CEBA

CEBA Scope 3 Spotlight:

Scaling Value Chain Action

THE META PERSPECTIVE

This spotlight is part of a CEBA series highlighting scalable strategies to accelerate supply chain decarbonization. Here, we look at Meta's success procuring energy attribute certificates (EACs) to address its value chain emissions.

KEY TAKEAWAYS FROM META'S JOURNEY

1. **COMPANIES CAN DECARBONIZE THEIR SUPPLY CHAINS DIRECTLY:** Large energy buyers can use their purchasing power to accelerate clean electricity deployment beyond their own operations.
2. **CARBON ACCOUNTING STRATEGY IS PART OF CLIMATE STRATEGY:** Companies should align accounting methods with decarbonization goals while engaging standards bodies as guidance evolves.
3. **MEANINGFUL SCOPE 3 ACTION IS POSSIBLE NOW:** Companies do not need to wait for perfect frameworks to begin reducing value chain emissions.

Enabling direct procurement could unlock 6.5x* more demand for clean electricity attributes from entities already addressing their own Scope 2 emissions.

*Based on a conservative estimate that 25% of Scope 3 emissions are related to electricity.

META'S APPROACH

Meta demonstrates a replicable model for Scope 3 electricity decarbonization, recognizing that an effective model may require more than one approach. **Meta pairs traditional supplier engagement with procurement of EACs to address emissions across its value chain.** The two approaches that make up Meta's Scope 3 strategy are:

Direct Procurement = Immediate Action

Meta leverages its scale, experience, and purchasing power to procure EACs to address electricity-related emissions across select Scope 3 emissions categories. This includes emissions from data center construction, employee work-from-home electricity, upstream leased assets, and use of sold products. This approach is part of a broader strategy for decarbonizing value chain emissions, which is designed to pair with existing frameworks, as described in a **paper** published by 3Degrees with support from Meta and Google. Meta is committed to reevaluating as frameworks evolve.

Supplier Engagement = Long-Term Capability

Through its **Net Zero Supplier Engagement Program**, Meta supports suppliers in setting science-aligned targets, equips them with practical knowledge through initiatives like the Clean Energy Procurement Academy (in partnership with peers and CEBA), and continuously analyzes opportunities to reduce supply chain emissions. As of year-end 2025, Meta had successfully engaged approximately 57% of its suppliers in this way.

Supplier engagement builds long-term capability in the supply chain. Direct procurement allows Meta to take immediate, impactful action by reaching deep into the value chain where influence is otherwise limited and enabling real progress on emissions tied to electricity use. Both approaches matter.

THE LOGISTICS

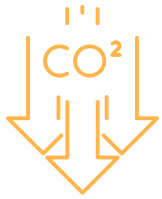
Meta applies EACs to all the electricity consumed associated with select Scope 3 categories, prioritizing categories with high electricity intensity and limited ability to trace or influence individual value chain members' actions. These categories include:

- Data centers construction
- Employee work-from-home electricity
- Upstream leased assets
- Use of sold products

In addition to its disclosures to the Greenhouse Gas (GHG) Protocol, **Meta's Management's Criteria** measures and reports emissions mitigation activities, which third-party auditors use to verify renewable energy certificate (REC) retirements from direct procurement.

This approach empowers Meta to support clean electricity in the regions where its value chain electricity consumption occurs, driving the transition to cleaner grids where it matters most. Meta purchases EACs in the same market or geographic region as the estimated electricity consumption, prioritizing procurement from higher-carbon grids that drive new clean electricity supply.

WHY THIS AND WHY NOW?



Meta needs a high-impact clean energy strategy that is flexible, scalable, and credible to hit its goal of net-zero emissions by 2030. **Over 99% of Meta's carbon footprint sits in Scope 3**, originating from partners and suppliers **outside its direct control.**

To address this challenge, Meta began procuring and retiring over 1 terawatt-hour of EACs to match electricity consumption across select Scope 3 categories starting in 2024. At the time, the company lacked a clear way to articulate this approach. The launch of the 3Degrees whitepaper — and the framework it introduced — changed that, providing a compelling narrative for **aggregating demand** across market boundaries to enable higher-impact clean energy projects.

LESSONS FROM META YOU CAN APPLY TO YOUR STRATEGY

1. ALIGN YOUR ACCOUNTING APPROACH WITH YOUR DECARBONIZATION GOALS:

Meta's Management's Criteria enables it to account for the application of contractual instruments like RECs to select Scope 3 categories. Meta acknowledges this approach is not yet addressed by existing GHG accounting frameworks. For maximum transparency, Meta engages in parallel accounting — reporting its standard GHG Protocol-aligned inventory alongside a separate disclosure reflecting the impact of its direct procurement actions, with clear documentation of methods, boundaries, and assumptions. Meta continues to refine this approach as GHG accounting standards evolve and will reevaluate its methodology in line with future guidance from the GHG Protocol, the Science Based Targets initiative (SBTi), and other standard-setting bodies.

2. IDENTIFY AND PRIORITIZE YOUR SCOPE 3 EMISSIONS HOTSPOTS:

Meta uses data — either spend-based, supplier-provided, or from life cycle assessments — to **identify emissions hotspots within its value chain.** This enables it to estimate electricity emissions across broad geographies and focus investment where it drives the greatest emissions reductions.

3. VALIDATE YOUR APPROACH AND BUILD INTERNAL AND EXTERNAL ALIGNMENT:

Meta's supply chain decarbonization approach needs to be **credible and audit ready** — and so does yours.

While developing this program, Meta coordinated internally and engaged third-party auditors for validation. Additionally, as part of the collaboration with Google and 3Degrees, Meta conducted live reviews of the guidance with 20 companies, six NGOs, two auditors, and two academics. This level of socialization helped build broad credibility for the approach and ensured the methodology was sound, so that other companies looking to adopt similar strategies won't need to replicate the same level of foundational work from scratch.

4. USE PRACTICAL PROXIES TO FILL DATA GAPS:

Suppliers and production locations can move between countries faster than detailed, site-level emissions data can be updated. Meta relies on **reasonable proxies,** such as supplier production hubs or sector-wide data, when exact electricity volumes or locations are unknown.

5. BUILD CREDIBILITY THROUGH TRANSPARENCY AND COLLABORATION:

By publicly and clearly disclosing its accounting methods and assumptions, and by actively engaging with standards organizations including the GHG Protocol, SBTi, and the AIM Platform, Meta and others can provide a **real-world example** for standards organizations to respond to and for other companies to build on.

THE RESULTS

This is a new playbook that customers can adopt today. Meta's approach demonstrates that companies do not need to rely on supplier requests alone to address Scope 3 emissions. By combining supplier engagement with procurement of EACs to address value chain emissions, corporate buyers can use their own market power to accelerate clean energy deployment and drive emissions reductions across the value chain.