



impact.com

Year 2023

GHG emissions report

Impact.com



7/25/2024



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

A handwritten signature in black ink, appearing to read 'Alexis Normand', written in a cursive style.

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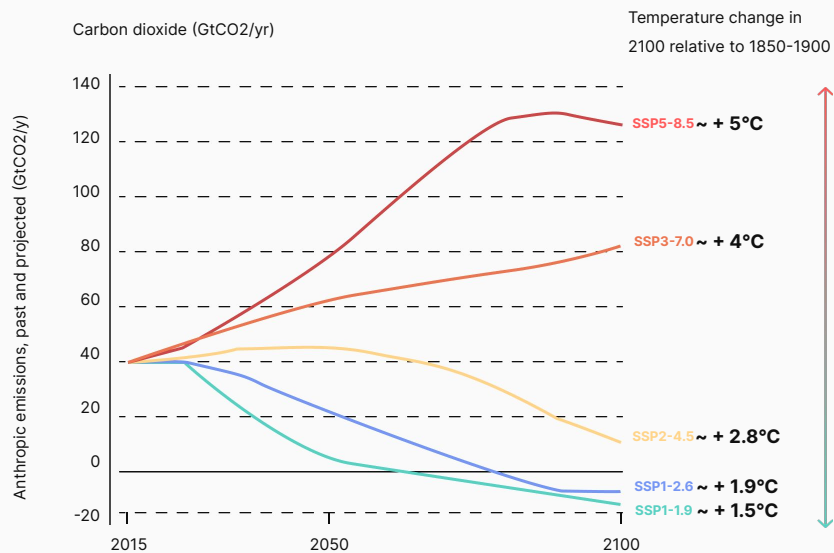
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Appendix

- Scope 1-2 details
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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

Two types of disruptions

 Physical risks and constraints

 Transition risks and opportunities

Impacted sectors



Production



Supply chain



Market



Infrastructure



HR



Legislation

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
- 3 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



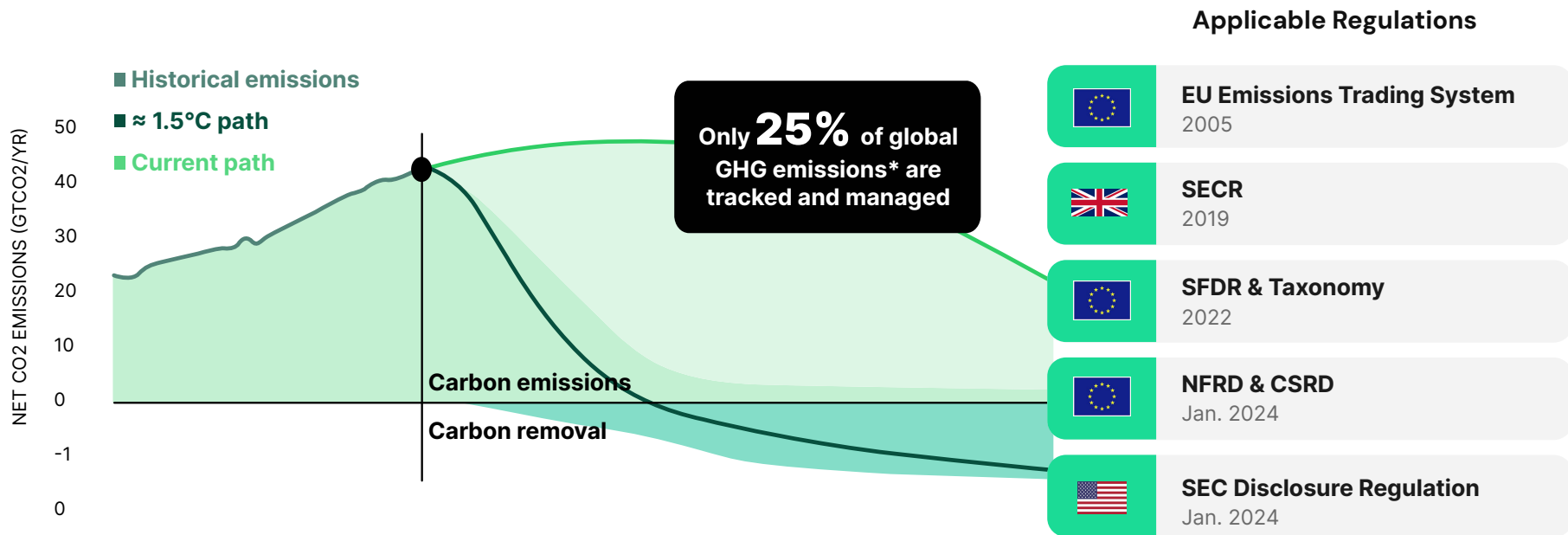
Shifting employee mindsets and expectations regarding the environmental reputation of their employer

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
- 4 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

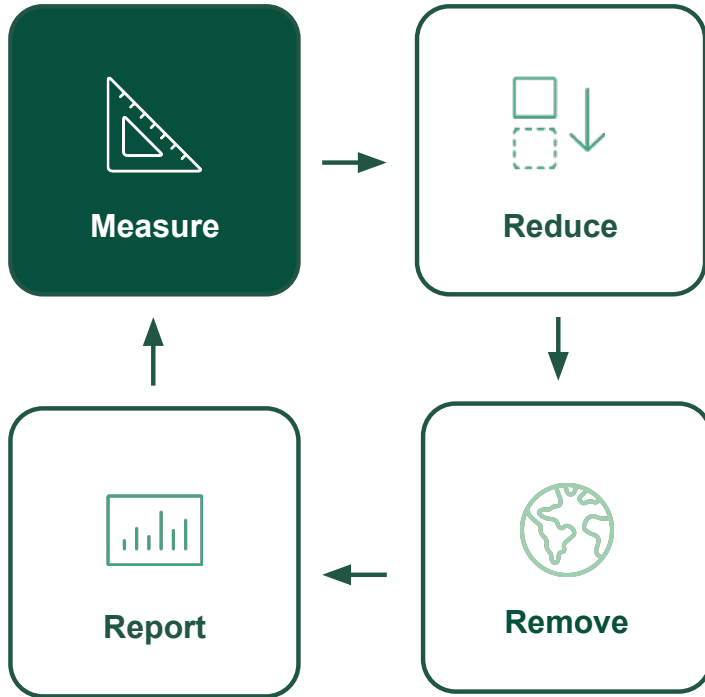
REACHING PLANETARY DECARBONIZATION GOALS IMPLIES THAT ALL BUSINESSES TRACK THEIR EMISSIONS, REGULATIONS ARE KICKING IN



Source: *Carbon Pricing Leadership Report

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

Expense
based

Increasing
Accuracy*

Activity
based

Activity metrics x Emissions factors = CO2 Eq. Emissions



Total Expense
80 £

1.75 kgCO₂e/£

140 kgCO₂e



Total Distance
600 miles

0.2 kgCO₂e/mile

120 kgCO₂e



Total Fuel
40 gallons

2.8 kgCO₂e/gallon

112 kgCO₂e

*depending on the availability of data

59% of your emissions of 2023 are calculated using activity data

Emission Factor
Sources



exiobase



European
Commission
JOINT RESEARCH CENTRE



Department for
Business, Energy
& Industrial Strategy

GHG emissions assessment scopes

Entity

Impact.com

Year 2023

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

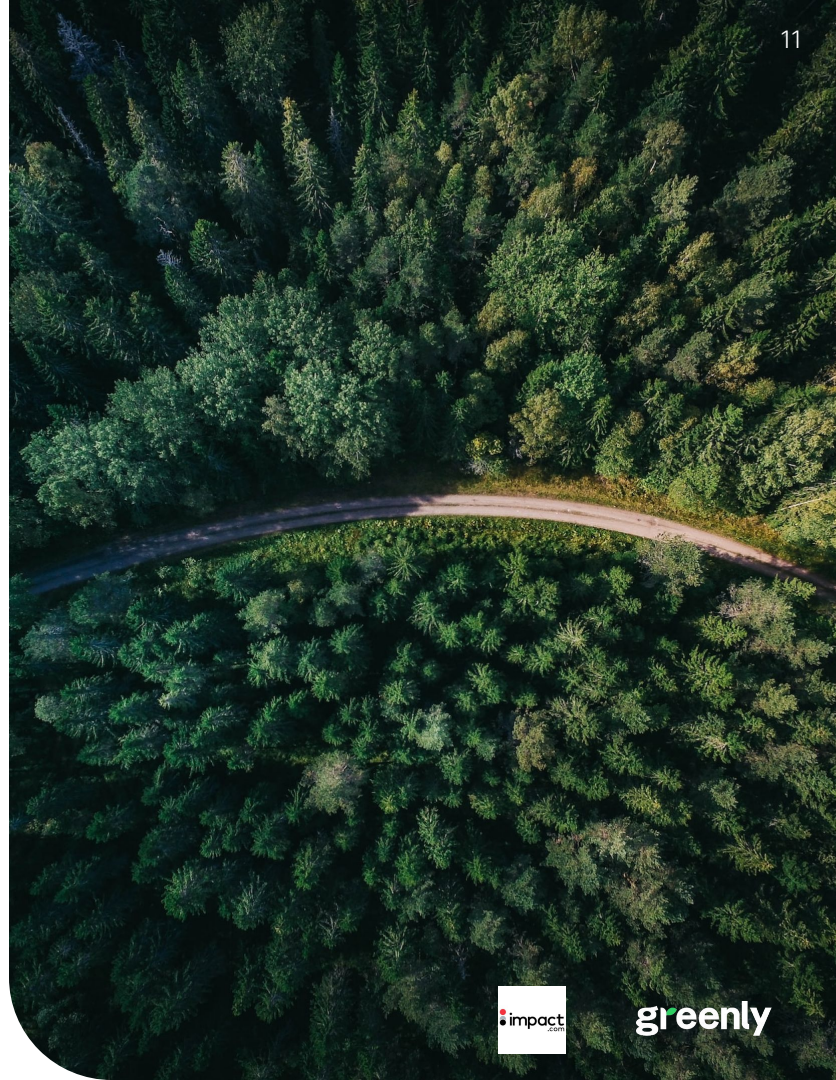
Employee survey

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



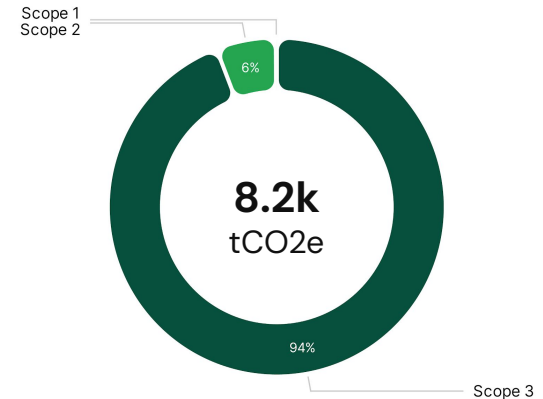
Executive summary

This report summarizes the results of Impact.com's 2023 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.**



GHG emission assessment result: comparison between 2022 and 2023

Scope	tCO2e	% Change	tCO2e / employee	% Change	tCO2e / M£
1	7.5	+454%	< 0.1	+337%	0.5
2	469	+89%	0.4	+49%	32
3	7.7k	+41%	6.1	+11%	511
Total	8.2k	+43%	6.4	+13%	543



Results subject to the correct categorization and validation of expenses of Impact.com – categorization score of 99% on this report. Base year emissions are updated using the current year's methodologies, emission factors, and boundaries. When historical data updates are not feasible, adjustments or acknowledgments are clearly documented.

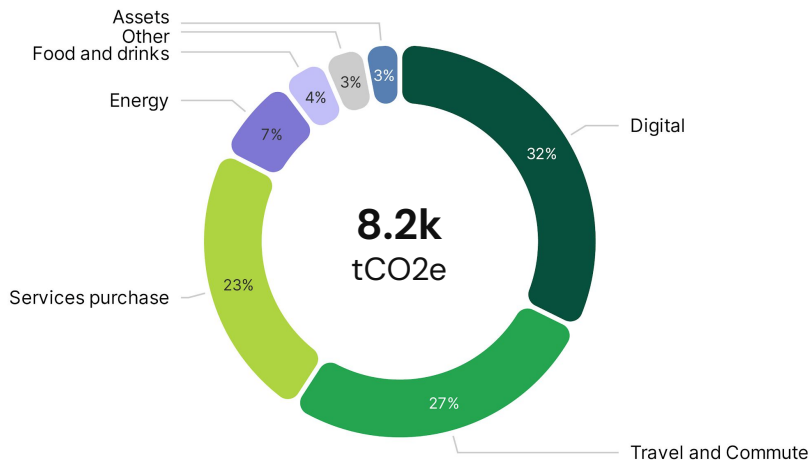


Emissions Report

General overview

RESULTS BY ACTIVITY

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



Is equivalent to:



The amount of CO2 sequestered annually by **301 acres of growing forest***



The annual emissions of **356 Americans***



4.5k Paris - New York round trips*

2022 vs 2023

	Impact.com tCO2e		Per employee tCO2e/employee	
Digital	2.6k	+20%	2.1	-5%
Travel and Commute	2.2k	+95%	1.7	+54%
Services purchase	1.9k	+22%	1.5	-4%
Energy	586	+75%	0.5	+38%
Food and drinks	312	+354%	0.2	+258%
Assets	246	+88%	0.2	+48%
Others**	286		0.2	

*Sources: Labos1Point5, ExioBase, French National Forests Office

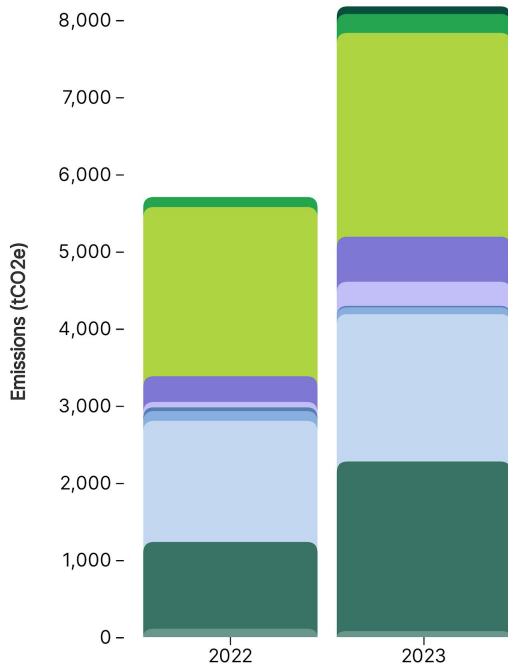
**Activities and events, Product purchase, Waste, Freight, Without Impact

General overview

EVOLUTION BY ACTIVITY

Evolution of total emissions of Impact.com, by activity (tCO₂e)

- Activities and events
- Assets
- Digital
- Energy
- Food and drinks
- Freight
- Product purchase
- Services purchase
- Travel and Commute
- Waste



- ↘ 3 categories
- ↗ 6 categories

	2022		2023
Absolute emissions	5.7k	↗ +43%	8.2k
Employees	1k	↗ +27 %	1.3k
Emissions per employee tCO ₂ / employee	5.7	↗ +13%	6.4

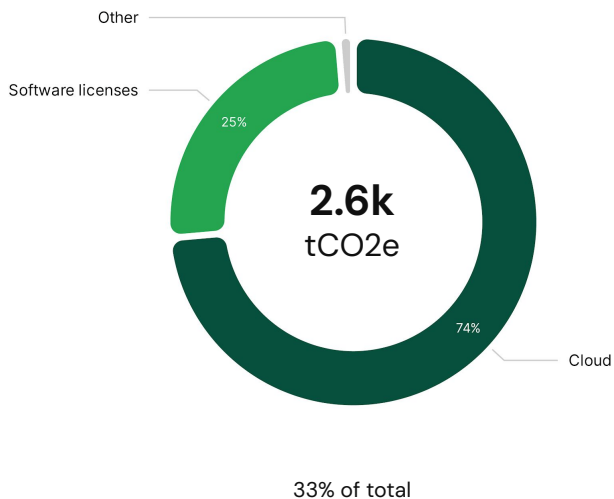
To meet the 2015 Paris Agreement target of a 50% reduction in GHG emissions between 2020 and 2030, we need to achieve a 5.9% reduction in emissions within one year (-481 tCO₂e).

Focus on Digital

Activity data
1.9k tCO₂e (74%)

Expense data
697 tCO₂e (26%)

Digital emissions by category (% tCO₂e)



What is included in this category?

CO₂ emissions from digital activities, covering internet use, data storage, and cloud computing. Includes emissions from data centers, servers, and network infrastructure.



How to reduce the impact of this category?

You can adopt the following measures:
No actions selected for this category

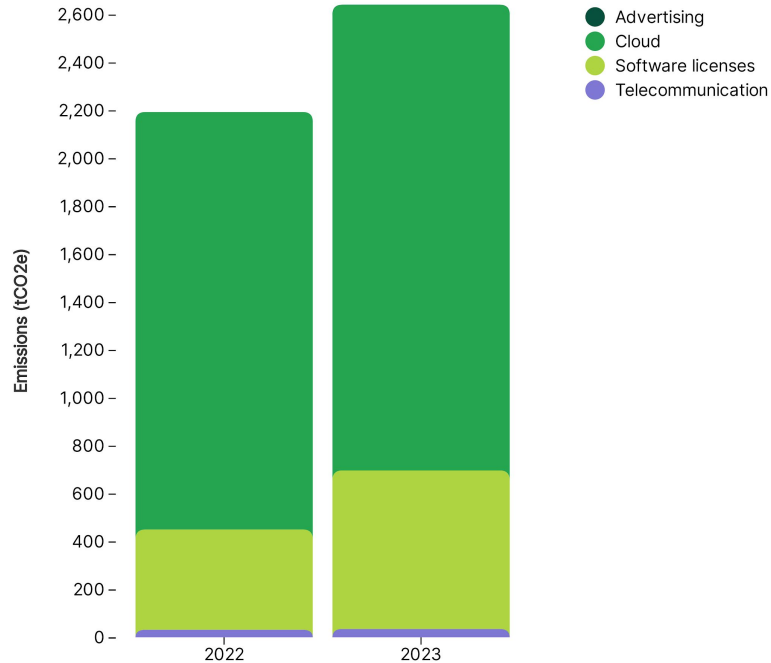
Methodology

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: Company Report 1.0, eGRID 2022, Exiobase 3.8.1, Greenly 1.0, IEA 2023
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Focus on Digital – Comparison

Overall comparison: **+20%**

Total emissions (tCO₂e)



Comparison by category – 2022 vs 2023

Cloud: **+12%**

Software licenses: **+58%**

Telecommunication: **+11%**

Advertising: **New emissions source**

Analysis

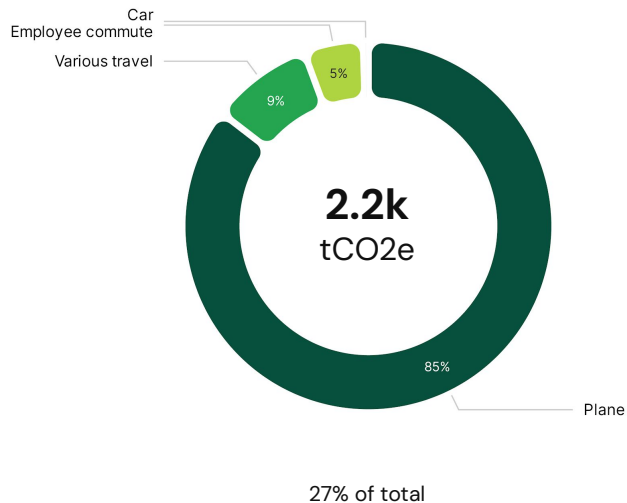
Cloud emissions have been calculated using activity data this year which contrasts with last year's spend based methodology. The increase in emissions can be attributed to both the methodology change and a potential usage change. Regarding **software licenses**, a 4M\$ increase in spend is responsible of the increase knowing that the emission factor stayed the same. On **telecommunication** emissions, a decrease in spend was compensated by the increase in carbon intensity of a new and more accurate emission factor.

Focus on Travel and Commute

Activity data
2k tCO₂e (91%)

Expense data
207 tCO₂e (9%)

Travel and Commute emissions by category (% tCO₂e)



What is included in this category?

CO₂ emissions from travel and commuting, covering various transportation modes. Includes direct fuel combustion and indirect fuel production emissions.



How to reduce the impact of this category?

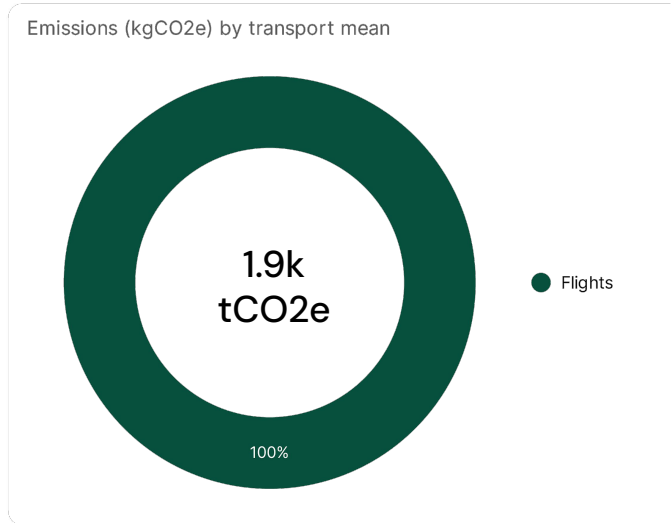
You can adopt the following measures:
No actions selected for this category





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: Exiobase 3.8.1, Greenly 1.0, Uk GHG Conversion Factor 2023
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



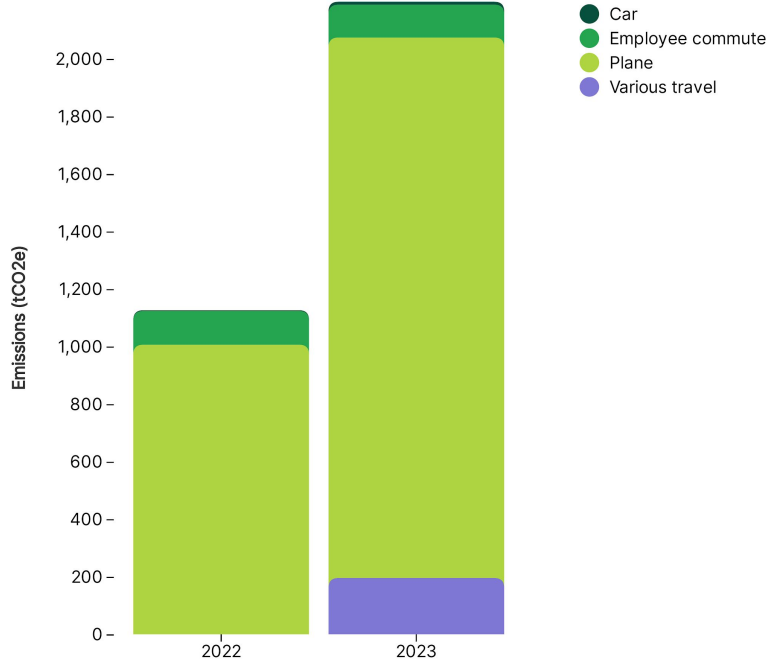
	Average emission factor <u>magnitude*</u>	Emissions
	0.26 kgCO ₂ e / passenger / km	1.9k tCO ₂ e
	0.22 kgCO ₂ e / passenger / km	tCO ₂ e
	0.003 kgCO ₂ e / passenger / km	tCO ₂ e
	10 kgCO ₂ e / person / night	tCO ₂ e

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.

Focus on Travel and Commute – Comparison

Overall comparison: **+95%**

Total emissions (tCO₂e)



Comparison by category – 2022 vs 2023

Plane: **+87%**

Various travel: **New emissions source**

Employee commute: **-3%**

Car: **+286%**

Analysis

The number of kilometers flown in **planes** in 2023 was 45% higher than in 2022 going from 6 to 9 million.

Employee commute remained stable while the increase in **car** usage emissions mostly stems from a higher spend on car travel.

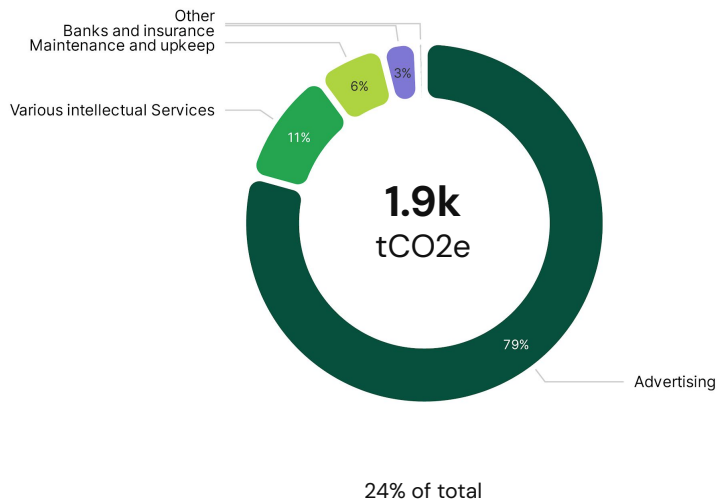
Various travel includes expense notes that cover transportation, accommodation and restaurants. These emissions are computed at a higher level.

Focus on Services purchase

Activity data
tCO2e (0%)

Expense data
1.9k tCO2e (100%)

Services purchase emissions by category (% tCO2e)



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.



How to reduce the impact of this category?

You can adopt the following measures:
No actions selected for this category

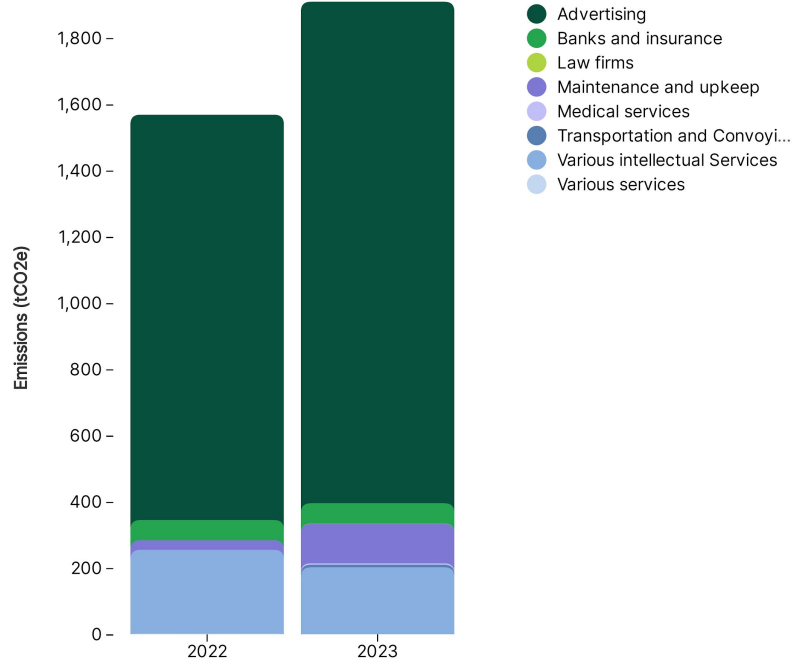
Methodology

1. Emissions calculated using 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, Greenly 1.0
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Focus on Services purchase – Comparison

Overall comparison: **+22%**

Total emissions (tCO₂e)



Comparison by category – 2022 vs 2023

Advertising: **+24%**

Various intellectual Services: **-20%**

Maintenance and upkeep: **+312%**

Banks and insurance: **+1%**

Transportation and Convoing: **New emissions source**

Analysis

The amount spent on **advertising** went from 11 to 14M\$ from 2022 to 2023. This is responsible for the majority of the emissions increase.

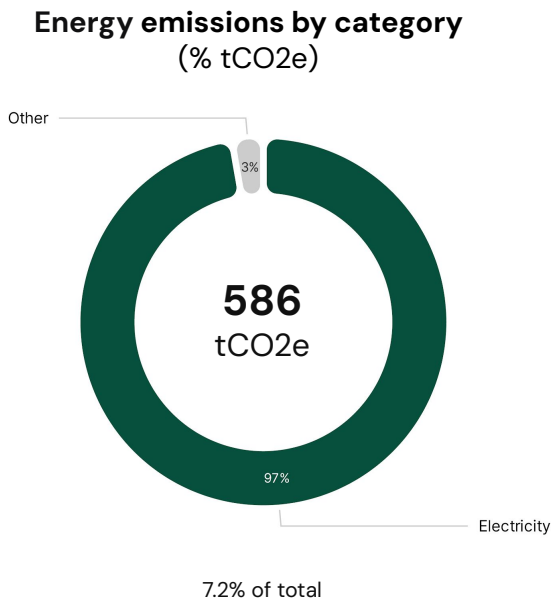
The spend on **maintenance and upkeep** more than doubled between the two years along with an updated emission factor that also went up.

The spend on **various intellectual services** went down from 5 to 4M\$. This might be linked to a transfer between this category and the Advertising one.

Focus on Energy

Activity data
577 tCO₂e (99%)

Expense data
8.6 tCO₂e (1%)



What is included in this category?

CO₂ emissions from energy production and consumption, covering fossil fuels and renewables. Varies by energy source type, efficiency, and carbon intensity.



How to reduce the impact of this category?

You can adopt the following measures:
No actions selected for this category

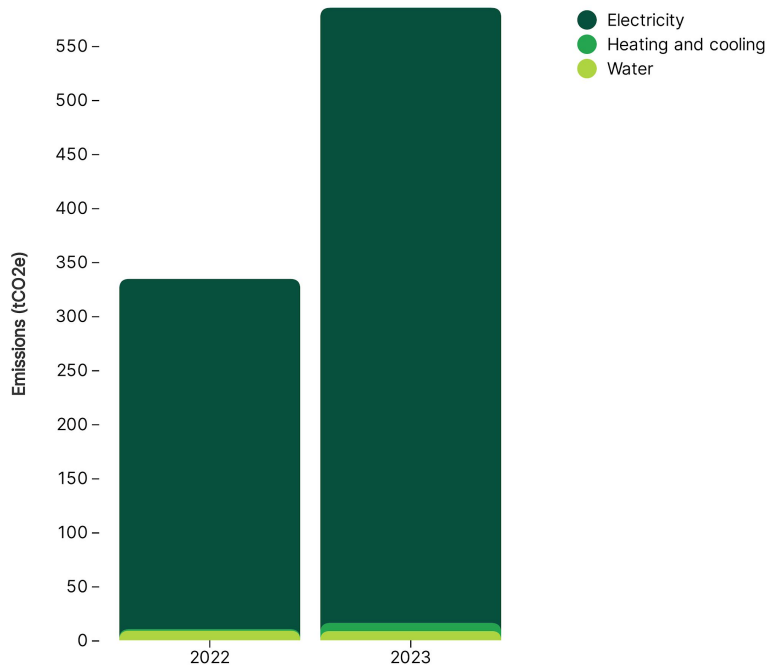
Methodology

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 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.

Focus on Energy – Comparison

Overall comparison: **+75%**

Total emissions (tCO₂e)



Comparison by category – 2022 vs 2023

Electricity: **+76%**

Water: **-4%**

Heating and cooling: **+454%**

Analysis

CO₂ emissions from energy usage, and more particularly from buildings has risen due to several factors:

- A slight increase in kWh consumption.
- A change in emission factors with more location specific ones and the latest IEA ones.

The romantic increase in cooling is only due to the very small amount of emissions in the previous year with an increase from 1 to 6 kgCO₂e.



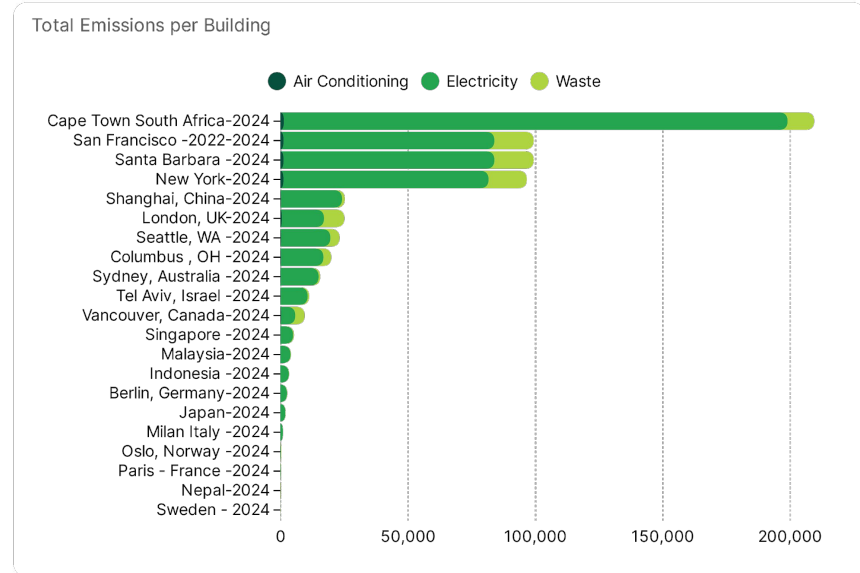
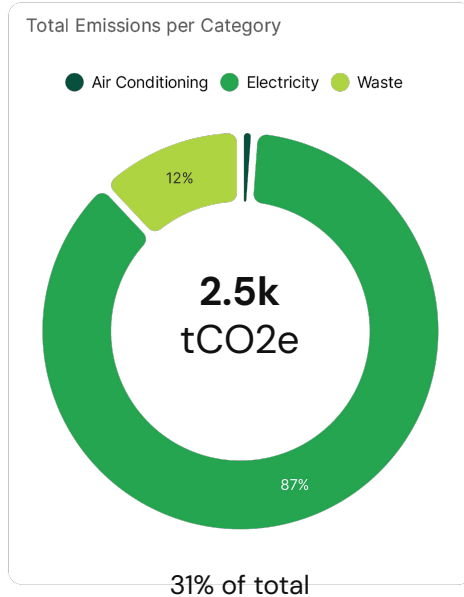
Focus on Buildings

Focus on buildings

ACTIVITY ANALYSIS

Activity emissions
tCO₂e (%)

Estimated emissions
2.5k tCO₂e (100%)



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).



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?



COMMUNICATE the results of your GHG assessment to all your teams so that they are on board with the process of reducing emissions.

INVOLVE management and find internal sponsors responsible for implementing reduction actions.

ENGAGE your ecosystem (suppliers and customers) and ask about their reduction strategy, in order to prioritise virtuous suppliers.

INCREASE your teams' awareness of climate change using our platform to alert and facilitate the implementation of your reduction actions.

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

WHAT REDUCTION MEASURES CAN MY COMPANY TAKE?

The reduction actions we recommend are selected with:

AMBITION

Some actions involve major changes, but they will bring you closer to achieving the global climate targets.

REALISM

The action plans are based on practical examples already implemented in other pioneering companies.

EFFICIENCY

Implementing them will have a real impact on your emissions in the short and long term.

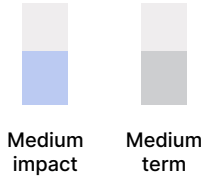
*Source: [IPCC](#)



Optimize your cloud usage according to their carbon footprint

DIGITAL - Cloud servers

The carbon footprint of your cloud usage can greatly vary depending on the data center's location, technical specifications, and level of optimization. To identify low-hanging fruit and reduce efficiently your emissions, Greenly recommends carrying out an in-depth analysis of your cloud usage which may lead to different recommendations: use a lower frequency server, focus on having better PUE, scrapping unused storage capacities or relocating data-intensive processes.



Benchmark



Dropbox has made efforts to optimize their cloud infrastructure for reduced environmental impact. They have focused on energy-efficient data centers, implemented server virtualization techniques, and adopted renewable energy sourcing strategies to minimize their carbon footprint.

Etsy, the e-commerce platform, has taken steps to optimize its cloud usage for sustainability. They have implemented energy-efficient data centers, utilized renewable energy sources, and actively managed their cloud infrastructure to reduce energy consumption and carbon emissions.

Estimated Impact

The impact is variable depending on your initial cloud set-up and the implemented changes.

Estimated Cost

The study of your cloud setup would range between 1-10k depending on your cloud usage. Additional costs or cost savings can result from the implementation of the specific recommendations.

Recommended Service Providers

Greenly can provide further insight into your current cloud emissions and shifting possibilities through a dedicated study.

Implementation

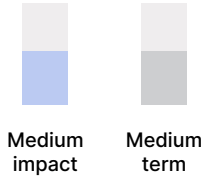
- 1 **CONDUCT a comprehensive assessment of your cloud infrastructure. Identify areas of high energy consumption and carbon emissions.**
- 2 **IMPLEMENT strategies to optimize cloud usage for energy efficiency. This may include adopting server virtualization, implementing workload optimization techniques, and utilizing energy-efficient data centers.**
- 3 **IMPLEMENT robust monitoring and tracking mechanisms to measure energy consumption and carbon emissions on an ongoing basis.**



Host your data in countries with low-carbon electricity

DIGITAL - Cloud servers

Data centers consume a significant amount of energy for operations, such as server power and cooling systems. GHG emissions vary based on the geographical distribution of equipment and the carbon intensity of electricity in each country. To select data centers with low-carbon electricity, consult the electricity map website. Moreover, many major data centers are situated in hot or temperate climates, leading to high energy consumption for cooling purposes.



Benchmark



Google and Microsoft established hubs in Finland, while Facebook chose Denmark and Sweden, partly due to the availability of renewable energy. Additionally, Google secured an agreement to purchase all the energy from the largest solar energy park in the Netherlands to power one of its European data centers.

Estimated Impact

Variable depending on the original location of your data center and your target location, but carbon emissions savings can be substantial. For example, the electricity mix in Germany is over 4 times more carbon-intensive than in France. Moreover, locating data centers in colder climates can lead to significant energy savings as cooling-related energy consumption can account for up to 40% of the total energy usage.

Estimated Cost

Variable based on several factors (data center infrastructure, energy and other costs in the target country notably). Get in touch with your cloud provider to get a better sense of availability of data storage options and costs.

Recommended Service Providers

Greenly can provide further insight into your current cloud emissions and shifting possibilities through a dedicated study.

[Platform.sh](#)

Implementation

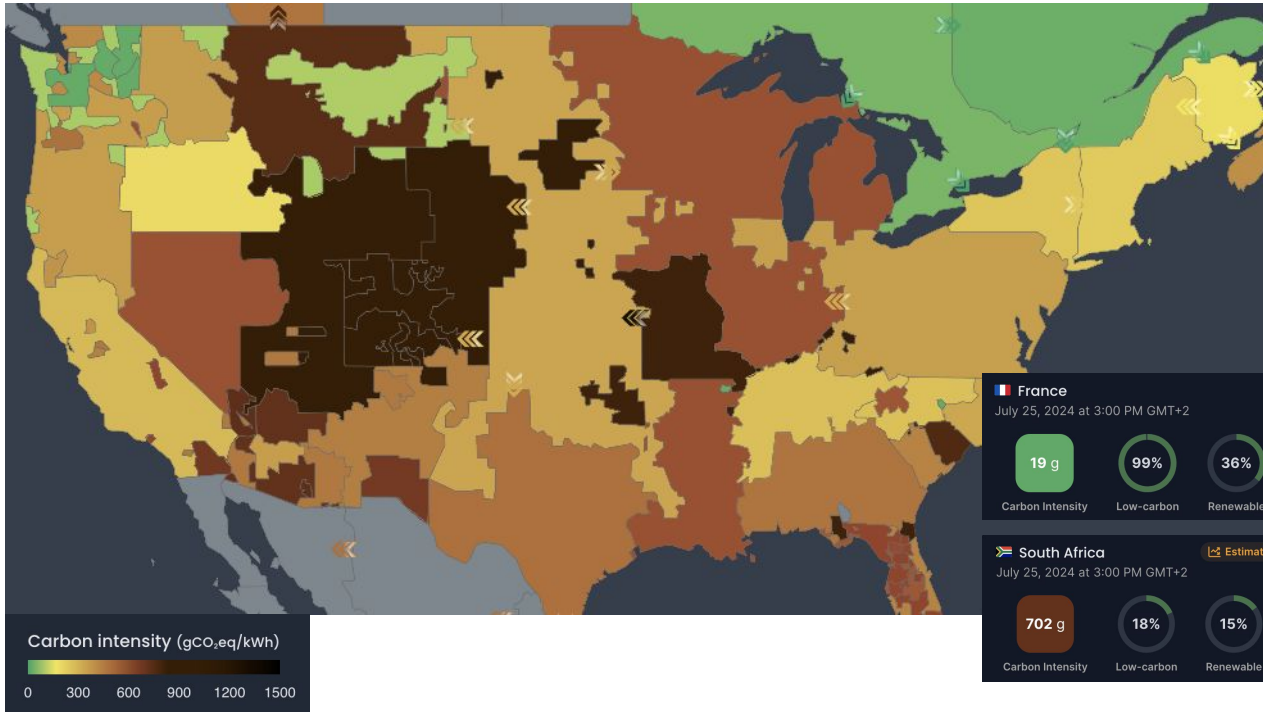
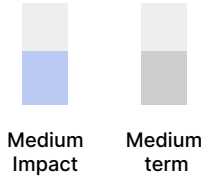
- 1 ESTABLISH and monitor KPIs (ex. percentage of data center providers located in low-carbon electricity mixes countries, overall reduction in carbon emissions achieved).**
- 2 GET IN TOUCH with your current data host to discuss relocating your data. If they cannot provide you with alternative locations, identify and evaluate data center providers located in countries with low-carbon electricity mixes.**
- 3 CHECK that the prospective data centers meet your organization's requirements (capacity, reliability, security, etc.).**



Host your data in countries/regions with low-carbon electricity

DIGITAL - Cloud servers

Data centers consume a significant amount of energy for operations, such as server power and cooling systems. GHG emissions vary based on the geographical distribution of equipment and the carbon intensity of electricity in each country. To select data centers with low-carbon electricity, consult the [electricity map website](#). Moreover, many major data centers are situated in hot or temperate climates, leading to high energy consumption for cooling purposes.



Insights

The electricity consumed by data centers is the main source of emissions linked to your cloud usage.

This electricity usually comes from the electric grid where the datacenter is located. This electricity is usually produced by a range of different generation assets going from the most GHG emitting ones (coal & gas power plants) to the lowest ones (renewables, hydro and nuclear).

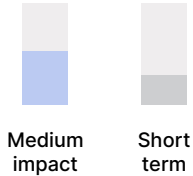
Picking a country like Norway, France, or Sweden that produce mainly low carbon electricity are therefore good options with the data centers you use being powered by this “greener” electricity.



Replace part of your business travel with video conferencing

TRAVEL AND COMMUTE

By promoting the use of video conferencing instead of direct travel, your business travel CO2 emissions will be significantly reduced. This is the main reason why overall emissions were particularly low during the COVID period!



Benchmark



Microsoft has been actively promoting the use of video conferencing and reducing business travel. In a blog post, they shared that they have saved millions of dollars in travel expenses and reduced carbon emissions by using Microsoft Teams for meetings and collaborations instead of traveling to different locations.



Accenture, a global professional services company, has recognized the environmental impact of business travel and actively encourages the use of virtual meetings.

Estimated Impact

While the costs of these meeting forms depend on many factors such as distance traveled, meeting duration, and the technologies used, we find that video conferencing takes at most 7% of the energy/carbon of an in-person meeting. Emissions are thus reduced by more than 90%.

Estimated Cost

Given online meeting solutions are already in place for most companies, no additional cost comes from this measure.

Recommended Service Providers

Your current video conferencing provider

Implementation

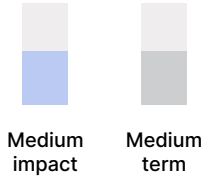
- 1 IDENTIFY** the routes that can be avoided and agree with the different actors of the meetings on a video conferencing solution.
- 2 ESTIMATE** the carbon and monetary savings from avoiding transportation.
- 3 AGREE** with partners/colleagues who usually meet in person to schedule the video conference meeting.



Stop air travel when a 6 hours train alternative is available

TRAVEL AND COMMUTE - Flights

Opting for train travel instead of air and car travel for short-distance trips (e.g., within a 6-hour train journey) can substantially reduce the carbon footprint of your business travel. Trains have significantly lower carbon emissions per passenger-kilometer compared to airplanes and cars. Apart from being environmentally friendly, train travel offers efficient boarding, minimal waiting times, spacious seating, and direct access to city centers, enhancing the overall travel experience.



Benchmark

Mama *loves ya*

Mama Loves Ya has set a goal to select train travel for 50% of its trips below 750 km by 2025 (versus 10% today). This commitment is projected to result in a 45% reduction in emissions from flights, equating to over 2t of CO2eq emissions avoided annually. Additionally, it will contribute to an 8% reduction in the company's total carbon footprint.

Estimated Impact

Taking a train instead of a car for medium-length distances would cut your emissions by ~80%. Using a train instead of a domestic flight would reduce your emissions by ~84%. From that, you can estimate the total impact of the action plan by assessing which share of your total flight emissions would be impacted.

Estimated Cost

Variable, train tickets may be more or less expensive than plane tickets or car travel depending on various factors.

Recommended Service Providers

Rome2Rio
Travel Perk
Offres entreprise SNCF
Suppertripper

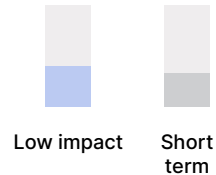
Implementation

- 1 CONDUCT** an assessment of all existing air travel routes within your organization, identify those that have a train alternative of less than 6 hours, and evaluate the feasibility of replacing air travel with train.
- 2 DEVELOP** and enforce a clear travel policy that mandates the use of train travel instead of air travel for these routes.
- 3 ESTABLISH** and start monitoring your KPIs (ex. total percentage reduction in air travel, percentage reduction in air travel on eligible routes, etc.).

Favor flights in economy

TRAVEL

The carbon footprint per passenger of a flight increases when the occupancy rate of the plane decreases. The larger the seat, the more space it takes up in the aircraft cabin, contributing to a decrease in the number of passengers allowed on a plane. Additionally, direct flights emit less carbon than flights with stopovers because they don't require the plane to take off and land multiple times.



Benchmark



The sustainable travel policy of the United Nations outlines sustainable travel measures for their employees, including choosing the most direct route with no stop-over and systematically choosing economy class for employees for trips of less than 9 hours.

Estimated Impact

Reduction of emissions by a factor of 3 when traveling in economy rather than business class, and by a factor of 6 when traveling in economy rather than in first class.

Estimated Cost

This action plan only results in cost savings as economy class tickets are less expensive.

Implementation

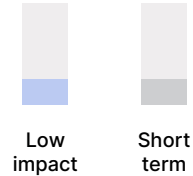
- 1** DEVELOP a Sustainable Travel Policy in which you include guidelines and criteria for employees to travel in economy class.
- 2** PROMOTE awareness and employee engagement on the importance of sustainable travel and the rationale behind favoring economy class travel.
- 3** ESTABLISH and monitor your KPIs (example: Economy class travel rate, GHG emissions per employee or per kilometer traveled).



Favor direct flights

TRAVEL AND COMMUTE

Direct flights emit less carbon than flights with stopovers because they don't require the plane to take off and land multiple times.



Benchmark



The sustainable travel policy of the United Nations outlines sustainable travel measures for their employees, including choosing the most direct route with no stop-over and systematically choosing economy class for employees for trips of less than 9 hours.

Estimated Impact

Reduction of emissions by roughly 10% when comparing flights with a stop-over and direct flights.

Estimated Cost

Some indirect flights may be cheaper than their direct alternatives, but these price increases are usually offset by the reduction in total travel time.

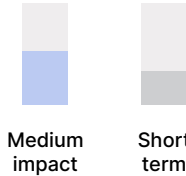
Implementation

- 1 DEVELOP** a Sustainable Travel Policy in which you include guidelines and criteria for selecting direct flights and for employees to travel in economy class.
- 2 PROMOTE** awareness and employee engagement on the importance of sustainable travel and the rationale behind favoring direct flights and economy class travel.
- 3 ESTABLISH** and monitor your KPIs (example: Percentage of flights booked as direct flights, Economy class travel rate, GHG emissions per employee or per kilometer traveled). Regularly communicate progress and achievements.

Implement a Mobility Plan within your company

TRAVEL AND COMMUTE

The aim of setting up a Mobility Plan (MP) within your company is to optimise business travel. This involves analysing home-to-work journeys, promoting public transport, car-pooling, using less impactful modes of travel, etc. All these measures help to reduce travel-related greenhouse gas emissions.



Benchmark



Schneider Electric has implemented a complete MP, significantly reducing its CO2 emissions linked to travel.

Estimated Impact

Depending on the habits of employees, implementing a PDM can considerably reduce a company's CO2 emissions.

Estimated Cost

The initial cost will vary depending on the size of the business and the external services required, but the long-term savings can outweigh the initial costs.

Recommended Service Providers

Worklife
1kmapiéd

Implementation

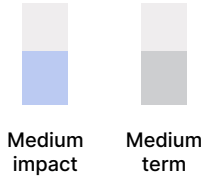
- 1 **STUDY** employee travel habits, identify car-pooling opportunities and the use of less impactful transport.
- 2 **CREATE** a detailed plan including incentives to encourage environmentally-friendly travel (mobility package, electric bike, car-sharing, etc.).
- 3 **SET UP** tools to monitor journeys, collect data, and regularly adjust your PDM according to the results.



Promote teleworking and carpooling

TRAVEL AND COMMUTE - Commute

Private transportation is a significant contributor to global GHG emissions. Promoting teleworking and carpooling are valuable strategies for mitigating the carbon emissions associated with daily commuting, particularly in cases where the office is not easily accessible via active modes of transportation like walking and cycling, or public transportation. In addition, teleworking can improve employee productivity by minimizing distractions, reducing commuting stress, and increasing work-life balance.



Benchmark

RICHEMONT

Richemont achieved a 73% reduction in commuting emissions in a year by implementing a teleworking policy. This achievement was determined through a survey conducted among employees, comparing commuting emissions before and after the policy implementation.

Estimated Impact

Carpooling reduces emissions by sharing the emissions associated with the commuting journey among multiple passengers in a single vehicle, replacing individual cars. By increasing average car occupancy from the average 1.2 passenger up to 4, emissions can be divided by 4. Teleworking limits the emissions associated with commuting per employee on the days they telework.

Estimated Cost

Potential reduction in operational costs (reduced office space, utilities, office supplies, maintenance expenses). Additional spending on IT and digital tools are usually negligible compared to the cost savings.

Recommended Service Providers

Carpooler
Comovee
Poola

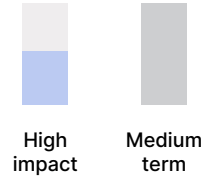
Implementation

- EVALUATE** the organization's readiness for teleworking and carpooling initiatives, and there is a necessary technological infrastructure to support remote work.
- ESTABLISH** and start monitoring your KPIs (ex. percentage reduction in commuting emissions, percentage increase in teleworking adoption rates, percentage increase in carpooling).
- DEVELOP** teleworking and carpooling policies that outline guidelines, eligibility criteria, and data security measures. Provide training and resources to employees to enhance their remote work capabilities, including best practices for teleworking and carpooling.

Implement carbon impact conditions in your purchase policy

SERVICE PURCHASE

Procuring products and services often contributes to a significant portion of a company's emissions, with supply chains accounting for over 80% in consumer companies. To effectively address this issue, incorporating eco-conditions criteria into your company's procurement policy offers a straightforward and efficient strategy. To ensure suppliers' climate maturity, engage them through the Greenly Feature, facilitating a comprehensive understanding of their Climate Maturity. These criteria can be implemented with current suppliers and incorporated into the supplier selection process for new contracts.



Benchmark



In 2020, several companies joined forces to launch the 1.5°C Supply Chain Leaders with the Exponential Roadmap initiative. It involves management commitment to work with suppliers to halve their GHG emissions before 2030, establishing public targets, and supply chain GHG mapping and prioritization.

Estimated Impact

Increased visibility into the carbon footprint of your suppliers and the ability to implement diverse eco-conditions within your purchasing policy can yield a significant impact on your scope 3 emissions in the long run.

Can serve as a catalyst to encourage other industries to embark on decarbonization efforts.

Estimated Cost

Variable depending on the resulting changes in the supply chain.

Recommended Service Providers

Greenly sustainable procurement module automates this process.

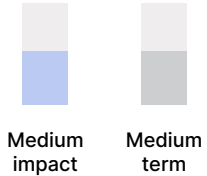
Implementation

- 1 **ESTABLISH** and start monitoring your KPIs (ex. percentage of suppliers that have completed a carbon footprint assessment, percentage of suppliers with a roadmap aligned to the goals of the Paris Agreement for 2030, ex. SBTi certification, etc)
- 2 Based on your goals and KPIs, **IDENTIFY** the eco-conditions you want to implement in your purchase policy. Clearly define them, ensuring they are specific, measurable, attainable, relevant, and time-bound (SMART).
- 3 **SUPPORT** and recognize suppliers' efforts. If possible, provide them tools, trainings, and resources to help them achieve the objectives. Follow and report suppliers' progress.

Take emissions into account when building your marketing mix

SERVICE PURCHASE / DIGITAL - Web advertisement

Emissions for marketing campaigns vary greatly depending on the format of the displayed creative asset, as their weight is the main driver of digital ads emissions. Additionally, depending on customer targeting and technical specifications, the same asset can have different carbon efficiencies depending on the ad provider. Carrying out an in depth study of the emissions of your current marketing strategy will give you all the tools to integrate the impact of your campaigns in your creative decision-making and identify low-hanging fruit to reduce your emissions per impression or per click.



Benchmark

L'ORÉAL

In 2021, L'Oréal implemented a strategic planning of advertisements to reach consumers at the most opportune moment, and targeting the most suitable advertising platforms and formats. These initiatives, among others, resulted in campaign optimization of 40% and even improved completion rates.

★ Heineken

Over the course of three years, Heineken has reduced its emissions by 20% by implementing specific strategies, including selecting suitable advertising platforms and formats.

Estimated Impact

The impact of this action varies greatly depending on the importance given to emissions reduction in your internal decision-making.

Estimated Cost

Cost include the cost of the in-depth study (a few thousand dollars). If properly conducted, changes can result in a more efficient marketing strategy with a lower cost.

Recommended Service Providers

Greenly can provide further insight into your current marketing emissions and shifting possibilities through a dedicated study.

Implementation

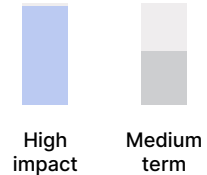
- 1 **PERFORM** a specific marketing study to build company specific emissions ratios per click or emissions for each of your ad providers and ad formats. Derive a carbon budget based on the total emissions and your reduction objectives.
- 2 **TAKE INTO ACCOUNT** these emissions ratios to estimate the impacts of your future campaigns, and try not to overstep the defined carbon budget.
- 3 **FOLLOW** the output of your campaigns in terms of leads and awareness, to make sure there are no unexpected impacts on performance.



Define limits for asset quality according to the final terminal used

SERVICE PURCHASE / DIGITAL - Web advertisement

The weight of assets displayed is the main driver of digital ads emissions. Emissions grow exponentially with the chosen quality. Adapting the maximum displayed quality to the user terminals is thus key to reducing emissions. For instance, videos designed for phones could have a quality limited to 720p.



Benchmark

L'ORÉAL

In 2021, L'Oréal tested several cost reduction measures on 9 of its 50 major brands in France. These measures included strategic planning of advertisements to reach consumers at the most opportune moment, and targeting the most suitable advertising platforms and formats. These initiatives, among others, resulted in campaign optimization of 40% and improved completion rates owing to the increased efficiency of the new formats.

Estimated Impact

Reduces the amount of data that needs to be transmitted and stored, leading to lower CO2 emissions from the servers and network infrastructure involved in delivering and keeping the ads.

Up to a 50% reduction in CO2 emissions per campaign.

Estimated Cost

Potential costs related to investment in software tools and service providers.
Long-run cost savings related to, for example, reduced storage costs, energy efficiency, optimized assets load resulting in a better user experience.

Recommended Service Providers

Greenly can provide further insight into your current marketing emissions and shifting possibilities through a dedicated study.

[Cloudinary](#)

Implementation

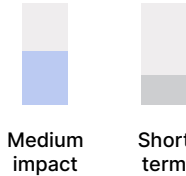
- 1 PERFORM** a specific marketing study to identify campaigns that could be targeted by this measure. Try out different quality over different media at the office to define acceptable quality limits.
- 2 ASK** your creative agency to make differentiated content based on the defined quality limits.
- 3 ENSURE** quality reduction does not affect campaign performance by performing A/B testing.



Switch to the least data intensive formats for your marketing assets

SERVICE PURCHASE / DIGITAL - Web advertisement

Each creative asset has a format that is optimized for its storage. When fitting the right assets with the right formats, you can compress optimally without reducing its visual quality. Optimal data formats include jpeg or WebP for photos, svg or png for illustrations, CSS for glyphs, MP4 or WebM for video, and mono for mono audio.



Benchmark



In 2014, Google implemented the use of WebP format on various platforms and services, including Google Play Store and Google News, to reduce data transfer and improve loading times, indirectly leading to lower emissions associated with data transmission.



Etsy announced in 2020 that they were working to reduce the carbon impact of their operations. As part of their efforts, they optimized images on their platform, including converting JPEG images to WebP format, which offers better compression and smaller file sizes without significant loss in quality.

Estimated Impact

Impact depends on the asset considered and their previous format. For instance, switching from png to webP for a photo can reduce its weight by 19% to 60% according to a Google study, without perceivable quality loss.

Estimated Cost

No cost if compression doesn't affect campaign performances. According to Google, a 0.1s acceleration of page loading can result in a 7% higher conversion rate.

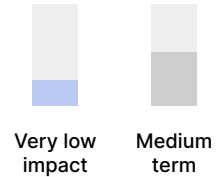
Implementation

- 1 INVESTIGATE** which format you are currently using on your website and marketing campaigns.
- 2 USE** online or offline file converters to replace the content by the same elements but in the right formats. Focus first on the most data-heavy elements (videos and images).
- 3 MAKE SURE** to ask your creative agency for the appropriate formatting for the coming visual.

Purchase renewable electricity

ENERGY - Electricity

A power purchase agreement (PPA) is a contractual arrangement in which the buyer commits to purchasing a specified amount of electricity from the producer over a predetermined period of time, typically at a predetermined price. PPAs allow energy suppliers to finance renewable energy projects and reduce the carbon intensity of the energy they provide. On the other hand, certificates of origin, also known as Renewable Energy Certificates (RECs) or Guarantees of Origin (GOs), are documents that provide proof and transparency about the source and characteristics of the electricity produced from renewable energy sources. These provide a less stable revenue to energy providers and foster investments in renewables to a lesser extent.



Benchmark



Lidl : Since March 2018, Lidl Ireland and Northern Ireland converted to using only renewable electricity.
Adobe : Adobe has committed to 100% of their operations with renewable electricity from 2035.



Estimated Impact

PPAs or RECs allow you to reduce to the same extent as installing renewable energy sources on your premises, but only if you account energy related emissions using the market-based method.

Estimated Cost

In the case of PPAs and RECs, energy prices might be higher than conventional electricity production. Contact a renewable energy provider to get a more precise quote.

Recommended Service Providers

Ekwater
Enercoop
Contact your current energy supplier and your local authority to get an overview of your local options.

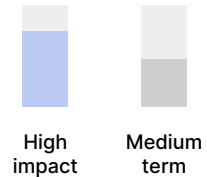
Implementation

- 1 BENCHMARK** the different energy providers to determine which offers the most interesting offer from a techno-economic perspective (supply availability, electricity generation method, price, price stability, etc.).
- 2 DEVELOP** a comprehensive implementation strategy (detailed plan with steps, timelines, resource allocation, relevant stakeholders).
- 3 IMPLEMENT** monitoring solutions to track green energy consumption and cost / CO2e savings.

Set up on-site renewable energy production

ENERGY - Electricity

Renewable energy can be produced autonomously through a variety of methods such as solar panels, wind turbines, hydroelectric systems, and biomass energy. All come with their upsides and downsides, the choice of your production method must thus be adapted to your reality (building space, availability of land, etc). The most common installation in office buildings are solar panels or individual wind turbines.



Benchmark



Lidl : Since March 2018, Lidl Ireland and Northern Ireland converted to using only renewable electricity.
 Adobe : Adobe has committed to 100% of their operations with renewable electricity from 2035.



Estimated Impact

Producing renewable energy on-site allows you to reduce your energy consumption impact significantly, with some variability depending on the renewable energy chosen (as emissions linked to the manufacturing of the production facilities vary), and the initial carbon intensity of your electricity.

Estimated Cost

In the case of on-site production, the installation and maintenance costs vary based on the chosen technology and scale. However, ongoing energy costs will be substantially reduced or eliminated. Contact a renewable energy provider to get a more precise quote.

Recommended Service Providers

Energy&+
 Apex energies
 Wind my roof
 Contactez votre fournisseur d'énergie actuel ou votre commune pour avoir une vue d'ensemble de vos options locales.

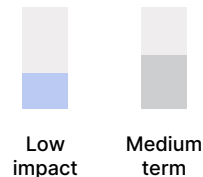
Implementation

- 1 **EVALUATE** the feasibility and potential benefits of replacing your current energy systems with a on-site renewable energy production system (infrastructure and maintenance requirements, available resources, cost implications, environmental impact, etc.). You should also compare alternatives such as heating networks, biomethane, electric heaters, and on-site renewable electricity generation.
- 2 **DEVELOP** a comprehensive implementation strategy (detailed plan with steps, timelines, resource allocation, relevant stakeholders).
- 3 **IMPLEMENT** monitoring solutions to track energy consumption and cost savings.

Sublease the office space you are not using

ENERGY - Heating, Electricity

Excessive office space per employee results in higher GHG emissions from energy consumption, including heating and electricity. With the rise of teleworking, office spaces often exceed the necessary capacity for employees present on a daily basis. By optimizing the amount of office space per employee through subleasing vacant areas, emissions associated with energy consumption can be effectively reduced.



Benchmark



Econocom : As part of their SBTi strategy, the international IT management solution Econocom aims to reduce their scope 1&2 emissions by cutting down on unused office space by renting it out. This could result in a 20% reduction of their direct and energy related emissions.

Estimated Impact

Particularly impactful if your building electricity and heat is carbon intensive (reliance on carbon-intensive sources like natural gas).

Estimated Cost

Additional revenue generated from subletting vacant office space.
Reduction in energy costs due to the rationalization of office space per employee.

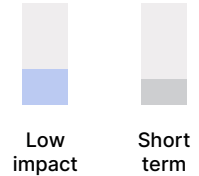
Implementation

- 1 **ESTABLISH** and start monitoring your KPIs (ex. percentage reduction in energy consumption per occupant).
- 2 **DETERMINE** the amount of space that can be subleased given remote work policies. This may involve readjusting the configuration of office space.
- 3 **ESTABLISH** subleasing procedure to find tenants that align with your company's culture and habits.

Implement an energy savings program

ENERGY - Electricity for appliances

Quick and without major investments, actions such as turning off lighting during periods of closure and improving lighting efficiency by deploying LED or low-energy lighting, as well as presence-based management, will allow for an immediate reduction of your electricity consumption and expenditure.



Benchmark



IKEA implemented a comprehensive lighting efficiency program in stores and distribution centers, including the use of LEDs, motion sensors, and daylight harvesting to reduce energy consumption and improve the shopping experience for customers.



Hilton implemented both a lighting control system in hotels that automatically turns off lights in unoccupied rooms and LED lighting throughout their properties to reduce energy use.

Estimated Impact

Lighting represents on av. 20% of the energy consumption of a typical office building.
 Turning-off lighting: impact equivalent to the % reduction in lighting time.
 Deploying LEDs: 50-70% emission reduction compared to traditional lighting technos.

Estimated Cost

Average of 5 \$ per LED light bulb, save 10 \$ per LED light bulb per year, as savings typically outweigh investment costs (lower electricity bills). Presence-based light management: price can range between 100 to several K\$ depending on space covered. Energy savings help mitigating costs after a few years.

Recommended Service Providers



Implementation

- 1 **CONDUCT** an energy audit of the lighting system to quantify energy usage and areas for improvements / potential savings
- 2 **DEVELOP** a lighting plan and KPIs such as Lighting hours per day and Number of LED lights / Total lights
- 3 **IMPLEMENT** the plan and follow the KPIs as well as the returns on investment



Maintain air conditioning and refrigeration systems on a regular basis

ENERGY - Air conditioning refrigerant leaks & electricity, refrigeration systems

Air conditioning systems are a common source of GHG emissions due to refrigerant leaks. Gas leaks at a rate from 7% to 80% per year depending on the type of appliance considered and its age. To mitigate this environmental impact, you can implement measures to limit refrigerant emissions from existing equipment. This can be achieved through regular monitoring, proper maintenance, and ensuring that refrigerant is recovered at the end of the equipment's life. This includes simple steps like replacing dirty or clogged filters can significantly improve the energy efficiency of your air conditioning system.



Very low impact



Short term

Benchmark



Walmart : In 2010, Walmart launched a sustainability initiative to reduce GHG emissions and improve energy efficiency across its stores. As part of this initiative, the company implemented a comprehensive program to monitor, maintain, and optimize the performance of its refrigeration and air conditioning systems and trained its technicians to perform regular leak detection and repair activities.

Estimated Impact

Limiting leaks of refrigerant systems keeps yearly leaks at a minimum, and thus reduce direct emissions from 20 to 80% depending on the system.
Switch from a dirty filter to a clean one is probably the most efficient action with up to a 15% emissions reduction on emissions linked to AC electricity consumption.
Proper end-of-life recovery avoids leakage of the entirety of the gas in the machine.

Renewed parts cost typically below 50 dollars per year. A maintenance contract typically costs 150 dollars per AC unit. Energy and cost savings can significantly outweigh this investment cost.

Recommended Service Providers

Train your own technicians
Contact your A/C manufacturer or local A/C companies

Implementation

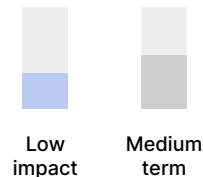
- 1** **CONSULT** the U.S. Energy Government's website page and / or contact your A/C manufacturer for advice on how to maintain your A/C.
- 2** **CHOOSE** a service provider or train your internal technicians to perform this task.
- 3** **ESTABLISH** and monitor your KPI (ex. A/C Maintenance frequency, yearly amount of gas leakage).



Substitute refrigerant gases with lower impact ones

ENERGY - Air conditioning, Refrigeration

Conventional refrigerants used in air conditioning and refrigeration systems (HFCs, CFCs, HCFCs) are very potent greenhouse gases and have a high global warming potential (GWP), which means they are a strong contributor to climate change. They leak at a rate between 7% to 80% per year depending on the type of appliance considered and its age. To reduce emissions, replace these conventional refrigerants with natural refrigerants (isobutane, HC-600a, propane, HC-29). This might require you to change appliances.



Benchmark



In 2010, the company committed to phasing out the use of HFCs and by 2015, it had successfully replaced all HFCs in new equipment with natural refrigerants such as carbon dioxide and hydrocarbons, reducing the equipment's direct GHG emissions by 99 percent.

Estimated Impact

Energy savings of up to 20% associated with higher energy efficiency of natural refrigerants.
Emission savings of up to 90% associated with lower GWP of natural refrigerants.
Depreciated emission impact of new equipment on emissions to be considered.

Estimated Cost

The cost of implementing natural refrigerants will vary based on the need for equipment changes and the specific type of natural refrigerant chosen. Natural refrigerants are not necessarily more expensive than natural refrigerants.

Recommended Service Providers

Koma
SWEP

Implementation

- 1 ESTABLISH and start monitoring your KPIs (ex. percentage change in electricity consumption).
- 2 FIND a service supplier specialized in A/C and natural gases, and / or contact your current A/C supplier.
- 3 DETERMINE with your service supplier the type of natural refrigerant you want to install and whether you have to change your current equipment and proceed to the installation.



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 5.9% reduction in emissions within one year (-481 tCO₂e).

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

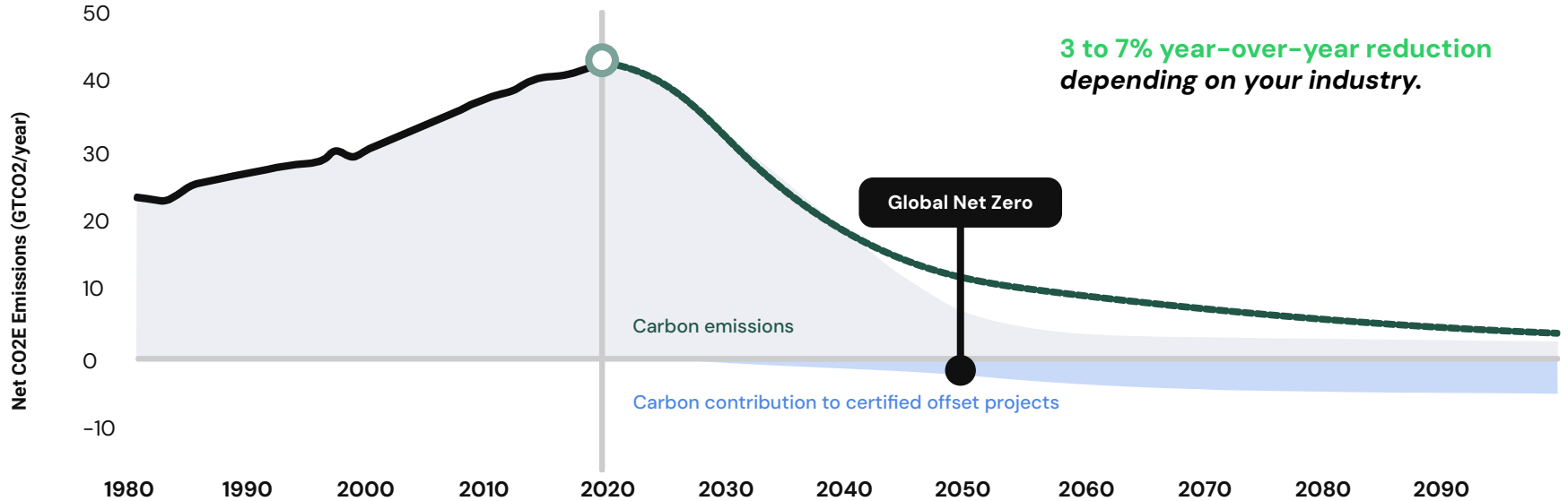
- 1 **Study key emission sources in greater depth**, if you opt for that. Your Climate Expert can help you decide between the different options available!
- 2 **Establish GHG emission reduction targets and implement an action plan** in order to achieve these targets.
- 3 **Engage your suppliers** using the Greenly supplier engagement tool.
- 4 **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.



What's next?

Committing to a multi-year decarbonization strategy

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



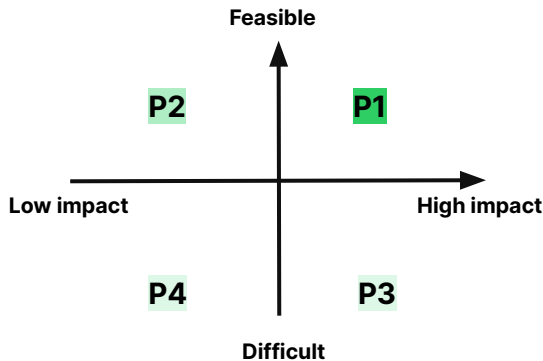
How can I build my reduction trajectory?

THE 4 KEY STAGES IN DEFINING AND FOLLOWING YOUR TRAJECTORY

Refine your greenhouse gas emissions assessment

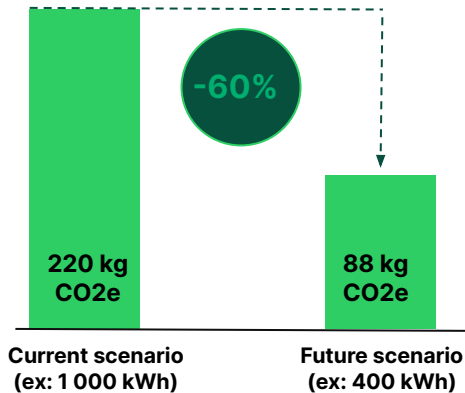
Your assessment 2023 is based on **59%** of physical data, the rest being financial data. We recommend that you regularly improve the accuracy of your greenhouse gas assessment by adding more physical data. You will be able to quantify and monitor your reductions with precise targets in km, kg, kWh, etc.

Prioritize your actions



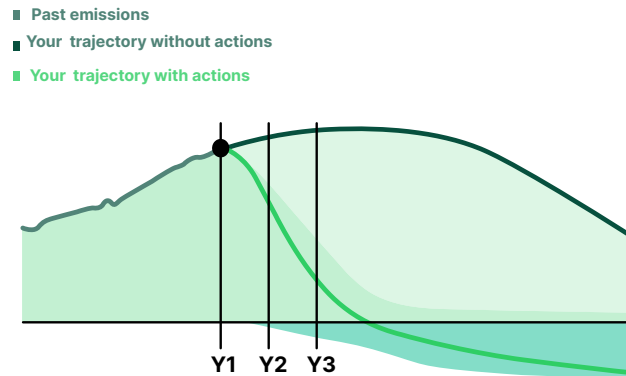
Place your actions on the matrix after identifying operational constraints in consultation with your teams.

Calculate their reduction potential



Select the right KPIs before you start, then calculate the reduction potential.

Monitor your results



Monitor your progress regularly and measure your results during your annual GHG assessment.

The 5 pillars of a climate strategy

DISCOVER THE 5 PILLARS BASED ON THE NET ZERO INITIATIVE

1. Measure

- Track emissions annually
- Go deeper in the analysis of your main emission sources



[Carbon data analysis](#)



[CSR](#)



[LCA](#)

2. Reduce

- Choose an action plan in line with the Paris agreements
- Quantify your action plan to build a carbon trajectory



[Action Plan Tab](#)

3. Educate

- Engage your suppliers in your strategy
- Train your employees



[Supplier engagement](#)



[Employee training](#)

4. Commit

- Commit to an objective
- Communicate transparently



[Communication kit](#)

5. Contribute

- Contribute in carbon sequestration & avoidance projects to cover non compressive emissions



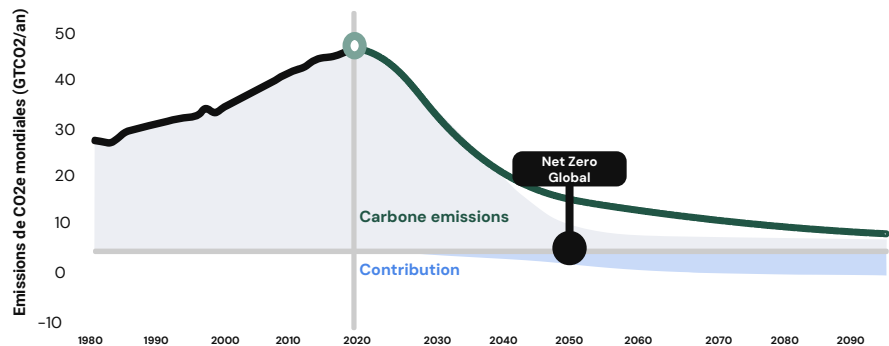
[Carbon contribution](#)

Commit to a multi-year carbon trajectory

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

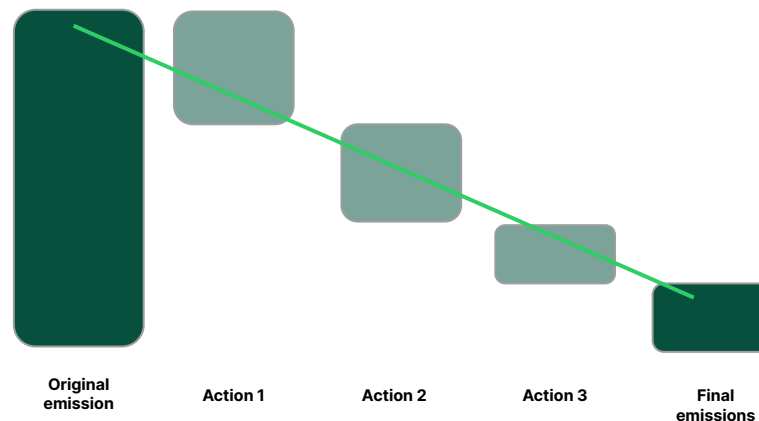
Paris agreement objective 1.5°C

-3% to -7% reduction year on year



Objective based on your actions

Define your reduction objective based on facilitating actions



Build your carbon reduction trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

Calculate their reduction potential

Balance your trajectory

1

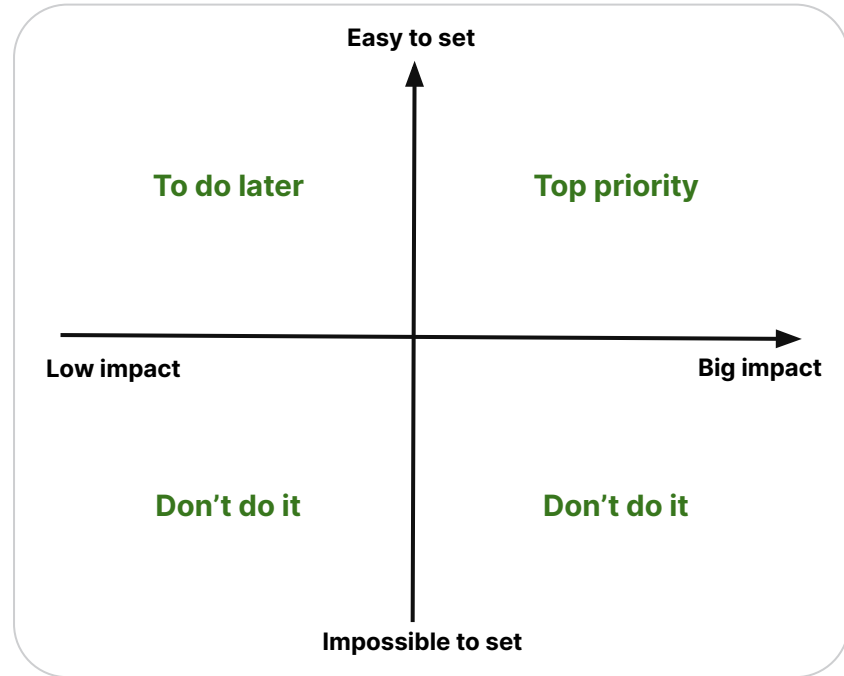
Bring together the stakeholders in your climate strategy

2

Place the suggestions for action from the Greenly report on the matrix after identifying their constraints

3

Keep all feasible actions and prioritise those with the greatest impact



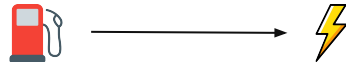
Build your carbon reduction trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

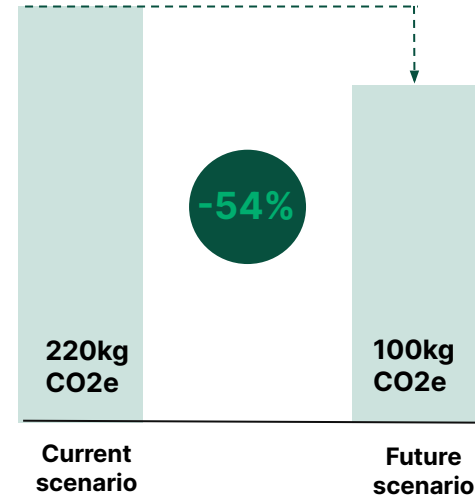
Calculate their reduction potential

Optimize your trajectory



Current scenario	1000 km per year with thermal cars	1000 km per year with electric cars	Future scenario
Emission Factor	0,22 kg CO2e/km	0,1 kg CO2e/km	Emission Factor
Total Emissions	220 kg CO2e	100 kg CO2e	Total emissions

 Reduction potential



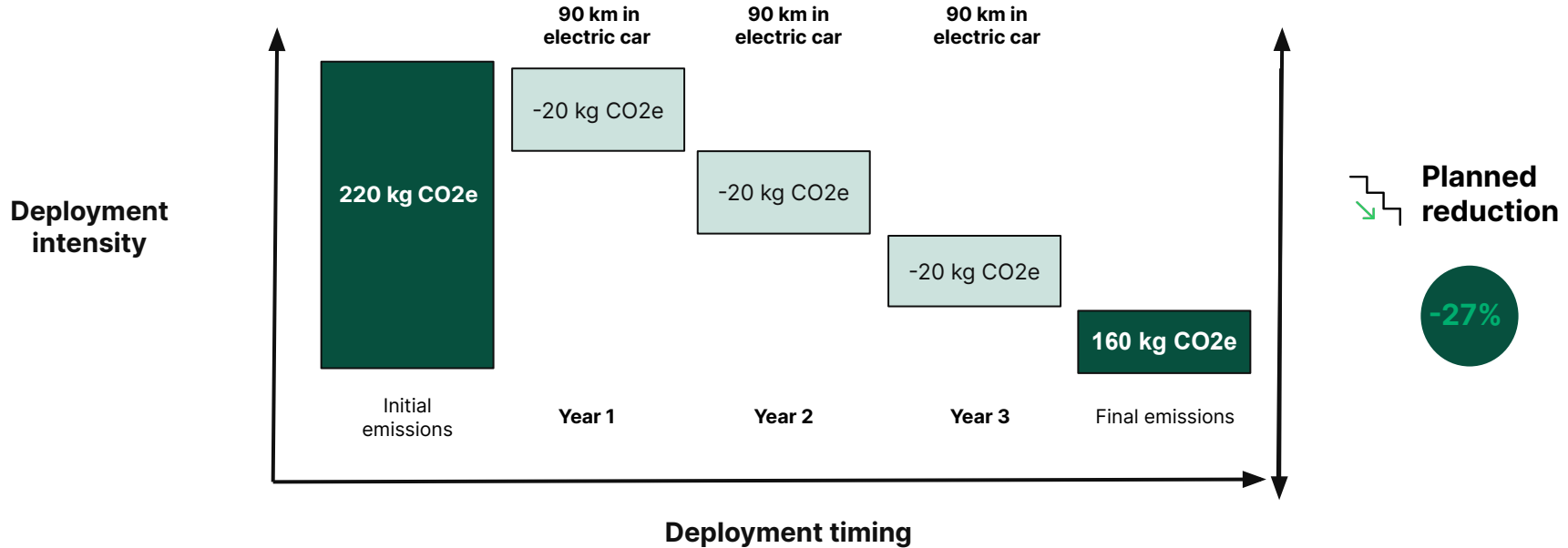
Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

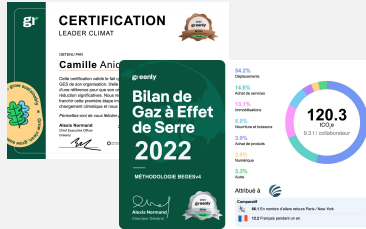
Calculate their reduction potential

Optimize your trajectory



Greenly's communication support to highlight commitment

Company & Personal Certificates

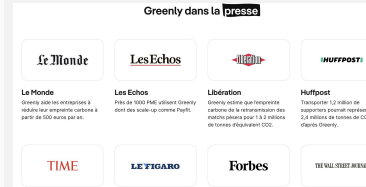


Social Networks



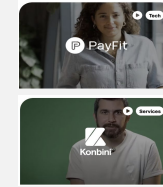
PR

Communicate on media



Customer Video Testimonials

Testimonials showcasing the work done with Greenly



Premium

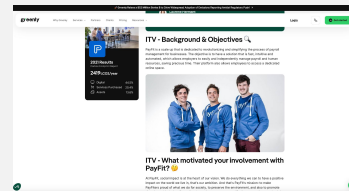
Join our community: ESG Connect

Slack Channel, afterwork, Events, Webinars

350k Members
As of August 2023

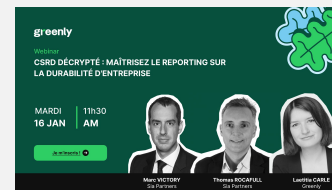
10+ Countries
including USA, UK, France, Australia etc.

Case studies



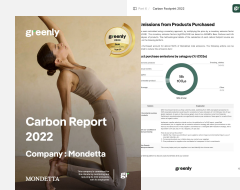
Webinar

Communicate on your results in a Webinar with a Greenly expert!



Extended Report

Get your report formatted by our marketing team

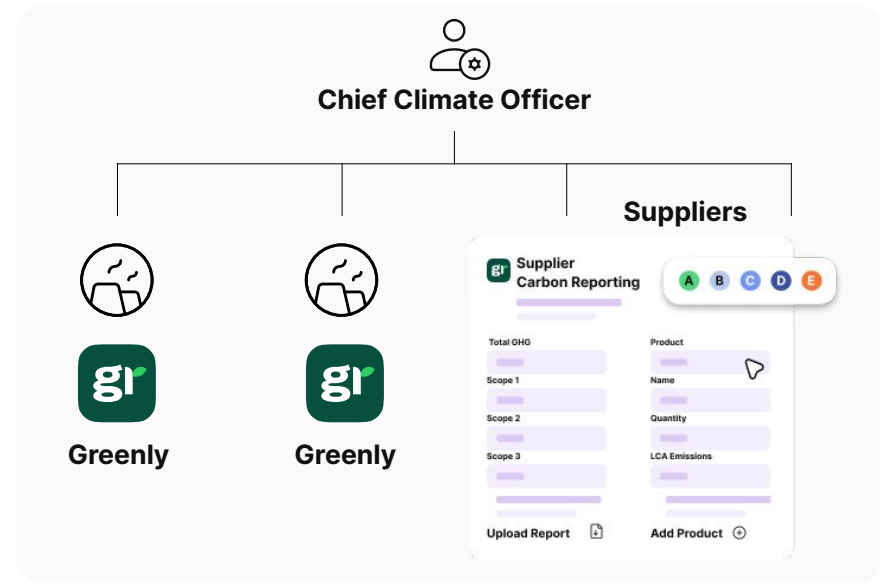
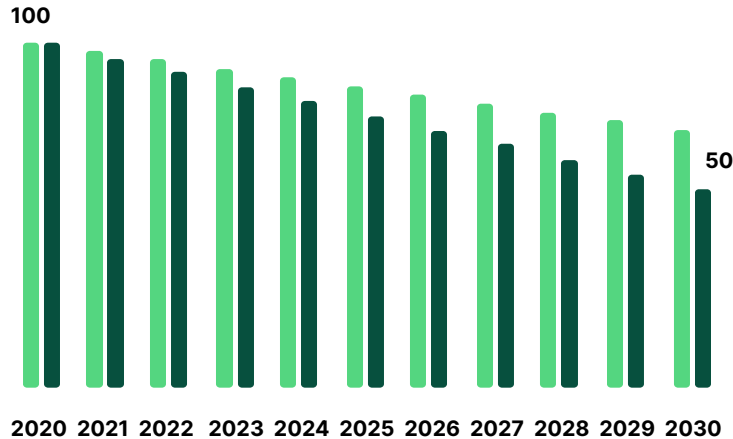


Engaging suppliers to align with the company's Net Zero targets

ENGAGE SUPPLY CHAIN VIA A DEDICATED SUSTAINABLE PROCUREMENT STRATEGY



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



Maturity of climate strategy

YOUR GREENLY CLIMATE SCORE

Greenly score criteria



Pioneers in the climate transition

< 1% of companies (Score \geq 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 18 points

Points are distributed as follows:

Creating & fine-tuning the Greenhouse Gas report: **18/40**

Action plans: /36

Climate targets: /4

Involving your teams: /10

Carbon contributions: /10

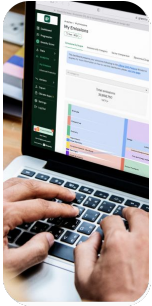
The Score will be updated at the Climate Strategy follow-up meeting.

More information on the Score calculation method [here](#)

Statistics were computed on the Greenly supplier database

Engaging employees on Climate Change

OUR MONTHLY TRAININGS



Month 1

Onboarding



Month 2

Quiz 1
Climate
Science



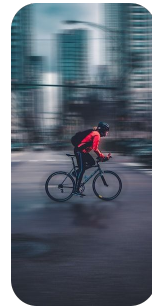
Month 3

Quiz 2
IT



Month 4

Quiz 3
Food



Month 5

Quiz 4
Transport



Month 6

Quiz 5
Energy



Month 7

And more..

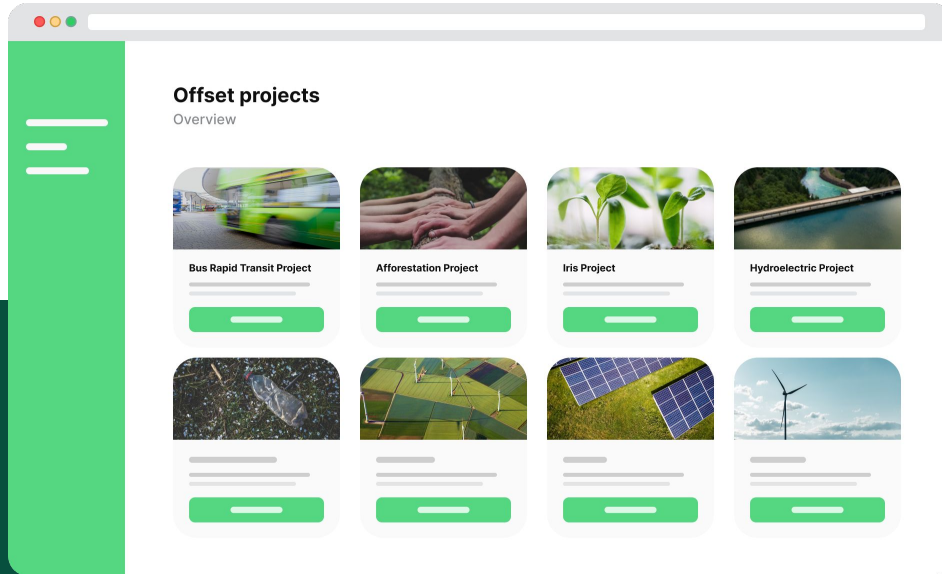


Month 12

A look back
on the year

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

r:verse

Gold Standard

impact
.com

greenly

Become a Referral Partner

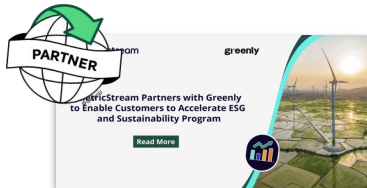
Refer customers to Greenly and use your commissions to reduce the cost of your future GHG reports.

~~10%~~ **15%**
Commission or partner discounts directly more advantageous for Greenly customers.



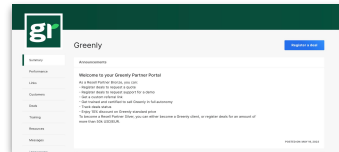
COMMUNICATE

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





About Greenly

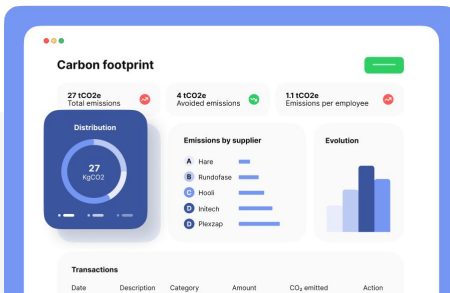
The Greenly Vision

MAKING CARBON ANALYTICS UNIVERSAL



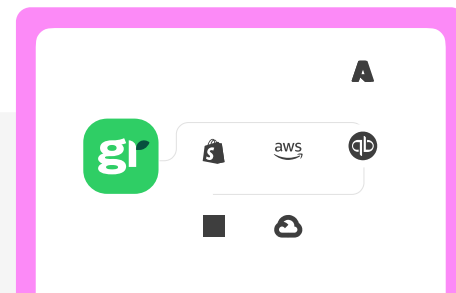
CARBON FOOTPRINT APP & API

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



Arnaud Delubac
CMO & Co-Founder

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



2018-2019



Alexis Normand
CEO & Co-Founder

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

withings 2013-2018



Matthieu Vegreville
CTO & Co-Founder

Ecole Polytechnique -
Telecom
Ex Data Science
& B2B SaaS at Withings

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.

Greenly is the world's fastest growing carbon management platform

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

150+

Team with Climate Experts Data Scientists, Data analysts, Data Engineers, DevOps Engineers

1000+

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

50k

Emissions sources aggregated from customers & industry databases

10+

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

These companies are tracking their carbon footprint with Greenly

Industries

faurecia HUTCHINSON RENAULT TEVA Schlumberger

Tech

alma ZOOPLA TripAdvisor PayFit Konbini

Retail

bel for all for good COURIR LVMH PETRUS PERNOD Ricard

Services

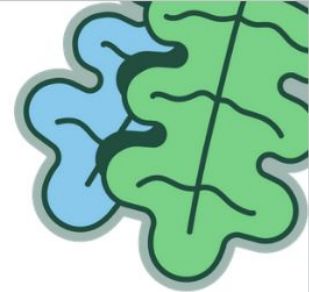
ACCOR Capgemini Kea Mediametrie econocom

Finance

COATUE Shell Ventures AXA EIFFEL INVESTMENT GROUP UNIPARIBAS

Scientific council

INDUSTRY, AI & EXPERTS CLIMAT



**Pr. Michel
BAUER**

Sociologist
HEC
–
Corporate
organisation



**Nicolas
HOUDANT**

CEO
Énergies demain
Ex
GreenNext



**Peter
FOXPENNER**

Professor
BU University
–
Electricity grids
& Carbon expert



**Pr. Yann
LEROY**

Professeur
Centrale-Supelec
–
Carbon Product
Life-Cycle



**Pr. Antoine
DECHEZLEPRÊTRE**

Professeur
LSE
–
Climate change
policies



**Pr. Rodolphe
DURAND**

Professeur
HEC
–
Corporation
transformation



Appendix

Scope 1&2



Scope	Name	tCO2e	
1.1	Generation of electricity, heat or steam	-	EXCLUDED : Category is not relevant for the company
1.2	Transportation of materials, products, waste, and employees	-	EXCLUDED : Category is not relevant for the company
1.3	Physical or chemical processing	-	EXCLUDED : Category is not relevant for the company
1.4	Fugitive emissions	7	
2.1	Electricity related indirect emissions	468	
2.2	Steam, heat and cooling related indirect emissions	-	EXCLUDED : Category is not relevant for the company

To see more details of the methodology for each reglementary entry please visit [Greenly!](#)

Scope 3

100% accounted



Scope	Name	tCO2e	
3.1	Purchased goods and services	5057	
3.2	Capital goods	245	
3.3	Fuel- and energy- related activities not included in Scope 1 or Scope 2	101	
3.4	Upstream transportation and distribution	21	
3.5	Waste generated in operations	79	
3.6	Business travel	2085	
3.7	Employee commuting	114	
3.8	Upstream leased assets	-	
3.9	Downstream transportation and distribution	-	EXCLUDED : Category is not relevant for the company
3.10	Processing of sold products	-	EXCLUDED : Category is not relevant for the company
3.11	Use of sold products	-	EXCLUDED : Data not available
3.12	End-of-life treatment of sold products	-	EXCLUDED : Category is not relevant for the company
3.13	Downstream leased assets	-	EXCLUDED : Category is not relevant for the company
3.14	Franchises	-	EXCLUDED : Category is not relevant for the company
3.15	Investments	-	EXCLUDED : Category is not relevant for the company
4.1	Other emissions - Emissions from biomass (soil and forests)	-	EXCLUDED : Category is not relevant for the company

Scope 1&2



Scope	tCO2e	tCO2b	CO2f*	CH4f*	CH4b*	N2O*	Other GHGs*
1.1	-	-	-	-	-	-	-
1.2	-	-	-	-	-	-	-
1.3	-	-	-	-	-	-	-
1.4	7	0	0	0	0.7	5	0
2.1	468	0	335	21	20	19	0
2.2	-	-	-	-	-	-	-

* Results expressed in tons of CO2e

Scope 3



Scope	tCO2e	tCO2b	CO2f*	CH4f*	CH4b*	N2O*	Other GHGs*
3.1	5057	0	4359	454	9	171	62
3.2	245	0	0	0	0	0	0
3.3	101	0	62	21	0.9	5	0
3.4	21	0	18	1	0	1	0
3.5	79	0	46	5	0	12	0
3.6	2085	0	179	14	0	13	0
3.7	114	0	99	8	0	7	0
3.8	-	-	-	-	-	-	-
3.9	-	-	-	-	-	-	-
3.10	-	-	-	-	-	-	-
3.11	-	-	-	-	-	-	-
3.12	-	-	-	-	-	-	-
3.13	-	-	-	-	-	-	-
3.14	-	-	-	-	-	-	-
3.15	-	-	-	-	-	-	-
4.1	-	-	-	-	-	-	-

* Results expressed in tons of CO2e

The logo for Greenly, featuring the word "greenly" in a white, lowercase, sans-serif font. The letter "e" is highlighted in a vibrant green color.

Contact us

support@greenly.earth

www.greenly.earth