



# Fueling the clean energy economy

Leading energy company increases trust and pricing power with new blockchain-based technology



## Overview

Pairing consulting services with advanced technology, KPMG LLP (KPMG) is helping leading energy company Williams build trust in the measurement and reporting of emissions reductions. Efforts are focused on the Transco interstate pipeline, the largest in the country. KPMG analyzes verifiable, immutable emissions data collected and stored on the Context Labs (CXL) blockchain-based data platform, a tactical alliance partner in which KPMG has also invested, to help Williams earn low carbon emission gas certificates and gain pricing power and differentiation in a commodity-based industry. On a broader scale, the industry-leading natural gas measurement and certification processes enabled by KPMG and CXL help Williams lower emissions and meet their climate commitments.



## Client challenge

Williams, an American energy company providing a midstream oil and gas infrastructure, operates more than 30,000 miles of pipelines system and delivers approximately 30 percent of the natural gas in the U.S. Facing increased regulatory, investor, and stakeholder pressure to drive and prove progress toward environmental sustainability goals, Williams is seeking to increase its efforts to reduce its carbon footprint and transparently disclose progress toward climate resilience. Since 2005, it has reduced its Scope 1 and 2 emissions by 47 percent and is on target to achieve its net zero goals by 2050.<sup>1</sup>

Given Williams's environmental performance and its unique position of connecting upstream producers of gas with end consumers, there has been significant interest from power and utility customers in the company's low-carbon-intensity gas offering. The offering requires the company to build a foundation of verifiable emissions data. High-quality, timely, accurate data across the natural gas value chain are essential for tracking, accounting, reporting, and offsetting greenhouse gas (GHG) emissions and other environmental risks, as well as selling low-carbon natural gas to downstream customers.

<sup>1</sup> Williams 2021 Sustainability Report



## KPMG approach

KPMG is collaborating with digital platform solutions company Context Labs (CXL) to help Williams measure, monitor, document, and substantiate its environmental performance. Underpinning the project is CXL's Immutably™ enterprise-grade data fabric. This digital platform converges machine learning, artificial intelligence, and blockchain capabilities to help users track disparate environmental data back to their sources and bring speed and transparency to how they quantify and report it. Emissions data stored on the CXL platform is public, transparent, verifiable, immutable, and secure.

By helping analyze granular emissions data, this project allows Williams to quantify the percentage of emissions tagged to natural gas. These insights are being used to develop a novel pricing structure for natural-gas renewable-energy certificates, giving Williams more robust pricing power and competitive differentiation.



## Results and benefits

The data, insights, and advice from KPMG and CXL offer trusted provenance for emissions data throughout Williams's owned infrastructure and network of suppliers. As a result, the company is able to issue and sell clean-energy certificates at a premium and earn higher revenue from the voluntary carbon markets—a significant value add in the commoditized natural gas sector.

Working with KPMG and CXL has already helped Williams win new business in the energy market. In [December 2022, Williams executed agreements to deliver full value-chain-certified, low-emission, next-gen gas to Coterra Energy and Dominion Energy Virginia](#). With methane intensity quantified by Context Labs and verified by KPMG, the agreements represent a first-of-its kind natural gas certification process, covering production through gathering and transmission.

Looking forward, Williams expects to be better positioned to meet regulatory mandates for increased carbon transparency and—as we build toward a low-carbon-energy future—propel progress toward the clean energy transition.

## Contact us

**Rob Fisher**  
IMPACT and ESG Leader  
KPMG LLP  
E: [rpfisher@kpmg.com](mailto:rpfisher@kpmg.com)

**Pravin Chandran**  
Advisory Managing Director,  
Climate  
KPMG LLP  
E: [pravinchandran@kpmg.com](mailto:pravinchandran@kpmg.com)

**Andrew Matuszak**  
Managing Director,  
Enterprise Innovation  
KPMG LLP  
E: [amatuszak@kpmg.com](mailto:amatuszak@kpmg.com)

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

[kpmg.com/socialmedia](https://kpmg.com/socialmedia)



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2023 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization. NDP467684-1A