



# **CREO Taxonomy & Impact Goals Guide**

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# 1 Guide Overview

*The CREO Taxonomy Guide provides an overview of the CREO Taxonomy and Impact Goals, its design rationale and component definitions.*

*The CREO Taxonomy is designed to categorize companies, funds, and investment preferences. Within the Climate and Sustainability space. Should you have any questions or concerns, please contact [platform-admin@creosyndicate.org](mailto:platform-admin@creosyndicate.org).*

*See the bottom of the document for the full Taxonomy and definitions.*

## 1.1 Summary of the CREO Taxonomy Design and Motivation

**The CREO Taxonomy provides a comprehensive framework for investors to categorize companies, funds and investment preferences within the climate and sustainability space.**

It draws inspiration from widely accepted taxonomies such as the [EU Green Taxonomy](#), [North American Industry Classification System \(NAICS\)](#) and the GIIN's [IRIS+](#) framework. It is further informed by insights from consultations with CREO's network of leading family offices and experts within the climate and sustainability space. The CREO Taxonomy also ensures a robust alignment with industry standards and international regulatory frameworks specifically applicable for investors looking to make sustainable investments.

The CREO Taxonomy incorporates several key elements:

- **Verticals:** A hierarchical classification system that categorizes companies and funds based on climate and sustainability-related industry sectors, representing the broader industry value chain.
- **Business Activity:** A detailed classification system of companies based on their primary profit-making activities, aligned with their NAICS or NACE codes.
- **Product Tags:** Additional tags applied to companies to capture specific products or services, allowing for more precise climate and sustainability-focused filtering and searching.
- **Impact Goals:** An expanded list of 28 Environmental and Social goals, aligned with the IRIS+ framework, enabling better mapping to industry-leading impact frameworks like the UN SDGs and the EU Taxonomy. Environmental Impact Strategies (Climate Change Mitigation, Climate Resilience & Adaptation, and Sustainability) are also included to differentiate broader environmental strategies from specific impact goals. These apply to companies and funds.

By incorporating these elements, the new CREO Taxonomy provides a mutually exclusive and collectively exhaustive framework for defining the climate and sustainability universe from an investor lens. The Taxonomy guides the work of CREO and how it organizes and reports its data. It is the backbone of the CREO Research & Data Platform, CREO's proprietary data and intelligence platform.

## 2 Taxonomy - FAQ

### 2.1 What is the purpose of the new CREO Taxonomy?

The new CREO Taxonomy<sup>1</sup> is designed to offer a more structured and comprehensive framework for tagging and categorizing companies and funds into functional groups within the climate and sustainability space. This structure allows for more efficient filtering, optimizes deal opportunity sharing and facilitates actionable insights through broader market analytics within the CREO Research & Data Platform.

The Taxonomy is designed to satisfy the following requirements:

- Cover the entire climate and sustainability industries in a mutually exclusive, collectively exhaustive manner.
- Provide the ability to differentiate between a company's industry Vertical within which the company serves, from their profit-generating Business Activity.
- Be flexible enough to classify both companies and funds in the climate space.
- Be designed to facilitate matching with investor preferences.
- Map to other standard sustainability-related taxonomies to enable comprehensive and replicable market maps and analyses.

### 2.2 What is a Vertical?

**The CREO Verticals Taxonomy<sup>2</sup> is a proprietary classification system that categorizes both companies and funds based on a carefully curated list of industry verticals that make up the climate and sustainability universe.** CREO has defined this list of industry verticals by careful synthesis of insights from a vast network of experts as well as drawing inspiration from the EU Green Taxonomy and other international regulatory frameworks, specifically adapted for an investor's lens on climate and sustainability.

The Verticals represent the broader industry value chain, encompassing a range of business activities. For example, the Energy Storage vertical may include companies involved in various Business Activities that relate to the Energy Storage industry such as manufacturing, software, consulting, etc.

The Verticals Taxonomy has three hierarchical layers. The top-most layer includes eight broad industry verticals: *Built Environment; Climate Intelligence & Services; Energy; Food; Human Impact; Industry; Natural Resources & Environment; Transportation & Mobility*. Each of these verticals is further split into Layer 2 and Layer 3 sub-verticals.

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<sup>1</sup> See Section 2.9 for the full Taxonomy and definitions.

<sup>2</sup> See Section 2.9.1 for the Vertical Taxonomy in tabular format, and Section 2.9.2 for all the Verticals' definitions.

Companies will be assigned one primary vertical across the deepest applicable layer. Funds will be assigned up to six verticals from the set of Layer 2 Verticals when specifying the industries they are investing in or will have the option of selecting 'Climate and Sustainability Generalist' if their investment interests span across more than six Layer 2 Verticals.

## 2.3 What is a Business Activity?

**The CREO Business Activity Taxonomy<sup>3</sup> offers a more detailed method of categorizing companies based on the kind of primary good or service they provide, such as manufacturing or software development.** It allows for dynamic filtering and differentiation between the industry vertical in which the company serves, and the nature of the revenue generating model of the goods or services. For instance, platform users can filter for Software-as-a-Service companies (a Business Activity) within the Energy Generation Vertical Layer 2.

To ensure mutually exclusive, collectively exhaustive requirements, the Business Activity Taxonomy was intentionally designed to closely align with the North American Industry Classification System ([NAICS](#)). It has been modified to incorporate specific niche and nascent environmental activities and sectors.

The key benefits to this approach are:

1. NAICS is widely known and universally acknowledged in North America, offering clear sector classification definitions.
2. NAICS codes are designed to be mutually exclusive and collectively exhaustive.
3. For all U.S.-incorporated companies, their official NAICS codes and are readily accessible through an [online search](#).
4. Established guidelines exist for correlating NAICS codes with other regional systems, such as [NACE](#) in Europe.
5. Businesses generally have a single primary NAICS code required by the US Census Bureau.

## 2.4 What is a Product Tag?

**Product Tags<sup>4</sup> are additional tags applied to a company that are either selected from a searchable list of existing product tags or as a new product tag if none apply.**

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<sup>3</sup> See Section 2.9.3 for the Business Activity Taxonomy in tabular format, with their associated NAICS codes.

<sup>4</sup> See Section 2.9.4 for the link to the most updated list of product tags.

This allows for more precise filtering related to the product of the company that is not captured by our Taxonomy. The added entries will be reviewed by the CREO team before being appended to the list of selectable product tags.

Example: A company providing Energy Management Software for office buildings would be categorized as:

- Vertical: *Built Environment > Real Estate Management > Office & Retail*
- Business Activity: *Information Technology > Software*
- Product Tags: *'Building Energy Management Systems'*

Since this is a dynamic list that is subject to change and grow over time, please consult the link to the most updated list in Section 2.9.4.

|                        | Verticals                 | Business Activity         | Product                                                    |
|------------------------|---------------------------|---------------------------|------------------------------------------------------------|
| <b>Applies to</b>      | Companies, Funds          | Companies                 | Companies                                                  |
| <b>Layer Structure</b> | Multiple Layers (up to 3) | Multiple Layers (up to 4) | One Layer                                                  |
| <b>Data Structure</b>  | Structured Text Selection | Structured Text Selection | Structured Text Selection (search list) OR Free Text Entry |

**Table 1 Attributes of Verticals, Business Activity and Product**

## 2.5 What is an Impact Goal?

To specify the environmental or social goals companies, funds and investors seek to achieve through their product or strategy, they will first be assigned to one or more Environmental Impact Strategy, then across an expanded list of 28 Environmental and Social Impact goals, adapted from the [IRIS+](#) framework<sup>5</sup>.

The Impact Goals Taxonomy contains two components. Firstly, an **Environmental Impact Strategy** selection has been included to differentiate between a broader environmental strategy and a more specific environmental goal. The environmental strategies consist of:

1. Climate Change Mitigation
2. Climate Resilience & Adaptation
3. Sustainability

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<sup>5</sup> See Section 2.9.5 for the list of Environmental Impact Strategies and Impact goals, and their definitions.

Secondly, CREO's set of impact goals has been expanded to capture the wider set of **Environmental and Social Impact Goals**. This revised list of 16 Environmental Impact Goals and 12 Social Impact Goals is closely aligned with the [IRIS+](#) framework developed by the Global Impact Investing Network (GIIN), one of the leading internationally accepted systems for impact investment classification, measurement, and optimization.

While CREO's primary focus remains environmental, the inclusion of social impact goals under the IRIS+ framework allows for capturing the social co-benefits of environmental impact, as well as better mapping to other industry-leading and policy-driven impact frameworks, such as the EU Taxonomy.

Companies are tagged according to both their single primary Environmental Impact Goal, which best represents the company's core mission around climate, and the broader set of all the Environmental Impact Goals that apply to the company's holistic mission.

## 2.6 How are Companies and Funds classified across the Taxonomy?

|                  | Verticals                                                                                                     | Business Activity                | Product Tags                                             | Impact Goals                                                                                                                                |
|------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Companies</b> | <u>Primary</u> Vertical across deepest applicable layer (multiple verticals are allowed exceptionally)        | <u>Primary</u> Business Activity | <u>Unlimited</u> Products from list OR free text entries | Environmental Impact Strategy; primary Environmental Impact Goal; up to 5 secondary Environmental Impact Goals; up to 3 Social Impact Goals |
| <b>Funds</b>     | <u>Up to 6</u> verticals across the <u>Layer 2 Vertical</u> , or 'Climate & Sustainability Generalist' option | N/A                              | N/A                                                      | Unlimited Environmental Impact Strategies; up to 6 Environmental Impact Goals; up to 3 Social Impact Goals                                  |

**Table 2 Selection of Taxonomy for Companies and Funds**

## 2.7 Complete Taxonomy & Impact Goals Definitions

### 2.7.1 Verticals Taxonomy

| Vertical Layer 1       | Vertical Layer 2               | Vertical Layer 3                           |
|------------------------|--------------------------------|--------------------------------------------|
| Built Environment      | Construction                   |                                            |
| Built Environment      | Real Estate Management         | Industrial                                 |
| Built Environment      | Real Estate Management         | Office & Retail                            |
| Built Environment      | Real Estate Management         | Residential                                |
| Information Technology | Data & Intelligence Services   | Climate Risk Analytics                     |
| Information Technology | Data & Intelligence Services   | Engineering & Consulting                   |
| Information Technology | Data & Intelligence Services   | Environmental Data & Intelligence          |
| Information Technology | Data & Intelligence Services   | ESG Reporting & Compliance                 |
| Information Technology | Data & Intelligence Services   | Measurement Reporting & Verification (MRV) |
| Information Technology | Data & Intelligence Services   | Data Hosting                               |
| Energy                 | Energy Distribution            | Grid                                       |
| Energy                 | Energy Distribution            | Pipeline                                   |
| Energy                 | Energy Generation              | Geothermal                                 |
| Energy                 | Energy Generation              | Hydropower                                 |
| Energy                 | Energy Generation              | Nuclear                                    |
| Energy                 | Energy Generation              | Solar                                      |
| Energy                 | Energy Generation              | Tidal                                      |
| Energy                 | Energy Generation              | Waste-to-Energy                            |
| Energy                 | Energy Generation              | Wind                                       |
| Energy                 | Energy Storage                 | Battery Storage                            |
| Energy                 | Energy Storage                 | Non-Battery Storage                        |
| Energy                 | Fuel Production                | Hydrogen                                   |
| Energy                 | Fuel Production                | Low-Carbon Fuels                           |
| Energy                 | Fuel Production                | Oil & Gas                                  |
| Energy                 | Fuel Production                | Waste-to-Fuels                             |
| Finance & Insurance    | Asset Management               |                                            |
| Finance & Insurance    | Banking & Lending              |                                            |
| Finance & Insurance    | Insurance                      |                                            |
| Finance & Insurance    | Investment Banking & Brokerage |                                            |
| Finance & Insurance    | Security & Commodity Exchanges |                                            |
| Food                   | Food & Beverage Manufacturing  |                                            |
| Food                   | Food Distribution              | Food Retail                                |
| Food                   | Food Distribution              | Food Services                              |

| Vertical Layer 1                | Vertical Layer 2                 | Vertical Layer 3                         |
|---------------------------------|----------------------------------|------------------------------------------|
| Food                            | Primary Agriculture              | Aquaculture                              |
| Food                            | Primary Agriculture              | Controlled Environment Agriculture (CEA) |
| Food                            | Primary Agriculture              | Field Crop Production                    |
| Food                            | Primary Agriculture              | Fisheries                                |
| Food                            | Primary Agriculture              | Livestock Production                     |
| Human Impact                    | Education                        |                                          |
| Human Impact                    | Health Care                      |                                          |
| Industry                        | Advanced Materials               |                                          |
| Industry                        | Basic Materials                  | Cement & Concrete                        |
| Industry                        | Basic Materials                  | Chemical Production                      |
| Industry                        | Basic Materials                  | Glass                                    |
| Industry                        | Basic Materials                  | Metal Production                         |
| Industry                        | Basic Materials                  | Plastics & Polymers                      |
| Industry                        | Basic Materials                  | Pulp & Paper                             |
| Industry                        | Basic Materials                  | Sustainable Packaging                    |
| Industry                        | Basic Materials                  | Textiles                                 |
| Industry                        | Computer Equipment & Hardware    | Efficiency Computing                     |
| Industry                        | Computer Equipment & Hardware    | Heating & Cooling                        |
| Industry                        | Consumer Goods                   | Apparel & Footwear                       |
| Industry                        | Consumer Goods                   | Appliances                               |
| Industry                        | Consumer Goods                   | Household & Personal Products            |
| Industry                        | Consumer Goods                   | Non-Food Retail                          |
| Industry                        | Consumer Goods                   | Toys & Sporting Goods                    |
| Industry                        | Industry General                 |                                          |
| Industry                        | Logistics & Supply Chain         | Freight & Distribution                   |
| Industry                        | Logistics & Supply Chain         | Sourcing                                 |
| Industry                        | Logistics & Supply Chain         | Supply Chain Management                  |
| Industry                        | Logistics & Supply Chain         | Warehousing & Fulfillment                |
| Industry                        | Minerals & Mining                |                                          |
| Natural Resources & Environment | Disaster Risk Management         |                                          |
| Natural Resources & Environment | Forestry                         |                                          |
| Natural Resources & Environment | Greenhouse Gases & Air Pollution | Air Pollution                            |
| Natural Resources & Environment | Greenhouse Gases & Air Pollution | Carbon                                   |
| Natural Resources & Environment | Greenhouse Gases & Air Pollution | Methane                                  |
| Natural Resources & Environment | Greenhouse Gases & Air Pollution | Other Greenhouse Gases (GHGs)            |
| Natural Resources & Environment | Land Conservation & Restoration  |                                          |
| Natural Resources & Environment | Ocean Conservation & Restoration |                                          |

| Vertical Layer 1                | Vertical Layer 2          | Vertical Layer 3           |
|---------------------------------|---------------------------|----------------------------|
| Natural Resources & Environment | Waste Management          | Hazardous Waste Management |
| Natural Resources & Environment | Waste Management          | Landfill Management        |
| Natural Resources & Environment | Waste Management          | Recycling                  |
| Natural Resources & Environment | Water Supply & Sanitation | Industrial Water           |
| Natural Resources & Environment | Water Supply & Sanitation | Municipal Water            |
| Natural Resources & Environment | Water Supply & Sanitation | Sanitation                 |
| Transportation & Mobility       | Automotive                | Buses                      |
| Transportation & Mobility       | Automotive                | Cars                       |
| Transportation & Mobility       | Automotive                | Electric Bicycles          |
| Transportation & Mobility       | Automotive                | Heavy Duty Trucks          |
| Transportation & Mobility       | Automotive                | Light Commercial Vehicles  |
| Transportation & Mobility       | Automotive                | Motorcycles                |
| Transportation & Mobility       | Automotive                | Scooters                   |
| Transportation & Mobility       | Aviation                  |                            |
| Transportation & Mobility       | Charging Infrastructure   |                            |
| Transportation & Mobility       | Maritime                  |                            |
| Transportation & Mobility       | Rail                      |                            |
| Transportation & Mobility       | Smart Mobility            |                            |

## 2.7.2 Verticals (Definitions)

- Built Environment:** Human made or modified landscapes, structures and infrastructure systems that bring together people, services, and economic activities in sustainable ways. This includes sustainable property and large-scale infrastructure construction and real estate management for adaptation and mitigation solutions.
  - Construction:** The sustainable planning, design, and construction of residential, commercial, or industrial buildings; specialty construction involving renovations, restoration, green buildings, green infrastructure projects that reduce the impacts of climate-related risks, and installation of green building materials, smart roofs, smart windows etc.
  - Real Estate Management:** The property development, investment, brokerage, consultation, and management, including the day-to-day operations, maintenance, infrastructure, optimization, and asset management of sustainable real estate properties. Includes heating & cooling management, building automation, energy efficiency management, retrofitting management, ratings & standards etc.

- **Industrial:** Industrial real estate, including manufacturing, warehousing, distribution, and logistics.
- **Office & Retail:** Office space for businesses and retail space for commercial activities.
- **Residential:** Properties primarily used for housing purposes, including single-family homes, multi-family apartments and other residential dwellings.
- **Information Technology:** The use of computers, storage, networking and other physical devices, infrastructure and processes to create, process, store, secure and exchange all forms of electronic data.
  - **Data & Intelligence Services:** Services whose primary purpose is providing industry-agnostic data and intelligence solutions, including climate risk analytics, engineering and consulting, environmental data and intelligence, ESG reporting and compliance, and MRV solutions. *Note: this vertical only applies to companies when the company serves multiple industry verticals rather than serving a specific Vertical (e.g. agriculture-related data services would fall under one of the "Food > Primary Agriculture" sub-verticals).*
  - **Climate Risk Analytics:** The data-driven forecasting and analysis of risk from climate change-related losses.
  - **Engineering & Consulting:** Providing technical expertise and guidance in the development and implementation of climate and sustainability related infrastructure or solutions.
  - **Environmental Data & Intelligence:** The collection, analysis, and interpretation of environmental data.
  - **ESG Reporting & Compliance:** The disclosure and adherence to environmental social and governance (ESG) reporting standards and regulations.
  - **Measurement Reporting & Verification (MRV):** The systematic measurement, reporting and verification of greenhouse gas emissions of mitigation strategies.
  - **Data Hosting:** The provision of hardware, systems, software, and infrastructure to store and manage access to big data.
- **Energy:** Sustainable energy generation, distribution, storage, and fuel production from renewable and non-renewable sources with or without substantially reduced greenhouse gas reductions.
  - **Energy Distribution:** The transmission and delivery of electricity or other forms of energy and power, either through electricity grid or pipelines.
  - **Grid:** The network of transmission and distribution infrastructure of an electricity grid, including power lines, transformers, grid operators and other equipment, that powers a region.

- **Pipeline:** The network of transmission and distribution infrastructure of pipelines that transport and distribute fuel fluids, including oil and oil products, natural gas, biofuels, ethanol, carbon dioxide, hydrogen.
- **Energy Generation:** The production of energy from renewable or non-renewable sources.
  - **Geothermal:** Renewable energy generation from converting the heat from the Earth's subsurface into electricity.
  - **Hydropower:** Renewable energy generation from converting the natural physical flow of moving water into electricity.
  - **Nuclear:** Energy generation from converting the energy released during nuclear fission or fusion into electricity.
  - **Solar:** Renewable energy generation from converting any type of energy captured from the sun into electricity.
  - **Tidal:** Renewable energy generation from converting the surge of ocean waters during the rise and fall of tides into electricity.
  - **Waste-to-Energy:** Energy generation from converting waste into electricity and/or heat. Note: for production of fuels from waste, select Energy > Fuel Production > Waste-to-Fuels.
  - **Wind:** Renewable energy generation from converting wind's kinetic energy into electricity.
- **Energy Storage:** The capture and retention of energy for use at a later time, including battery and non-battery storage methods.
  - **Battery Storage:** The storage of energy in a chemical form through batteries that can be converted into electrical energy when needed. Includes electrochemical technologies such as lithium-ion, lead-acid, nickel, sulfur or zinc-based batteries, redox flow batteries and hydrogen fuel cells.
  - **Non-Battery Storage:** The storage of energy in non-battery forms that can be converted into electric energy when needed, including pumped storage hydropower, flywheels, compressed air energy storage, ultracapacitors, thermal energy storage.
- **Fuel Production:** The sustainable production, extraction, refinement, and processing of fuels, including hydrogen, natural gas, oil, biofuels, and waste-to-fuels.
  - **Hydrogen:** The production of hydrogen used for hydrogen fuel cells or for direct combustion of its liquid or gaseous state.
  - **Low-Carbon Fuels:** The production of fuels that emit fewer emissions than fossil fuels when burnt, excluding hydrogen, including ammonia, methanol, biofuels paired with carbon capture, synthetic fuels (power-to-liquids), renewable diesel, Sustainable Aviation Fuels.

- **Oil & Gas:** The production of fossil fuels, including crude oil and non-renewable natural gas.
- **Waste-to-Fuels:** The conversion of waste into a low-emissions fuel source, such as ethanol, methanol, or synthetic diesel.
- **Finance & Insurance:** Services and establishments primarily engaged in financial transactions, involving the creation, liquidation, or change in ownership of financial assets, and/or in facilitating financial transactions. These include asset management, banking & lending, insurance, investment banking and securities & commodity exchanges.
  - **Asset Management:** The oversight and responsible investment of financial resources into sustainable assets, across multiple verticals. If the asset management is specific to one industry, use that industry Vertical instead. The Asset Management nature of the service should be captured through the Business Activity tag.
  - **Banking & Lending:** Financial services initiatives by providing capital, loans, and financial instruments, including blended finance solutions, across multiple verticals. If the banking & lending solutions are specific to one industry, use that industry Vertical instead. The Banking & Lending nature of the service should be captured through the Business Activity tag.
  - **Insurance:** Risk management solutions and financial protection. If the insurance services are focused on one industry, use that industry Vertical instead. The Insurance nature of the service should be captured through the Business Activity tag.
  - **Investment Banking & Brokerage:** Providing financial and brokerage services and advisory for large financial transactions. If the investment banking services are focused on one industry, use that industry Vertical instead. The Investment Banking & Brokerage nature of the service should be captured through the Business Activity tag.
  - **Security & Commodity Exchanges:** Trading platforms and services for buying, selling, or trading in stocks, options, bonds, or commodity contracts. If these services are focused on one industry, use that industry Vertical instead. The Security & Commodity Exchanges nature of the service should be captured through the Business Activity tag.
- **Food:** The sustainable production, distribution and consumption of food and agricultural products, including primary agriculture, food manufacturing and distribution.
  - **Food & Beverage Manufacturing:** The sustainable manufacturing of food or beverages, including manufacturing processes, the production of sustainable ingredients, alternative proteins etc.

- **Food Distribution:** The sustainable distribution of food and beverages within retail and food services, including sustainable packaging, distribution, and grocery.
  - **Food Retail:** Food purchased by consumers and consumed off-premises, such as supermarkets.
  - **Food Services:** Process where food is purchased and consumed on premises, including restaurants, cafes etc.
- **Primary Agriculture:** The sustainable cultivation of crops or livestock, including field crop production, livestock, fisheries, controlled environment agriculture and aquaculture.
  - **Aquaculture:** The controlled cultivation of fish or aquatic plants in freshwater or marine environments, including on-land facilities.
  - **Controlled Environment Agriculture (CEA):** Systems that take a technology-based approach to farming beyond conventional soil-based, outdoor production to optimize the growing conditions, including hydroponics, aquaponics, highly controlled greenhouses etc. *This does not include lab-grown meat, which should instead be categorized as the Food & Beverage Manufacturing” Vertical.*
  - **Field Crop Production:** Soil-based crop production methods in outdoor fields.
  - **Fisheries:** The capturing, processing, and selling of wild fish.
  - **Livestock Production:** The breeding of domesticated animals in an agricultural setting for consumption, use, or labor.
- **Human Impact:** Societal impact linked to sustainability, including education and health care.
  - **Education:** Education and education-related services through an institution or a product.
  - **Health Care:** Medical and health-related services to individuals or a community.
- **Industry:** The sustainable manufacturing, distribution, supply chain, logistics and management of products, including raw materials, equipment, hardware, consumer goods and mining.
  - **Advanced Materials:** Materials specifically designed for the clean energy transition, or newer materials with enhanced properties designed for superior performance, e.g. battery electrolyte materials, PV materials, sorbents and membrane materials for Carbon Capture technologies, alloys, etc.
  - **Basic Materials:** Raw and basic materials such as chemicals, glass, metal production, plastics & polymers, pulp & paper, sustainable packaging, and textiles.
    - **Cement & Concrete:** Concrete and cement-based materials.

- **Chemical Production:** Commodity chemicals for industrial and consumer products, made up of simple elements or combinations of elements bonded together, such as organic chemicals, inorganic chemicals (acids and alkalis), petrochemicals, agricultural chemicals such as fertilizers, specialty chemicals and pharmaceuticals.
- **Glass:** Glass and other amorphous solids formed by super cooling, including annealed glass, heat strengthened glass, tempered glass, laminated glass, and other types of glass.
- **Metal Production:** Raw metals and alloys, e.g. iron, copper, aluminum, steel, gold, silver, palladium, etc. Note: for mining of these metals, please select 'Minerals & Mining'.
- **Plastics & Polymers:** Hydrocarbon-based polymeric materials derived from crude oil and natural gas, including naturally occurring (cellulose, latex, rubber), or synthetic (nylon, polyethylene, and polypropylene).
- **Pulp & Paper:** Paper manufacturing and raw material inputs, such as paper pulp.
- **Sustainable Packaging:** Packaging of goods that are designed to reduce the environmental impact of the packaging.
- **Textiles:** Yarn, fabrics, and related products made from natural or synthetic fibers for the production of fabrics or cloth.
- **Computer Equipment & Hardware:** Physical components of computers or computer-interfacing devices like PCs, servers, storage devices and peripherals that enable the major computing functions, including efficiency computing and heating & cooling.
  - **Efficiency Computing:** Computer hardware and components focused on energy efficiency and low power consumption, including low-power processors, energy-efficient servers and data centers, green computing solutions and power management services.
  - **Heating & Cooling:** Heating, cooling and air flow management equipment specifically designed for use with computer hardware and data centers.
- **Consumer Goods:** Sustainable products or services related to goods that are bought by individuals or households for personal consumption, including apparel and footwear, appliances, household and personal products, non-food retail, toys, and sporting goods.
  - **Apparel & Footwear:** Clothing, shoes, and related accessories.
  - **Appliances:** Electric or gas-powered devices applied for housekeeping and homemaking activities, such as washers, refrigerators and air conditioners, televisions, and other consumer electronics.

- **Household & Personal Products:** Products purchased and consumed directly by individuals and households, including basic cleaning and household maintenance products.
- **Non-Food Retail:** Products sold through retail channels to the consumer that exclude food, including luxury goods, furniture and flooring, gardening, health, and beauty.
- **Toys & Sporting Goods:** Products for personal entertainment, including toys and sports equipment.
- **Industry General:** All goods and services that apply to the Industry vertical in general, or do not belong in the rest of the Industry Layer 2 categories and relate to climate & sustainability, such as general industrial machinery (nuts, bolts, pumps, centrifuges, mixers, electric generators for industrial purposes, warehouse material handling equipment), aerospace and defense manufacturing or general industrial consulting services.
- **Logistics & Supply Chain:** The goods and services that facilitate the movement and storage of goods within the entire lifecycle of a product's distribution, encompassing the sourcing and shipment of raw materials to the eventual delivery to the point of sale.
  - **Freight & Distribution:** The transportation of goods encompassing a range of methods, such as shipping, ground (train or automobile), air or multimodal.
  - **Sourcing:** The process of identifying, evaluating, and selecting the best supplier to provide the required product or service.
  - **Supply Chain Management:** The centralized management of the entire lifecycle of goods or services' distribution, from raw materials to finished product.
  - **Warehousing & Fulfillment:** Services that manage the inventory management of goods or the fulfillment process of a good, such as customer order picking and processing, packaging, and shipping.
- **Minerals & Mining:** The exploration, extraction, processing and sale of metals and mineral resources from mines such as metals, coals, precious stones etc.
- **Natural Resources & Environment:** The sustainable management and conservation of natural resources, ecosystems, and pollution, including disaster risk management, forestry, greenhouse gases, air pollution, land and ocean conservation, waste and water management.
  - **Disaster Risk Management:** Climate and environment-related, nature-based disaster risk reduction policies and strategies to prevent new disaster risk, reduce existing disaster risk and manage residual risk, to strengthen the resilience and reduction of climate-induced disaster losses ([www.undrr.org](http://www.undrr.org)). This includes ecosystem-based adaptation measures, such as restoring mangroves and coastal wetlands for flood protection, constructing living shorelines such as oyster reefs

and coral reefs to protect coastal areas from erosion, or implementing sustainable forest management practices to reduce the risk of wildfires and landslides. *Note: for human made structures and infrastructure related to disaster risk management, please select Built Environment > Construction.*

- **Forestry:** The sustainable management of forested land and associated waters and wasteland, including forest nurseries, reforestation, sustainable logging operations and production of wood products.
- **Greenhouse Gases & Air Pollution:** The measurement and mitigation solutions to reduce the effects of greenhouse gases and air pollution.
  - **Air Pollution:** The mitigation of contamination of an indoor or outdoor environment by any chemical, physical or biological agent that modifies the natural characteristics of the atmosphere and presents harmful effects to living organisms and the environment (<https://www.who.int/health-topics/air-pollution>).
  - **Carbon:** The mitigation of Carbon dioxide emissions, including engineered carbon removal solutions (Carbon Capture, Utilization and Storage (CCUS), Direct Air Capture (DAC), Bioenergy with Carbon Capture & Storage (BECCS), Carbon Mineralization, Enhanced Rock Weathering), and nature-based carbon removal (afforestation, soil carbon, oceans, biochar, biomass-based etc).
  - **Methane:** The mitigation of Methane emissions, including technologies that reduce or avoid flaring, technologies that capture and convert methane, anaerobic digestors for organic waste, or feed additives for livestock.
  - **Other Greenhouse Gases (GHGs):** The mitigation of other greenhouses gases, including Nitrous oxide and fluorinated gases (HFCs).
- **Land Conservation & Restoration:** The sustainable management of land, including wetlands, forests, lakes, and rivers, for the purpose of protecting ecosystems and biodiversity.
- **Ocean Conservation & Restoration:** The sustainable management of marine and coastal environments, for the purpose of protecting marine ecosystems and biodiversity and reducing ocean pollution.
- **Waste Management:** The sustainable treatment of waste from collection to disposal or conversion, including hazardous waste, landfill, and recycling.
  - **Hazardous Waste Management:** The treatment of waste with properties that can have a harmful effect on human health or the environment based on characteristics such as ignitability, corrosivity, reactivity or toxicity. Examples include industrial waste byproducts; benzene, a highly flammable byproduct from petroleum refining; lead, mercury and cadmium from e-waste and battery mishandling; pesticides and herbicides from the agricultural sector; pharmaceutical waste, etc. (epa.gov)

- **Landfill Management:** The treatment of non-hazardous solid waste kept in landfills, including household and commercial solid waste and industrial nonhazardous waste.
- **Recycling:** The conversion of waste to reusable materials or products that would otherwise be disposed of.
- **Water Supply & Sanitation:** The building, operating and maintenance of sustainable water services for drinking or industrial purposes, including industrial water, municipal water and water sanitation.
  - **Industrial Water:** The water used for industrial purposes (*see the Industry verticals and sub verticals for definitions of the industrial sector*). Not for personal consumption.
  - **Municipal Water:** The water supplied to municipalities (cities, towns, and villages with water treatment facilities) for commercial use and consumption, connected via an underground pipeline system and typically accessible to households and buildings via taps.
  - **Sanitation:** The treatment of water for safe drinking and use.
- **Transportation & Mobility:** Industries and services related to sustainable transportation and mobility, including automotive, aviation, charging infrastructure, maritime, rail and smart mobility.
  - **Automotive:** Various modes of motor vehicle transportation, including buses, cars, electric bicycles, heavy-duty trucks, light commercial vehicles, motorcycles, and scooters.
    - **Buses:** Large motor road vehicles designed to carry multiple passengers, typically on a prefixed route.
    - **Cars:** Four-wheeled road vehicle designed to carry a small number of people, typically between 2 to 7.
    - **Electric Bicycles:** Pedal bicycles with integrated electric motors that assist with propulsion.
    - **Heavy Duty Trucks:** Large trucks used for hauling and towing heavy loads like semi-trucks, trailers, construction trucks, logging trucks etc.
    - **Light Commercial Vehicles:** Small commercial vehicles that are larger than cars, designed for transporting lighter loads and people such as vans, chassis cabs, and pickups.
    - **Motorcycles:** Two-wheeled motor vehicles.
    - **Scooters:** Two-wheeled motor vehicles designed for shorter distances, including gasoline and electric scooters/mopeds. Typically have smaller engines and shorter ranges than motorcycles.

- **Aviation:** Air transportation services and commercial aircraft-related products, including manufacturing of aircraft, aircraft engines, avionics equipment, airline and airport management systems.
- **Charging Infrastructure:** Charging stations, equipment, software, and services that enable the recharging of electric vehicles and other electric modes of transportation.
- **Maritime:** Water transportation services, including shipbuilding, operation of ports and maritime facilities, and providers of products for the maritime industry.
- **Rail:** Railroad and rail transportation services, including rail infrastructure, manufacturing of rail vehicles and rail-related products.
- **Smart Mobility:** Intelligent transportation systems that increase transportation efficiency, accessibility, and sustainability, such as ridesharing, micro-mobility, autonomous driving technologies, smart traffic management solutions. *Note: for charging-related technologies, select "Transportation & Mobility > Charging Infrastructure".*

## 2.7.3 Business Activity Taxonomy

| CREO Business Activity Taxonomy                                 | <a href="#">NAICS Code</a> |
|-----------------------------------------------------------------|----------------------------|
| <b><u>Agriculture &amp; Fishing</u></b>                         | 11                         |
| Agriculture & Fishing > Aquaculture                             | 1125                       |
| Agriculture & Fishing > Aquaculture Support                     | 1152                       |
| Agriculture & Fishing > Aquaculture Support > Inputs            | 1152                       |
| Agriculture & Fishing > Aquaculture Support > Production Method | 1152                       |
| Agriculture & Fishing > Crop Production                         | 111                        |
| Agriculture & Fishing > Crop Support                            | 1151                       |
| Agriculture & Fishing > Crop Support > Nutrition                | 1151                       |
| Agriculture & Fishing > Crop Support > Production Method        | 1151                       |
| Agriculture & Fishing > Crop Support > Seeds                    | 1151                       |
| Agriculture & Fishing > Fishing                                 | 1141                       |
| Agriculture & Fishing > Hunting                                 | 1142                       |
| Agriculture & Fishing > Inputs                                  |                            |
| Agriculture & Fishing > Livestock Production                    | 1121-1124                  |
| Agriculture & Fishing > Livestock Support                       | 1152                       |
| Agriculture & Fishing > Livestock Support > Inputs              | 1152                       |
| Agriculture & Fishing > Livestock Support > Production Method   | 1152                       |
| <b><u>Chemical Manufacturer</u></b>                             | 325                        |
| Chemical Manufacturer > Adhesive                                | 325510                     |
| Chemical Manufacturer > Inorganic Chemical                      | 325180                     |
| Chemical Manufacturer > Organic Chemical                        | 325199                     |
| Chemical Manufacturer > Paint                                   | 325510                     |
| Chemical Manufacturer > Pesticides Fertilizer & Agri Chemicals  | 3253                       |
| Chemical Manufacturer > Petrochemical                           | 325110                     |
| Chemical Manufacturer > Pharmaceutical                          | 3254                       |

Chemical Manufacturer > Plastics & Resin 325211

Chemical Manufacturer > Synthetic Dye & Pigments 325130

Chemical Manufacturer > Synthetic Rubber 325212

### **Conservation & Wildlife Organizations**

Conservation & Wildlife Organizations > Animal rights organization 813312

Conservation & Wildlife Organizations > Aquarium 712130

Conservation & Wildlife Organizations > Botanical Garden 712130

Conservation & Wildlife Organizations > Environmental advocacy organization 813312

Conservation & Wildlife Organizations > Nature Reserve 712190

Conservation & Wildlife Organizations > Public Conservation Program 924120

Conservation & Wildlife Organizations > Wetland Restoration 712190

Conservation & Wildlife Organizations > Zoo 712130

### **Construction** 23

Construction > Commercial Buildings 236220

Construction > Contractor 2382

Construction > Contractor > Electrical 238210

Construction > Contractor > Heating & Air-Conditioning 238220

Construction > Contractor > Plumbing 238220

Construction > Contractor > EPC Contractor

Construction > Industrial Buildings 236210

Construction > Oil & Gas 237120

Construction > Power Infrastructure 237130

Construction > Residential Buildings 2361

Construction > Road 2373

Construction > Water & Sewer 237110

### **Education Provider** 61

### **Equipment Manufacturer**

|                                                                             |        |
|-----------------------------------------------------------------------------|--------|
| <b>Equipment Manufacturer &gt; Computer &amp; Electronics</b>               | 334    |
| Equipment Manufacturer > Computer & Electronics > Audio & Video             | 3343   |
| Equipment Manufacturer > Computer & Electronics > Communications            | 3342   |
| Equipment Manufacturer > Computer & Electronics > Computers                 | 3341   |
| Equipment Manufacturer > Computer & Electronics > IOT Devices               | 3345   |
| Equipment Manufacturer > Computer & Electronics > Semiconductor             | 3344   |
| <b>Equipment Manufacturer &gt; Electrical Equipment</b>                     | 3353   |
| Equipment Manufacturer > Electrical Equipment > Charging Equipment          | 335312 |
| Equipment Manufacturer > Electrical Equipment > Electrical Transformer      | 335311 |
| Equipment Manufacturer > Electrical Equipment > Energy Storage > Batteries  | 33591  |
| Equipment Manufacturer > Electrical Equipment > Energy Storage > Fuel Cells |        |
| Equipment Manufacturer > Electrical Equipment > Energy Storage > Other      |        |
| Equipment Manufacturer > Electrical Equipment > Motor & Generator           | 335312 |
| Equipment Manufacturer > Electrical Equipment > Relay & Industrial Control  | 335314 |
| Equipment Manufacturer > Electrical Equipment > Solar Modules               | 3344   |
| Equipment Manufacturer > Electrical Equipment > Switchgear                  | 335313 |
| Equipment Manufacturer > Machinery                                          | 333    |
| Equipment Manufacturer > Machinery > Construction                           | 333120 |
| Equipment Manufacturer > Machinery > Engines                                | 3336   |
| Equipment Manufacturer > Machinery > Farming                                | 333111 |
| Equipment Manufacturer > Machinery > Food Manufacturing                     | 333241 |
| Equipment Manufacturer > Machinery > Metalworking                           | 3335   |
| Equipment Manufacturer > Machinery > Mining                                 | 333131 |
| Equipment Manufacturer > Machinery > Nuclear Reactors                       |        |
| Equipment Manufacturer > Machinery > Oil & Gas Field                        | 333132 |
| Equipment Manufacturer > Machinery > Power Transmission                     | 3336   |
| Equipment Manufacturer > Machinery > Robotics                               |        |

|                                                                                |                    |
|--------------------------------------------------------------------------------|--------------------|
| Equipment Manufacturer > Machinery > Sawmill Woodworking & Paper               | 333243             |
| Equipment Manufacturer > Machinery > Semiconductors                            | 333242             |
| Equipment Manufacturer > Machinery > Turbines                                  | 3336               |
| <b>Equipment Manufacturer &gt; Transportation</b>                              | <b><u>336</u></b>  |
| Equipment Manufacturer > Transportation > Aircraft                             | 336411             |
| Equipment Manufacturer > Transportation > Aircraft > Electric                  | 336411             |
| Equipment Manufacturer > Transportation > Aircraft Parts                       | 336412             |
| Equipment Manufacturer > Transportation > Auto Parts                           | <b><u>3363</u></b> |
| Equipment Manufacturer > Transportation > Automobiles                          | 336111             |
| Equipment Manufacturer > Transportation > Automobiles > Electric               | 336111             |
| Equipment Manufacturer > Transportation > Bicycles                             | 336991             |
| Equipment Manufacturer > Transportation > Bicycles > Electric                  | 336991             |
| Equipment Manufacturer > Transportation > Bus                                  | 336120             |
| Equipment Manufacturer > Transportation > Bus > Electric                       | 336120             |
| Equipment Manufacturer > Transportation > Heavy Duty Trucks                    | 336120             |
| Equipment Manufacturer > Transportation > Heavy Duty Trucks > Electric         | 336120             |
| Equipment Manufacturer > Transportation > Light Commercial Vehicles            | 336112             |
| Equipment Manufacturer > Transportation > Light Commercial Vehicles > Electric | 336112             |
| Equipment Manufacturer > Transportation > Motorcycles                          | 336991             |
| Equipment Manufacturer > Transportation > Motorcycles > Electric               | 336991             |
| Equipment Manufacturer > Transportation > Scooters                             | 336991             |
| Equipment Manufacturer > Transportation > Scooters > Electric                  | 336991             |
| Equipment Manufacturer > Transportation > Ships                                | 3366               |
| Equipment Manufacturer > Transportation > Ships > Electric                     | 3366               |
| Equipment Manufacturer > Transportation > Spacecraft                           | 336414             |
| <b><u>Equipment Rental &amp; Leasing</u></b>                                   | <b>532</b>         |
| Equipment Rental & Leasing > Automotive                                        | 5321               |

|                                                                        |        |
|------------------------------------------------------------------------|--------|
| Equipment Rental & Leasing > Automotive > Commercial                   | 53212  |
| Equipment Rental & Leasing > Automotive > Commercial > Electric        | 53212  |
| Equipment Rental & Leasing > Automotive > Passenger                    | 53211  |
| Equipment Rental & Leasing > Automotive > Passenger > Electric         | 53211  |
| Equipment Rental & Leasing > Industrial Equipment                      | 5324   |
| <b><u>Finance &amp; Insurance</u></b>                                  | 52     |
| <b>Finance &amp; Insurance &gt; Capital Markets</b>                    |        |
| Finance & Insurance > Capital Markets > Asset Management & Custody     | 523940 |
| Finance & Insurance > Capital Markets > Investment Banking & Brokerage | 5231   |
| Finance & Insurance > Capital Markets > Security & Commodity Exchange  | 5232   |
| <b>Finance &amp; Insurance &gt; Insurance</b>                          | 5241   |
| <b>Finance &amp; Insurance &gt; Lending</b>                            |        |
| Finance & Insurance > Lending > Commercial Banking                     | 522110 |
| Finance & Insurance > Lending > Consumer Finance                       | 522291 |
| Finance & Insurance > Lending > Mortgage Finance                       | 522292 |
| <b><u>Food &amp; Beverage Manufacturer</u></b>                         |        |
| <b>Food &amp; Beverage Manufacturer &gt; Beverages</b>                 | 3121   |
| Food & Beverage Manufacturer > Beverages > Alcoholic                   | 3121   |
| Food & Beverage Manufacturer > Beverages > Non-Alcoholic               | 3121   |
| Food & Beverage Manufacturer > Food                                    | 311    |
| Food & Beverage Manufacturer > Food > Meat Poultry & Dairy             | 311    |
| Food & Beverage Manufacturer > Food > Processed                        | 311    |
| <b>Food &amp; Beverage Manufacturer &gt; Tobacco</b>                   | 3122   |
| <b><u>Food Services</u></b>                                            | 722    |
| Food Services > Caterer                                                | 7223   |
| Food Services > Restaurant                                             | 7224   |
| Food Services > Tavern                                                 | 7224   |

|                                                                |        |
|----------------------------------------------------------------|--------|
| <b><u>Forestry &amp; Logging</u></b>                           | 113    |
| Forestry & Logging > Afforestation                             | 1131   |
| Forestry & Logging > Agroforestry                              | 1131   |
| Forestry & Logging > Conservation forestry                     | 1131   |
| Forestry & Logging > Forestry Support                          | 1153   |
| Forestry & Logging > Logging                                   | 1133   |
| Forestry & Logging > Reforestation                             | 1131   |
| Forestry & Logging > Sustainable Forest Management             | 1131   |
| <b><u>Fuel Producer</u></b>                                    | 324    |
| Fuel Producer > Biofuel                                        | 325120 |
| Fuel Producer > Hydrogen                                       |        |
| Fuel Producer > Industrial Gas                                 | 325120 |
| Fuel Producer > Petroleum Refinery                             | 324110 |
| Fuel Producer > Support Activities                             |        |
| Fuel Producer > Support Activities > Feedstock                 |        |
| Fuel Producer > Support Activities > Storage                   |        |
| Fuel Producer > Support Activities > Technology Solution       |        |
| <b><u>Greenhouse Gases &amp; Air Pollution</u></b>             |        |
| Greenhouse Gases & Air Pollution > Air Pollution Management    |        |
| Greenhouse Gases & Air Pollution > Engineered GHG Removal      |        |
| Greenhouse Gases & Air Pollution > Nature-Based Carbon Removal |        |
| <b><u>Health Care</u></b>                                      | 62     |
| Health Care > Health Care Delivery                             |        |
| Health Care > Health Care Distributor                          |        |
| Health Care > Managed Care Provider                            |        |
| <b><u>Information Technology</u></b>                           | 51     |
| Information Technology > Broadcasting                          | 5161   |

|                                                                       |        |
|-----------------------------------------------------------------------|--------|
| Information Technology > Cloud Storage                                | 518210 |
| Information Technology > Data & Intelligence                          |        |
| Information Technology > Data & Intelligence > Satellite Imaging      |        |
| Information Technology > Data & Intelligence > Weather Forecasting    | 541990 |
| Information Technology > IOT                                          |        |
| Information Technology > Networking Infrastructure                    | 518210 |
| Information Technology > Online Media & Services                      | 5162   |
| Information Technology > Software                                     | 5132   |
| Information Technology > Software > SAAS                              | 5132   |
| Information Technology > Telecommunications                           | 517    |
| <b><u>Leisure &amp; Accommodation</u></b>                             | 721    |
| Leisure & Accommodation > Casinos & Gaming                            | 721120 |
| Leisure & Accommodation > Hotels & Lodging                            | 721110 |
| Leisure & Accommodation > Leisure Facilities                          | 71     |
| <b><u>Marketplace</u></b>                                             |        |
| Marketplace > B2B Marketplace                                         |        |
| Marketplace > B2C Marketplace                                         |        |
| <b><u>Materials Manufacturer</u></b>                                  |        |
| Materials Manufacturer > Advanced Materials                           |        |
| Materials Manufacturer > Apparel                                      | 313    |
| Materials Manufacturer > Building Materials                           |        |
| Materials Manufacturer > Cement & Concrete                            | 3273   |
| Materials Manufacturer > Containers & Packaging                       |        |
| Materials Manufacturer > Glass                                        | 3272   |
| <b>Materials Manufacturer &gt; Metal Production</b>                   |        |
| Materials Manufacturer > Metal Production > Fabricated Metal Products | 332    |
| Materials Manufacturer > Metal Production > Primary Metal             | 331    |
| Materials Manufacturer > Metal Production > Primary Metal > Aluminum  | 3313   |

|                                                                                            |           |
|--------------------------------------------------------------------------------------------|-----------|
| Materials Manufacturer > Metal Production > Primary Metal > Iron & Steel Mill              | 3311      |
| Materials Manufacturer > Metal Production > Primary Metal > Nonferrous Metal (ex-Aluminum) | 3314      |
| Materials Manufacturer > Plastics Products                                                 | 3261      |
| Materials Manufacturer > Pulp & Paper                                                      | 3221      |
| Materials Manufacturer > Rubber Products                                                   | 3262      |
| Materials Manufacturer > Sawmill                                                           | 3211      |
| Materials Manufacturer > Textiles                                                          | 313       |
| <b><u>Mining &amp; Commodity Extraction</u></b>                                            | <b>21</b> |
| Mining & Commodity Extraction > Mining                                                     | 212       |
| Mining & Commodity Extraction > Mining > Coal                                              | 2121      |
| Mining & Commodity Extraction > Mining > Metal Ore                                         | 2122      |
| Mining & Commodity Extraction > Mining > Nonmetallic Minerals                              | 2123      |
| Mining & Commodity Extraction > Mining Support                                             | 2131      |
| Mining & Commodity Extraction > Mining Support > Development                               | 2131      |
| Mining & Commodity Extraction > Mining Support > Exploration                               | 2131      |
| Mining & Commodity Extraction > Mining Support > Extraction                                | 2131      |
| Mining & Commodity Extraction > Mining Support > Tailings Treatment                        | 2131      |
| Mining & Commodity Extraction > Oil & Gas Extraction                                       | 2111      |
| Mining & Commodity Extraction > Oil & Gas Support                                          | 213112    |
| <b><u>Professional &amp; Technical Services</u></b>                                        | <b>54</b> |
| Professional & Technical Services > Accounting                                             | 5412      |
| Professional & Technical Services > Advertising & PR                                       | 5418      |
| Professional & Technical Services > Architectural & Engineering                            | 5413      |
| Professional & Technical Services > Climate Risk Consultant                                | 541620    |
| Professional & Technical Services > Environmental Consulting                               | 541620    |
| Professional & Technical Services > Legal                                                  | 5411      |
| Professional & Technical Services > Operations & Maintenance                               |           |

Professional & Technical Services > Pipeline Inspection 541990

Professional & Technical Services > Power Line Inspection 541990

Professional & Technical Services > Tech-Enabled Service

### **Real Estate Services**

Real Estate Services > Agent & Broker 5312

Real Estate Services > Leasing 5311

Real Estate Services > Property Managers 5313

### **Retail & Wholesale**

Retail & Wholesale > Drug Retailer 456110

Retail & Wholesale > Ecommerce 454110

Retail & Wholesale > EV Charging Station 447190

Retail & Wholesale > Food Retailer 445

Retail & Wholesale > Medical Equipment & Supplies 423450

### **Transportation & Warehousing** 48-49

Transportation & Warehousing > Air Freight 481

Transportation & Warehousing > Marine Transportation 483

Transportation & Warehousing > Passenger Transportation

Transportation & Warehousing > Passenger Transportation > Airline

Transportation & Warehousing > Passenger Transportation > Cruise Line 485

Transportation & Warehousing > Passenger Transportation > Land 486

Transportation & Warehousing > Pipeline Transportation 491

Transportation & Warehousing > Postal & Courier Services 491

Transportation & Warehousing > Rail Transportation 482

Transportation & Warehousing > Road Freight 484

Transportation & Warehousing > Warehousing & Storage 493

Transportation & Warehousing > Warehousing & Storage > Farm Products 493130

### **Utility** 22

|                                                         |        |
|---------------------------------------------------------|--------|
| Utility > Electricity Distribution                      | 22112  |
| <b>Utility &gt; Electricity Generation</b>              | 22111  |
| Utility > Electricity Generation > Biomass              | 221117 |
| Utility > Electricity Generation > Fossil Fuel          | 221112 |
| Utility > Electricity Generation > Geothermal           | 221116 |
| Utility > Electricity Generation > Hydroelectric        | 221111 |
| Utility > Electricity Generation > Nuclear              | 221113 |
| Utility > Electricity Generation > Other Electric       | 221118 |
| Utility > Electricity Generation > Solar                | 221114 |
| Utility > Electricity Generation > Tidal                |        |
| Utility > Electricity Generation > Wind                 | 221115 |
| Utility > Natural Gas Distribution                      | 2212   |
|                                                         | 2213   |
| <b>Utility &gt; Water &amp; Sanitation</b>              |        |
| Utility > Water & Sanitation > Desalination             |        |
| Utility > Water & Sanitation > Sewage Treatment         | 22132  |
| Utility > Water & Sanitation > Water Distribution       | 22131  |
| Utility > Water & Sanitation > Water Irrigation         | 22131  |
| Utility > Water & Sanitation > Water Treatment          | 22131  |
| <b><u>Waste Management</u></b>                          | 562    |
| Waste Management > Hazardous Waste Collection           | 562112 |
| Waste Management > Hazardous Waste Treatment & Disposal | 562211 |
| Waste Management > Recycling                            | 562920 |
| Waste Management > Remediation Services                 | 562910 |
| Waste Management > Solid Waste Collection               | 562111 |
| Waste Management > Solid Waste Landfill                 | 562212 |

## 2.7.4 Product Tags

See this [link](#) for the most updated list of Product tags. Note that this list is regularly updated and subject to change and grow.

## 2.7.5 Impact Goals (Definitions)

### Environmental Impact Strategy

- **Climate Change Mitigation:** Strategies aimed at reducing emissions of and stabilizing the levels of heat-trapping greenhouse gases in the atmosphere (nasa.gov)
- **Climate Resilience & Adaptation:** Strategies aimed at adjusting natural or human systems to better withstand and adapt to actual or expected climate change impacts.
- **Sustainability:** Strategies addressing broader sustainability goals to promote the long-term health of environmental, social, and economic systems without compromising the ability of future generations to meet their own needs. This may involve mitigation and adaptation solutions but describes the broader goal of maintaining a harmonious balance between human activities and the natural environment.

### Environmental Impact Goals

- **Biodiversity & Ecosystem Conservation:** Minimizing threats to biodiversity by safeguarding, conserving, maintaining, restoring, or improving the diversity of plants, animals, and ecosystems and their natural habitats.
- **Carbon Removal:** Reducing the amount of carbon dioxide in the atmosphere by removing and sequestering the carbon dioxide into long-term underground reservoirs. Methods include both nature-based solutions and engineered solutions: Direct Air Capture, enhanced weathering, biochar, kelp, or microalgae sinking, ocean alkalinity enhancements, landscape-level regeneration and revegetation, soil carbon sequestration, bioenergy with carbon capture and storage (BECCS), and afforestation and reforestation.
- **Circular Economy:** Recapturing waste as a resource and recycling products and materials to manufacture new materials and products, with the intention of reducing material use and waste and resigning materials and products to be less resource intensive.
- **Clean Air:** Improving air quality issues by addressing stratospheric ozone depletion, reducing toxic emissions such as NOx and SOx, mitigating the environmentally harmful by-products to protect the environment and human health.
- **Clean Energy:** Reducing GHG emissions and reducing consumption of fossil fuels, through increasing generation, availability, and storage capacity of clean energy.

- **Energy Efficiency:** Minimizing over-consumption of energy and fuel resources through conservation and efficiency improvements.
- **Green Buildings:** Developing or rehabilitating buildings in ways that minimize or reduce negative environmental impacts.
- **Marine Resources Conservation & Management:** Minimizing over-consumption of marine resources; ensuring that consumptive and non-consumptive uses are restorative and do not impair the long-term sustainability of use by negatively affecting the ecosystem, ecosystem services, or species on which use depends.
- **Natural Resources Conservation:** Minimizing over-consumption of land-based raw materials by conserving natural resources.
- **Pollution Prevention & Control:** Minimizing or mitigating the effects of air- or land-based pollution through appropriate technologies, equipment, materials, treatment, and processes.
- **Resilient Infrastructure:** Addressing the lack of quality, sustainable infrastructure to provide essential services—including energy, digital/telecommunications, transport, water, and waste management—to communities. It also addresses projects that create, rehabilitate, and maintain infrastructure that can withstand natural hazards and support healthy, resilient ecosystems.
- **Sustainable Agriculture:** Improving ecosystem and human health, climate resilience, resiliency of food systems, or social equity and justice, through agriculture.
- **Sustainable Forestry:** Increasing the sustainability of local economies and communities through forestry; increasing the sustainability of non-wood and wood-based forest products; mitigating carbon emissions from forestry.
- **Sustainable Land Management:** Ensuring that consumptive and non-consumptive land uses are restorative and do not impair the long-term sustainability of use by negatively affecting the ecosystem, ecosystem services, or species on which use depends.
- **Sustainable Water Management:** Addressing challenges such as contamination, water pollution, and global water supply of water taken from or discharged to fresh and saline water bodies—including but not limited to wetlands, seas, lakes, rivers, groundwater, swamps, and mangroves.
- **Waste Management:** Reducing, reusing, recycling, or making improvements to the transport, treatment, and disposal of waste.

### Social Impact Goals

- **Access to Quality Education:** Providing inclusive and quality education and promoting lifelong learning opportunities for all learners.

- **Access to Quality Healthcare:** Providing inclusive and quality health services, medicines, vaccines, technologies, and financing to ensure health and well-being for all.
- **Affordable Quality Housing:** Providing housing projects, services, and infrastructure for which the associated financial costs to occupants do not threaten or compromise their enjoyment of other human rights and basic needs and represent a reasonable proportion of occupants' individual overall incomes.
- **Energy Access:** Providing all individuals with consistent access to sufficient, safe and reliable energy to meet basic needs and preferences.
- **Financial Inclusion:** Providing all individuals and businesses, particularly in rural economies and historically underserved populations, with access to and usage of useful, needed, and affordable financial products and services— transactions, payments, savings, credit, and insurance—delivered responsibly and sustainably.
- **Food Security:** Providing access to robust and sustainable food production and distribution systems to ensure all individuals have access to sufficient safe and nutritious food that meets the dietary needs and food preferences for an active and healthy life.
- **Gender Lens:** Providing individuals of different gender identities with equal opportunities for inclusion and empowerment.
- **Nutrition:** Providing adequate and sustainable nutrition for all to meet the dietary needs and food preferences for an active and healthy life.
- **Quality Jobs:** Providing opportunities for all people of working age to engage in activities to produce goods or provide services in exchange for a fair income, with equality of treatment for all, under safe and secure working conditions, and with improving prospects for personal development, social integration, the freedom to express concerns, and the freedom to participate in decisions that affect their lives.
- **Racial Equity:** Providing individuals of all races and ethnicities with equal opportunities for inclusion and empowerment.
- **Smallholder Agriculture:** Increasing access to agricultural training and information, better and more stable pricing of agricultural products, access to and use of products and services for agricultural risk mitigation and quality agricultural inputs, increasing farm profitability, improving farmers' financial health, and increasing food security through smallholder farms.
- **Water, Sanitation and Hygiene (WASH):** Providing individuals with consistent, reliable, and affordable access to clean and safe water, safely managed sanitation, and knowledge of basic safe hygiene practices without compromising the quality and sustainable quantity of water resources.