Wikirate and The Green Web Foundation

Video call link:

https://greenweb.whereby.com/fellowship

The problem we want to solve

We have worked on making the supply chain of energy more transparency online, trivial to check. We now want to bring this kind of transparency and ease of use to sustainability and general corporate responsibility.

We want to make it easier for a motivated and interested person to understand an organisations activity, and what evidence exists about them before:

a) Buying their products services
b) Including them in their supply chain
c) Taking up a job with them
d) Writing policy

The approach - (from the point of view of the the green web fdn)

Make it easier to go from a domain (i.e. a website) to find as much information as possible in the public domain, and in a way that supports meaningful comparisons amongst its peers. Make it easier to access to relevant sustainability performance information, for free, to expand the public discourse.

One scenario:

Someone goes to zalando.com / zalando.de / zalando.se - they are able to jump from there quickly to see an independent review of the claims made about the organisation, so they can make more informed decisions.

(two example might be either checking the web address against the green web checker, or have a check run in-browser automatically, to provide links for further investigation)

They have a clear way to see further information about that company's record, in a form where it is able to contribute to a conversation, but is not able to entirely control the message.

This means making it possible to surface some information on the checking screen, but also being able to delve more deeply.

This might include - seeing information from wikirate, and following a link to their main to learn more , or take part in a future study/question:

https://wikirate.org/Zalando_SE
https://wikirate.org/Zalando_SE?filter%5Bnot_ids%5D=&filter%5Bdataset%5D=Environmental%20Disclosure%20Rate&filter%5Bstatus%5D=all

See the other legal entities

https://opencorporates.com/companies/be/0845876820

How might this work for a brand?

The dream: we go from a domain name, to the huggable entity or general idea of a company/org, to detailed info:

Zara -> Inditex > WikiRate / Open Corporates

zara.com

->

https://wikirate.org/Zara
https://wikirate.org/inditex

->

https://opencorporates.com/corporate_groupings/inditex

For this to work, the Green Web Foundation would need to be able to link the domain zara.com to the corporate grouping **inditex**.

There are two ways to do this:

Manually linking to the wikipedia page or open corporates:

We could simply build a link to open corporates or wikipedia in the form people use when listing information about their company to get a green badge.

They might link to this
https://en.wikipedia.org/wiki/Zara_(retailer)

When we really we'd need to link to this
https://en.wikipedia.org/wiki/Inditex

Probably hard to build the UI to encourage this.

via corporate entities listed on open corporates
If any of zara or inditex's legal identifiers are listed under the entry for opencorporates, then getting folks to share a company identifier for zara in return for their green badge maybe enough to establish the link

zara.com -> provided legal identifier for zara from green web fdn -> match under opencorporate grouping for inditex -> wikirate info

This might be simpler. Many brands and companies are already listed under the corporate grouping. If a matching identifier is in that grouping (which is user generated info) then you can establish the link

https://opencorporates.com/corporate_groupings/inditex

A sample small project

Is there a plan inside the organisation?

https://data.climateemergency.uk/

Things we could surface:

Scoped emissions for the most recent year
Wikirate is tagged with 'report' tag: environment report, CSR report

Targets and commitments are muuuuuch harder, both for time - science

Next steps:

Lookup API docs

Swaggerhub docs: https://app.swaggerhub.com/apis-docs/Decko/WikiRate/

We share indicators we use for green web fdn checking, and request:

I.e. *Scoped Emissions, report in public domain, emissions from digital infrastructure*

WikiRate has many metrics which we can share when you share your indicators, but for now just a small sample below:

- Direct greenhouse gas (GHG) emissions (Scope 1), GRI 305-1-a (formerly G4-EN15-a)
- Indirect greenhouse gas (GHG) emissions (Scope 2) (G4-EN16-a)
- Indirect greenhouse gas (GHG) emissions (Scope 3), GRI 305-3 (formerly G4-EN17-a)

- [Science Based Targets Status](#)
- [Science Based Target Classification](#)

Qns from Chris

- - how can I get a list of companies on wikirate, and their corresponding name on wikipedia?

Ah, figured it out - this gives me a machine readable version listing the:

- Url on wikirate
- Human friendly name on wikirate
- The main corporates id if it exists

Example item:

```
{
    "id": 18109,
    "name": "Puma",
    "type": "Company",
    "url": "https://wikirate.org/Puma.json",
    "wikipedia": "Puma (brand)",
    "open_corporates": "D3304V_HRB13085",
    "alias": [
      "PUMA SE",
      "Puma AG",
      "PUMA International Trading Services Limited"
    ],
    "headquarters": "Germany",
    "oar_id": null,
    "sec_cik": null
  },
```

Or for Microsoft…

```
{
    "id": 7354,
    "name": "Microsoft Corporation",
    "type": "Company",
    "url": "https://wikirate.org/Microsoft_Corporation.json",
    "wikipedia": "Microsoft",
    "open_corporates": "600413485",
    "alias": [
      "Microsoft Corporation",
      "Microsoft"
```

```
    ],
    "headquarters": "Washington (United States)",
    "oar_id": null,
    "sec_cik": "0000789019"
  },
```

Or Mozilla

https://wikirate.org/Mozilla_Corporation.json

```
{
 "id": 2612074,
 "name": "Mozilla Corporation",
 "type": {
  "id": 651,
  "name": "Company",
  "type": "Cardtype",
  "url": "https://wikirate.org/Company.json",
  "codename": "wikirate_company"
 },
 "url": "https://wikirate.org/Mozilla_Corporation.json",
 "wikipedia": {
  "id": 2783234,
  "name": "Mozilla Corporation+Wikipedia",
  "type": "Phrase",
  "url": "https://wikirate.org/Mozilla_Corporation+Wikipedia.json",
  "content": "Mozilla Corporation"
 },
 "open_corporates": {
  "id": 3419887,
  "name": "Mozilla Corporation+OpenCorporates",
  "type": "Phrase",
  "url": "https://wikirate.org/Mozilla_Corporation+OpenCorporates.json",
  "content": "C2759208"
 },
 "alias": {
  "id": null,
  "name": "Mozilla Corporation+Alias",
  "type": "Pointer",
  "url": "https://wikirate.org/Mozilla_Corporation+Alias.json"
 },
 "headquarters": {
  "id": 3419888,
  "name": "Mozilla Corporation+Headquarters",
  "type": "Pointer",
  "url": "https://wikirate.org/Mozilla_Corporation+Headquarters.json",
  "content": [
```

      "California (United States)"
    ]
  },
  "oar_id": {
   "id": null,
   "name": "Mozilla Corporation+OAR ID",
   "type": "Phrase",
   "url": "https://wikirate.org/Mozilla_Corporation+OAR_ID.json"
  },
  "sec_cik": {
   "id": null,
   "name": "Mozilla Corporation+SEC CIK",
   "type": "Phrase",
   "url": "https://wikirate.org/Mozilla_Corporation+SEC_CIK.json"
  },
  "html_url": "https://wikirate.org/Mozilla_Corporation",
  "created_at": "2017-03-06 13:27:10 UTC",
  "updated_at": "2017-03-06 13:27:10 UTC",
  "answers_url": "https://wikirate.org/Mozilla_Corporation+Answer.json",
  "requested_at": "2021-10-18 14:55:30 +0200"
}

Testing this out with Mozilla

Most of us, if we think of Mozilla the makers of Firefox, and do not have professional relationship with the company, think of Mozilla as a single entity.

https://en.wikipedia.org/wiki/Mozilla

They also report as single entity
https://blog.mozilla.org/en/mozilla/release-mozillas-greenhouse-gas-emissions-baseline/

Here's the full report
https://blog.mozilla.org/wp-content/blogs.dir/278/files/2021/02/Mozillas-2019-Greenhouse-Gas-emissions-baseline_2020-11-18.pdf

With open corporates, they exist as Mozilla here
https://opencorporates.com/corporate_groupings/mozilla

And as mentioned before exist in wikipedia here:
https://en.wikipedia.org/wiki/Mozilla

A little complexity

Really though, it's made up of two organisations - Mozilla Foundation (MoFo), which owns Mozilla Corporation (MoCo):

Mozilla Foundation (MoFo)
https://en.wikipedia.org/wiki/Mozilla_Foundation
https://opencorporates.com/companies/us_ca/C2543436

Mozilla Corporation (MoCo)
https://en.wikipedia.org/wiki/Mozilla_Corporation
https://opencorporates.com/companies/us_ca/C2759208

When a browser was on https://mozilla.org, we'd want to be able to present information we have about Mozilla, like the link to their own CSR reports , any information we can find on wikirate.

Do do this we need to be able to establish a link between https://mozilla.org (the url we get sent, or have checked against our API) to https://wikirate.org/Mozilla_Corporation, and be able to look up whatever info we have about Mozilla.

If we have Mozilla's public IP ranges, we can point to a organiastion in our own green web database of providers. Alternatively, we would need a way to link the domain mozilla.org to the provider. This is pretty much what our greendomains table does though - it links domains to companies.

This what we'd figure out how to build and spec out. Once we have established a way to link domains to companies, then we can show information in browser extensions or own pages.

Testing this with Microsoft

I.e. this here

https://wikirate.org/Microsoft_Corporation

Links to this here

So....

Wikrste has scoped emissions info for 874 companies.

How do I see the answers for this metric?

https://wikirate.org/Global_Reporting_Initiative+Indirect_greenhouse_gas_GHG_emissions_Scope_3_GRI_305_3_formerly_G4_EN17_a+Answer.json?filter%5Bcompany_name%5D=

How do I go from a metric to the company?

I need to pass in the name, like so Chevron Corporation. The example below links to all the reported scope 3 emissions for Chevron:

[https://wikirate.org/Global_Reporting_Initiative+Indirect_greenhouse_gas_GHG_emissions_Scope_3_GRI_305_3_formerly_G4_EN17_a+Answer?filter[company_name]=Chevron%20Corporation](https://wikirate.org/Global_Reporting_Initiative+Indirect_greenhouse_gas_GHG_emissions_Scope_3_GRI_305_3_formerly_G4_EN17_a+Answer?filter[company_name]=Chevron%20Corporation)

How do I go from a wikipedia name to a wikirate company?

The listings of companies contain the wikipedia link. We can get a list of companies from the API

https://wikirate4py.readthedocs.io/en/latest/api.html

How do I go from a legal identifier to a wikirate company?

It looks like we'll need to maintain a lookup table, as there isn't a single API call we can make to get back a company if we only have the legal identifer or the wikipedia name.

It's simple enough to maintain a local lookup table though in this case