

# Decoupling Emissions from Growth at Mars with Katrine Grytter | LOOP Forum 2025

Key Learnings

## Link Compensation to Sustainability

Financial incentives drive behavioural change more effectively than voluntary commitments, ensuring sustainability becomes integrated into core business strategy. **Compensation structures can escalate sustainability weighting for leadership** to create accountability for long-term environmental performance alongside financial results.

## Map Complete Value Chains

Net zero strategies require including entire value chains both downstream and upstream rather than focusing only on direct operations. **Scope three emissions typically dominate total environmental impact** for production companies, including supplier practices, customer usage, and end-of-life impacts that require partnerships beyond direct control. **Companies need to account for upstream practices and downstream customer behaviour** to address their complete environmental footprint.

## Accept Net Zero Limitations

Strategic planning benefits from acknowledging that true net zero is impossible for production companies rather than promising complete elimination. **The United Nations confirms that businesses won't get to net zero because there will always be emissions you can't avoid when producing something. Getting as close to net zero as possible becomes the realistic goal**, requiring high-quality carbon removal credits for remaining unavoidable emissions.

## Expect Implementation Barriers

Companies can anticipate significant obstacles in later stages of emission reduction rather than assuming linear progress throughout their net zero journey. **Cost barriers, unavailable technology, and regulatory limitations create increasing difficulty over time**, whilst early efficiency improvements provide achievable progress. **Ups and downs are inevitable - no one can hit a straight line going down**, making flexible planning essential for maintaining long-term momentum despite temporary setbacks.

Listen to the full episode here:

<https://circularity.fm/decoupling-emissions-from-growth-at-mars/>

