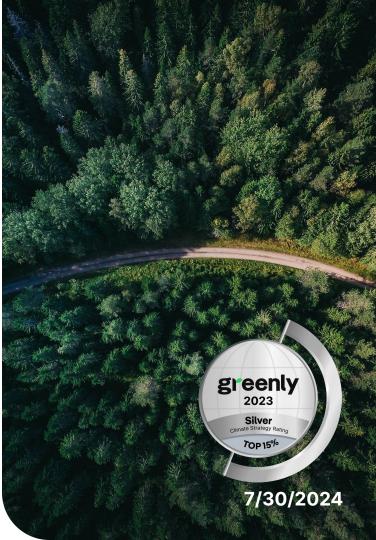
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Year 2022

# **GHG emissions report**

# Impact.com



# Foreword

Congratulations on pursuing your climate journey. Greenly is proud to contribute to Impact.com's climate strategy, and support you on a path towards Net Zero.

This report synthesizes the results of your greenhouse gas (GHG) emissions assessment. It is a first step toward identifying reduction actions and helping you plan for the energy transition.

While offering some benchmarks to compare with other companies, a GHG emissions assessment is mainly used to identify ways to improve your global impact and to help you define a reduction trajectory. Achieving your decarbonization targets involves engaging your ecosystem of employees, customers and suppliers who will need to align with your new targets.

The evaluation of your emissions is in line with carbon accounting international standards as standardized by the GHG Protocol.

We are happy to support you on your journey. The entire Greenly team would like to thank you for your outstanding commitment.





**Alexis Normand** 

CEO of Greenly

# Overview



# Introduction

- Carbon accounting methodology
- GHG emissions assessment parameters
- Executive summary

### **Emissions report**

- Results by scope
- Results by activity
- Focus by activity

# Focus on action plans

- Estimated impact
- Estimated costs
- Implementation step by step

# **Conclusion - What's next?**

- Summary of reduction actions
- Next steps

# **About Greenly**

• Our vision & team

# Appendix

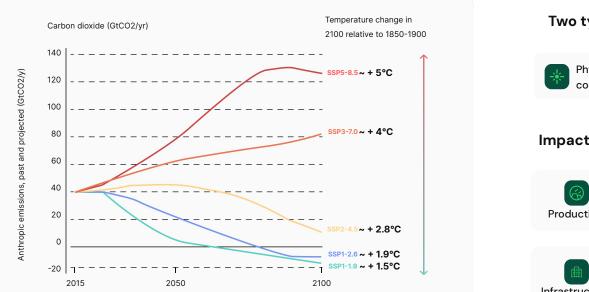
• Scope 1-2 details

Scope 3 details



# Why care about the energy transition

Regardless of our management of the environmental crisis, organizations and individuals are heading towards major upheavals that will affect entire ecosystems.





Source: Carbone 4

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# Physical risks...

#### Definition

Risks related to exposure to the physical consequences of global warming

Average temperature increase and more extreme fluctuation

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?

- 1 Deterioration of infrastructure, value chain losses
- 2 Direct economic consequences
- Low resilience to future events and physical constraints (e.g. natural disaster)
- 4 Dependence on an increasingly fragile supply chain (availability and cost of resources, flexibility, fluctuation of fossil fuels)
- 5 Disruptions 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

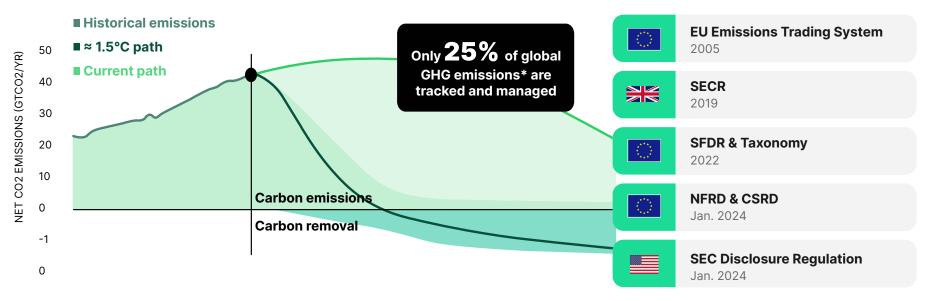
Shifting employee mindsets and expectations regarding the environmental reputation of their employer

#### What are the opportunities if I commit?

- 1 Optimization of flows and costs
- 2 More sustainable business activity and corporate strategy
- 3 Increased competitiveness within my ecosystem
- A Resilience and autonomy of activities in the face of the new socio-economic paradigm
- 5 Lower exposure to legal and financial constraints and sanctions

# It is critical to set a course for Net Zero

REACHING PLANETARY DECARBONIZATION GOALS IMPLIES THAT ALL BUSINESSES TRACK THEIR EMISSIONS, REGULATIONS ARE KICKING IN

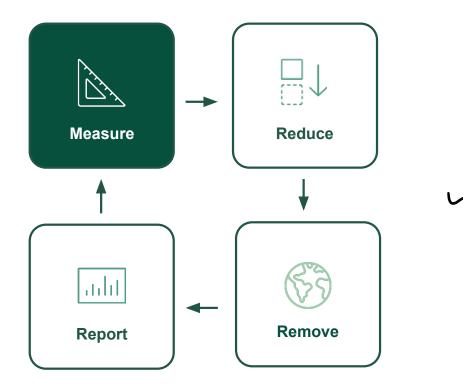


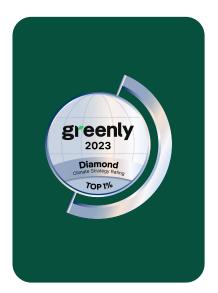
#### **Applicable Regulations**



# Solving the Climate Equation

MEASURING EMISSIONS IS THE FIRST STEP TO SETTING A PATH TOWARDS NET ZERO







# Carbon accounting methodology

#### Scope 1 | Direct emissions

GHG emissions generated directly by the organization and its activities.

Examples: combustion of fossil fuels, refrigerant leaks, etc.

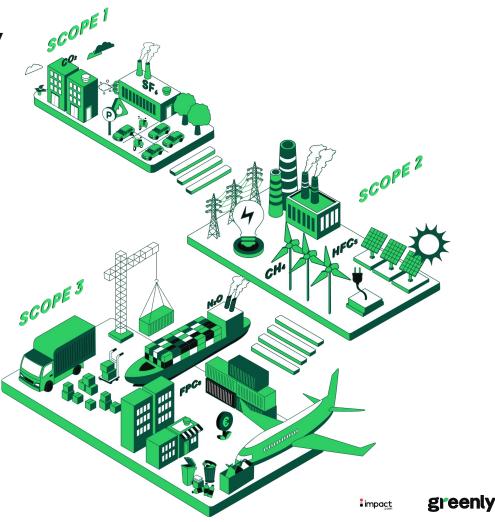
#### Scope 2 | Indirect emissions related to

#### energy consumption

Emissions related to the organization's consumption of electricity, heat or steam. **Example:** electricity consumption, etc.

#### Scope 3 | Other indirect emissions

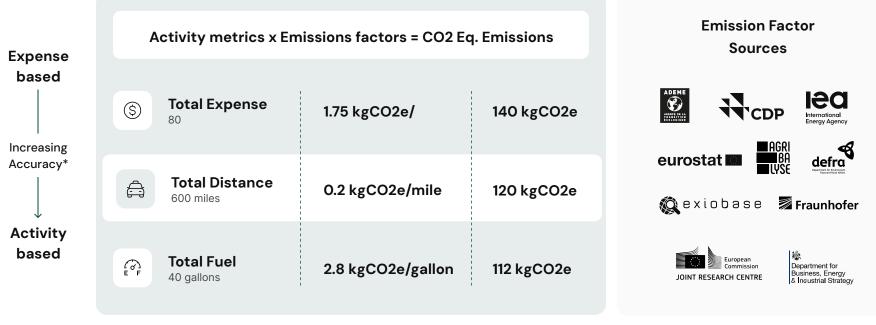
Emissions related to the organization's upstream and downstream operations and activities **Example:** transportation, purchased goods and services, sold products, etc.



# How are emissions computed?

ANALYZING EMISSIONS, AUTOMATING TRACKING

**26%** of your emissions of 2022 are calculated using activity data



\*depending on the availability of data



# GHG emissions assessment scopes

#### Entity

Impact.com Year 2022 SIRET : 45022723600012

#### Measurement scope

All emissions under operational control

Scope 1 Scope 2

Scope 3

Emissions generated in and outside the country of operation are accounted for.

#### **Primary data**

Accounting files Employee survey Activity data for some key emission sources

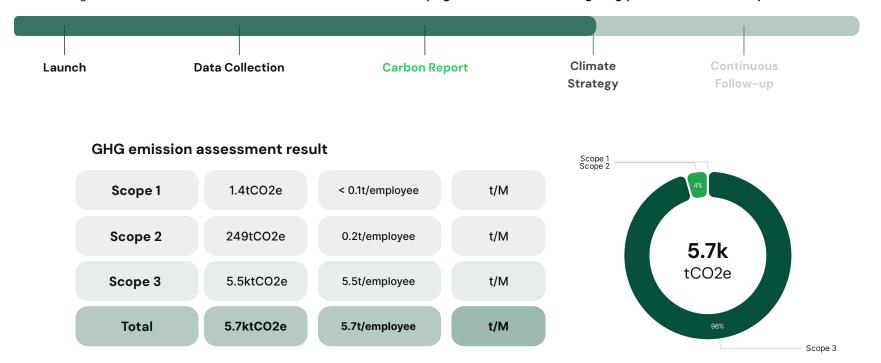
**Methodology** Official and approved GHG Protocol methodology; GWP 100

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



# Executive summary

This report summarizes the results of Impact.com's 2022 GHG emissions assessment based on the information collected and subject to its completeness, correct categorization and validation. This assessment is useful in identifying the main areas for mitigating your environmental impact.



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# Emissions Report



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# General overview

**RESULTS BY ACTIVITY** 

#### Total emissions of Impact.com,

#### by activity (% tCO2e)





The amount of CO2 sequestered annually by 210 acres of growing forest\*

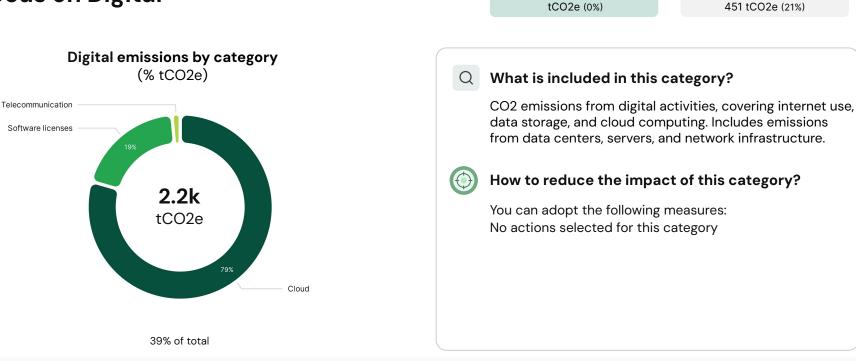
The annual emissions of 248 Americans\*

3.2k Paris - New York round trips\*

	Impact.com tCO2e	Per employee tCO2e/employee
Digital	2.2k	2.2
Services purchases	1.6k	1.6
Travel and Commute	1.1k	1.1
Energy	335	0.3
Assets	131	0.1
Product purchases	127	0.1
Others**	228	0.2

\*Sources: Labos1Point5, ExioBase, French National Forests Office \*\*Waste, Food and drinks, Freight, Without Impact

# Focus on Digital



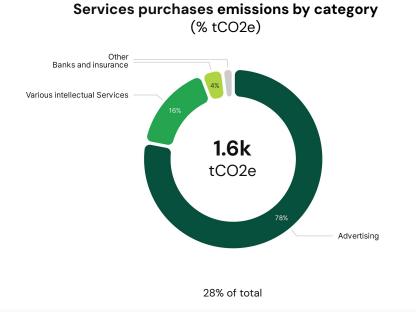
Activity data

#### Methodology

- 1. Emissions calculated using expense data, by multiplying a quantity by an emission factor.
- 2. The emission factors used for this category come from the following databases: Company Report 1.0, Exiobase 3.8.1, Useeio 2.0
- 3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Expense data

# | Focus on Services purchases



# tCO2e (0%) 1.6k tCO2e (100%) Q What is included in this category? CO2 emissions from service purchases, covering professional services. Primarily from upstream energy/material use and energy consumed during service provision. Image: Colored co

No actions selected for this category

Activity data

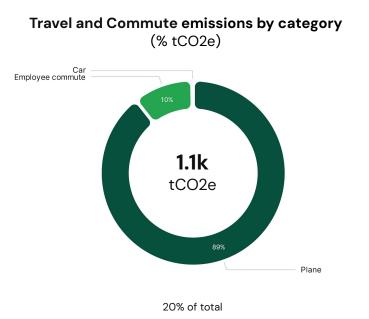
#### Methodology

- 1. Emissions calculated using expense data, by multiplying a quantity by an emission factor.
- 2. The emission factors used for this category come from the following databases: Company Report 1.0, Exiobase 3.8.1
- 3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Expense data



# Focus on Travel and Commute



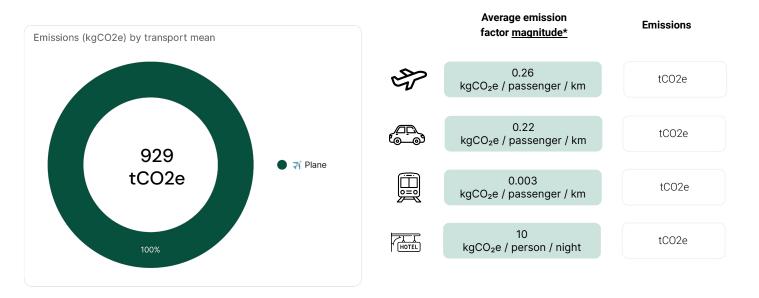
	Activity data 1.1k tCO2e (93%)	Expense data 82 tCO2e (7%)				
Q	What is included in this category?					
	CO2 emissions from travel a various transportation mod combustion and indirect fu	les. Includes direct fuel				
$\bigcirc$	How to reduce the impact of this category?					
	You can adopt the following measures: No actions selected for this category					

#### Methodology

- 1. Emissions calculated using activity and expense data, by multiplying a quantity by an emission factor.
- 2. The emission factors used for this category come from the following databases: Base Carbone Ademe 22.0, Exiobase 3.8.1
- 3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

### Focus on Business Travel – Overview

#### **ACTIVITY ANALYSIS**

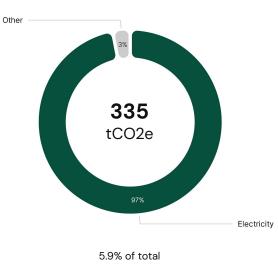


**Methodology**: Emissions are calculated based on the type of transport and the distance or the number of night for hotel. Specific emissions factors are then applied.





#### Energy emissions by category (% tCO2e)



# Activity data<br/>326 tCO2e (97%)Expense data<br/>8.9 tCO2e (3%)QWhat is included in this category?CO2 emissions from energy production and consumption,<br/>covering fossil fuels and renewables. Varies by energy<br/>source type, efficiency, and carbon intensity.Image: Colored c

#### Methodology

- 1. Emissions calculated using activity and expense data, by multiplying a quantity by an emission factor.
- 2. The emission factors used for this category come from the following databases: Base Empreinte Ademe 23.2, eGRID 2022, Electricity Maps 2022, Exiobase 3.8.1, IEA 2023
- 3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

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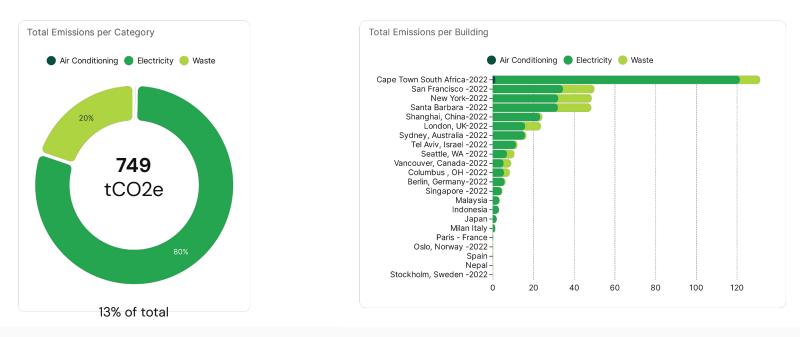
# Focus on Buildings



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# | Focus on buildings

**ACTIVITY ANALYSIS** 



#### Methodology

- 1. Emissions linked to heating and energy use are calculated by multiplying (where available) the building's electricity or gas consumption by an emission factor. Failing this, an estimate is calculated on the basis of building surface area, or even the number of employees when surface area is not provided.
- 2. Waste-related emissions are estimated on the basis of the number of employees.
- 3. Air-conditioning emissions correspond to refrigerant leaks (average estimate).

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# Focus on Action Plans



# How can I implement effective reduction actions?

To meet global targets, emissions will have to fall by 3 to 7% per year\*. It's a tough target, but a necessary one!

#### WHAT ARE THE BEST PRACTICES FOR ACHIEVING THESE OBJECTIVES?



#### These first steps will enable you to maximise your chances of success in implementing reduction actions.





# Conclusion



# **Conclusion**

The GHG assessment made it possible to identify Impact.com's main GHG emission sources so as to frame the company's carbon strategy and identify the items that need to be studied in greater depth with the aim of continuously improving the company's environmental impact.

This report assesses the company's direct emissions (Scope 1) and indirect energy-related emissions (Scope 2). These represent a small part of your company's impact, making it essential to tackle Scope 3 emissions by engaging your service providers, employees and portfolio.

To meet the 2015 Paris Agreement target of a 50% reduction in GHG emissions between 2020 and 2030, we need to achieve a 5.6% reduction in emissions within one year (-317 tCO2e).

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

- 1 Study key emission sources in greater depth, if you opt for that. Your Climate Expert can help you decide between the different options available!
- 2 Establish GHG emission reduction targets and implement an action plan in order to achieve these targets.
- **Engage your suppliers** using the Greenly supplier engagement tool.
- **Engage your employees** using the interactive Greenly training quizzes.
- 5 Communicate with your stakeholders about your commitment and carbon footprint, your reduction targets and the action plan considered.
- 6 Contribute to certified GHG reduction / sequestration projects available on the Greenly platform.

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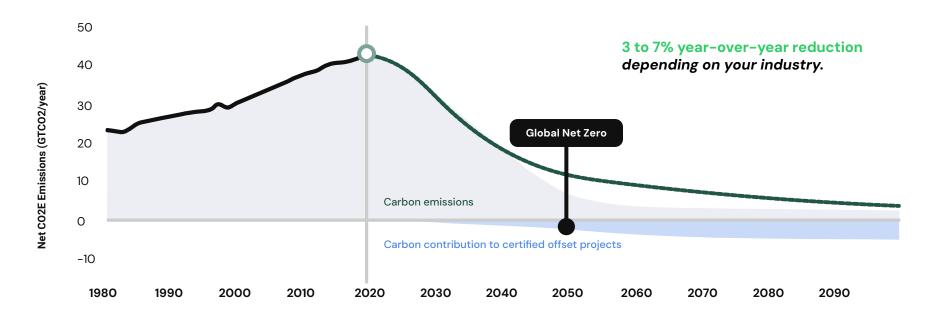


# What's next?



# | Committing to a multi-year decarbonization strategy

A SUSTAINED EMISSIONS REDUCTION BASED ON THE LEVELS REQUIRED BY THE PARIS AGREEMENT



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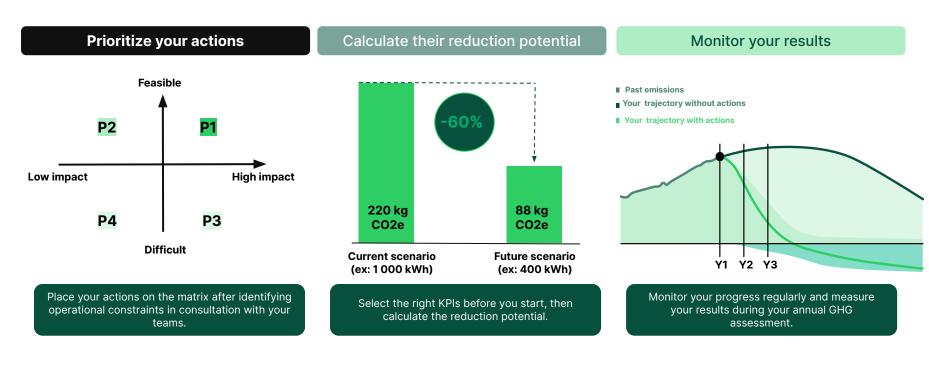
# How can I build my reduction trajectory?

THE 4 KEY STAGES IN DEFINING AND FOLLOWING YOUR TRAJECTORY

#### Refine your greenhouse gas emissions assessment

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Your assessment 2022 is based on **26%** of physical data, the rest being financial data. We recommend that you regularly improve the accuracy of your greenhouse gas assessment by adding more physical data. You will be able to quantify and monitor your reductions with precise targets in km, kg, kWh, etc.



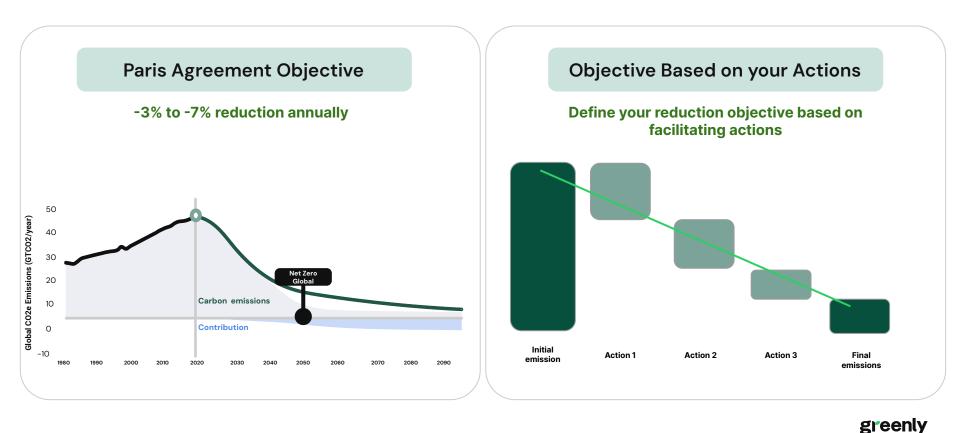
# | The 5 Pillars of a Climate Strategy

DISCOVER THE 5 PILLARS BASED ON THE NET ZERO INITIATIVE

1. Measure	2. Reduce	3. Educate	4. Commit	5. Contribute
<ul> <li>Track emissions annually</li> <li>Go deeper in the analysis of your main emission sources</li> </ul>	<ul> <li>Choose an action plan in line with the Paris Agreement</li> <li>Quantify your action plan to build a carbon trajectory</li> </ul>	<ul> <li>Engage your suppliers in your strategy</li> <li>Train your employees</li> </ul>	<ul> <li>Commit to an objective</li> <li>Communicate transparently</li> </ul>	• Contribute in carbon sequestration & avoidance projects to cover non compressive emissions
<ul> <li>Carbon data analysis</li> <li>CSRD</li> <li>LCA</li> </ul>	<u>Action Plan Tab</u>	Supplier engagementEmployee training	Communication kit	Carbon contribution

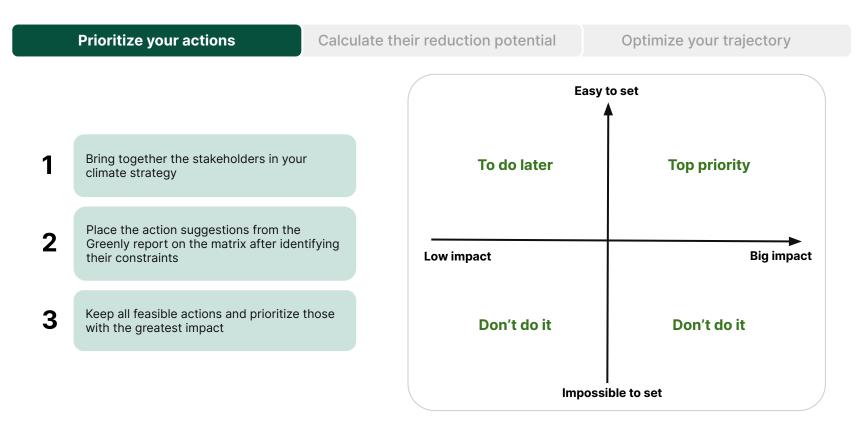
# Commit to a Multi-year Carbon Trajectory

A LONG-TERM REDUCTION IN EMISSIONS IN LINE WITH THE OBJECTIVES OF THE PARIS AGREEMENT OR YOUR PERSONAL OBJECTIVES



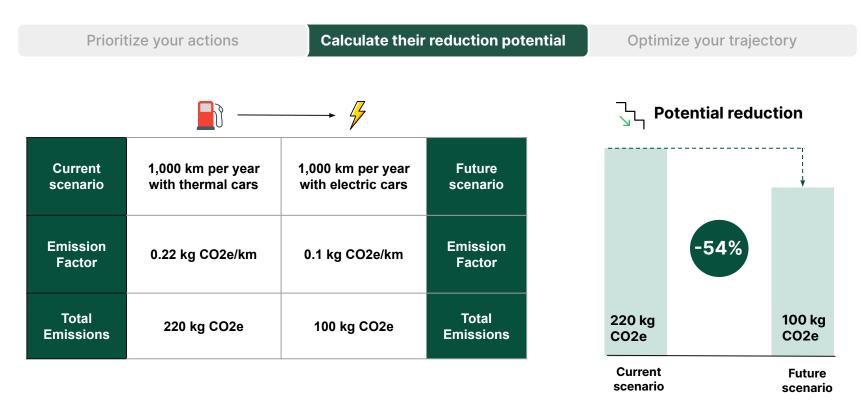
# Build Your Carbon Reduction Trajectory

**3 KEY STEPS TO BUILD YOUR TRAJECTORY** 



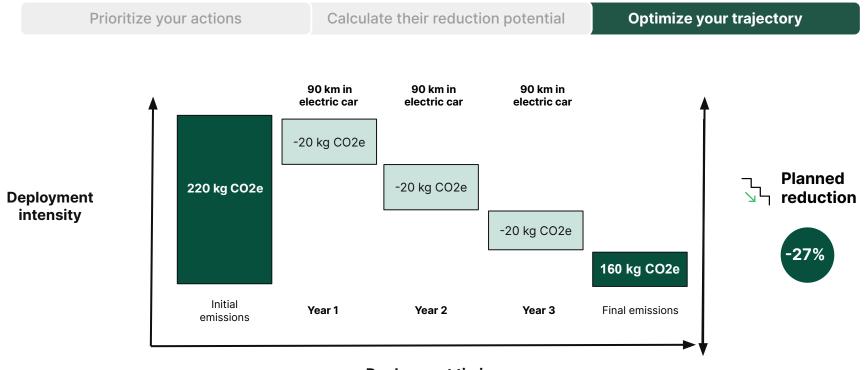
# Build Your Carbon Reduction Trajectory

**3 KEY STEPS TO BUILD YOUR TRAJECTORY** 



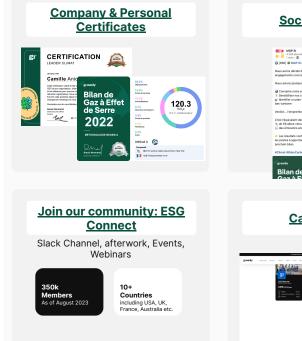
# Build Your Carbon Reduction Trajectory

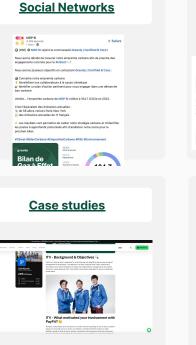
**3 KEY STEPS TO BUILD YOUR TRAJECTORY** 

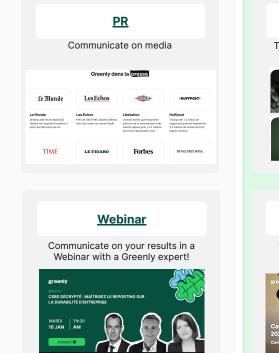


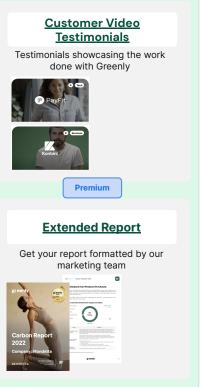
**Deployment timing** 

# Greenly's communication support to highlight commitment









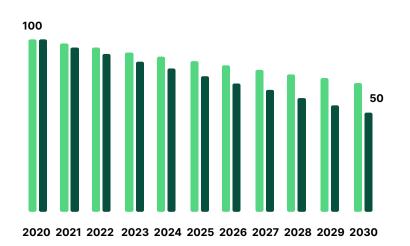
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# | Engaging suppliers to align with the company's Net Zero targets

ENGAGE SUPPLY CHAIN VIA A DEDICATED SUSTAINABLE PROCUREMENT STRATEGY



#### Reduction Trajectory Science Based Targets Aligned with 1.5°C & Well below 2.0°C





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# Maturity of climate strategy

YOUR GREENLY CLIMATE SCORE

#### Greenly score criteria



Pioneers in the climate transition < 1% of companies (Score ≥ 75)

**Responsible companies** 5% of companies (Score 55 - 74)

Building a company in transition 15% of companies (Score 30 - 54)

Beginners committed to the transition 30% of companies (Score 5 - 29)

Enthusiasts to awaken 10% of companies (Score 0 - 4)

Lack of interest in the climate 40% of companies

The statistics are drawn from the Greenly supplier and customer database, which includes several thousand companies of all sizes, sectors and geographies. For more similar statistics, consult the CDP corporate climate tracker.



# The intermediate Greenly Climate Score of Impact.com is 31 points

Points are distributed as follows:

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

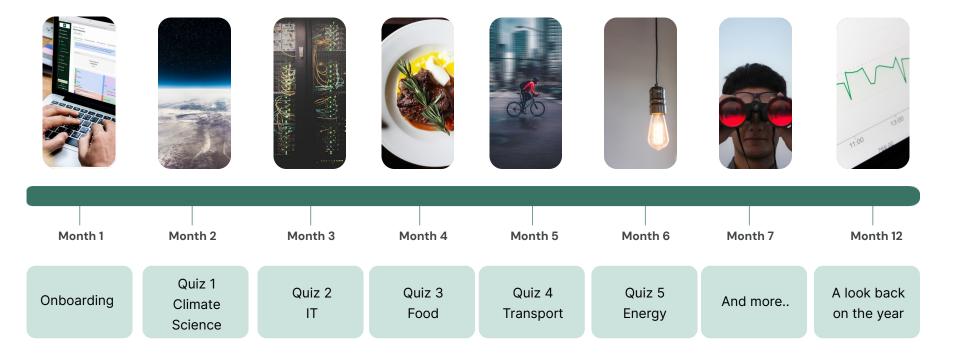
#### The Score will be updated at the Climate Strategy follow-up meeting.

More information on the Score calculation method <u>here</u> Statistics were computed on the Greenly supplier database



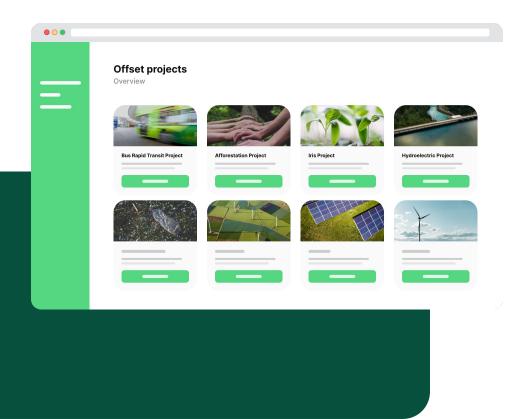
#### | Engaging employees on Climate Change

**OUR MONTHLY TRAININGS** 



#### **|** Net Zero Contribution – What to Expect

SOURCING ONLY VERIFIED & CERTIFIED PROJECTS



#### **Ensure projects are certified**

We source projects that meet criteria of additionality, permanence, auditability and measurability

#### **Contribute to Net Zero**

Ensure you are responsible for more emissions capture that what your organization is emitting

LABEL BAS CARBONE **TVETSE** Gold Standard

#### Become a Referral Partner

Refer customers to Greenly and use your commissions to reduce the cost of your future GHG reports.









#### COMMUNICATE

Leverage our resources to communicate to your network

#### **REFER LEADS**

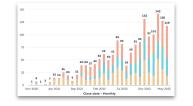
Send leads to the Greenly Sales Team

#### EARN REVENUE

Receive quarterly payments for your business and amortize the cost of your future reports







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# About Greenly



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#### The Greenly Vision

MAKING CARBON ANALYTICS UNIVERSAL



CARBON FOOTPRINT APP & API

First carbon fintech app launched





#### CARBON ACCOUNTING SOFTWARE

Launch B2B SaaS for SME Carbon Footprint (GHG Protocol) **CLIMATE APP STORE** 

Introducing the first Climate App Store in 2023

#### Building up a global tech leader to scale carbon accounting

FOUNDER VISION: HELPING ALL COMPANIES START THEIR CLIMATE JOURNEY TO FAST-TRACK THE ENERGY TRANSITION





**Alexis Normand** 

CEO & Co-Founder



**Matthieu Vegreville** 

CTO & Co-Founder

Ecole Polytechnique -

Telecom

Ex Data Science

& B2B SaaS at Withings

Arnaud Delubac CMO & Co-Founder

INSEEC. Essec - Centrale Digital Comm at Prime Minister Office, & Ministry of Digital

SECRÉTARIAT D'ÉTAT

2018-2019

HEC. Sciences-Po Fx Head of B2B & Boston Office at Withings, Techstar w/Embleema

withings 2013-2018

techstars\_ 2018-2019

Everyone should strive to achieve Net-Zero, not just the elite. Consumers want all companies to implement sustainable changes

Greenly is instigating a bottom-up climate revolution making it simple for all companies & employees to start their climate journey

Working with our initial 1,000 customers, we see that early adoption of carbon initiatives boosts growth and profitability, while helping companies start their climate journey

As regulations make carbon disclosure mandatory, Greenly is building highly-scalable tech to address the enormous influx of mid-market businesses joining the energy transition.

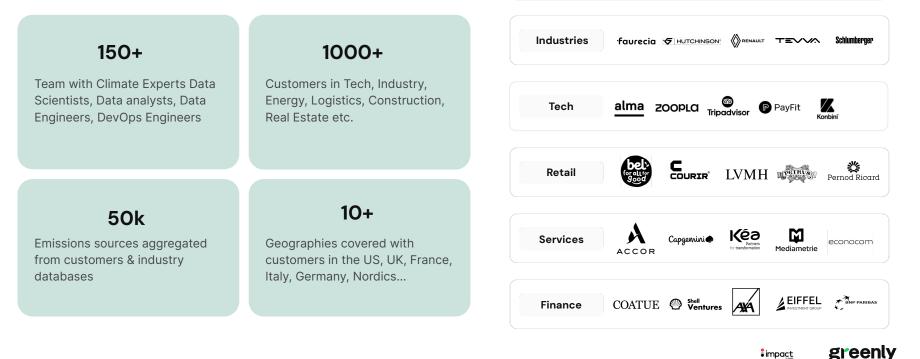
Greenly's product-led growth rests on three pillars: 1- a tech-enabled end-to-end carbon platform; 2- an outstanding UX to cultivate a growing community of climate leaders: 3- Lastly, a global ecosystem of partners who leverage Greenly to scale carbon accounting over their network.

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#### Greenly is the world's fastest growing carbon management platform

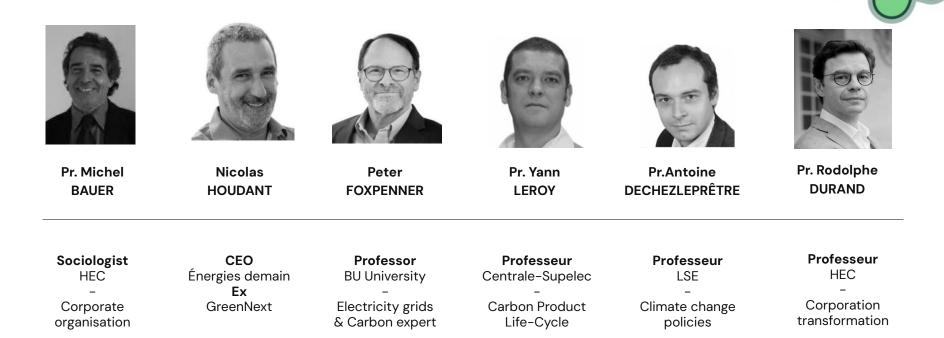
WE ARE SCALING OUR TECH, OUR CUSTOMERS BASE & CLIMATE TEAM

#### These companies are tracking their carbon footprint with Greenly



#### Scientific council

**INDUSTRY, AI & EXPERTS CLIMAT** 





## Appendix



## Scope 1&2



Scope	Name	tCO2e
1.1	Generation of electricity, heat or steam	0
1.2	Transportation of materials, products, waste, and employees	0
1.3	Physical or chemical processing	0
1.4	Fugitive emissions	5
2.1	Electricity related indirect emissions	205
2.2	Steam, heat and cooling related indirect emissions	0

To see more details of the methodology for each reglementary entry please visit Greenly!



# Scope 3 100% accounted clean, grow sugar

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Scope	Name	tCO2e
3.1	Purchased goods and services	3966
3.2	Capital goods	174
3.3	Fuel- and energy- related activities not included in Scope 1 or Scope 2	97
3.4	Upstream transportation and distribution	50
3.5	Waste generated in operations	28
3.6	Business travel	1009
3.7	Employee commuting	117
3.8	Upstream leased assets	7
3.9	Downstream transportation and distribution	0
3.10	Processing of sold products	0
3.11	Use of sold products	0
3.12	End-of-life treatment of sold products	0
3.13	Downstream leased assets	0
3.14	Franchises	0
3.15	Investments	0
4.1	Other emissions - Emissions from biomass (soil and forests)	0

impact.



## Scope 1&2



	Scope	tCO2e	tCO2b	CO2f*	CH4f*	CH4b*	N2O*	Other GHGs*
	1.1	0	0	0	0	0	0	0
	1.2	0	0	0	0	0	0	0
	1.3	0	0	0	0	0	0	0
7	1.4	5	0	0	0	0	0	0
٩	2.1	205	0	0	0	0	0	0
	2.2	0	0	0	0	0	0	0

	<b>Scope</b> 3.1	<b>tCO2e</b> 3966	<b>tCO2b</b> 0	<b>CO2f*</b> 0	<b>CH4f*</b> 0	<b>CH4b*</b> 0	<b>N2O*</b> 0	<b>Other GHGs*</b> 0
	3.2	174	0	0	0	0	0	0
Scope	3.3	97	0	0	0	0	0	0
	3.4	50	0	0	0	0	0	0
3	3.5	28	0	0	0	0	0	0
	3.6	1009	0	0	0	0	0	0
clean, grow su	3.7	117	0	0	0	0	0	0
grow su	3.8	7	0	0	0	0	0	0
18an	3.9	0	0	0	0	0	0	0
3 0 0	3.10	0	0	0	0	0	0	0
	3.11	0	0	0	0	0	0	0
555	3.12	0	0	0	0	0	0	0
× STS	3.13	0	0	0	0	0	0	0
	3.14	0	0	0	0	0	0	0
Aldenie	3.15	0	0	0	0	0	0	0
	4.1	0	0	0	0	0	0 impact	greenly

\* Results expressed in tons of CO2e

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Contact us

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www.greenly.earth