INTERNAL CARBON PRICING

Kelly Baalouchi, Sr. Financial Operations Manager, GES & EHS

Jeff Doan, Director, GES Conservation and Engagement

The Boeing Company

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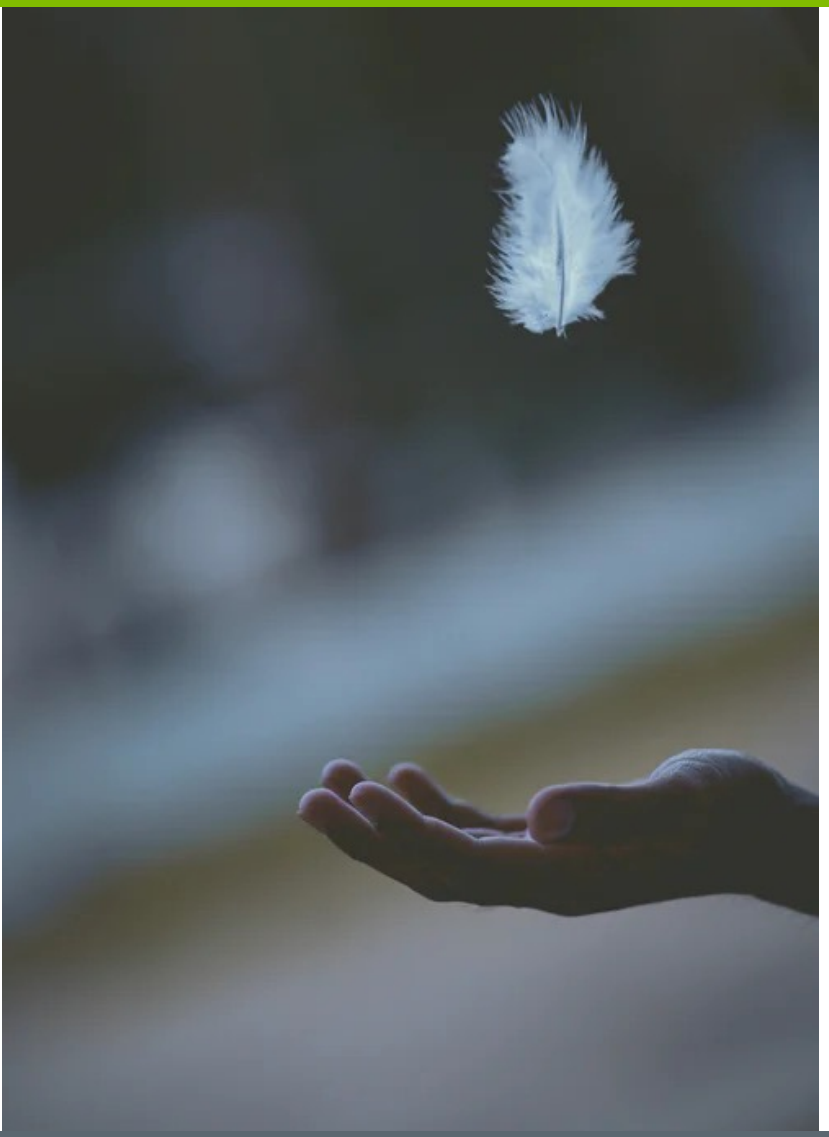
MY PERSONAL BRAND



I am an executive change agent who pioneers positive and impactful transformation, while fostering inner peace.

I do this by modeling healthy relationships, empathy and helping to solve complex problems.

Committed to building Confidence and Trustworthiness

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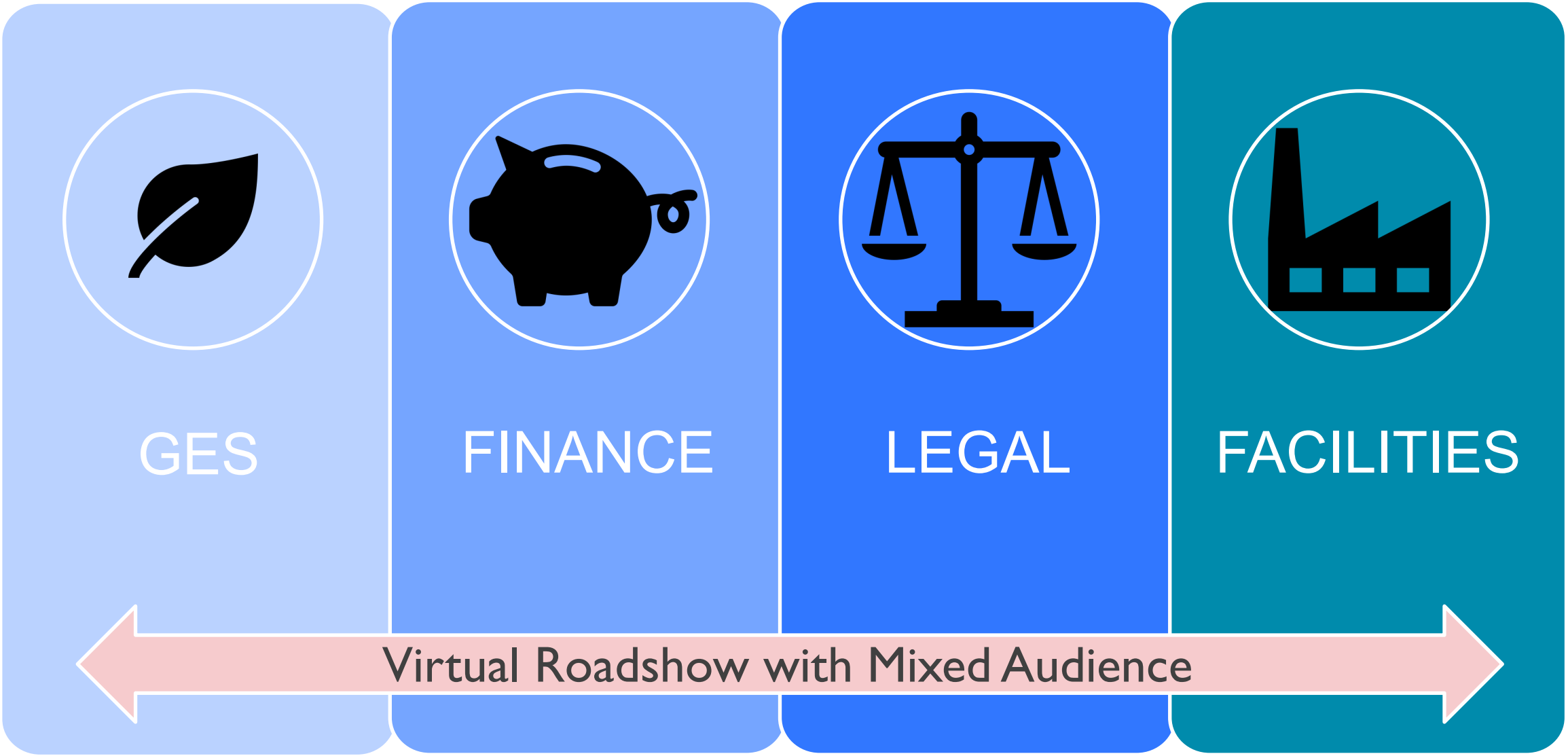
Audience Description

AUDIENCE



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Attention-Getting Opening

CARBON…

WHEN YOU THINK ABOUT CARBON EMISSIONS, WHAT DO YOU SEE?

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Attention-Getting Opening

Sustainable operations
founded on robust
decision-making.

EXECUTIVE SUMMARY

Executive Summary - Overall

PURPOSE

To educate on our Internal Carbon Pricing Strategy

VALUE PROPOSITION

Cost Avoidance

Risk Mitigation

Prepare for the Future

DESIRED OUTCOME

Absorb and Embrace the Internal Carbon Pricing Strategy

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AGENDA

- What are Carbon Emissions?
- Putting a Price on Carbon
- Boeing’s Internal Carbon Price Strategy

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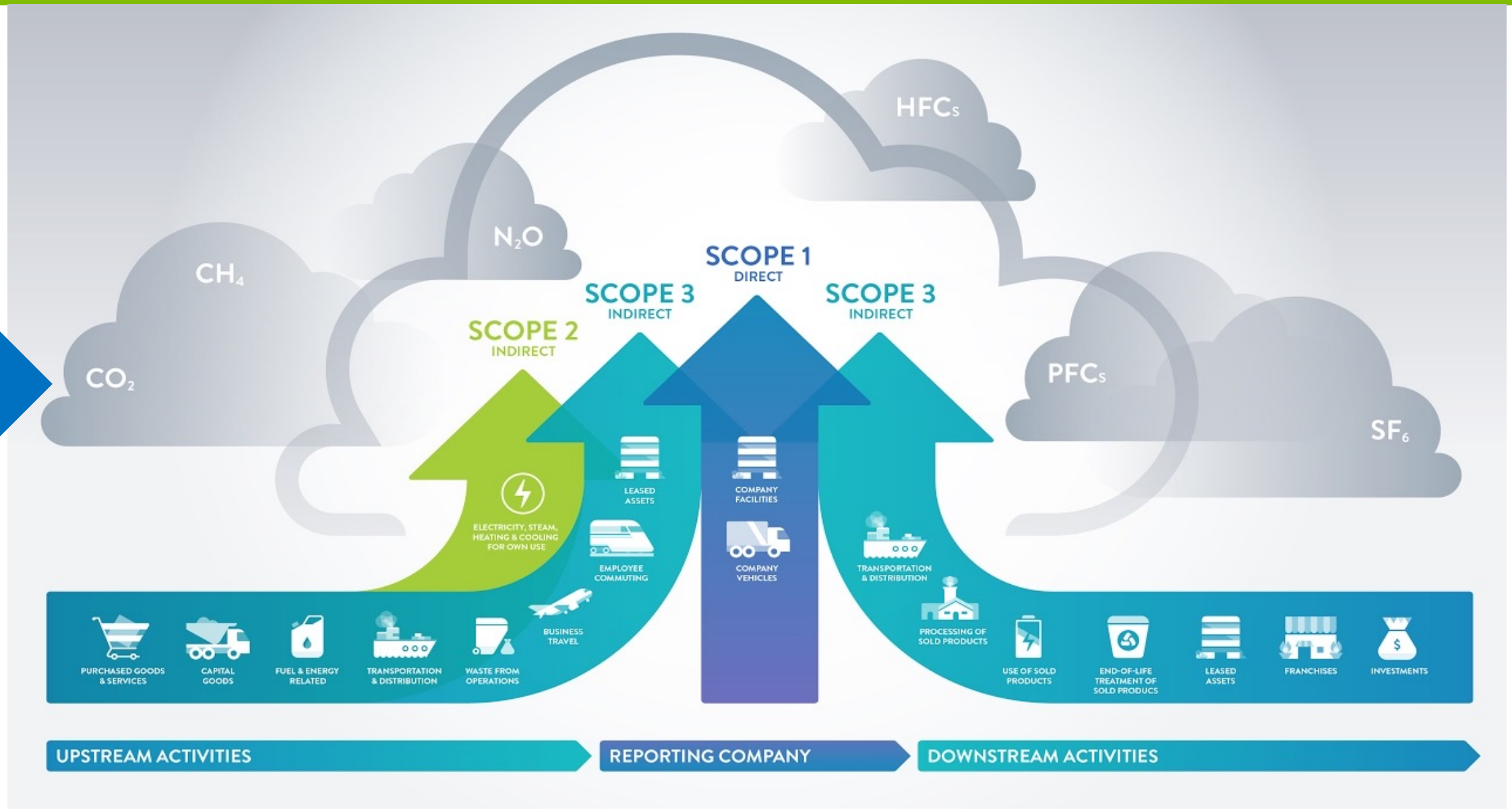
WHAT ARE CARBON EMISSIONS?

H – Highlight the 1st Point

H – Hottest Topic Starts



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BOEING'S CARBON FOOTPRINT

O – OK So What
R – Relevant Information

1,000,000 MT = $10,000,000

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BOEING'S EMISSIONS REDUCTION GOALS

R – Relevant Information
E – Ease to Next Point

2025 – reduce by 25%

2030 – reduce by 55%

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PUTTING A PRICE ON CARBON

H – Highlight the 2nd Point

O – OK So What

Source: CDP Report 2021: Putting A Price on Carbon

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PUTTING A PRICE ON CARBON

R – Relevant Information

CDP
DISCLOSURE INSIGHT ACTION

Nearly half of world's biggest companies factoring cost of carbon into business plans

April 21 2021

AIRBUS

Source: CDP Report 2021: Putting A Price on Carbon

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PUTTING A PRICE ON CARBON

Internal Carbon Price

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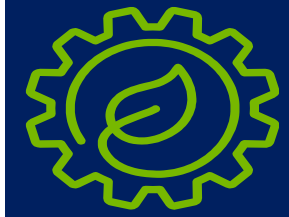
PUTTING A PRICE ON CARBON

R – Relevant Information
E – Ease to next point

What does it achieve?

How is the price set?



How does it work?

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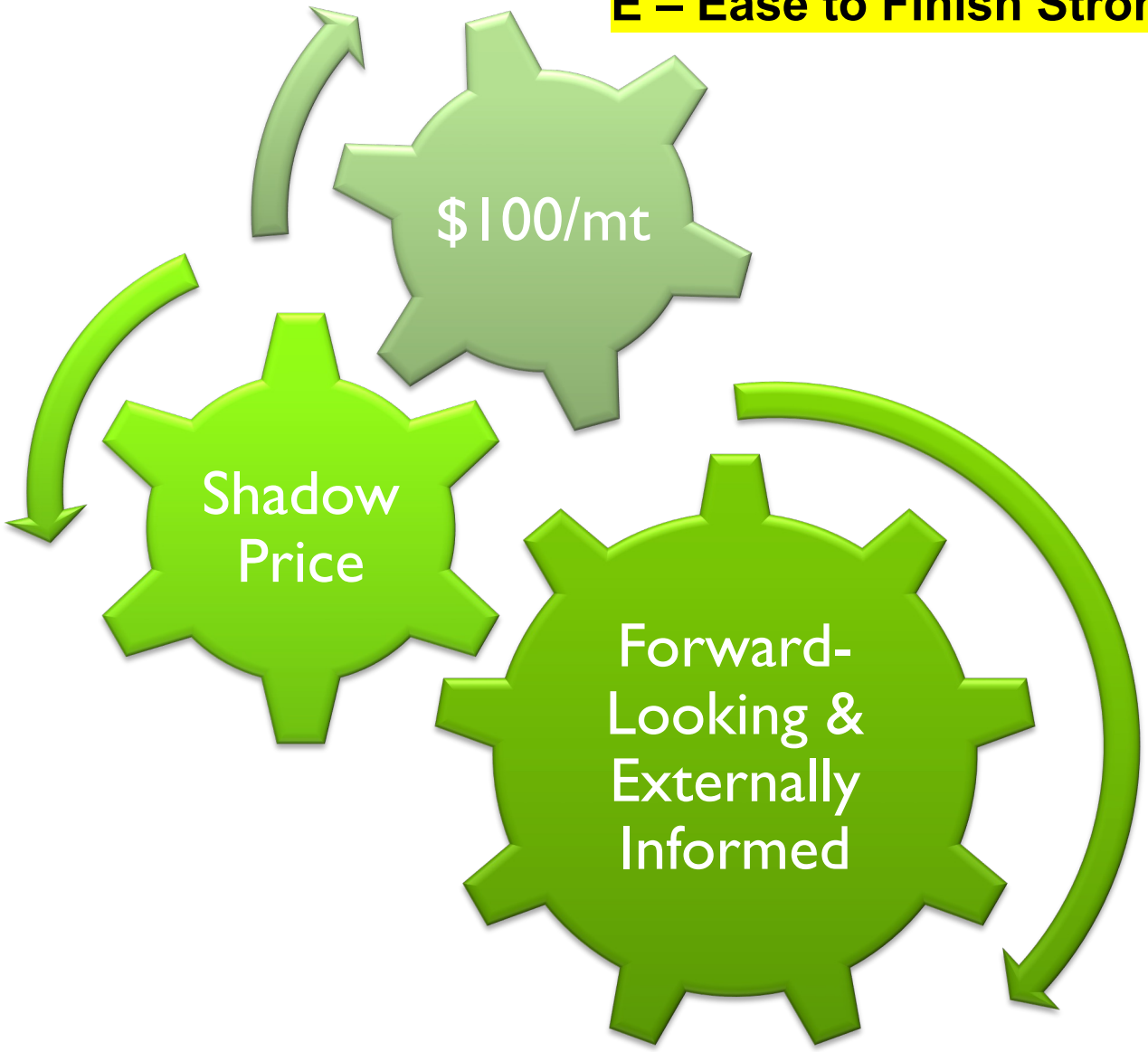
WHAT IS INTERNAL CARBON PRICING?

H – Highlight the 3rd Point
O – OK So What
R – Relevant Information
E – Ease to Finish Strong

BOEING'S ICP STRATEGY



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