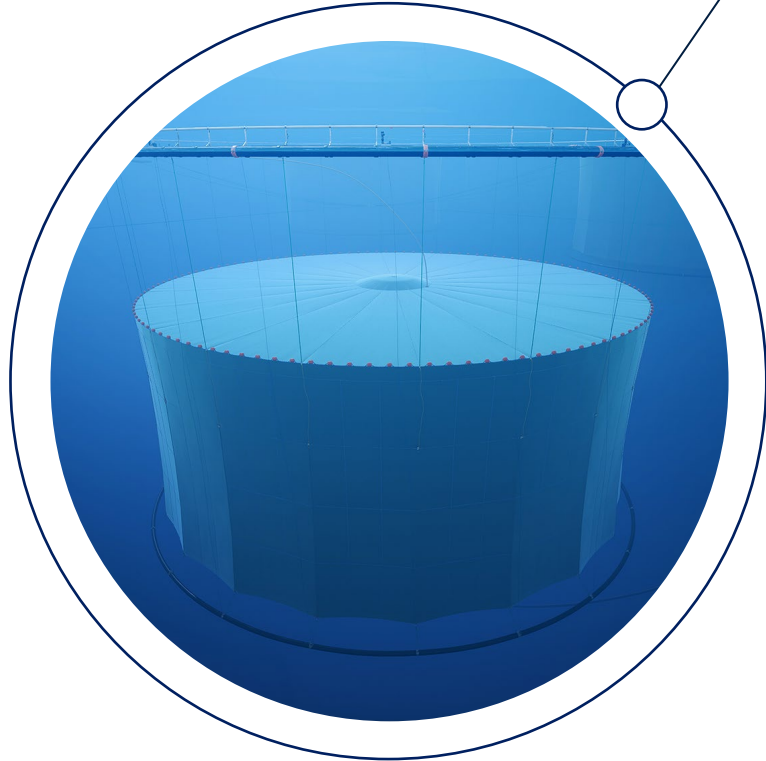
Risk Assessment





Risk Assessment

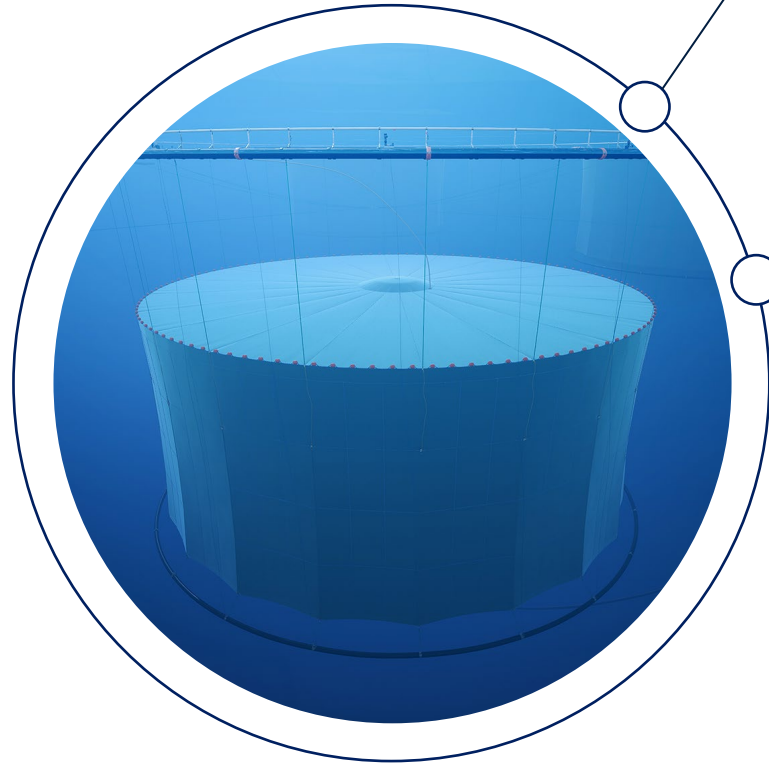
- What can go wrong?
- What is the likelihood?
- What are the consequences?





Risk Assessment

- What can go wrong?
- What is the likelihood?
- What are the consequences?

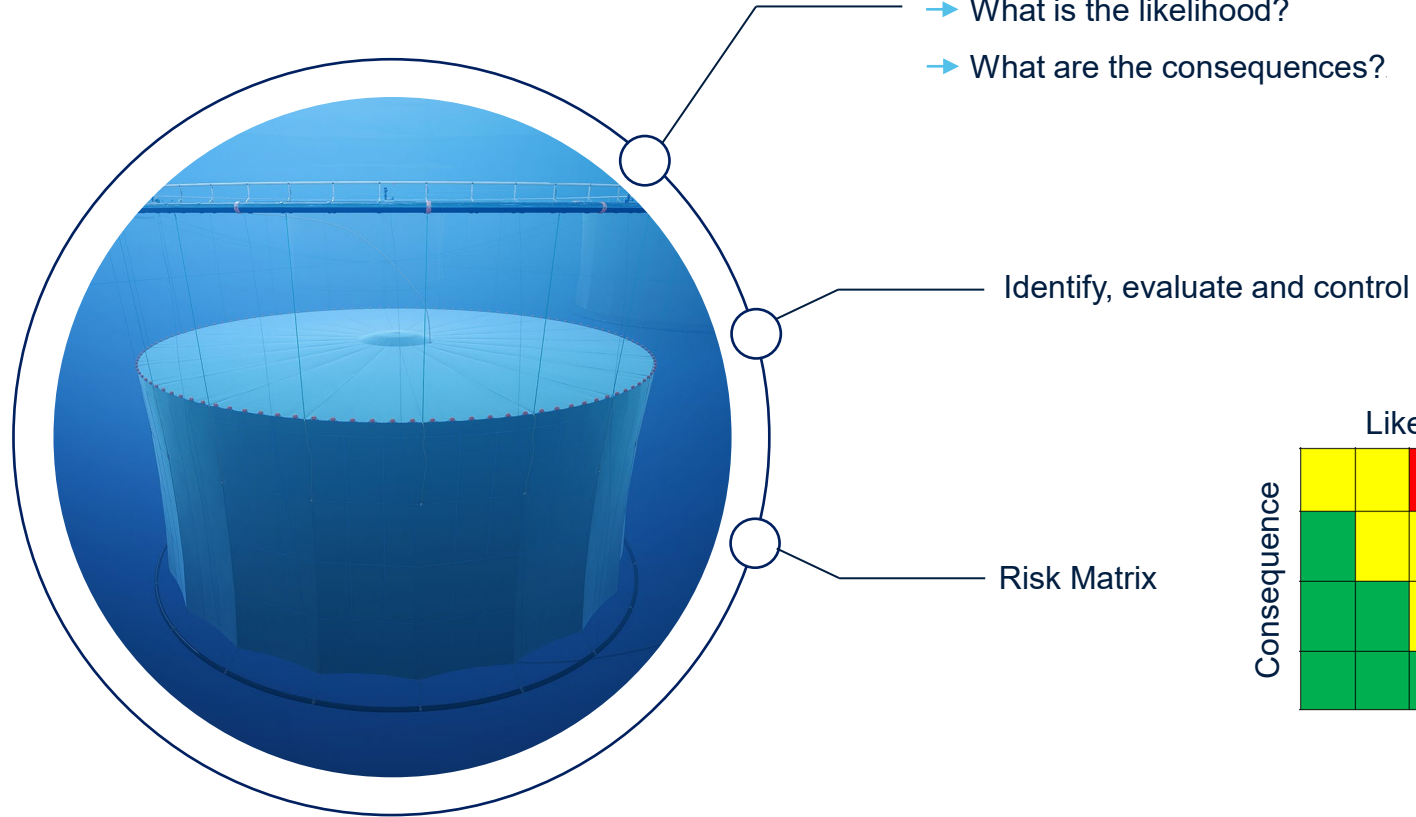


Identify, evaluate and control



Risk Assessment

- What can go wrong?
- What is the likelihood?
- What are the consequences?



Likelihood

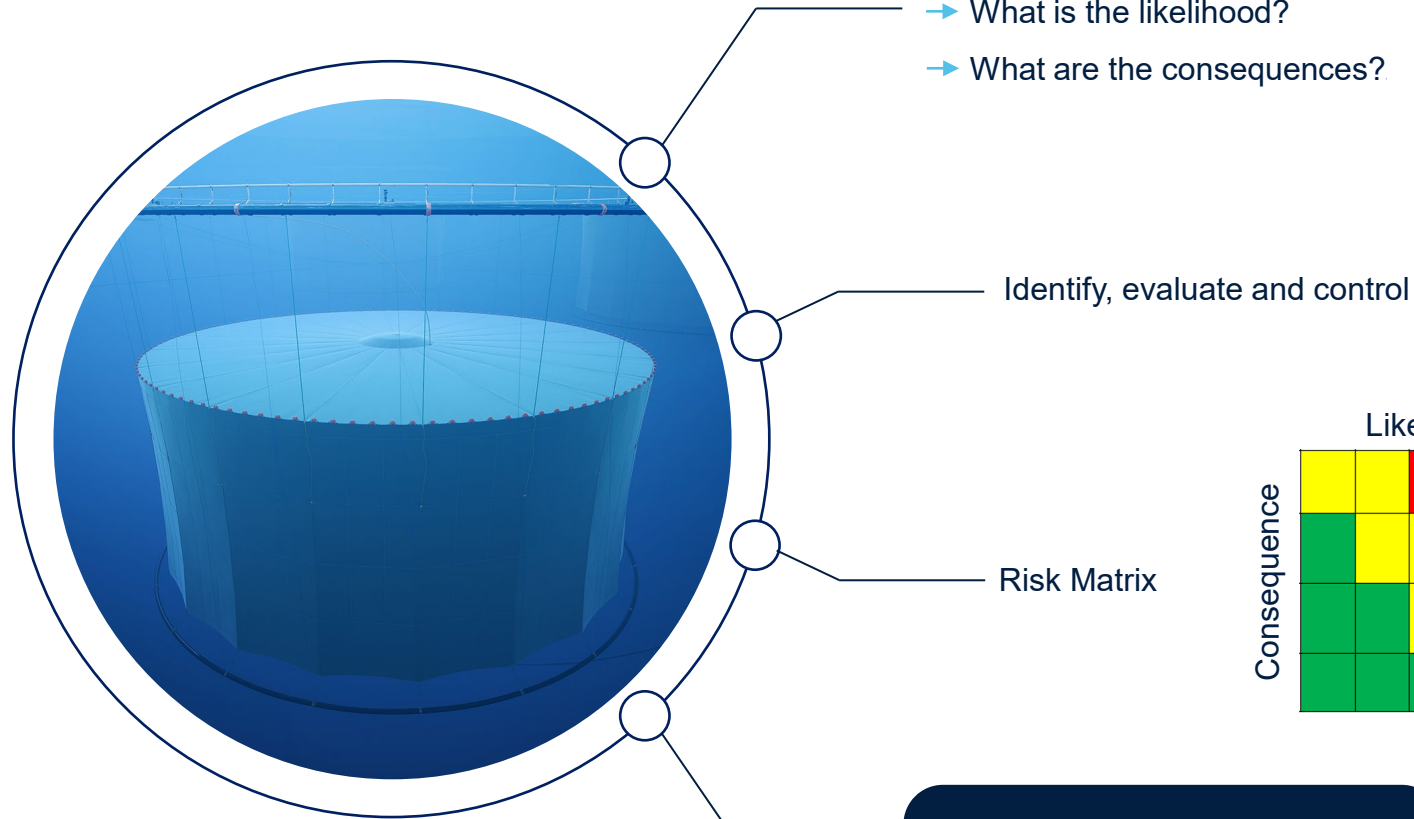
	Low	Medium	High	Very High
Low	Green	Yellow	Red	Red
Medium	Green	Yellow	Yellow	Red
High	Green	Green	Yellow	Yellow

Consequence



Risk Assessment

- What can go wrong?
- What is the likelihood?
- What are the consequences?



Identify, evaluate and control

Risk Matrix

		Likelihood				
Consequence	High	Yellow	Yellow	Red	Red	Red
	Medium	Green	Yellow	Yellow	Red	Red
	Low	Green	Green	Yellow	Yellow	Red
	Very Low	Green	Green	Green	Yellow	Yellow

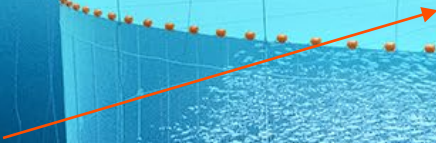
Reveal hazardous situations

Developing procedures

Information on safeguards



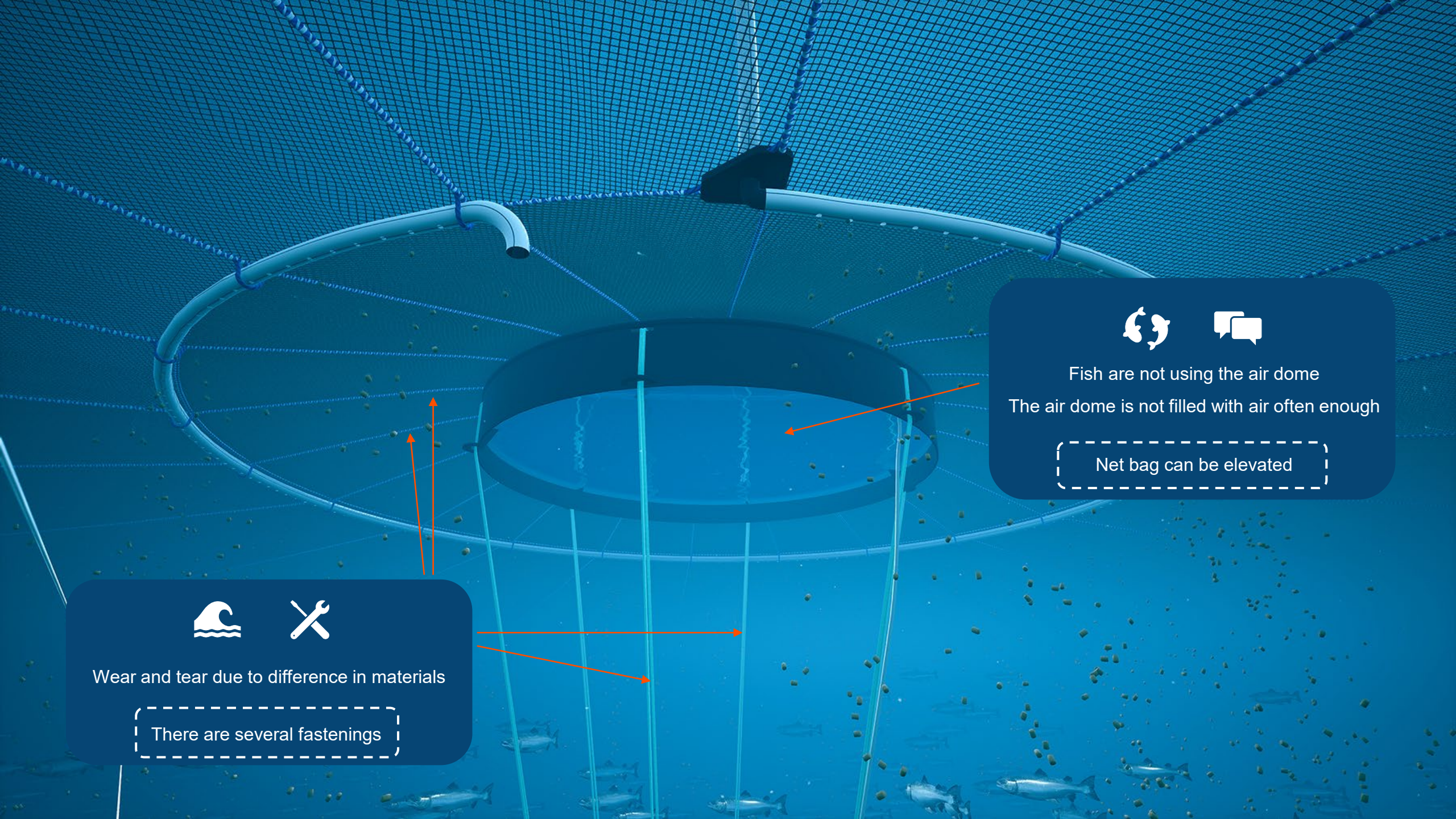
Zipper not properly closed



Not enough vacuum for dead fish removal

Net bag can be elevated





Fish are not using the air dome
The air dome is not filled with air often enough

Net bag can be elevated



Wear and tear due to difference in materials

There are several fastenings

SCALE **AQ**

WE **ARE** AQUACULTURE

The logo for ScaleAQ, featuring the word "SCALE" in white and "AQ" in orange, with a horizontal line above the "AQ".

SCALE AQ

Social Media in ScaleAQ

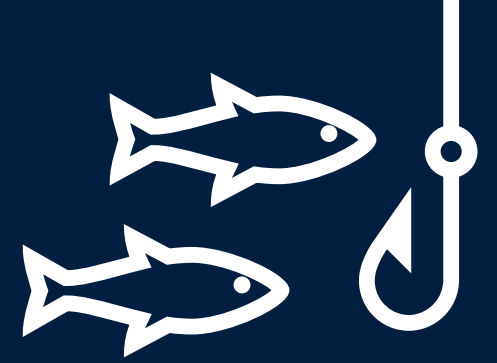
Emilie Moan



How I started

- Identifying main goals for our communication efforts in SoMe:
 - Create visibility and recognition for our brand
 - Position ScaleAQ as a serious competitor and preferred partner in the industry
 - Exemplify our commitment to sustainability, innovation, and circularity
 - Present our values
- Identifying our target audiences
 - Customers
 - Potential customers
 - Potential new colleagues
 - Students



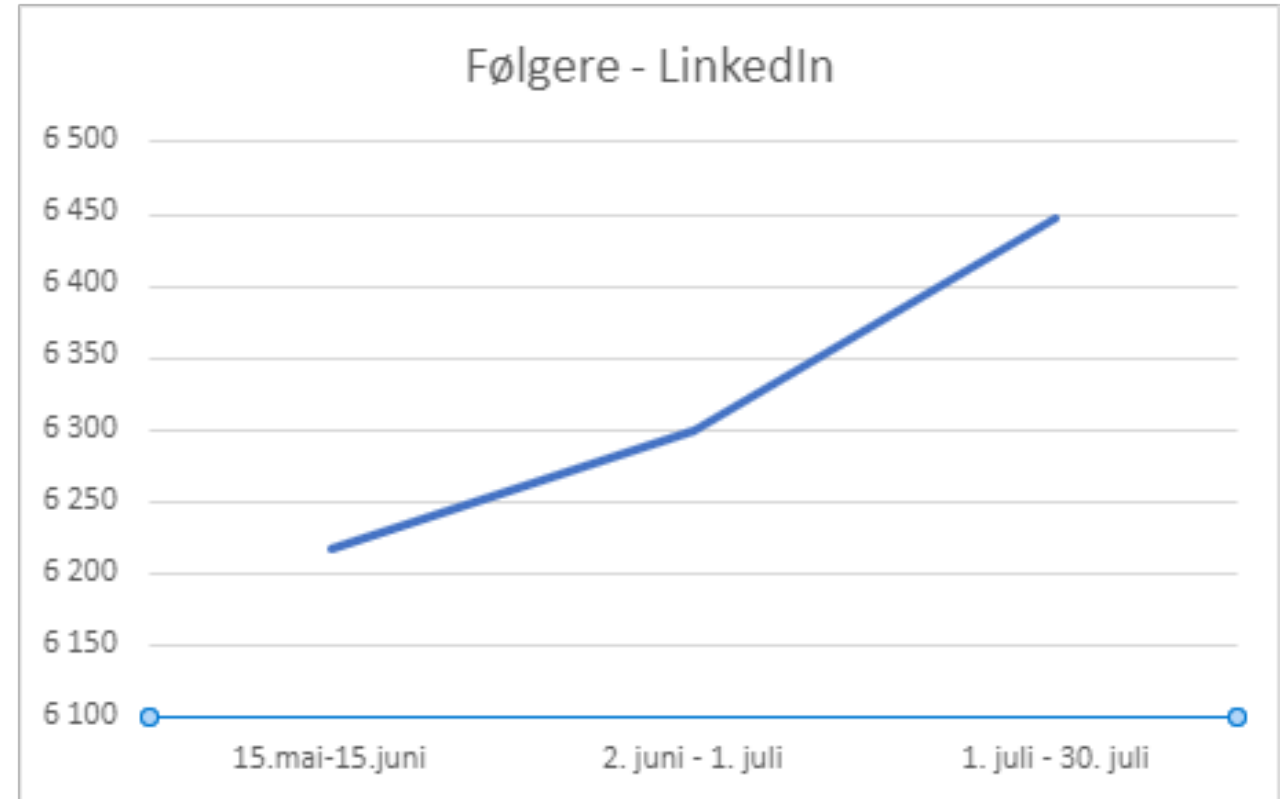


Platform Strategy

- **LinkedIn** – Show that we are a strong and professional entity in the industry
 - We are a B2B company, therefore LinkedIn should be our main focus
- **Instagram** – Show people that ScaleAQ consists of a great bunch of people with good core values
- **Facebook** - Show people that ScaleAQ consists of a great bunch of people with good core values
 - Less prioritized. Facebook is a platform mainly used for keeping contact with friends and family. Keeping it in the loop because we still have a big following on Facebook



LinkedIn Followers





LinkedIn Content Impressions

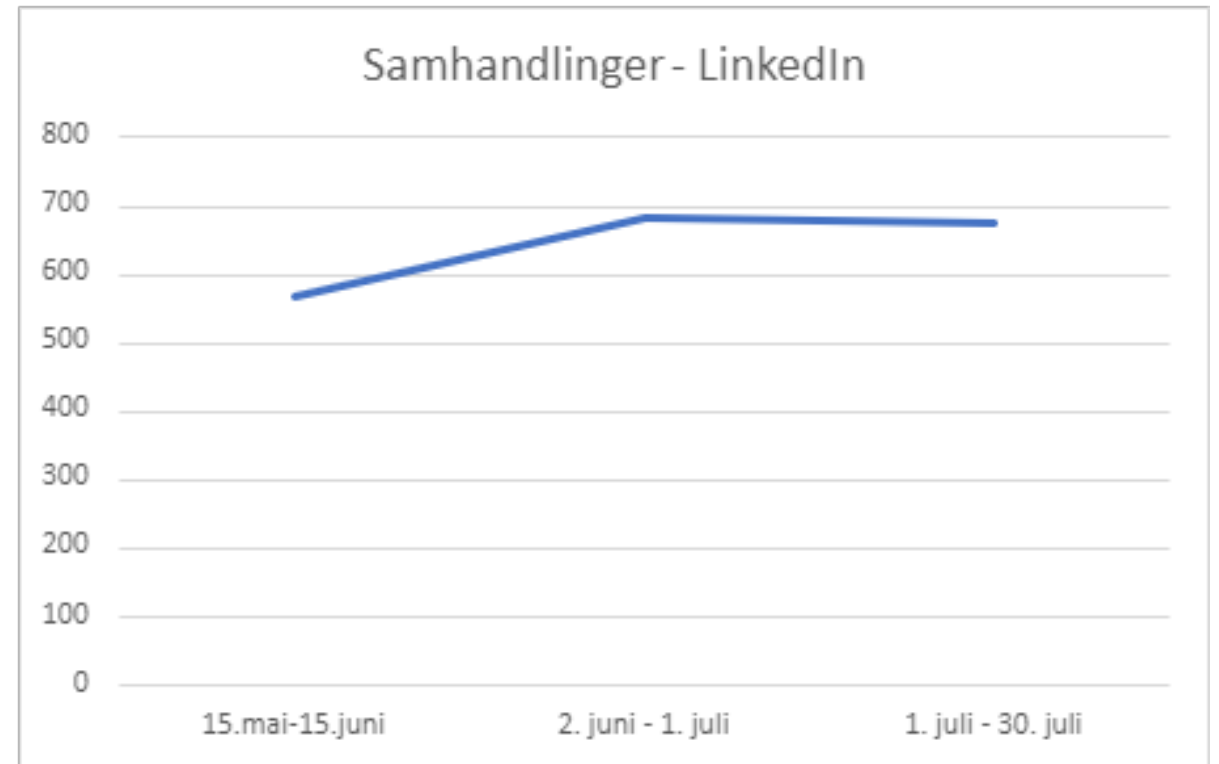
38% increase













LinkedIn Engagements

19% increase












Nøkkeltall for følgere  Rangert av nye følgere

Side		Totalt antall følgere	Nye følgere
1	 Mowi	50 609	670
2	 Lerøy Seafood	29 747	485
3	 SalMar	14 861	262
4	 AKVA group	16 807	233
5	 Scottish Sea Farms	13 923	173
6	 ScaleAQ	6 460	154
7	 Bremnes Seashore	3 233	43

**LinkedIn
Competitor
Analysis**



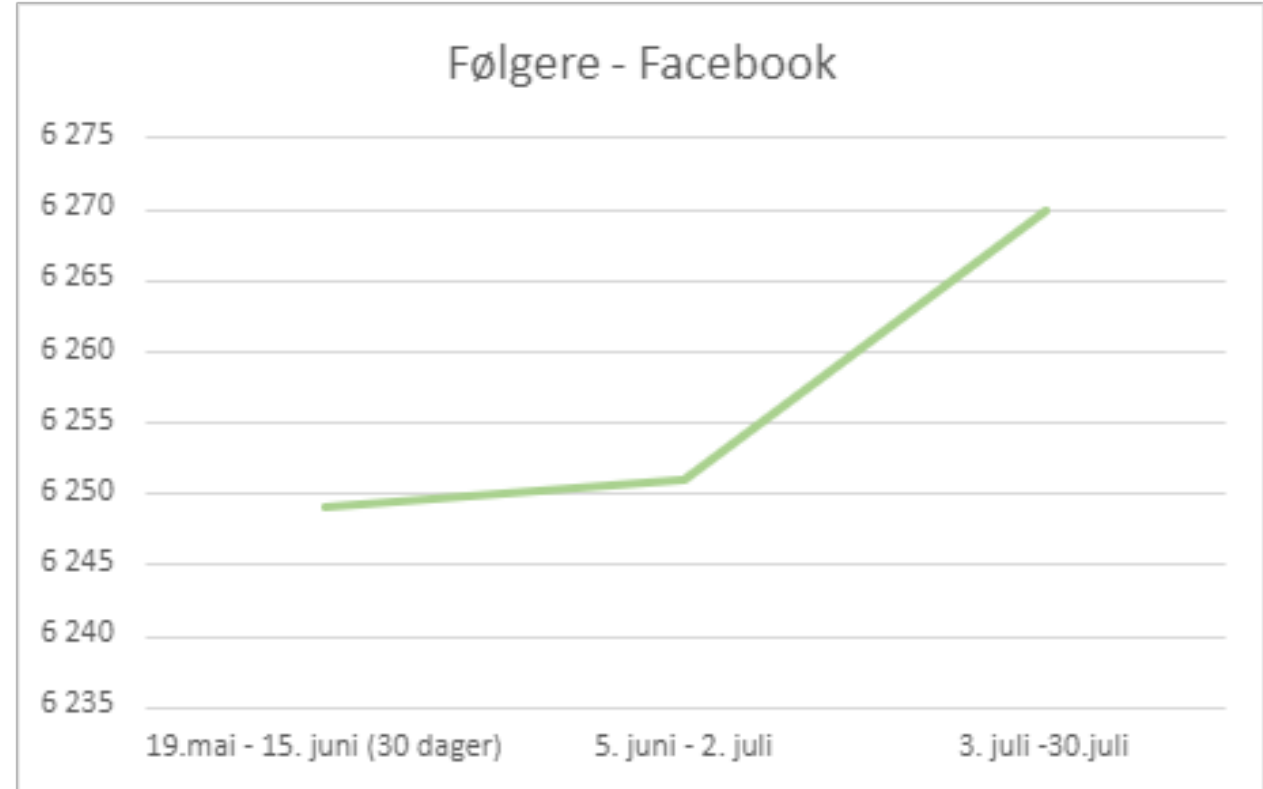
Nøkkeltall for organisk innhold ? Rangert etter totalt antall handlinger

Side		Totalt antall handlinger	Totalt antall innlegg
1	 Lerøy Seafood	1 340	5
2	 Mowi	877	6
3	 ScaleAQ	727	10
4	 Scottish Sea Farms	312	36
5	 AKVA group	263	2
6	 SalMar	43	1
7	 Moen Marin AS	30	1

LinkedIn
Competitor
Analysis



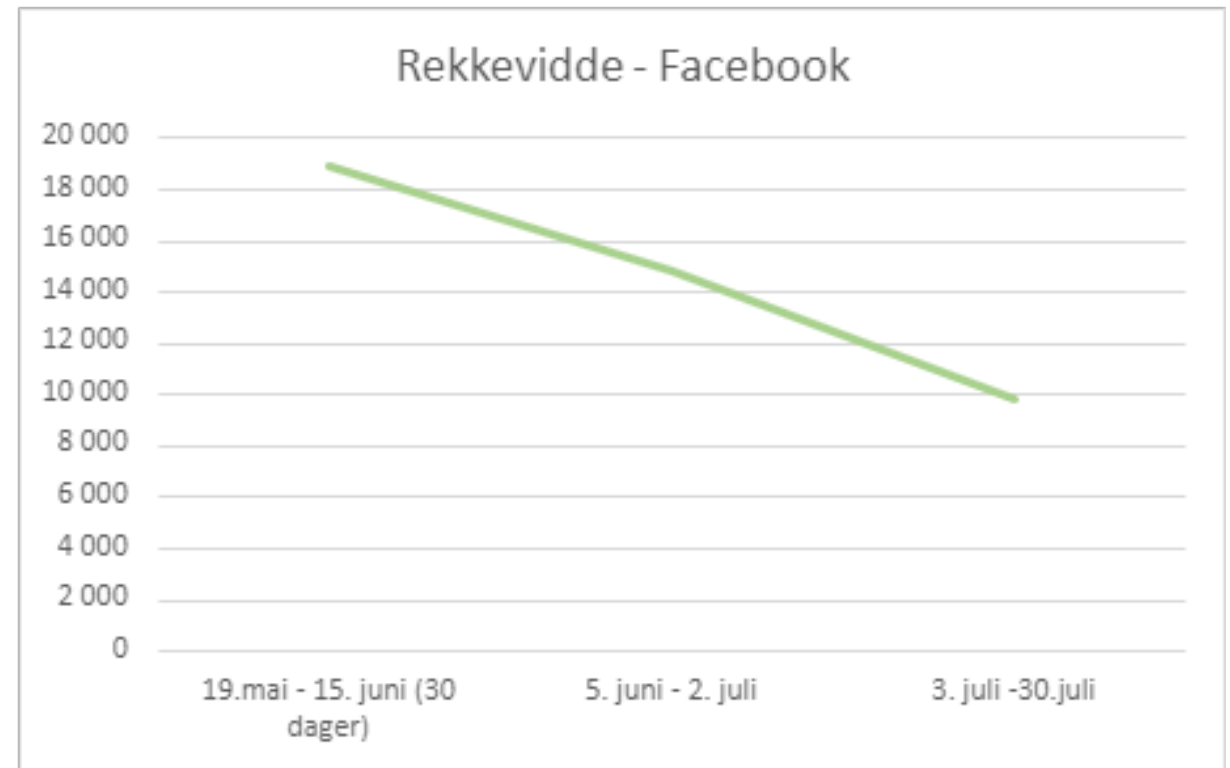
Facebook Followers





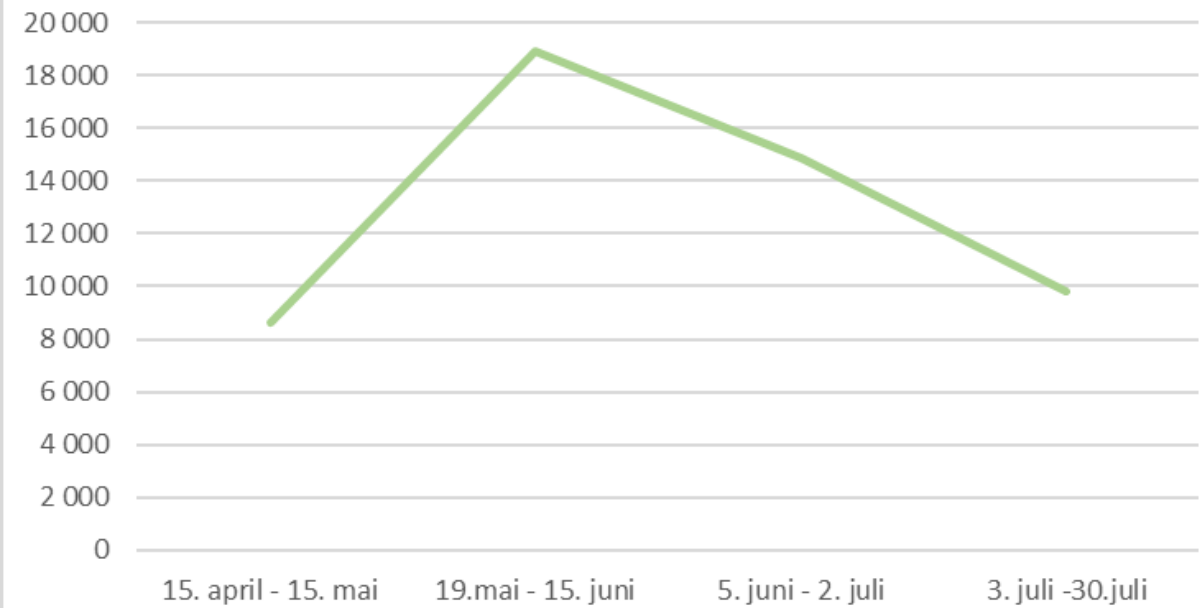
Facebook Reach

50% decrease





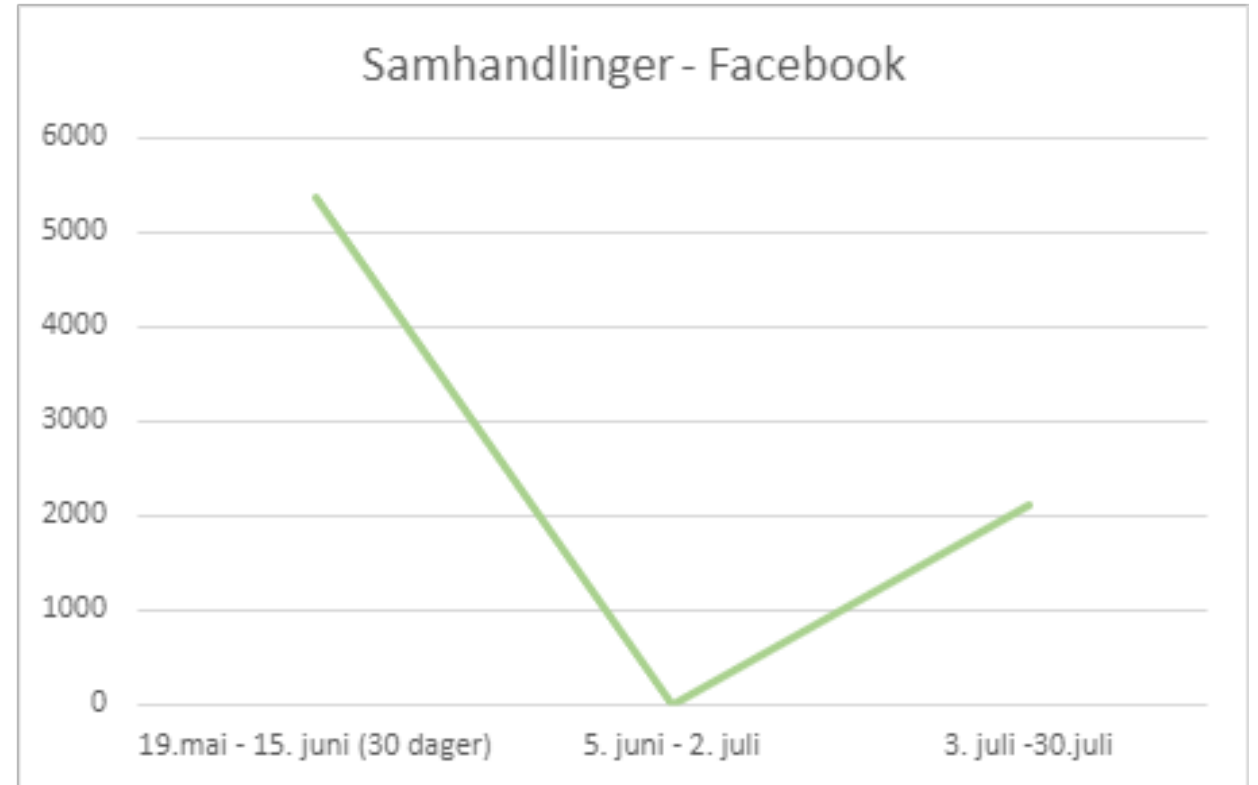
Rekkevidde - Facebook





Facebook Engagements

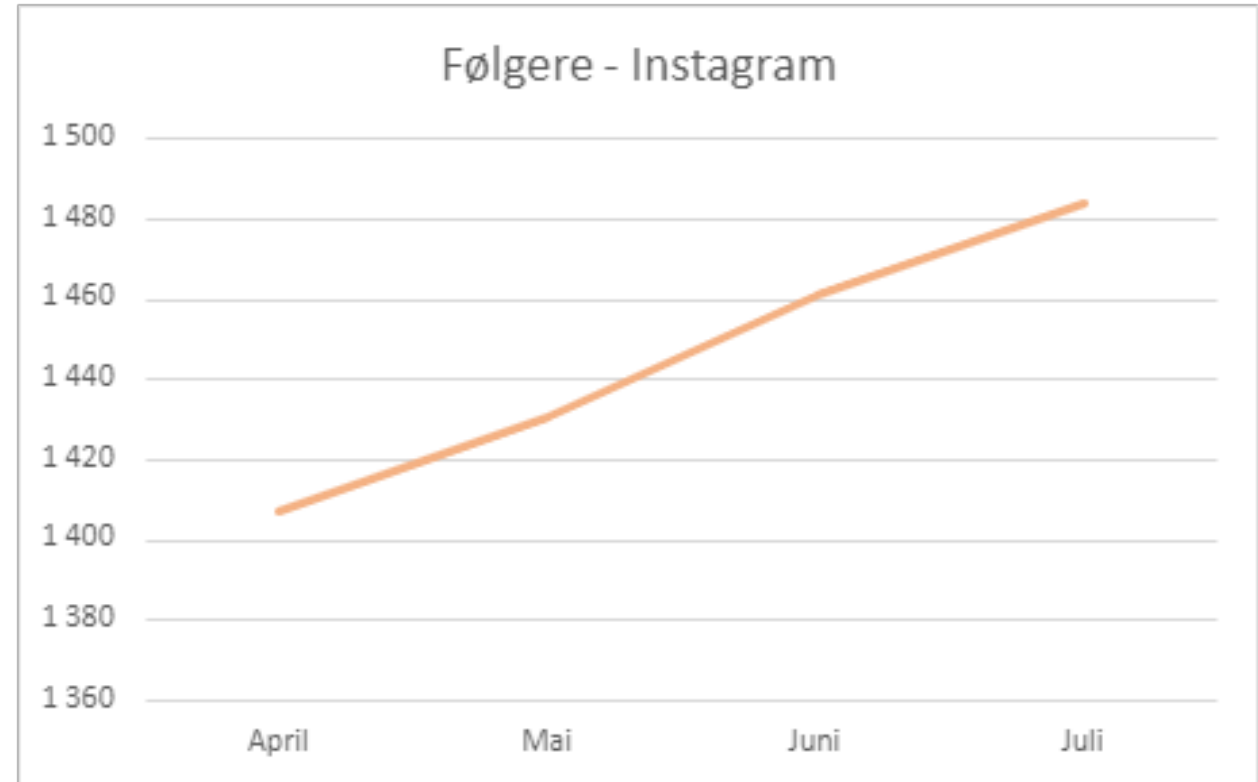
60% decrease



Missing values here



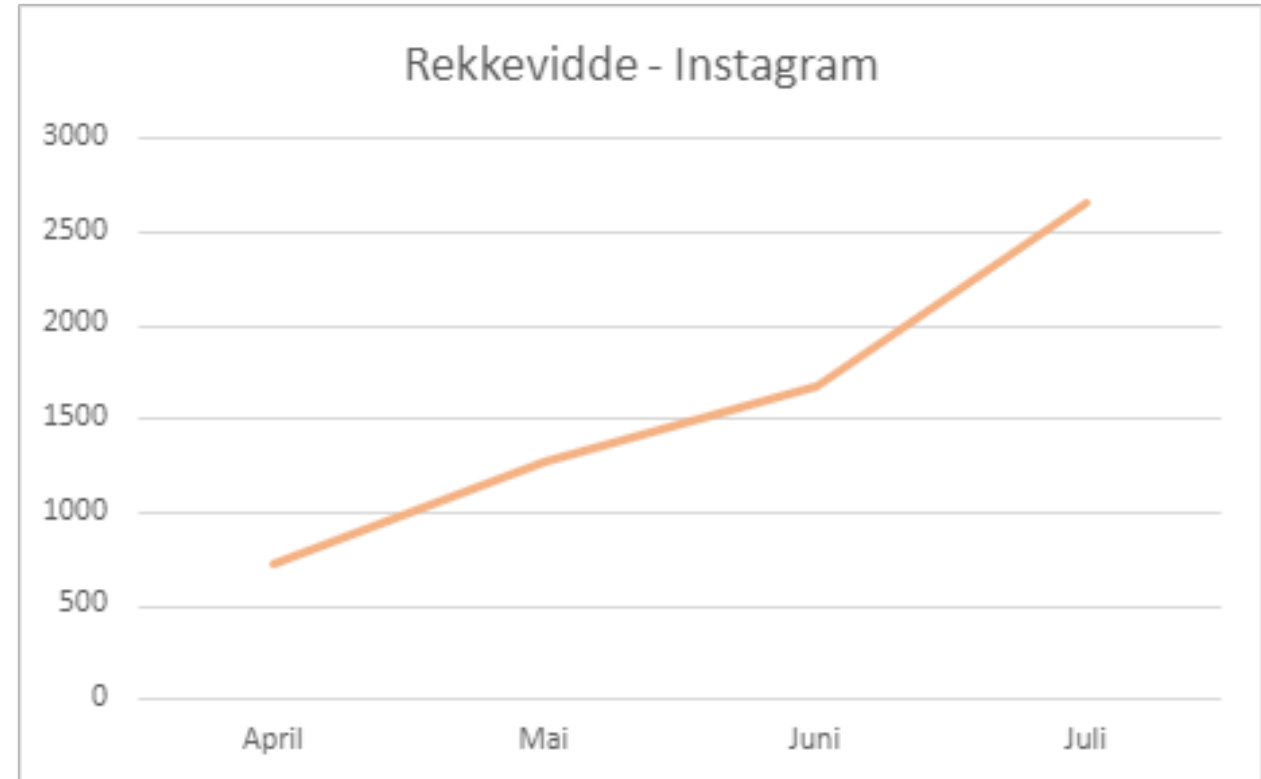
Instagram Followers





Instagram Reach

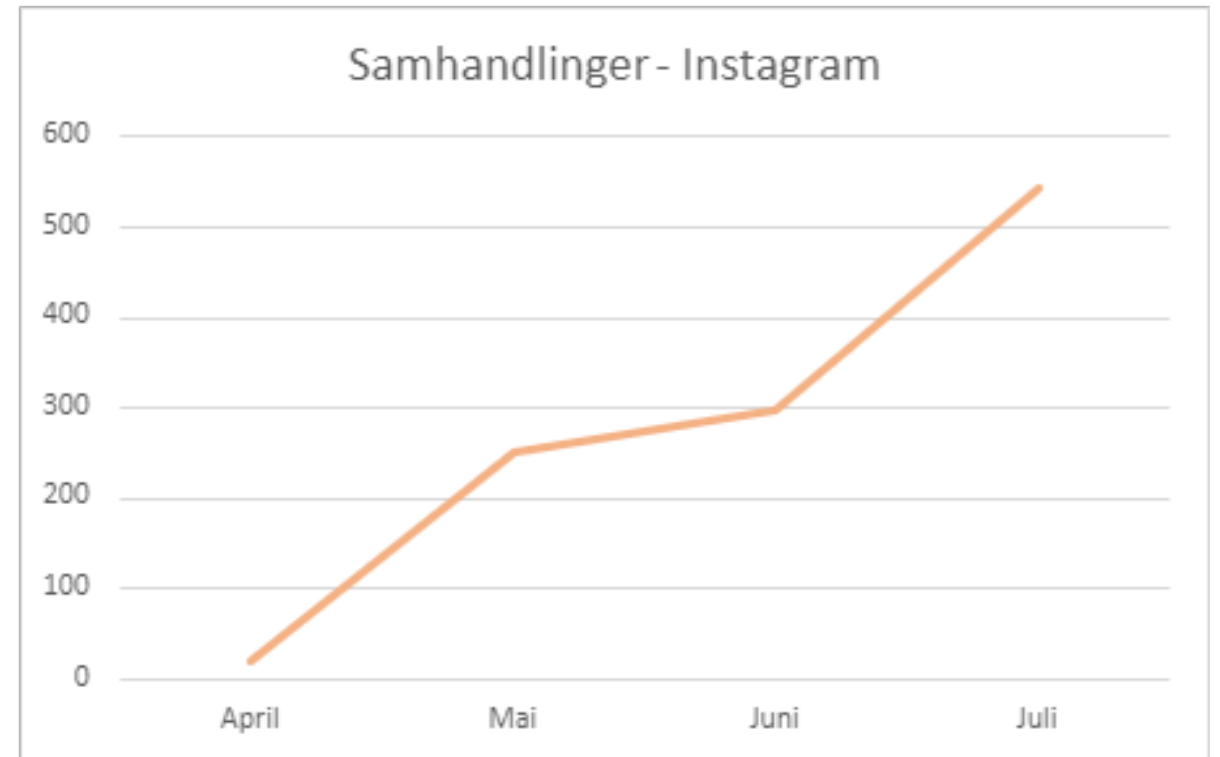
266% increase





Instagram Engagements

2760% increase





In Summary

- Green numbers for LinkedIn and Instagram
- Red numbers for Facebook - as expected, due to our decision to not prioritize this platform as much as before



The Most Important Thing:

CREATE VALUE FOR THE RECIPIENT



SCALEAQ GROUP

SCALE AQ
Seabased

SCALE AQ
Software

SCALE AQ
Chile

 Moen Marin
A PART OF SCALEAQ

MASKON
PART OF SCALEAQ