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Greenhouse gas emissions report

Impact.com

2021

12/30/2022

Foreword

Greenly is proud to contribute to Impact.com's climate strategy.

This report synthesizes the results of your greenhouse gas (GHG) emissions assessment.

While offering elements of comparison with other companies, a GHG emissions assessment is mainly used to identify ways to improve your global impact and to define a reduction trajectory.

This requires the implementation of a series of internal levers and the mobilization of your entire ecosystem (employees, suppliers, customers).

The evaluation of your emissions follows the standards of the Bilan Carbone® methodology, which is standardized by the ADEME. I myself have a license to use the Bilan Carbone® methodology, which allows me to certify the accounting of your emissions. These results can thus be published on the ADEME website to ensure transparency.

We are happy to accompany you throughout this process, and thank you for your commitment.

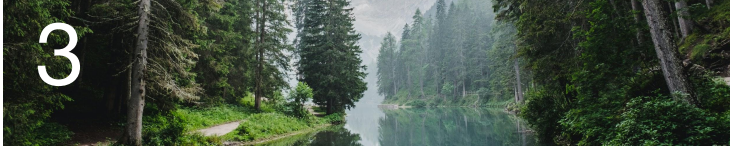


Alexis Normand
CEO of Greenly

A handwritten signature in black ink, appearing to read 'Alexis Normand'.

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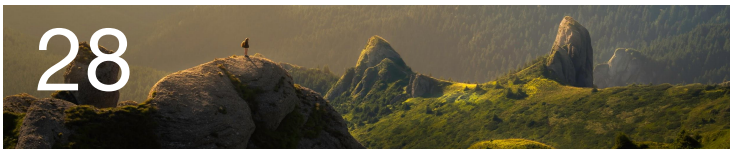
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Carbon accounting methodology

Scope 1: direct emissions

GHG emissions generated directly by the organization and its activities.

Examples: combustion of fossil fuels, refrigerant leaks.

Scope 2: indirect emissions related to energy consumption

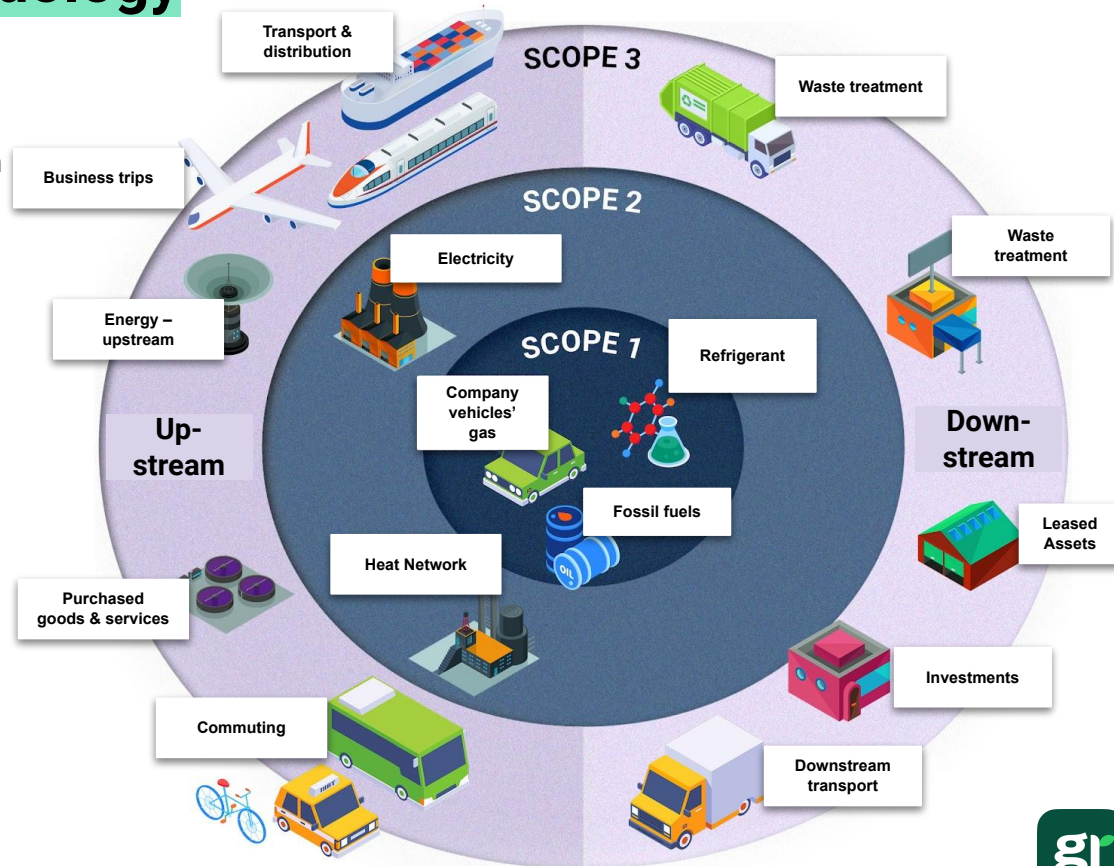
Emissions related to the organization's consumption of electricity, heat or steam.

Example: electricity consumption.

Scope 3: other indirect emissions

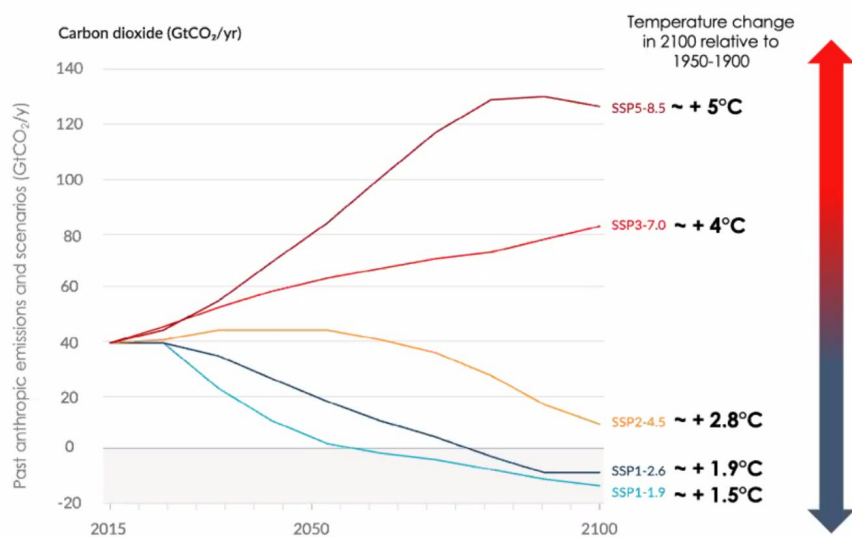
All other indirect emissions occurring upstream or downstream of the organization's value chain.

Examples: purchase of raw materials, purchase of services, business trips, transportation of goods, waste, use and end of life of sold products, upstream energy.



Why care about the carbon transition

Regardless of our management of the environmental crisis, organizations and individuals are heading towards major upheavals in their ecosystems.



Source: Carbone4

2 types of upheavals

1. Physical risks and constraints
2. Transition risks and opportunities

Impacted sectors



Production



Market



Supply chain



Infrastructure



HR



Legislation

Physical risks ...

Definition

Risks related to exposure to the physical consequences of global warming



Average temperature and their variations are going to increase



Intensification of extreme weather events (rain, heat waves/droughts, etc.)



Sea level rise



Scarcity of resources (especially energy), food and water **insecurity**



Biodiversity collapse



What are the consequences if I don't commit ?



- **Deterioration of infrastructure, losses in the value chain**
- **Direct economic consequences**
- **Low resilience to future events and physical constraints (e.g. natural disaster)**
- **Dependence on an increasingly fragile supply chain (availability and cost of resources, flexibility, fluctuation of fossil fuels)**
- **Upheavals in living conditions (housing, food, health, transport, etc.)**

Transition risks (and opportunities)

Definition

Risks related to the transition to a low-carbon economy



Regulatory developments and mitigation policies



Markets and sectors migrating towards **promoting low-carbon value creation**

- Opportunities to seize
- Associated market risks



Growing stakeholder demands on environmental commitments



Changing mentalities and aspirations of employees in respect to the **environmental reputation of the employer**



What are the consequences if I do commit ?



- **Optimization of flows and costs**
- **Sustainability** of the activity and the corporate strategy
- **Increased competitiveness** within its ecosystem
- **Resilience and autonomy** of activities in the face of the new socio-economic paradigm
- **Low exposure** to legal and financial **constraints and sanctions**
- Anticipation of changes on **recruitment** and **GPEC**

GHG emissions assessment scopes

Temporal scope

Year 2021

Measurement scope

Operational

Full Scope 1

Full Scope 2

Full Scope 3 except: Activities & events

Primary data

Accounting files

Employee survey

Physical data for some key emission sources

Cloud invoices: AWS & GCP

Methodology

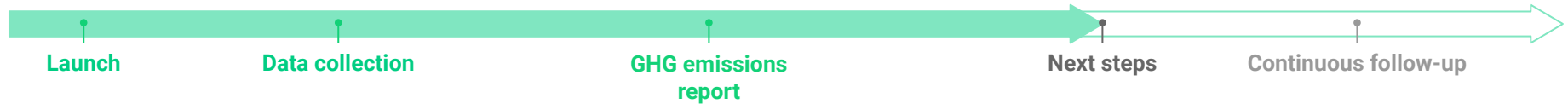
Official and approved GHG Protocol

The methodological details of the calculation of each carbon footprint source are available on the Greenly software



Executive summary

This report summarizes the results of 2021's Impact.com GHG emissions assessment, based on the information collected and subject to its completeness, correct categorization and validation. **This assessment is useful to identify the main areas for improving your impact.**



GHG emission assessment result

Scope 1 & 2	210 tCO ₂ e	0.2 t/employee
Scope 3	11 ktCO ₂ e	11 t/employee
Total	11 ktCO₂e	11 t/employee

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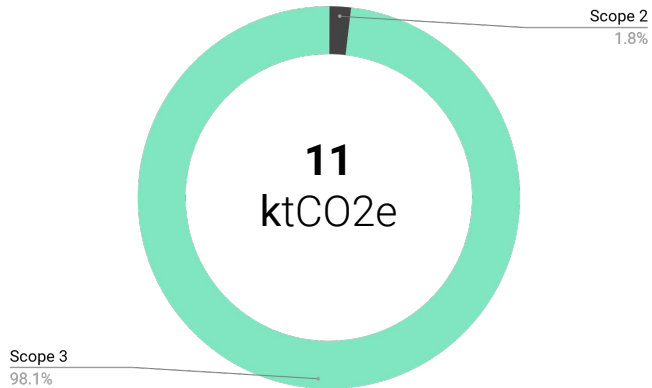
Emissions report.

An aerial photograph of a dam and a river. The dam is a long, concrete structure with a walkway on top, spanning across a wide river. The water in the river is a vibrant turquoise color, indicating a high concentration of minerals or a specific type of water. The surrounding landscape is lush and green, with dense forests covering the hillsides. A winding road is visible on the right side of the river, and a small building is situated near the dam. The overall scene is a mix of natural beauty and industrial infrastructure.

General overview

Results by Scope

Total emissions of Impact.com, by Scope
(% tCO₂e)



Impact.com
tCO₂e/employee

Potential for
reduction

Scope 1	< 0.1	<div style="width: 1%; background-color: #ccc;"></div>
Scope 2	0.2	<div style="width: 2%; background-color: #333;"></div>
Scope 3	11	<div style="width: 11%; background-color: #4db6ac;"></div>

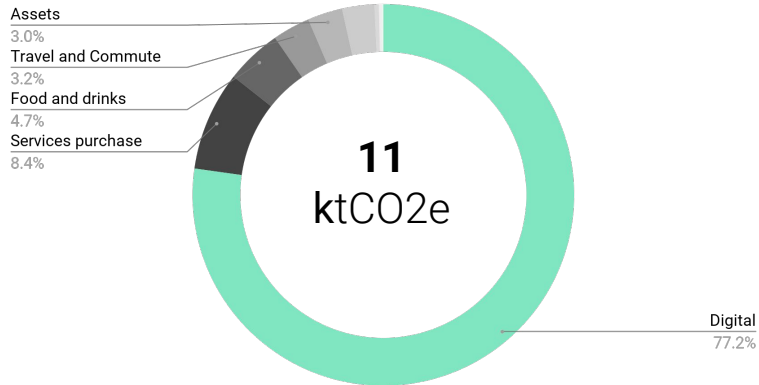
11 k tCO₂e is equivalent to

1. **6 400 Paris - New York round trips***
2. The annual emissions of **1 100 French people***
3. The amount of CO₂ sequestered annually by **1 000 hectares of forest in growth***

General overview

Results by activity

**Total emissions of Impact.com, by activity
(% tCO₂e)**

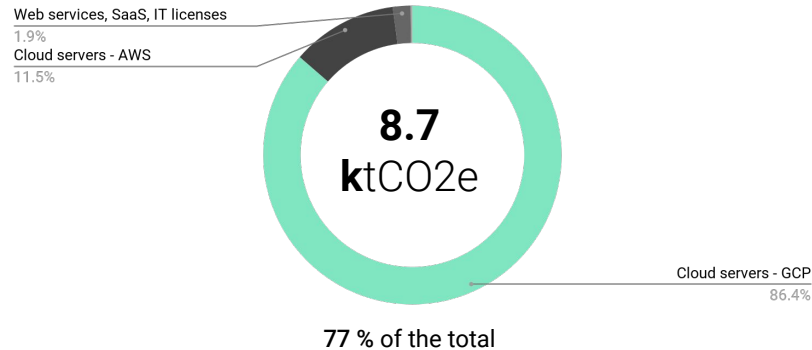


	Impact.com tCO ₂ e	Per employee tCO ₂ e/employee
Digital	8.7 k	8.7
Services purchase	947	0.9
Food and drinks	533	0.5
Travel and Commute	357	0.4
Assets	332	0.3
Energy	307	0.3
Others*	84	< 0.1

* Product purchase, Waste, Freight etc.

Focus on Digital

Digital emissions by category (% tCO₂e)



Reduction action suggestions:

1. Migrate your Cloud data from countries with high carbon electricity to countries with low carbon electricity mix

The electricity consumption of servers plays a major role in network infrastructure emissions. Hosting your data in data centres located in countries where electricity is low in carbon (France, Scandinavia, etc.) can therefore greatly reduce the impact of your digital workstation.

2. Opt for services with low frequency processors

Prioritize the use of cloud services which use low frequency servers. Choosing processors according to their energy efficiency is an effective lever for reducing energy consumption, which is responsible for over 80% of GHG emissions. Xeon E5-2673 v3 and E5-2680 are among the most energy efficient processors (respectively 0.222 & 0.227 kWh/h vCPU)

3. Engage in a "Responsible Digital" labelling process

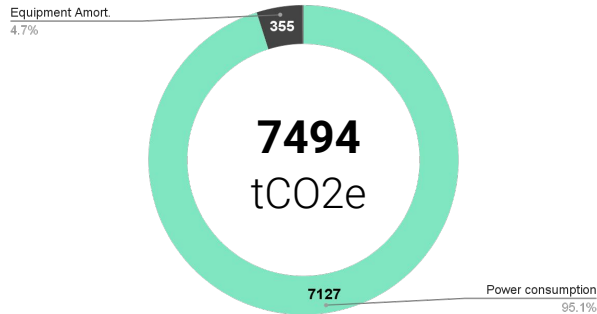
The Responsible Digital Label is a benchmark initiative bringing together companies that are committed to limiting the impact of digital within their organization, that can help you Identify actions to develop your commitment.

Methodology

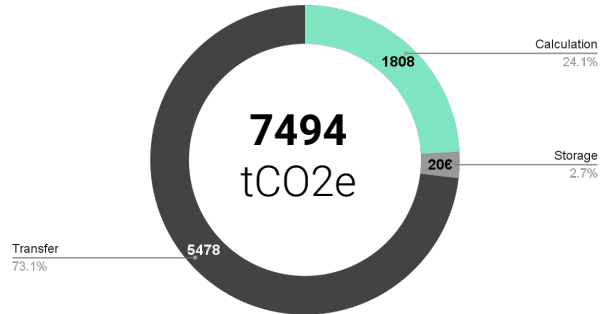
- The emissions and GCP Cloud Services calculated by physical approach are: - AWS and GCP Cloud Services - see detailed study [here](#) and [here](#). - Purchase of IT equipment
- The other emissions (web services, SAAS, IT licenses, etc.) are calculated using a monetary approach, by multiplying the price by a monetary emission factor (kgCO₂e/€).
- The monetary emission factors (kgCO₂e/€) are of three types: average carbon intensity per unit of revenue of a group of companies in the sector activity looked at; carbon intensity per unit of revenue of this sector of activity (ADEME's monetary emission factor); monetary emission factor derived from Greenly studies.
- The methodological details of the calculation of each carbon footprint source are available on the Greenly platform.

Focus on Digital : Google Cloud Platform

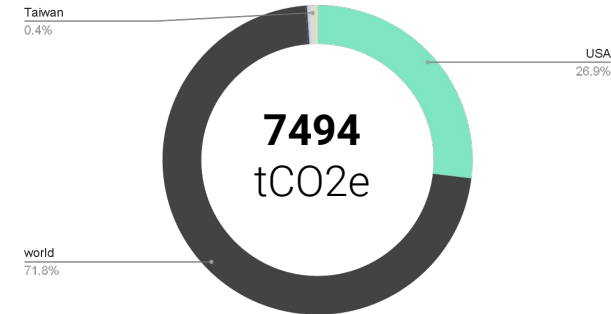
Emissions by category (%tCO2e)



Emissions by usage (%tCO2e)



Emissions by country (%tCO2e)

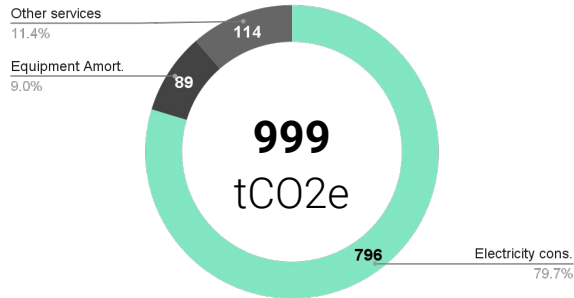


Analysis

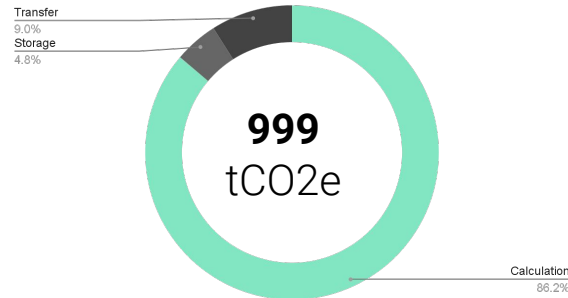
- The "power consumption" of servers category represents 95% of emissions. The use of servers is therefore the main lever for reduction.
- A large part of your servers are located in the USA, a country with a high electrical carbon intensity (514 gCO2e/kWh). One way to reduce emissions is to relocate its services to data centers located in countries with low electrical carbon intensity.

Focus on Digital : AWS

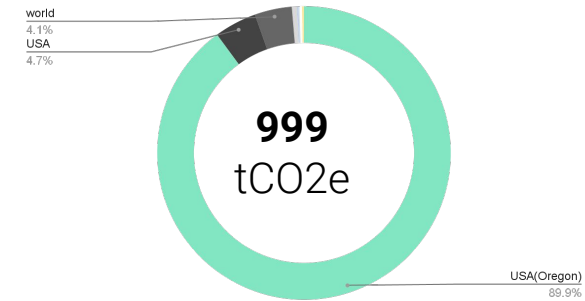
Emissions by category (%tCO2e)



Emissions by usage (%tCO2e)



Emissions by country (%tCO2e)

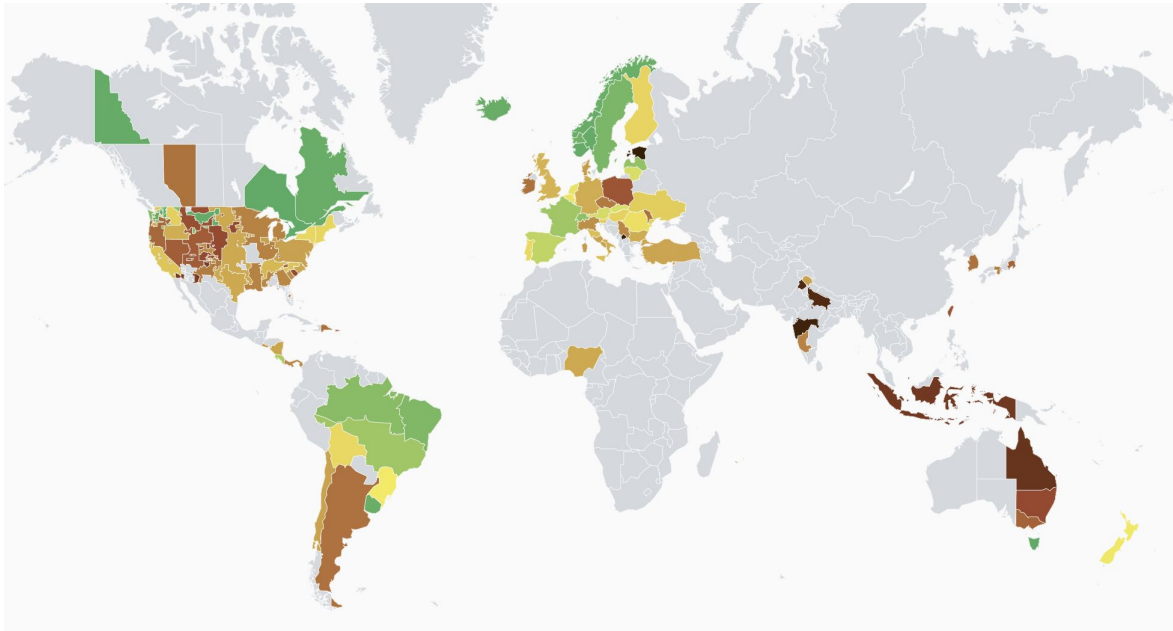


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Focus on Digital : AWS

Carbon intensity map of the electricity production over the world



Carbon Intensity (gCO₂e/kWh)

USA : 514

Thailand : 510

Ireland : 363

France : 60

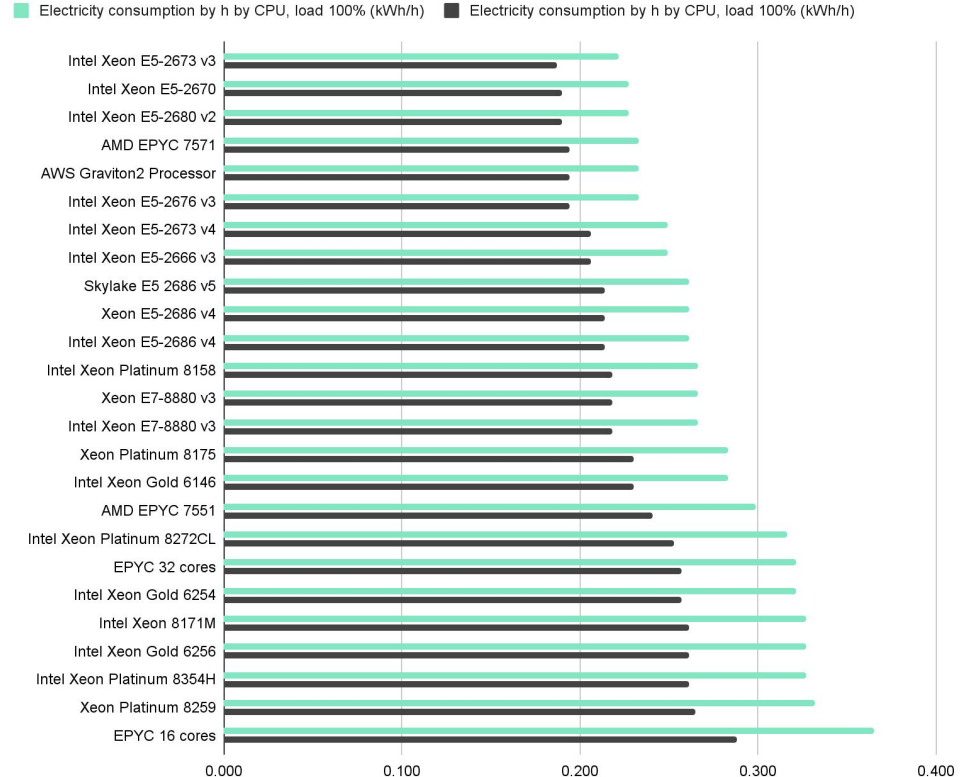
Sweden : 19

Source : [electricityMap](#)

Focus on Digital : AWS Processors

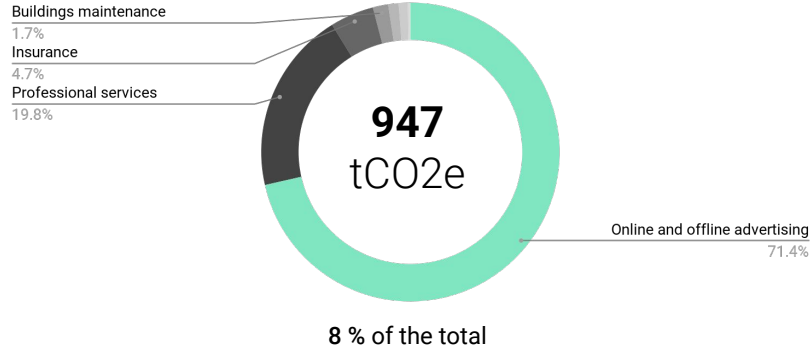
Analysis

- Choosing processors according to their energy efficiency is an effective lever for reducing energy consumption, which is responsible for over 80% of GHG emissions.
- Xeon E5-2673 v3 and E5-2680 are among the most energy efficient processors (respectively 0.222 & 0.227 kWh/h vCPU)
- Their counterpart Intel Xeon Platinum 8259 is the most energy intensive (0.365 kWh/h vCPU) and is therefore to avoid



Focus on Services purchase

Services purchase emissions by category (% tCO₂e)



Reduction action suggestions:

Engage your key partners

Action on emissions from the purchase of services can be broken down into three steps:

1. **Identify the commitments of your suppliers.** If some of them have carried out a GHG assessment (scope 1, 2, 3), this information will help you to clarify your own assessment.
2. **Select your partners according to their environmental strategy.** Integrating environmental criteria (publication of a GHG assessment, quantified objectives, etc.) into the choice of your suppliers and service providers is your main lever for reducing your carbon impact.
3. **Encourage your ecosystem to become involved.** Encouraging your partners to implement a plan to reduce their GHG emissions will have a positive effect on the impact of your own activity.

Greenly offers a supplier engagement module to engage your ecosystem with you in reducing your emissions.

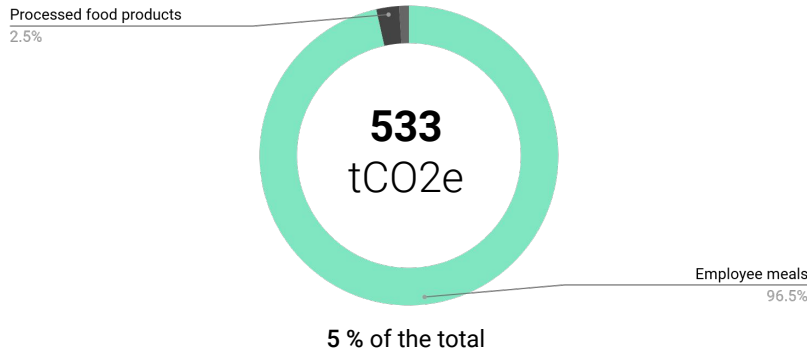
 Consult your [Greenly platform](#) to discover, launch and follow all of your actions!

Methodology

- Emissions calculated using a monetary approach, by multiplying the price by a monetary emission factor (kgCO₂e/€).
- The monetary emission factors (kgCO₂e/€) are of three types: average carbon intensity per unit of revenue of a group of companies in the sector activity looked at; carbon intensity per unit of revenue of this sector of activity (ADEME's monetary emission factor); monetary emission factor derived from Greenly studies.
- The methodological details of the calculation of each carbon footprint source are available on the Greenly platform.

Focus on Food and drinks

Food and drinks emissions by category (% tCO₂e)



Methodology

- Emissions calculated using a monetary approach, by multiplying the price by a monetary emission factor (kgCO₂e/€).
- The monetary emission factors (kgCO₂e/€) are based on ADEME's Base Carbone and the Agribalyse database.
- The methodological details of the calculation of each carbon footprint source are available on the Greenly platform.

Reduction action suggestions:

1. Raise your collaborators' awareness to the impact of food

Raise awareness to encourage a change of habit towards more local and vegetarian menus. For example, Greenly's training quizzes include a module on food and can be a part of this awareness. For more information on the carbon impact of our food choices, you can consult the [CarbonCloud DataBase](#).

2. Replace disposable packaging with reusable containers for take-out meals

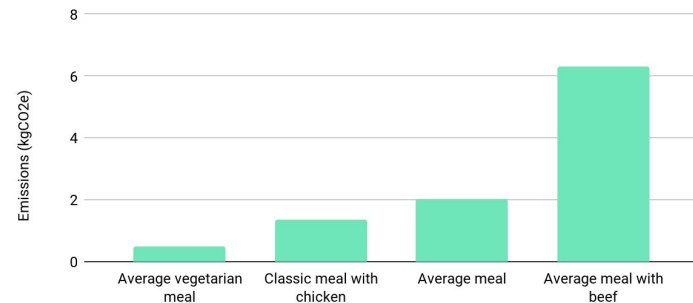
The single-use packaging of takeaway food creates waste that is not much recycled and is a source of emission. Globally, 45% of food packaging is plastic.

- Estimate your employees' takeout consumption (questionnaire, average, etc..).
- Purchase reusable containers that your employees can use for lunch

3. Reduce your food waste

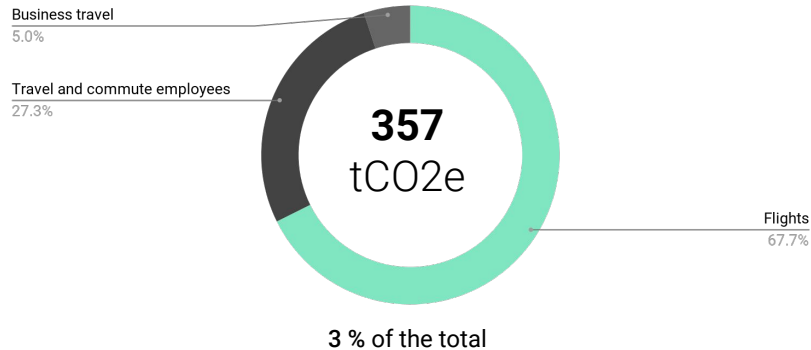
Recovering food waste into fertilizer and biogas is a very efficient way to make useful products that would have been incinerated most of the time. Companies specializing in waste management offer recovery and recycling services.

Greenhouse gas emissions by meal type



Focus on Travel & Commute

Travel and Commute emissions by category (% tCO2e)



Methodology

- Emissions related to commuting are calculated using a physical approach, based on emission factors (kgCO2e/passenger.km) from ADEME's Base Carbone.
- Emissions related to business travel are calculated using a monetary approach, by multiplying the price by a monetary emissions factor (kgCO2e/€) coming from ADEME's Base Carbone or studies conducted by Greenly.
- The methodological details of the calculation of each carbon footprint source are available on the Greenly platform.

Reduction action suggestions:

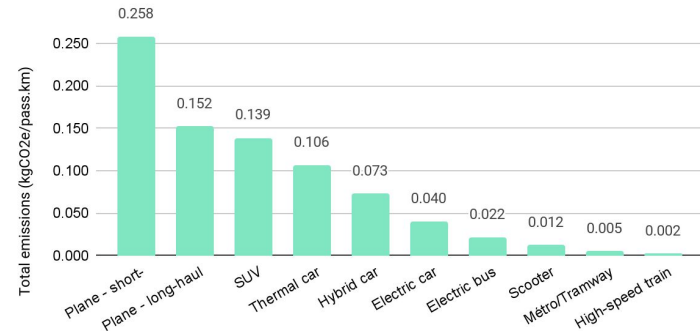
1. Shift your modes of transportation

Air travel represents a large part of your emissions. Greenly recommends that you take this step in order of priority:

- **Avoid** unnecessary travels as much as possible. Using videoconferencing instead of direct travel saves a lot of time, travel costs and significantly reduces CO2e emissions.
- **Reduce:** Modal shift from air to rail, use of light electrical or hybrid cars, eco-driving training, shorter distances between steps, promotes local travelling for your clients.
- **Contribute:** For unavoidable carbonated travel, think about the carbon contribution.

2. Switch to a manual approach to measure travel emissions

This emission category was measured using a generic monetary approach. Greenly recommends you opt for a physical approach for the next assessment by providing us with your detailed list of flight itineraries.



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Conclusion.



Summary of reduction actions

Corresponding categories

Digital
77 % of total

Services purchase
8.4 % of total

Food and drinks
4.7 % of total

Suggested reduction actions

- 1.** Migrate your Cloud data from countries with high carbon electricity to countries with low carbon electricity mix
- 2.** Opt for services with low frequency processors
- 3.** Engage in a "Responsible Digital" labelling process
- 4.** Engage your key partners and suppliers
- 5.** Raise your collaborators' awareness to the impact of food and travel/commute

Conclusion

The studies carried out using the Greenly software have made it possible to identify **Impact.com**'s main GHG emission sources, enabling you to frame the company's carbon strategy and to identify the items that need to be studied in greater depth, with the aim of continuously improving the company's environmental impact.

We have identified that direct emissions (Scope 1) and indirect energy-related emissions (Scope 2) represent a small part of your company's impact, making it essential to mobilize service providers and company employees.

The next steps in Impact.com's carbon strategy are:

1. **Establish GHG emission reduction targets and implement an action plan** in order to achieve these targets.
2. **Engage your suppliers** thanks to the Greenly supplier survey.
3. **Engage your employees**, using the interactive Greenly training quizzes.
4. **Communicate with your stakeholders** about your commitment and carbon footprint, your reduction targets and the action plan considered.
5. **Contribute to certified GHG reduction / sequestration projects** available on the software.

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Next steps.

MATURITY OF YOUR CLIMATE STRATEGY

Your Greenly Climate Score

A+

Exemplary commitment (Score ≥ 90)

< 1% of companies

A

Excellent (Score 75 - 89)

2% of companies

B

Very Good (Score 55 - 74)

3% of companies

C

Good (Score 30 - 54)

10% of companies

D

Commitment initiated (Score 5 - 29)

15% of companies

E

Progress to be made (Score < 5)

70% of companies

Impact.com's intermediate Greenly Climate Score is D (35 points).

Points are distributed as follows:

- Creating & fine-tuning your Greenhouse Gas report:
31 / 40
- Action plans:
0 / 36
- Climate targets:
0 / 4
- Involving your teams:
4 / 10
- Carbon contributions:
0 / 10

Your Score will be updated at the Climate Strategy follow-up meeting.

More information on the Score calculation method [here](#)
Statistics were computed on the Greenly supplier database

4 pillars to improve your impact, your Greenly Score and certify your approach



Net Zero Contributor

Net Zero Aligned is a robust standard which guarantee to accelerate real changes.

1

Drive your impact

Annual emissions follow-up

Zoom on main sources

Avoided emissions

2

Implement impactful actions

Build an action plan

Employee training

Supplier engagement

3

Contribute to carbon capture projects

Scope 1

Scope 2

Scope 3

4

Commit to a trajectory and the [NZI principles](#)

Trajectory engagement

Read the NZI principles
Sign the Greenly Charter

Communicate

Certify your climate strategy

1

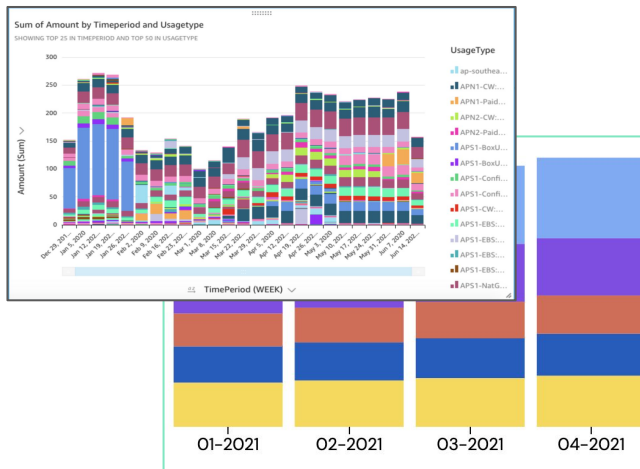
Drive your impact

Annual emissions follow-up

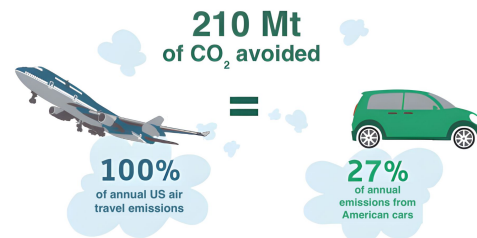
Zoom on main sources

Avoided emissions

Annual follow-up



Avoided emissions



Certify your climate strategy

2

Implement impactful actions

Build an action plan

Employees training

Supplier engagement

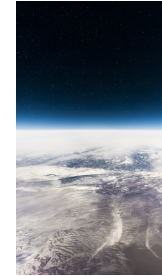
Build an action plan



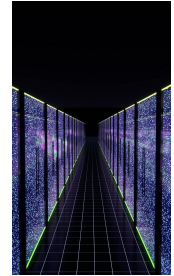
Employees training



Carbon assessment quiz



Energy - climate quiz



IT quiz

Certify your climate strategy

3

Contribute to carbon capture projects

Scope 1 - 100%

Scope 2 - 100%

Scope 3 - 10% mini



Nepal High Efficiency Cookstoves
Certified by Gold Standard

Reducing use of solid biomass fuel by distributing high efficiency cookstoves...

\$12,22k | Nepal | Improved Cookstoves



CarbonBuilt Concrete Carbon Avoidance and Removal
Certified by Carbonics

Replacing the cement in concrete with low-carbon, mostly waste materials fo...

20000 € / t | United States | Concrete Curing



Rimba Raya REDD+ Forest Protection
Certified by Verified Carbon Standard

Reducing Indonesia's emissions by preserving some 64,000 hectares of tropical pe...

\$14.6k | Indonesia | REDD+



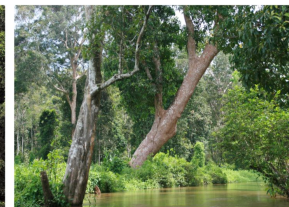
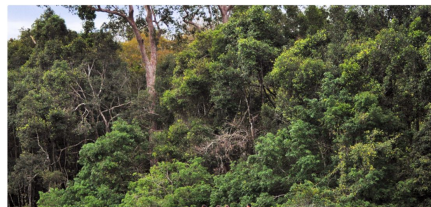
Topaiyo REDD+ Forest Protection
Certified by Verified Carbon Standard

Working with traditional land owners to end logging-induced deforestation L...

1200 € / t | Papua New Guinea | REDD+

Verified Carbon Standard | Forestry

Rimba Raya REDD+ Forest Protection



The Rimba Raya peat swamp forests are located in Central Kalimantan province on the island of Borneo. In Indonesia. Before the project was established, these immensely biodiverse tropical peatlands were scheduled for conversion into four palm oil estates by the provincial government.

The Rimba Raya Biodiversity Reserve protects 91,216 hectares of rich, tropical peat swamp forests which are monitored by local rangers as well as by satellite and aerial imagery. The reserve is adjacent to the world-renowned Tanjung Puting National Park and forms a physical buffer zone along the park's eastern border. As well as preserving ecosystem diversity and the habitat of endangered species like the Bornean orangutan, the project reduces emissions by avoiding the planned deforestation of over 47,000 hectares of forests for palm oil production.

Location



Any questions?

Talk with a climate expert to know which project best suits you.

Book a call

UN Sustainable Development Goals

2 Zero Hunger

End hunger, achieve food security and improved nutrition and promote sustainable agriculture

1 No Poverty

End poverty in all its forms everywhere

CERTIFICATIONS



Certify your climate strategy

4

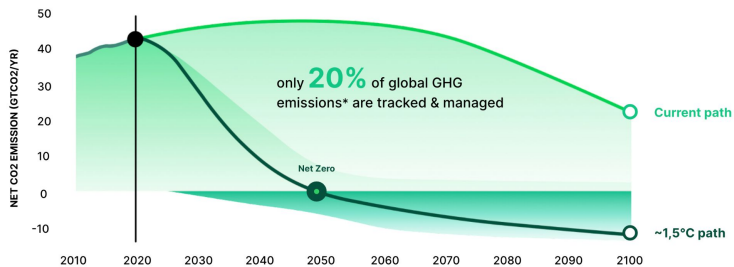
Commit to a trajectory and the [NZI principles](#)

Trajectory engagement

Read the NZI principles
Sign the Greenly charter

Communicate

Trajectory engagement



Communicate on your engagement

10 principles for an ambitious climate strategy



7 CRITERIA TO CERTIFY YOUR APPROACH



1

Commit to a reduction trajectory

2

Determine an action plan

3

Publish your report every year and implement actions

4

Engage your suppliers

5

Employee training

6

Contribute a minimum of 10% of your emissions

7

Learn about NZI & sign the Greenly Charter

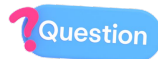
Accompany you for the next steps



- When?
- 👉 1 week after the carbon assessment restitution: 15 min
 - 👉 1 month after the carbon assessment restitution: 45 min



- Why?
- 👉 Review of your action plan
 - 👉 To update your Greenly Score
 - 👉 In-depth study of your climate engagement



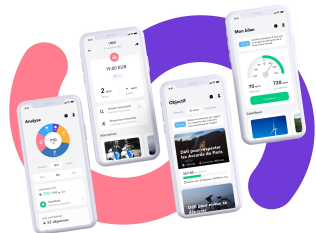
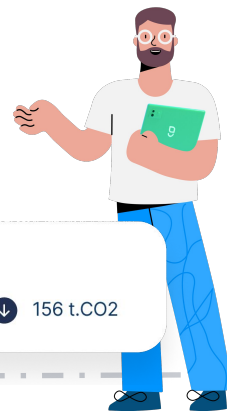
Questions? 👉 Let's meet to give you answers!





Greenly.

Democratising access to carbon analytics



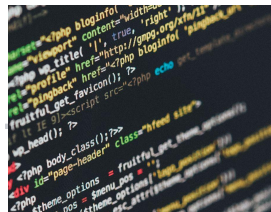
Carbon footprint app

First carbon fintech app launched



Carbon accounting software

Launch B2B SaaS for Corporate Carbon Footprint (GHG Protocol)



Carbon footprint calculator

(API or Docker)

First Open Banking Carbon API with 8, Bank Partnerships

GHG Report

↑ 1234 t.CO2 ↓ 156 t.CO2

We are scaling our tech, our customer base & climate team

Greenly is the world fastest growing carbon management platform



+90

Team with Climate Experts
Data Scientists, Data
analysts, Data Engineers,
DevOps Engineers, growing
to 150 by end of 2022



600+

Customers in Tech, Large & Small
Industry, Energy, Logistics,
Construction, Real Estate etc.



+10

Geographies covered with
customers in US, UK, France,
Italy, Germany, Nordics...

5M



Emissions factors
aggregated from
customers & industrie
databases

\$25M



Raised in Equity, with Energy
Impact Partners & XAnge - Sales
Annual Growth Rate of 500%

They are tracking their carbon Footprint with Greenly



An outstanding team committed to tackling climate change

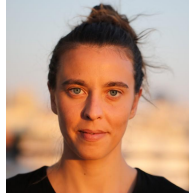
Climate Engagement



Alexis Normand
CEO, co-founder
HEC, ScPo, ex Dir
B2B Withings



Capucine Cusinberche
Head of Sust.Finance
HEC, ScPo Cambridge



Giulia Girardi
Internationalization,
Bocconi University



Matthieu Vegreville
CTO, co-fondateur
X-Telecom, ex Data
Science Withings



Ferreol Juster
Product Mgr.
Ex Carbone 4
IESEG



Adrien Proby
Polytechnique L.
Carbon Accounting
Specialist



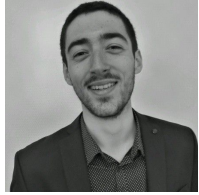
Paul De Kerret
Lead Data-Scientist
PhD Telecom, HDR



Reda Lahlou
Data-Scientist
Centrale - DTU



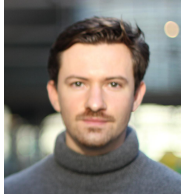
Gael Peron
VP of Engineering,
INSA, ex COO
Wynd



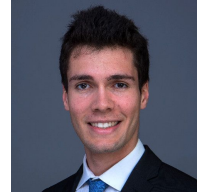
Thomas Carabin
Climate Engagement
Manager, Docto.Inseec



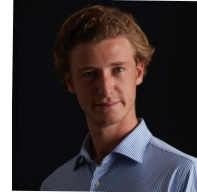
Veronika Berger
Climate Engagement
Centrale - Essec



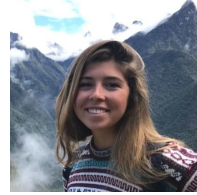
Laurent Levrey
Marketing Manager,
Sciences-Po



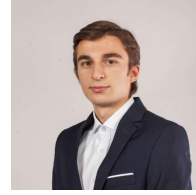
Pierre Browne
Carbon Engineer,
Polytechnique, Imp. C.



Nils Langot
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Specialist, ESILV



Chloe Durand
Climate Success
Mgr, ESCP, McGill



Matteo Faelli
Data-Scientist
CentraleSupélec



Lucas Boucher
Developer
Fullstack Epitech



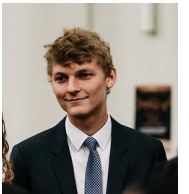
Jacky Lim
Developer Fullstack
ITESCIA



Arnaud Delubac
CMO, Co-founder
Essec-Centrale



Pierre Levalet
Climate Engagement
Manager, Kedge BS



Theo Gendarme
Climate Engagement
Manager, ESCP, LSE



Octave Noissette
Data-Scientist
CentraleSupélec



Christy Simon
Brand Content
Kedge Business



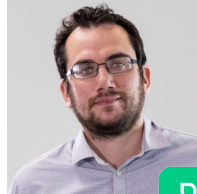
George Petit
Climate Engt Mnr
Univ Dauphine



Amaury Schillio
Software Engineer
ISEP, Inha K.



Gabriel Totolicu
Javascript Developer
Fullstack



Thibaut Roge
Climate Engt Mnr
Euromed, Bremen H.



Greenly

Our Scientific Council

Industry, AI & Climate Experts



**Caroline
Alazard**



CEO
NewMeric

Ex CEO
GreenNext



**Dr. Luc
Julia**



Lab director
Co-fondateur
SIRI

AI expert



**Nicolas
Houdant**



CEO
énergies demain

Ex
GreenNext



**Michel
Bauer**



Chercheur
CNRS

-
Économiste
Sociologue



**Pr. Yann
Leroy**



Professeur
Centrale-Supelec

-
Carbon Product
Life-Cycle



**Pr. Antoine
Dechezleprêtre**



Professeur
LSE

-
Climate change
policies



Greenly Certificate



Awarded to

Comparative



6 400

Number of Paris / New York round trips



1 100

Number of French people for one year

greenly

Contact us

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