

# ZERO-EMISSION SHIPPING REPORT CARD

28.75  
100

F

**The Ship it Zero Report Card grades companies based on the Ship it Zero campaign's three campaign demands, which are End Port Pollution Now, Abandon Dirty Ships, and Put Zero at the Helm. Williams-Sonoma, Inc. earned an F in the ending port pollution category; an F in abandoning dirty ships; and an F in putting zero at the helm. Overall, Williams-Sonoma earned 28.75 of 100 available points, or an F grade, on the Ship it Zero 2023 Report Card for the company's actions to date to end its ocean shipping pollution.**

Williams-Sonoma, Inc. is one of the largest specialty retailers in the United States, and is the parent company of Pottery Barn, PB Teen, Pottery Barn Kids, West Elm, Rejuvenation, Mark & Graham, Williams-Sonoma, Williams-Sonoma Home and its recently launched Greenrow brand. Its annual revenue in 2022 was over \$8.6 billion.

Williams-Sonoma has positioned itself as a leader in environmentally and socially responsible home goods and furniture. Despite the company's substantial resources and purported commitment to sustainability, Williams-Sonoma has thus far failed to address the impact of its maritime shipping.

Williams-Sonoma performed particularly poorly in addressing the human health impact of air pollution from its maritime shipping. Port and coastal neighborhoods are predominantly black and brown communities, and bear the greatest pollution burdens from corporate inaction to address emissions. While the company has a vague goal to "substantially reduce" air pollution, this aspiration seems limited to the impact of their products and manufacturing, not the product transportation in its supply chain. Williams-Sonoma reports on their Scope 1-3 greenhouse gas emissions, but has not taken steps to quantify its criteria air pollution (nitrogen oxides, sulfur oxides, particulate matter, ozone, carbon monoxide) footprint, nor has it made any commitments to reduce these emissions. There is no evidence that Williams-Sonoma publicly supports the use of onshore power for ships while in port, commonly referred to as "shore power." Shore power eliminates the need to run the ship engines while in port, drastically reducing localized air pollution. Williams-Sonoma also appears to have failed to enter partnerships with ports or carriers to reduce air pollution in and near ports.

Williams-Sonoma has a stated target of carbon neutrality across Scope 1 and 2 emissions across their operations by 2025; the company's 2030 goals include a 50% absolute greenhouse gas emissions reduction for Scopes 1 and 2 and a 14% reduction of Scope 3 emissions. While the company includes upstream transportation in its calculation of Scope 3 emissions, it is unclear if the company includes maritime shipping specifically in its calculations. Though the company received credit for reporting a reduction in emissions from transport, the company does not have maritime-specific emissions reduction goals. Williams-Sonoma does not have contracts or requests for proposals (RFPs) for lower-emissions shipping. We found no record of the company advocating for stricter emissions reduction standards or advocating against fossil fuel buildout or for zero-emission vessel infrastructure. While Williams-Sonoma reports on land-based transport emissions, the company should prioritize reporting on maritime cargo by carrier, maritime shipping emissions, and the percentage of goods shipped by fuel and vessel type.

Williams-Sonoma received credit for having a general climate commitment that includes a Scope 3 transport commitment. The company is a member of the We Mean Business Coalition, utilizes efficiency measures, and engages with its suppliers to adopt the Science-Based Targets initiative on emissions reduction. The company does not work with carriers, ports, regulators and policymakers on zero-emission vessel technologies, infrastructure or shipping corridors. We also found no record of Williams-Sonoma publicly demanding that carriers incorporate existing or future greenhouse gas reduction technologies and operational measures. The company filed a report with the Climate Disclosure Project, including methodology and third party verification, and calculated Category 4 Scope 3 emissions (upstream transportation or distribution) in its filing.

Ship It Zero calls on Williams-Sonoma to commit to 100% zero-emission ocean shipping by 2030 and promptly implement shorter-term greenhouse gas and air pollution emissions reduction strategies. Examples of such steps include shipping exclusively on shore power-ready vessels, prioritizing ports with shore power availability for container ships, opting for slow steaming for its cargo, and opting for lower emission ocean shipping for all its cargo — whether through Maersk's ECO delivery or some other negotiated agreement with carriers — while zero-emission fuels and technologies are brought to scale.

Ship It Zero also encourages Williams-Sonoma to join more ambitious business coalition efforts to decarbonize maritime shipping, such as the Zero Emission Maritime Buyers Alliance (ZEMBA) and Cargo Owners for Zero Emission Vessels (coZEV), which offer collaboration and collective power to accelerate the transition to zero-emission vessels.

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End Port Pollution Now

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TOTAL SCORE: 5.5

Performance Criteria	Possible Points	Company Score
<b>End Port Pollution Now: Commitment</b> (30% of category grade)	10.5	1
<ul style="list-style-type: none"><li>Publicly-stated air pollution reduction commitment</li><li>Commitment to shipping goods on shore power-ready vessels</li><li>Member of corporate initiatives that reduce air pollution (coZEV, ZEMBA)</li><li>Founding member of coZEV, ZEMBA</li></ul>	5 1 3 1.5	1 <sup>1</sup> 0 0 0
<b>End Port Pollution Now: Implementation Plan</b> (20% of category grade)	7	0
<ul style="list-style-type: none"><li>Taking steps to quantify air pollution from transport of goods on oceangoing vessels</li><li>Providing funding directly or indirectly for air pollution reduction measures/fuels/infrastructure in ports (ZEV, operations, drayage)</li><li>Have a logistics policy that prioritizes clean ports/carriers, air pollution reductions with benchmarks</li><li>Deducting points for LNG/CNG port operations and drayage</li></ul>	2 3 2 -1	0 0 0 —
<b>End Port Pollution Now: Advocacy</b> (20% of category grade)	7	0
<ul style="list-style-type: none"><li>Dedicated staff negotiating with ports for pollution reduction operational measures, infrastructure and/or fuels</li><li>Public support for policy or regulatory measures to reduce port pollution (climate)</li><li>Joining coZEV</li></ul>	2 4 1	0 0 0
<b>End Port Pollution Now: Transparency</b> (30% of category grade)	10.5	4.5
<ul style="list-style-type: none"><li>Annual reporting on overall GHG and criteria pollutant emissions (Scope 1-3) reductions<ul style="list-style-type: none"><li>Only Scope 1 &amp; 2</li><li>Scope 1 &amp; 2 + partial criteria pollutant</li><li>Scope 1-3 + partial criteria pollutant reporting</li><li>Scope 1-3 + criteria pollutants</li></ul></li><li>Public disclosure of transport emissions</li><li>Broken down by maritime vs. terrestrial transport type (ocean vs. land)</li><li>Public reporting of routes and ports of unloading</li><li>Public reporting of percent of cargo on cleaner and shore power-ready vessels</li></ul>	3 (1) (1.5) (2) (3) 3 3.5 0.5 0.5	1.5 <sup>2</sup>    3 0 0 0

Abandon Dirty Ships

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TOTAL SCORE: 7.75

Performance Criteria	Possible Points	Company Score
<b>Abandon Dirty Ships: Commitment</b> (30% of category grade)	9	3.5
<ul style="list-style-type: none"><li>Absolute GHG reduction targets that include Scope 3 emissions</li><li>Transport explicit targets</li><li>Maritime targets</li><li>Commitment to move cargo to lower-emission vessels immediately</li><li>Benchmarks, including reductions by 2030</li><li>100% ZEV by 2030</li><li>Using LNG or carbon credits as a purported solution</li></ul>	2 2 2 1 1.5 0.5 -2	2 0 0 0 1.5 0 —

<sup>1</sup> Undefined goal to “substantially reduce” air pollution

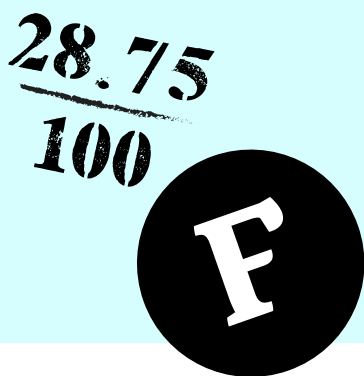
<sup>2</sup> Scope 1-3

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Performance Criteria	Possible Points	Company Score
<b>Abandon Dirty Ships: Implementation Plan</b> (20% of category grade)	6	2
<ul style="list-style-type: none"><li>Contracts for lower-emission maritime transportation or goods transported on lower-emission maritime transportation and/or use of lower-emission vessels in cargo owner owned or chartered vessels</li></ul>	4	0
<ul style="list-style-type: none"><li>RFP for lower-emission shipping</li></ul>	2	0
<ul style="list-style-type: none"><li>Absolute emissions increases from transportation/ failure to disclose transport emissions</li></ul>	-2	—
<ul style="list-style-type: none"><li>Absolute emissions reductions from transport</li></ul>	Bonus +2	+2
<b>Abandon Dirty Ships: Advocacy</b> (20% of category grade)	6	0
<ul style="list-style-type: none"><li>Publicly support strengthening the level of ambition of the GHG reduction policies</li></ul>	4	0
<ul style="list-style-type: none"><li>Advocate against fossil fuel bunkering infrastructure expansions/for ZEV infrastructure with legislators, regulators, and/or ports</li></ul>	2	0
<b>Abandon Dirty Ships: Transparency</b> (30% of category grade)	9	2.25
<ul style="list-style-type: none"><li>Annual public disclosure of maritime cargo carriers and volumes of goods per carrier</li></ul>	0.5	0
<ul style="list-style-type: none"><li>Annual public reporting of modes of product transport by percentage of goods</li></ul>	1	0
<ul style="list-style-type: none"><li>Annual public reporting of transport emissions</li></ul>	4.5	2.25 <sup>3</sup>
<ul style="list-style-type: none"><li>Annual public reporting of maritime emissions</li></ul>	2	0
<ul style="list-style-type: none"><li>Annual reporting of percentage of goods on lower &amp; ZEV emission vessels</li></ul>	0.5	0
<ul style="list-style-type: none"><li>Annual disclosure of fuels or technologies employed by reported lower emission and ZEVs</li></ul>	0.5	0

Put Zero at the Helm

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TOTAL SCORE: 15.5

Performance Criteria	Possible Points	Company Score
<b>Put Zero at the Helm: Commitment</b> (30% of category grade)	10.5	6.5
<ul style="list-style-type: none"><li>General climate commitment<ul style="list-style-type: none"><li>Commitment applies to Scope 3</li><li>Scope 3 commitment mentions logistics, distribution, upstream transportation, supply chain</li><li>2040 vs. 2050</li></ul></li></ul>	3	3
<ul style="list-style-type: none"><li>Upstream transport-specific commitment</li></ul>	3	3
<ul style="list-style-type: none"><li>Maritime-specific reduction commitment<ul style="list-style-type: none"><li>"100% zero-emission maritime shipping by 2030" — with benchmark absolute GHG reduction targets</li><li>Publicly commit to 100% ZEV by 2030</li><li>Commitment to move freight onto low- and zero-emission vessels (with time-bound targets)</li><li>Set short-term targets for moving increasing volumes of cargo on cleaner ships, i.e., MGO/Hybrid powered vessels, shore power-equipped vessels</li><li>Mentions low- and zero-emission vessels</li><li>Timeline: by 2030 vs. 2040 vs. 2050</li></ul></li></ul>	2	0
<ul style="list-style-type: none"><li>Other<ul style="list-style-type: none"><li>Member of Science-Based Target Initiative (a We Mean Business Coalition commitments)</li><li>ZEMBA membership</li><li>CoZEV membership</li></ul></li></ul>	2.5 (0.5) (1) (1)	0.5 (0.5)

<sup>3</sup> Land only

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Performance Criteria	Possible Points	Company Score
<b>Put Zero at the Helm: Implementation Plan</b> (20% of category grade)	7	2
<ul style="list-style-type: none"><li>ZEMBA</li><li>Benchmarks for moving cargo onto ZEVs</li><li>Working with carriers, ports, regulators and policymakers and/or entering partnerships or investing financially in the development of ZEV shipping corridors and/or ZEV technologies, ZEV infrastructure projects and newbuilds</li><li>Engage suppliers and urge them to adopt the SBTi (Science-Based Targets initiative)</li><li>Efficiency and optimization (e.g., reducing packaging size and weight)</li></ul>	2 1 2	0 0 0
<b>Put Zero at the Helm: Advocacy</b> (20% of category grade)	7	0
<ul style="list-style-type: none"><li>First Movers Coalition</li><li>CoZEV</li><li>Sustainable Freight Buyers Alliance, “Clean Cargo” (hosted by Smart Freight Centre), Clean Energy Buyers Association, Carbon Disclosure Project’s Supply Chain program, RE100, Ceres, LEO coalition, or WWF’s Climate Business Network</li><li>Publicly demanding and/or advocating carriers incorporate existing or future GHG reduction technologies and operational measures<ul style="list-style-type: none"><li>Public support for green corridors</li><li>Expressions of public support for zero-emission shipping development</li><li>Zero-emission, fossil-free cargo ships</li><li>Cleaner fuels</li><li>Fossil-free propulsion technologies</li><li>Efficiency retrofits such as wind-assisted propulsion, hull coatings, slow steaming, and route planning, shore power, and offshore zero-emission charging stations</li></ul></li></ul>	1.5 1.5 1 3	0 0 0 0
<b>Put Zero at the Helm: Transparency</b> (30% of category grade)	10.5	7
<ul style="list-style-type: none"><li>CDP Climate report</li><li>Annual CSR report with GHG and air pollution disclosure<ul style="list-style-type: none"><li>Includes Scope 3</li><li>Mentions more than CO<sub>2</sub> (NOX, SOX, PM, HC<sub>4</sub>, NFCs, etc.)</li><li>Discloses Category 4 ("upstream") transportation or "distribution"</li><li>Mentions maritime shipping specifically</li><li>Methodology underlying calculations</li><li>3rd party verification of calculations</li><li>Reporting progress toward achieving interim benchmarks and long-term commitment</li><li>Uses and/or requires vendors to use the Global Logistics Emissions Council Framework</li></ul></li></ul>	2 8.5 (1.5) (1.5) (1) (1.5) (0.5) (0.5) (1.5) (0.5)	2 5 (1.5) (0) (1) (0) (0.5) (0.5) (1.5) (0)