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# CASE STUDY

## NEW GOLD

### Overview

Strategic Sustainability Consulting worked with New Gold Inc., a Canadian mining company, to create a net zero roadmap examining corporate carbon footprints and developing science-based carbon reduction plans in order to equip the team with the ability to implement, track, and report on a wide range of high-impact environmental and social initiatives.

### Overarching Need

Both internal and external stakeholders aligned in 2021 in order to initiate the process of developing a roadmap that would provide New Gold with a plan for tracking and reporting their sustainability goals.

"When it comes to mining and climate there is so much pressure to put out climate action plans, and we didn't have the expertise about industry trends or the capacity to tackle the process in-house," said Bethany Borod, Director of Sustainability. "Bringing Jennifer Woofter and SSC in was exactly what we needed. Within 10 minutes of talking to her, I knew Jennifer was an expert. Throughout the process of working together, she used her knowledge in a way that made everyone feel comfortable."

### Value of Partnership

Borod noted that SSC met every expectation right off the bat. The team was timely, worked well with the staff at New Gold, made adjustments to the process as needed, and was extremely professional, no matter what arose.

"SSC's speed and delivery were amazing," Borod said. "We'd deliver a huge data dump that would have seemed completely chaotic to most people, and the team would review and digest the information, reach out with a report or follow up questions within 24 hours, keeping the project on schedule."

### Results of Work

The final report allowed New Gold to see what areas required attention and where there were opportunities for improvement. Having third-party data and insight also encouraged the operations team to get more involved in the process. New Gold has incorporated all identified risks into the corporate risk registry, and are reviewing them quarterly.

"Working with SSC made my life so much easier and I have already recommended her to colleagues in the industry. She made sure all of the information was clear, so when it came time for me to present the data, it was a smooth process," said Borod.

The team at New Gold is currently working with SSC to determine how they can further improve the climate action targets that were set in their 2030/2050 Carbon Reduction Plan.

"SSC helped us implement the infrastructure for a robust climate plan, but now we are going to the next level. We need to be even more aggressive in planning until we reach the point we know will meet global expectations."