

Strategic Plan Overview

2021-2024

OUR VISION:
A PROSPEROUS ZERO-EMISSIONS AUSTRALIA

Awards and recognition















Prospect Think Tank Awards 2020

Beyond Zero Emissions was awarded Best International Climate Change and Environment Think Tank by UK's Prospect Magazine.

Australian Philanthropy Awards 2020

In recognition of our report The 10 Gigawatt Vision, co-authored by Beyond Zero Emissions and the Environment Centre NT, seven funders received the Environmental Philanthropy Award from Philanthropy Australia in partnership with the Australian Environmental Grantmakers Network.

Premiers Sustainability Awards 2019

In recognition of the contribution by volunteers to our report Electrifying Industry (2018), Beyond Zero Emissions was awarded the inaugural Environmental Volunteering Award at the Premier's Sustainability Awards (Victoria).

Prospect Think Tank Awards 2018

In recognition of our report Rethinking Cement (2017), Beyond Zero Emissions was awarded Best International Energy and Environment Think Tank by UK's Prospect Magazine.

Green Lifestyle Awards 2014

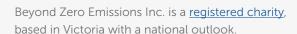
In recognition of our High Speed Rail Plan (2014), Beyond Zero Emissions was awarded best Business Not-for-profit at the Green Lifestyle Awards.

Lauder Institute Think Tank Ranking

Beyond Zero Emissions is one of only a handful of Australian think tanks to be recognised by the University of Pennsylvania's Lauder Institute in their annual Global Go To Think Tank Index Report.

Banksia Foundation Mercedes-Benz Australian Environmental Research Award 2010

Beyond Zero Emissions was awarded the Mercedes-Benz Australian Environmental Research Award for the Stationary Energy Plan, produced in collaboration with the University of Melbourne Energy Research Institute.



Beyond Zero Emissions is listed on the Commonwealth's Register of Environmental Organisations

('Beyond Zero Emissions Fund'), which allows organisations to be endorsed as Deductible Gift Recipients by the Australian Taxation Office.

ABN: 48 554 925 975

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Recognition of traditional custodians

We recognise that the sovereignty of Aboriginal and Torres Strait Islander peoples over their land was never ceded and the impact of this ongoing dispossession continues to this day. Beyond Zero Emissions stands in solidarity with First Nations people in calling for the establishment of a First Nations Voice in the Constitution, as described in the Uluru Statement from the Heart. We further support calls for the establishment of a Makarrata Commission on agreement-making and truth-telling between Aboriginal and Torres Strait Islander peoples and governments.

Beyond Zero Emissions maintains an office in Melbourne on the traditional lands of the Wurundjeri-willam people of the Kulin Nation, and in Newcastle on the lands of the Awabakal and Worimi peoples. We pay our respects to all First Nations Elders past, present and future.

About us

Beyond Zero Emissions is an independent think tank creating solutions for a prosperous zero-emissions Australia.

What we do

We use our credibility and expertise to:

- Create ambitious decarbonisation pathways that demonstrate the benefits to Australia of a rapid transition to a zero-emissions economy
- Connect research to the real world, building up a coalition of supportive decision-makers to implement our solutions
- Show through compelling communications how climate action is an opportunity, not a cost, and with credible messengers shift public and political thinking.

Beyond Zero Emissions is also the only Australian think tank powered by a wide network of volunteers that willingly give their expertise in engineering, science, economics, business, finance and communications to create climate solutions. Our volunteer model means that at Beyond Zero Emissions our staff time has a tenfold productivity impact.



Hunter Diversification Lead, Sam Mella, in a major ABC News feature on the Hunter's shift towards zero-emissions industries (2021).

"BZE is a catalyst for real change. The BZE team do great research and have the connections in government and business to get it implemented."

Jeff Wicks ACMF Foundation 2021

Our history

Beyond Zero Emissions began with a group of engineers who were small in number but big on ambition. Together, our founders created a place where Australian professionals could contribute their expertise to create meaningful, ambitious climate solutions and successfully draw together volunteers from across the country working in diverse industries.

Our 2010 debut report The Stationary Energy Plan showed for the first time that Australia could be completely repowered with renewables. We upended assumptions about the capacity of clean technology to power the country, and paved the way for others to raise their ambition in this space.

Since then, we've produced zero-emissions plans for all sectors of the economy. Our research has focused on the most difficult and highest-emissions decarbonisation challenges in Energy, Buildings, Transport, Land Use and Manufacturing.

We work in communities with potentially the most to either lose or gain in the transition to a zero-emissions Australia and have published place-based reports for the Northern Territory, Collie in Western Australia and Port Augusta in South Australia. Currently we are working with communities in the Hunter Valley and Central Queensland to design clean-technology solutions.

We have been recognised locally and internationally with prestigious awards for our smart solutions to high emissions challenges. Our unique volunteer model has attracted thousands of the brightest minds to work with us, and in recognition of their contribution Beyond Zero Emissions volunteers received the inaugural Volunteering Award from the Premier's Sustainability Awards in 2019.

We are now invested in creating a policy environment that incentivises the strongest action on climate. Beyond Zero Emissions is unique in our access to industry stakeholders, innovators, and communities across Australia, enabling us to profile the benefits of the real-world climate solutions.

Our work

We use our unique volunteer business model to punch above our weight. We attract highly credible experts from industry, business and the community to our work, and coordinate their input with a team of professional staff. Our research, impact and achievements can be seen across national, regional and local levels.

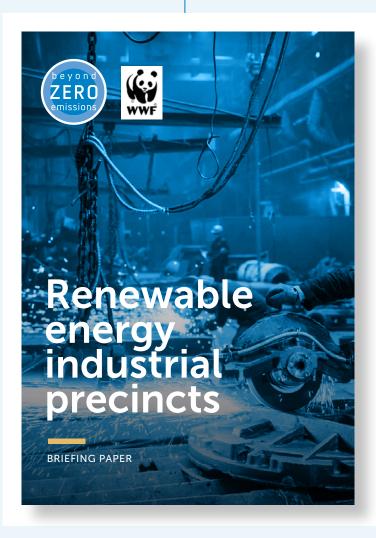
Highlights from the past 10 years

Our panel of business and industry experts at the launch of The Hunter Renewable Energy Industrial Precincts. L-R Sam Mella - Beyond Zero Emissions Hunter Engagement Lead, Dr Andrew Mears - SwitchDin, Warrick Jordan - Hunter Jobs Alliance, Alice Thompson - Committee for the Hunter, Boris Novak - HunterNet Cooperative Ltd, Dr Jessica Allen - University of Newcastle and Indigenous entrepreneur Aimee Mehan.





CEO Heidi Lee and Chair Eytan Lenko at Parliament House Canberra briefing Ministers and Shadow Ministers about Beyond Zero Emissions' work on Renewable Energy Industrial Precincts in the Hunter and Gladstone regions, March 2021



In 2021 we are focusing on bringing to life one of our key Million Jobs Plan recommendations: repowering Australian manufacturing through Renewable Energy Industrial Precincts. Beyond Zero Emissions is working with industry to demonstrate there is a strong demand for Renewable Energy Industrial Precincts with a focus on the Hunter Valley and Gladstone.



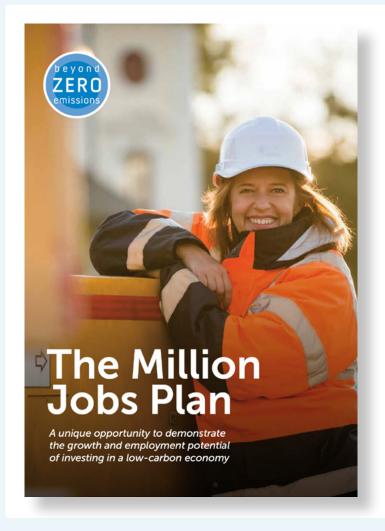
3ME Technology designs and supplies battery systems and supports Renewable Energy Industrial Precincts in the Hunter, NSW

Highlights from the past 10 years continued

In June we released *The Million Jobs Plan*, describing more than one million new, secure, well-paying jobs, that will rebuild our economy after the pandemic and secure a strong future for all Australians. Meetings with federal government officials have followed, as did public support from some of Australia's most influential leaders in business and politics.

Federal and state governments supported six projects from our Million Jobs Plan Fast Track, with a combined value of more than \$21.4B, unlocking a pipeline of others.

Our Million Jobs Plan generated almost 1,000 media mentions in the second half of 2020. Consistent coverage in conservative media put forward a positive narrative and drew think between rebuilding our economy a zero-emissions future.

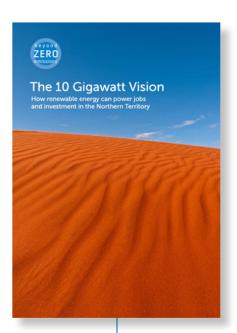


The Million Jobs Plan, backed by highprofile supporters including former Macquarie Bank Chairman Kevin McCann and First State Super CEO Deanne Stewart, immediately captured the attention of Australia's top decision-makers. It ignited new conversations on a renewables-led recovery and influenced federal and state government recovery spending. It detailed immense job opportunities and led to meetings with the Prime Minister's Office, direct engagement with Energy Minister Angus Taylor, and submissions to the Treasury. Coverage by conservative media including Sky News, The Australian, AFR and The Daily Telegraph, as well as local media in the Hunter, Gladstone and Gippsland - is testament to how compelling our ideas are.

The 10 Gigawatt Vision showed how renewable energy can power jobs and investment in the Northern Territory. This stunningly successful project led to a major pivot in the NT government's climate and economic policies. Its 2019 climate policy directly references our work and Beyond Zero Emissions Chair Eytan Lenko was appointed to the Territory Economic Reconstruction Commission in 2020.







2020



The Zero Carbon Communities program has assisted over 100 communities in their efforts to reduce emissions through providing knowledge sharing events and newsletters.

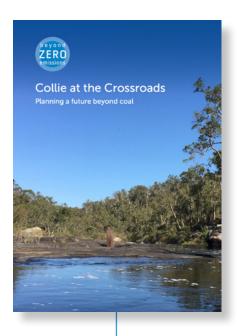


Our work on **Snapshot** Climate, in partnership with IronBark Sustainability, included developing an elegant tool used by Australian municipalities to access data on their emissions figures by sector. This streamlines and simplifies the most important first step in any decarbonisation project: identifying the emissions baseline for the region.

Highlights from the past 10 years continued

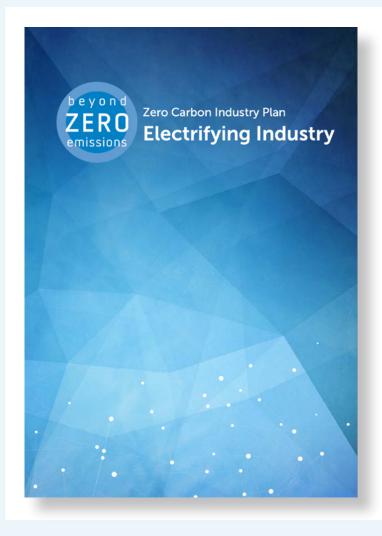
Collie at the Crossroads

showed the future for Collie (WA) and fossil-fuel communities all over Australia is bright, if they seize the opportunities in this global move to a low-carbon economy.



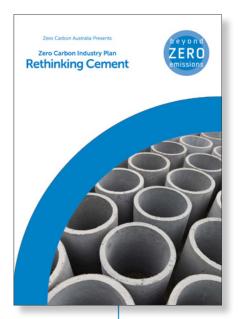
2019

2018



Electrifying Industry shows how manufacturers can replace fossil fuels with renewable electricity and eliminate up to 8% of Australian emissions. This world's first report showcased five all-electric industrial heat technologies that can be used in the manufacturing of everyday products such as food, paper, bricks, plastic and steel. The report was launched at a hugely successful Summit to a high-powered audience of industry, government and academic leaders. We were subsequently invited by ARENA to develop our Zero Carbon Factory proposal, a dedicated program supporting manufacturers to investigate all-electric solutions for their factories.



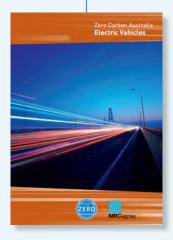


Rethinking Cement inspired change in the construction sector with dozens of consultants meeting monthly to implement changes in the way concrete is specified based on our recommendations. Following the release of the report, we were also engaged by road construction company Transurban to advise on how to reduce carbon emissions in its cement.



2017

2016



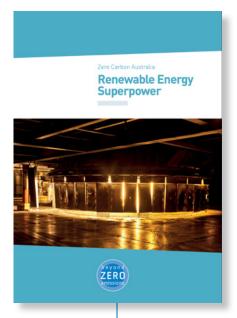
Zero Carbon Australia: Electric Vehicles

showed the shift to 100% electric vehicles in Australia is both feasible and affordable within 10 years, and provides a range of environmental, health and other benefits to the economy.



The Energy-Freedom
Home was a practical
resource for renovators
and builders on creating
an energy efficient
home.

Highlights from the past 10 years continued



With the title of our Renewable Energy Superpower report, we were the first to coin a phrase that has since become mainstream. It painted an exciting vision of how Australia can base an export industry on renewable energy instead of fossil fuels.

2015

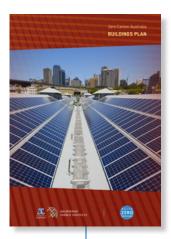


Zero Carbon Australia: Land Use and Forestry showed how Australian greenhouse gas emissions from agriculture and forestry can be reduced to zero net emissions within 10 years through mitigation and sequestration.

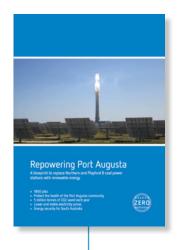


High Speed Rail demonstrates that high speed rail between Melbourne, Sydney and Brisbane would provide clean, efficient, affordable and comfortable transport that would reduce travel emissions and service 80% of Australia's population who live along the east coast.

Zero Carbon Australia:



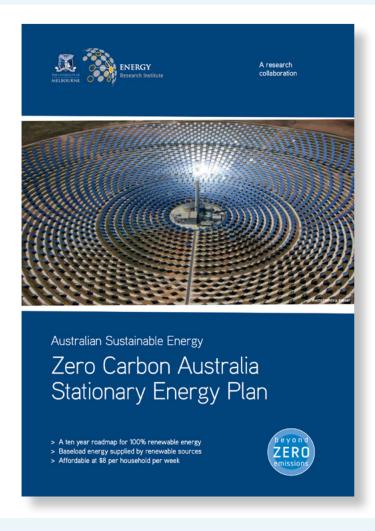
Zero Carbon Australia: Buildings Plan showed how Australia could halve its energy use from buildings, wipe out energy and gas bills and transform our homes and workplaces to provide greater comfort with lower energy bills.



Repowering Port
Augusta was
a blueprint for
replacing coal with
solar and galvanised
a successful fiveyear community
campaign. Port
Augusta has since
become a renewable
energy hub with more
jobs in renewables
than it ever had in
coal.

2013

2010



Zero Carbon Australia: Stationary Energy Plan was our pioneering first report that changed the conversation on renewables in Australia, introducing to governments, businesses and communities the thengroundbreaking possibility of an Australia powered on 100% renewable electricity. It was launched with a memorable speech by Malcolm Turnbull in front of a huge crowd and three years later led to an AEMO study into an 100% renewable scenario.

What makes us unique

Beyond Zero Emissions is unique among climate change research organisations. Our work inspires hope, confidence and clarity of direction, rather than despair. We are fully focused on turbocharging Australia's all-but-inevitable switch to the zero-emissions economy.

We're optimists

Australia truly is the Lucky
Country. Our abundance of
renewable energy resources
means we are set to prosper
as the world moves away
from high-emissions activities.
So we're getting on with the
job of working with leaders
in business, politics and
community in Australia's energy
and industrial heartlands to roll
out plans that preserve regional
Australia's place as the engine
of our economy.

We're non-partisan and independent

We tell a good news story with broad political appeal: that Australia will prosper in a zero-emissions future. Our work resonates across the political divide because we have the right messengers, including engineers, scientists and influential business leaders with deep expertise and widespread credibility. We are evidence-based, solutions-focused, and outcomes-oriented. We don't receive funding from universities or political parties.

This puts us in a unique position to cut through the cultural divide in politics. And while the transition to a zero-emissions economy is inevitable, the speed at which we need this to happen is not. That's why building support for meaningful action from all sections of the political spectrum remains vital.

We're researchers for the real world

Our approach to research is unique. We define where we want to be, then reverse engineer our pathway from today to get there. Our plans tell the story of how changes in infrastructure, technology, manufacturing and policy can create new industries and thousands of jobs, lower power bills and decarbonise our economy. They are robust, credible and cost effective. And, we're proud to say they've won over some of the nation's biggest sceptics in Canberra.

In contrast to most other think tanks, we're not only operating from Australia's capital cities but also from the regional centres where our research has the most impact. It's meant that not only do we have the right ideas, but also, the right relationships to turn ideas into reality. The success of our on-the-ground work in the Hunter, NSW and its far-reaching impact on state and national government policy is a fantastic endorsement of our decision to set up an office there and hire locally-based staff.



Ampcontrol's CEO Rod Henderson with Beyond Zero Emissions' Hunter Engagement Lead, Sam Mella and CEO Heidi Lee at Ampcontrol's factory in Tomago



CEO Heidi Lee on Sky News discussing the economic opportunity in Australia's renewable energy resources (2021).

We're volunteer-powered

Beyond Zero Emissions is the only Australian think tank powered by a wide network of volunteers that willingly give their expertise in engineering, science, economics, business, finance and communications to create climate solutions. The issues we address are of critical importance but where the solutions currently sit outside of commercial scope. This is how we choose our focus areas and why our experts are so excited to work on them – they'd never get to do this in their day job!

Our volunteer model means that our staff time has a tenfold productivity impact. It also leads to buy-in from our expert volunteers who become active advocates, ensuring our research doesn't just end up on a shelf.

We collaborate for impact

The climate space can sometimes feel crowded and we're not interested in doubling up on the work of others. Rather, we believe it takes a well-coordinated ecosystem of organisations and strategic collaboration between organisations to create the change that we want to see.

We are recognised within the climate movement for our unique, relentlessly positive, solutions-focused voice. Likewise, we appreciate the important role other organisations play in providing strong responses to poor policymaking. Our leadership team coordinates closely with these other organisations to ensure we complement and reinforce each other's work and amplify our collective impact.

"I sought to volunteer with BZE because of its positive approach to addressing climate change. It has been exciting to witness and participate in the growth of BZE and its influence over the past 5 years.

BZE's organisational model, which harnesses the expertise of numerous volunteers, has been both smart and highly effective. BZE staff are to be commended for facilitating our involvement and making us feel so valued."

Jane Carter, long-time ACT Volunteer, 2021

Our theory of change

When regional communities that depend on fossil fuels become vocal supporters of a clean economy we will see greater adoption of climate-positive solutions on a national scale. This support is critical to decarbonising Australia at scale and speed.

Smart Solutions

Strong **Supporters** **Public**

Industry

Government

Decision Makers: Make Change

Reduce CO₂e

AMBITIOUS RESEARCH

INFLUENCIAL ENGAGEMENT

COMPELLING COMMUNICATIONS OUTCOMES

There are two key barriers to rapidly reducing emissions in Australia: (a) a lack of bipartisan support at the federal level and (b) a lack of public understanding that a clean economy is in our best interests.

Ambitious Research



We publish credible, non-partisan research on emissions reduction pathways that unlock economic, environmental and social benefits for industries, regions and communities.

Influential Engagement



We combine this expert research with deep industry engagement and showcase realworld examples in regional communities to influential leaders.



Beyond Zero Emissions' Chair Etyan Lenko launching the Million Job Plan on Sky News (2020)

"BZE has been a leader in tackling difficult emissions sectors and delivering well-researched, positive, solutions-focused messages that can galvanise communities around making necessary change. It has played an important role in building capacity in communities and professional circles."

Alan Pears, Engineer, Academic, Consultant, and long-time BZE volunteer

Compelling Communications

We popularise the benefits of decarbonisation, promoting solutions that address popular concerns in cities and regional areas economically reliant on fossil fuels to build public understanding that a zero-emissions future is in our individual, economic and national interests.

Outcomes



We engage directly with decision makers to support emissions-reducing policy and projects.

Our strategy

Beyond Zero Emissions' purpose is to accelerate the transition to a zero-emissions Australia. The past decade has seen Beyond Zero Emissions break new ground with research that shows zero emissions is technically possible within 10 years.

We have developed zero-emissions plans for every sector of the economy, place-based transition plans for regions, and brought it all together with a critical jobs-focused narrative in *The Million Jobs Plan*.

In developing this strategy, we analysed the state of the research, industry barriers to achieving zero emissions, and the regional context, to determine how we can use our unique voice to create broad support to reduce emissions as fast as possible.

Beyond Zero Emissions creates solutions

Australia is not bringing emissions down fast enough for a 1.5 degrees of global warming scenario. We lack compelling, technically robust, community endorsed, and politically appealing plans to overcome the barriers to implementing solutions at scale and speed.

1.

AMBITIOUS RESEARCH

Raising the **ambition of research** on climate solutions in the most challenging sectors

2.

INFLUENTIAL ENGAGEMENT

Engaging decisionmakers in government, industry and communities

3

COMPELLING COMMUNICATIONS

Compelling communication to shift the public narrative

4.

HEALTHY ORGANISATION

Building a **healthy organisation** to achieve our ambition

PILLAR 1

Ambitious Research

Intentions

Our research is used by governments, industry and communities to demonstrate that Australia has opportunities to prosper in the transition to a zero-emissions economy.

Our research increases the rate of Australia's decarbonisation.

Objectives

Deliver research that accelerates Australia's move to zero emissions

- Develop research that focuses on solutions to Australia's highest-emitting challenges
- Collaborate closely with direct stakeholders to create solutions to implementation barriers



PILLAR 2

Influential Engagement

Intentions

Our engagement with stakeholders measurably increases the quality of debate about emissions reduction.

We have a track record of enabling implementation of Australia's most ambitious projects.

We are an ally to First Nations People, and communities reliant on fossil fuels.

Objectives

Engage influential stakeholders to implement our work

- Create broad political support for our policy recommendations
- Support industry partners to implement our solutions
- Build support for our work within Australia's most emissions-intensive communities
- Grow our engagement with First Nations people and knowledge

"BZE is a hugely effective force. Its extensive network of volunteer expertise, its active and influential Board and its talented staff have together produced tremendous impact. I am particularly impressed with BZE's ability to innovate, while remaining outcomes focussed. They will continue to play an important role in the country's transition to a clean and bright future."

Daniel Pediaditis, Senior Program Manager – Environment & Sustainability, Lord Mayor's Charitable Foundation

PILLAR 3

Compelling Communications

Intentions

We are regarded by key stakeholders as an innovative and influential thought

We are sought-after for both our compelling communication, as well as the substance of our work.

Objectives

Shift the narrative, build our profile and engage supporters

- Use fresh narratives that shift public discourse on our target issues
- Build our unique voice in channels that help us reach powerful influencers
- Produce materials and infrastructure to support the growth and engagement of our supporters

PILLAR 4

Healthy Organisation

Intentions

We provide an exciting and empowering work environment.

We are financially strong.

We practice what we preach in the way we run our business.

Objectives

Empower our team with everything it needs to succeed

- Support a healthy, happy and high-performing team
- Grow and diversify our revenue
- Resource projects for success
- Engage volunteers in our work
- Optimise our core operations

Our team

Our people are our greatest strength. Our core team draws on strong technical expertise, as well as deep connections to industry, academia and in key communities, to deliver and promote our work.

Our leadership team

Heidi Lee, Chief Executive Officer

Heidi was appointed CEO in 2020. In the decade prior she held several leadership roles as a Beyond Zero Emissions skilled volunteer, including on the Buildings Plan, as Board Director and Chair and leading our successful The Million Jobs Plan. Heidi is an expert in sustainable architecture and urban design and has 20 years of experience in the building industry. She currently Chairs the Board of Common Equity Housing Ltd, a Housing Association with a \$900 million property portfolio, and is a sought-after advisor for a range of complex development projects.



Sanaya leads strategy, fundraising and stakeholder engagement. She oversees the organisation's work with state and federal governments and its industry engagement in the regions. She has a decade of experience in policy, federal politics and private sector consulting to governments.

Monica Tan, Head of Projects

Monica has over a decade of journalism, communications and project management experience in organisations spanning media, politics and nonprofits. Her previous postings include Guardian Australia in Sydney and Greenpeace East Asia in Beijing. Before joining Beyond Zero Emissions, Monica ran the Repower NT campaign for the Environment Centre NT.

Kirsten Lees, Head of Communications

Kirsten is a communications specialist with a focus on climate and sustainability, energy transition, and empowering organisations and individuals to act. She has worked for the World Economic Forum, Garvan Institute of Medical Research and the Boston Consulting Group.

Josh Comer, Head of Fundraising

Josh brings to this role senior experience in fundraising, marketing, communications and political advisory roles. Josh has run successful fundraising activity in the not-for-profit and political sectors, and has a wealth of experience in community fundraising, regular giving, peer-to-peer campaigns, major appeals, corporate partnerships, philanthropic giving, grants, foundations and bequests.

Currently recruiting Head of Research











Our board

in

Geoff Summerhayes, Chair

Geoff Summerhayes has a unique set of commercial and regulatory skills as a former Executive Board Member at Australian Prudential Regulation Authority and CEO of Suncorp Life, in addition to being recognised as a global leader on climate change financial risk regulation. Geoff is a Director of Heartland Group Holdings Ltd NZ and Senior Advisor working with Pollination Group, CSIRO and Cambridge Institute for Sustainability Leadership. Geoff has led significant regulatory change on climate risk in Australia and globally and chaired the Council of Financial Regulators Working Group on Climate Change.

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Elisa de Wit

Elisa de Wit is a Partner of Norton Rose Fulbright and heads the firm's Climate Change and Sustainability practice. She is one of Australia's preeminent climate change lawyers and advises clients on policy, regulation and compliance issues. She has been a Non-Exec Director since 2017.

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Phil Vernon

Phil Vernon has more than 30 years experience in financial services, including a decade as Managing Director and Chief Executive of Australian Ethical Investment. He is a Director of the Environmental Defender's Office, consultant to the Board of Futurity Investment Group and member

of the Steering Committee for the Australian Sustainable Finance Initiative. Phil has been a Non-Exec Director since 2014

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Cristina Talacko

Cristina Talacko is Vice-President of the Australian-Brazil Chamber of Commerce and Chair of the Coalition for Conservation. She is an award-winning entrepreneur and experienced director. Cristina has been a Non-Exec Director since 2019.

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Colin Irving

Colin Irving has more than 20 years experience in business leadership, consultancy, product development and project delivery. Colin has been a Non-Exec Director since 2016.

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Dr Anne Hellstedt

Dr Anne Hellstedt is a strategic leader with experience across a broad range of sectors, including construction, consulting and academia. Anne has been a Non-Exec Director since 2018.

Our expert advisors



Michael Lord

Michael was the lead author of our groundbreaking report The Million Jobs Plan (2020). Michael also authored Electrifying Industry (2018), showing the benefits to manufacturers of switching from fossil fuels to renewable electricity; Rethinking Cement (2017), the world's first report on eliminating emissions from the cement sector; and The 10 Gigawatt Vision (2019) - How renewable energy can power jobs and investment in the Northern Territory.



Dr Dominique Hes

Dominique has degrees in Science, Engineering and a PhD in Architecture. She is the award-winning co-author of 'Designing for Hope: Pathways to regenerative sustainability'. Dominique is passionate about addressing issues such as loss of biodiversity and the changing climate. She is a non-executive director at Greenfleet and Trust for Nature, co-founder of internationally award-winning Place Agency, and ex-director of Thrive Research Hub at Melbourne University.

For more information about moving to a zero-emissions economy, please contact:

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