

# OTHER WAY

A summary for stakeholders

March 2022

# Transport emissions are not going down as much as they need to, or could do.



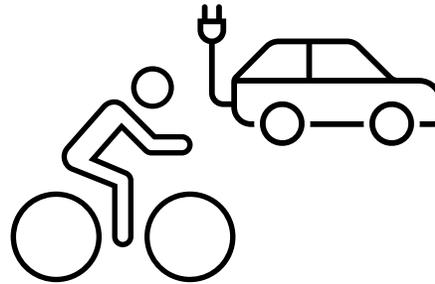
Transport emissions **keep on rising**.



In most economies, transport is a leading source of emissions.

The impact is even greater when manufacturing and disposal of vehicles is considered.

Yet, solutions are **increasingly available**.



Electrification of transport has become the biggest trend in global decarbonisation.

Low carbon mobility is already abundant. Solutions to logistics are emerging.

Emissions data and transport are **disconnected**.



Decision makers are not given information that can inform them on their climate impact.

If they were, behaviours and mechanisms could evolve to cut carbon out of transport.

# Other Way aims to fix this data problem.

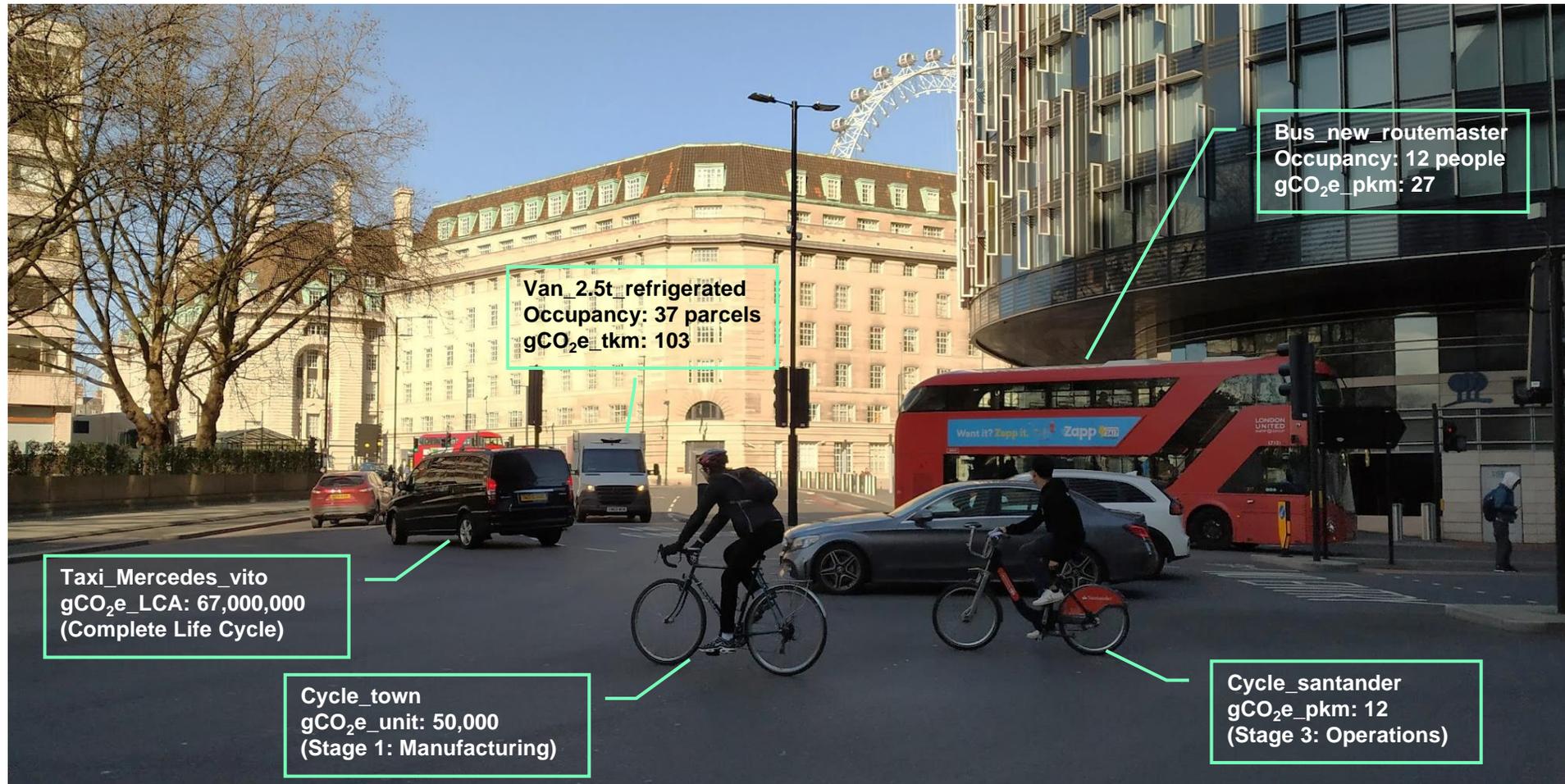


Other Way is a climate data provider for **transport innovators**.

Other Way calculates and communicates the climate impact of **any journey** and **any vehicle**.

Together, we inspire **climate literate choice** to accelerate decarbonisation of **mobility** and **logistics**.

# We capture in-depth data for each LCA stage of any journey of any vehicle...



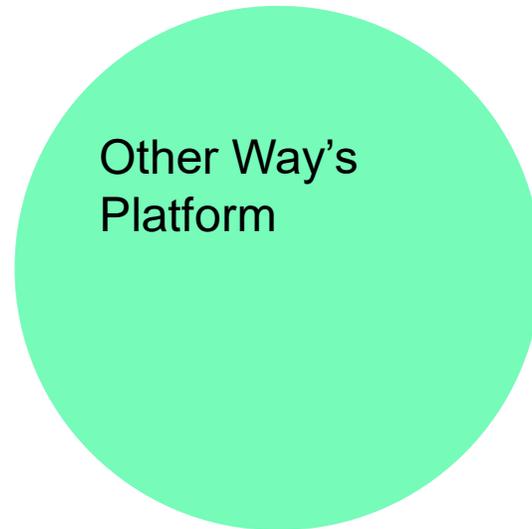
... and supply that to **transport innovators**: mobility and logistics firms driving for net zero.



# We provide a transport-specific carbon calculation and communication service.



Other Way invests in maintaining the most up to date set of **emissions factors**, **methodologies** and **standards**.

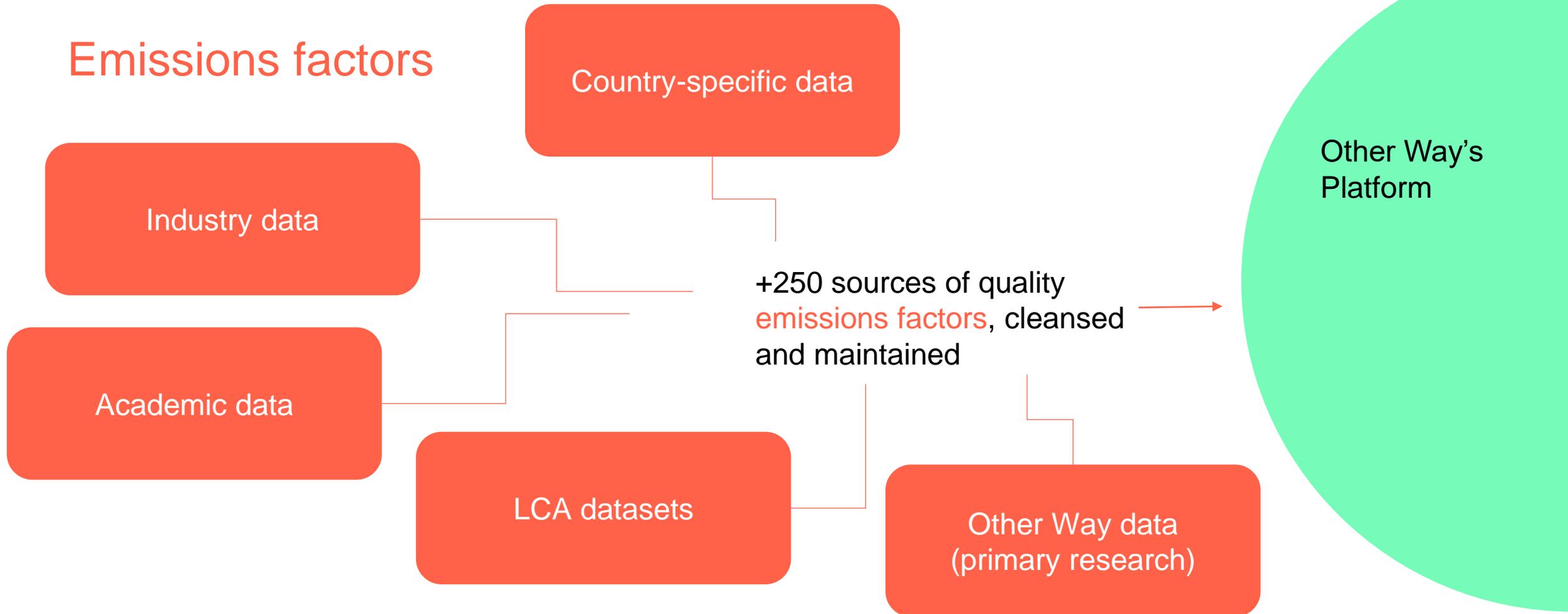


You can benefit from the platform, either via **consulting projects** or **direct access** to Other Way products.

# Other Way's platform takes the effort out of finding the right data.



## Emissions factors



# Other Way's platform takes the effort out of finding the right data.



## Methods

Sector-specific methodologies  
(electric mobility)

Developing use case methodologies for all transport sectors

LCA methodologies

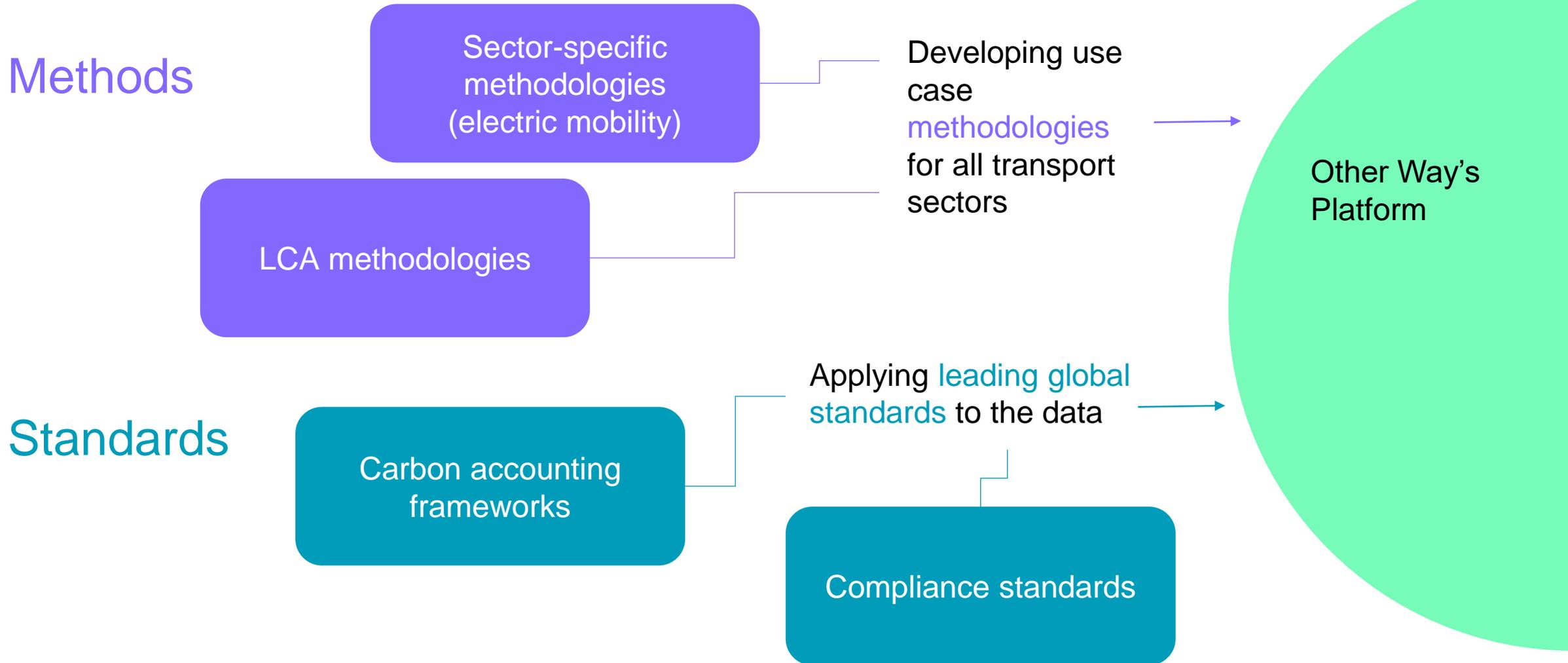
## Standards

Carbon accounting frameworks

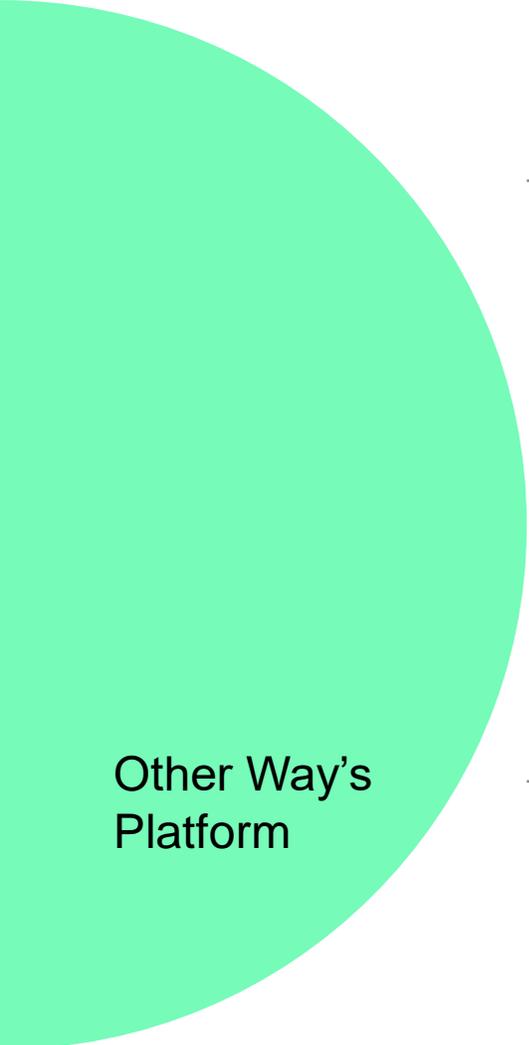
Applying leading global standards to the data

Compliance standards

Other Way's Platform



# Other Way's platform takes the effort out of finding the right data.



Other Way's  
Platform

## Projects

Other Way create actionable analysis, insight and content for you and your customers.

- One off analysis.
- Build your sustainability story.
- Convey your impact to stakeholders.

## Access

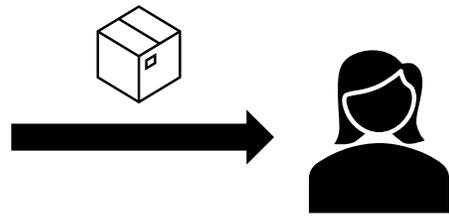
Other Way offers you access to the data you want via APIs or data engines.

- Raw data
- Calculations integrated into your product
- Bespoke end-to-end tools.

# Examples of what this **access service** looks like



A last mile logistics firm that has invested in cargo bikes



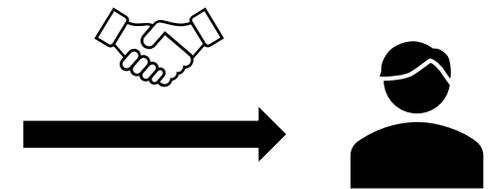
How do I communicate the environmental benefit of my service?



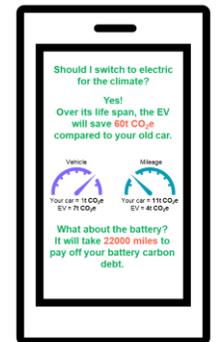
SMS: Hi Angela! Today, you avoided 2.5kg of carbon emissions by using our bike service. That's the same as heating your home for a week. Thanks for shopping with us and doing your bit for the climate!

Personalised carbon data for text message service

A car dealer with new sales targets from their OEM.

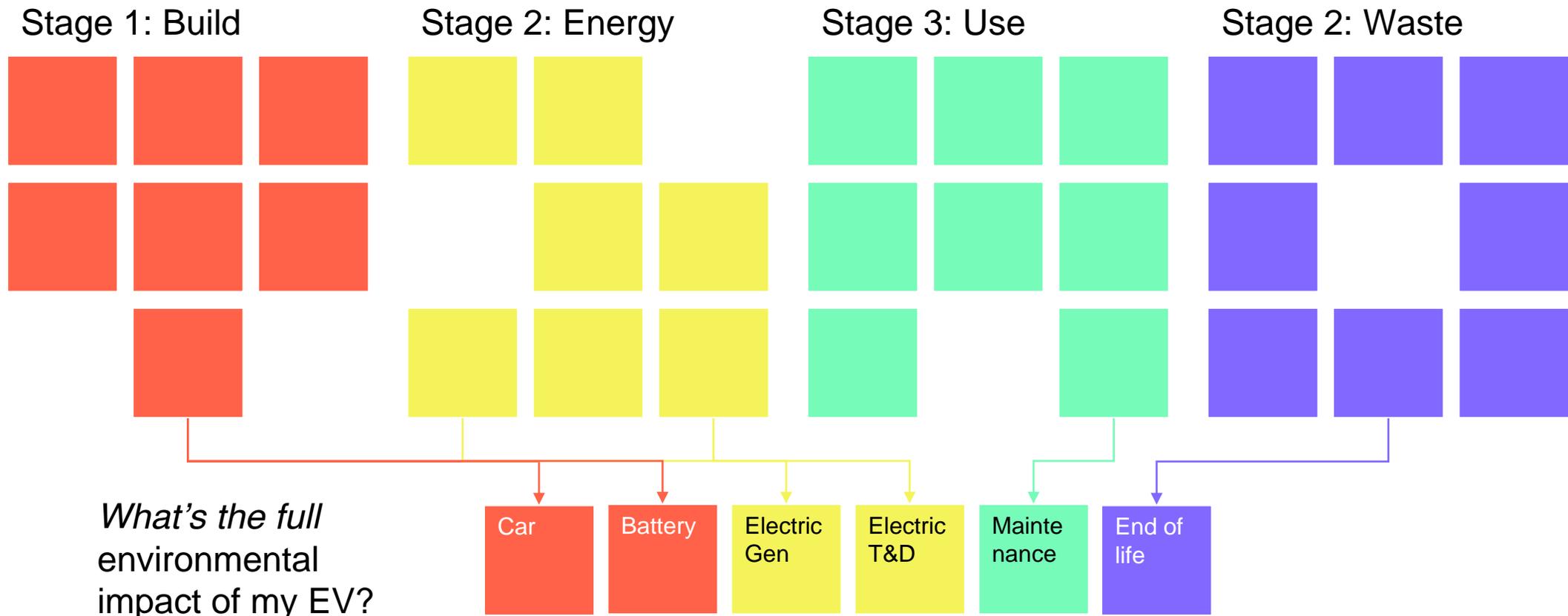


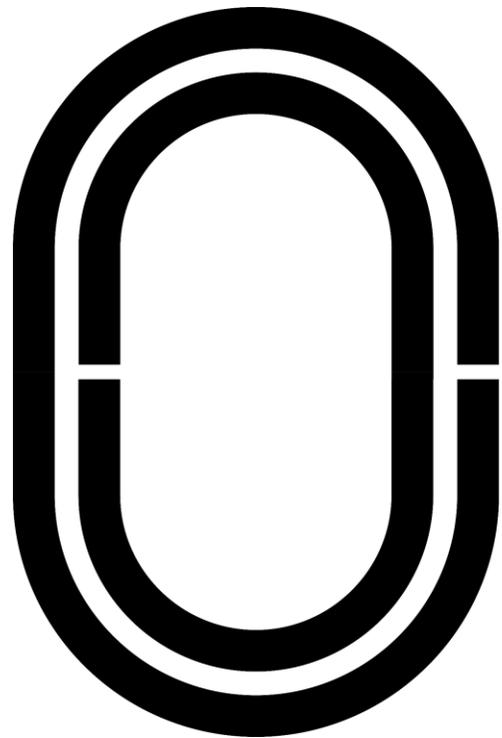
How do I sell electric cars when there are newspaper headlines saying they aren't green?



Personalised EV myth-buster tool for car dealers

# Uniquely stackable: carbon data customisable to each query.





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