Year 2024

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.

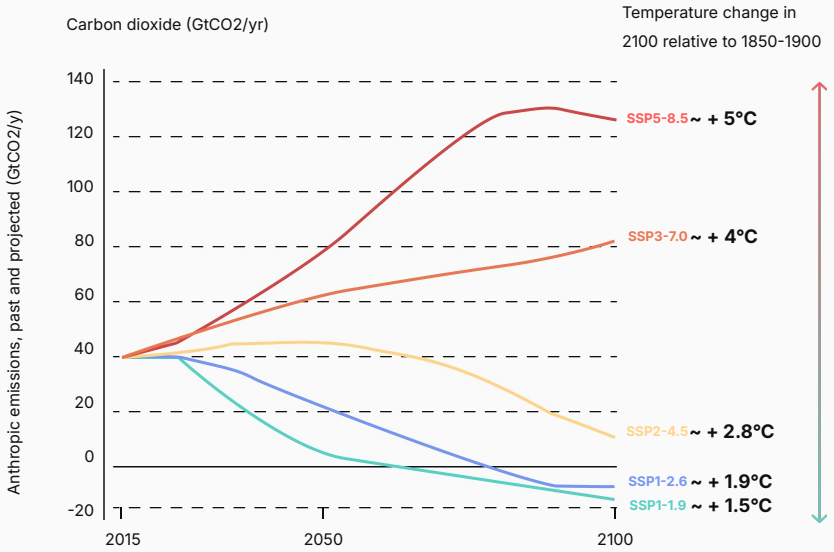
Alexis Normand

CEO of Greenly

Overview

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

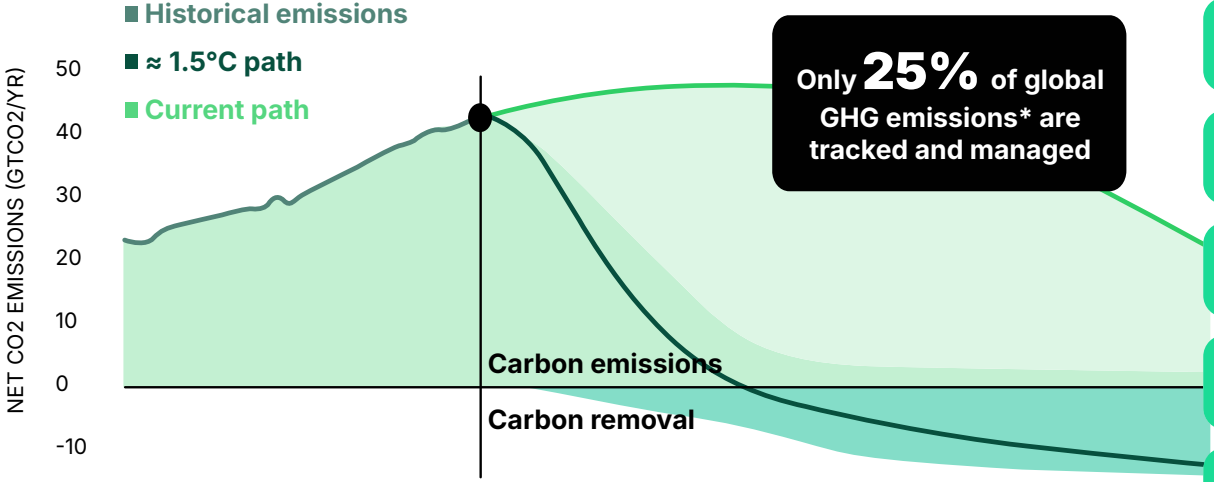
- Regulatory developments and mitigation policies
- Markets and sectors migrating towards promoting low-carbon value creation:
  Opportunities to seize
  Associated market risks
- Growing stakeholder demands on environmental commitments
- Shifting employee mindsets and expectations regarding the environmental 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



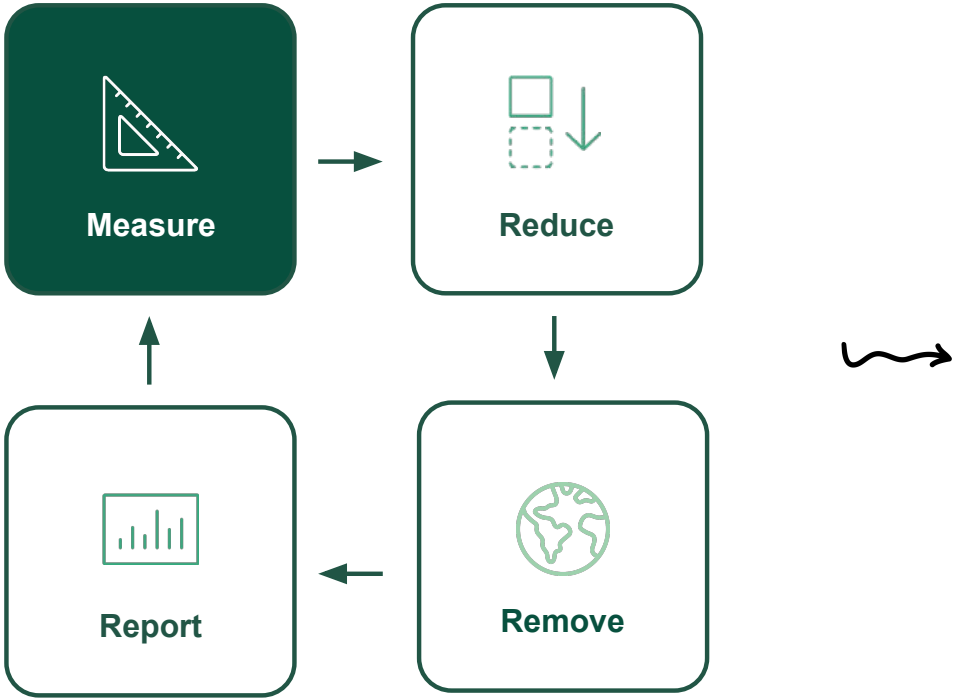
Applicable Regulations

- **EU Emissions Trading System** 2005
- **SECR** 2019
- **SFDR & Taxonomy** 2022
- **NFRD & CSRD** Jan. 2024
- **SEC Disclosure Regulation** Jan. 2027

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

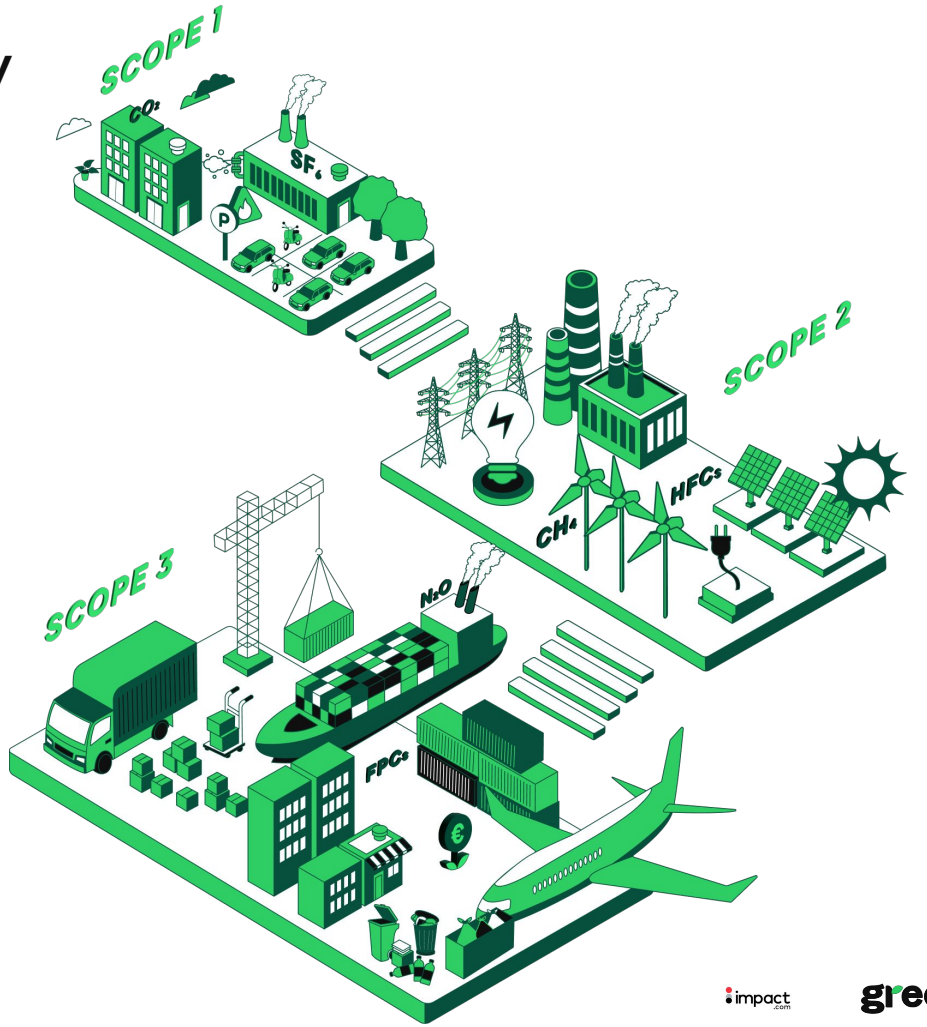
Emissions related to the organization's consumption of electricity, heat or steam.

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

45% of your emissions of 2024 are calculated using activity data

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 km	0.2 kgCO2e/km	120 kgCO2e
Total Fuel 40 liters	2.8 kgCO2e/liters	112 kgCO2e

*depending on the availability of data

Emission Factor Sources

ADEME, CDP, IEA International Energy Agency, eurostat, AGRIBALYSE, defra, exiobase, Fraunhofer, European Commission Joint Research Centre, Department for Business, Energy & Industrial Strategy

Methodological reference: ADEME note on the use of accounting data for the GHG Accounting

GHG emissions assessment scopes

Entity

Impact.com
From February 2024 to January 2025
-

Primary data

Accounting data
Buildings data
Activity data from the following modules: Business travel and vehicle fuel consumption, AWS cloud - funnelrelay, AWS Cloud - impact-mgmt, AWS cloud - ir-alexa, AWS cloud - ir-apps, AWS cloud - ir-dis-labs, AWS cloud - ir-dis-prod , AWS cloud - irprod, AWS cloud - mediarails, AWS cloud - saasler-stage, AWS cloud - trackonomics, IT Inventory

Methodology

Official and approved GHG Protocol methodology; GWP 100

Emissions generated in and outside the country of operation are accounted for. The methodological details of the calculation of each carbon footprint source are available on the Greenly platform.

Measurement scope

All emissions under operational control

✔ Category included
○ Category excluded
✘ Category irrelevant

Scope 1
✘ 1.1 Generation of electricity, heat or steam
○ 1.2 Transportation of materials, products, waste, and employees
✘ 1.3 Physical or chemical processing
✔ 1.4 Fugitive emissions

Scope 2
✔ 2.1 Electricity related indirect emissions
✘ 2.2 Steam, heat and cooling related indirect emissions

Scope 3
✔ 3.1 Purchased goods and services
✔ 3.2 Capital goods
✔ 3.3 Fuel- and energy- related activities not included in Scope 1 or Scope 2
✔ 3.4 Upstream transportation and distribution
✔ 3.5 Waste generated in operations
✔ 3.6 Business travel
✔ 3.7 Employee commuting
✔ 3.8 Upstream leased assets
✘ 3.9 Downstream transportation and distribution
✘ 3.10 Processing of sold products
✘ 3.11 Use of sold products
✘ 3.12 End-of-life treatment of sold products
✘ 3.13 Downstream leased assets
✘ 3.14 Franchises
✘ 3.15 Investments

General overview

KEY RESULTS - 2024

Absolute

7.5k
tCO2e

Per employee

5.9
tCO2e

Employee number : 1.3k

Per revenue (M)

500
tCO2e

Revenue : 15M£

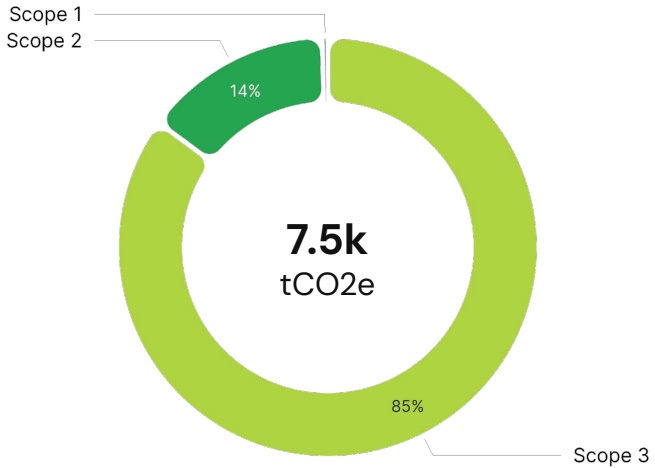
This report summarizes the results of Impact.com's 2024 GHG emissions assessment based on the information collected and subject to its completeness, correct categorization and validation.

Emissions Report

General overview

BREAKDOWN BY SCOPE - 2024

	Scope 1	Scope 2	Scope 3
Absolute tCO2e	32	1.1k	6.4k
Employee tCO2e/employee	< 0.1	0.9	5
Revenue tCO2e/M£	2.1	72	425

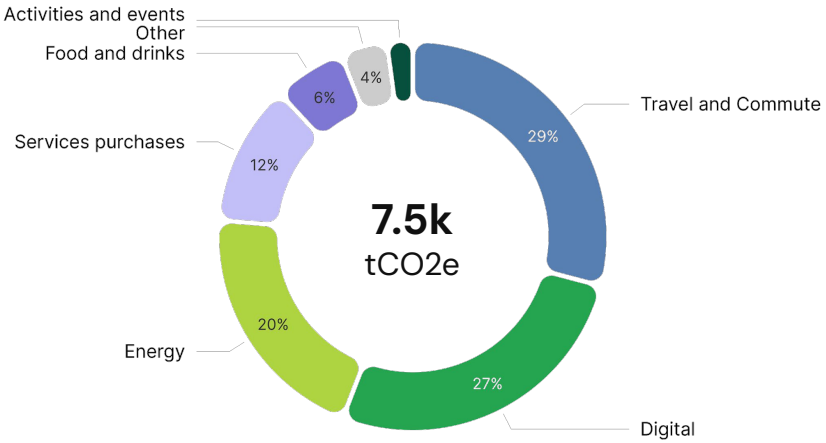


Results subject to the correct categorization and validation of expenses of Impact.com.

General overview

RESULTS BY ACTIVITY

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



	Absolute tCO2e	Per employee tCO2e/employee
Travel and Commute	2.2k	1.7
Digital	2k	1.6
Energy	1.5k	1.2
Services purchases	885	0.7
Food and drinks	449	0.4
Activities and events	161	0.1
Others**	290	0.2

Is equivalent to:

The amount of CO2 sequestered annually by **1.7k acres of growing forest***

The annual emissions of **328 Americans***

4.2k Paris - New York round trips*

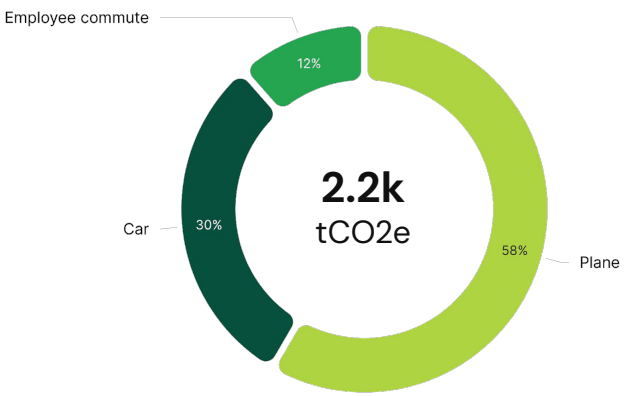
Sources: Labos1Point5, ExioBase, French National Forests Office
***Product purchases, Waste, Assets, Freight*

Focus on Travel and Commute

Activity data
1.5k tCO2e (70%)

Expense data
659 tCO2e (30%)

Travel and Commute emissions by category
(% tCO2e)



29% of total

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:
- Promote low carbon commuting means
- Replace part of your business travel with video conferencing

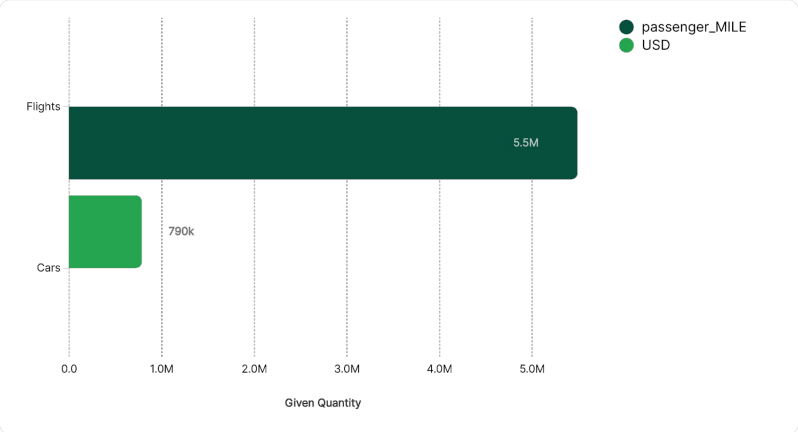
Methodology

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: EPA GHG Emission Factor Hub 2025, Exiobase 3.8.2, Greenly 1.0, Uk GHG Conversion Factor 2025
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

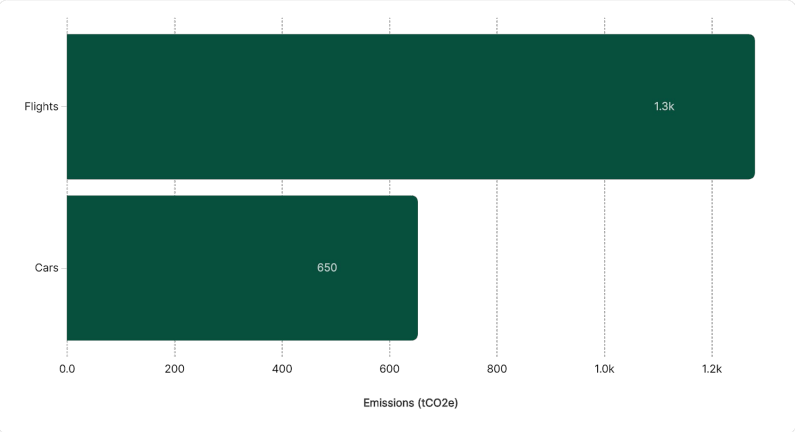
Focus on Travel and Commute

ACTIVITY DATA ANALYSIS: BUSINESS TRAVEL AND VEHICLE FUEL CONSUMPTION

Quantities



Emissions



This module covers 26% of total emissions.

This represents 1.9k tCO2e.

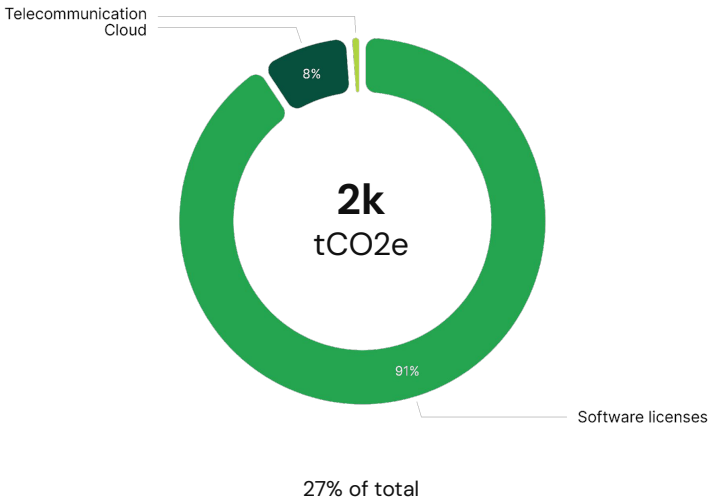
Methodology

1. Emissions are computed by multiplying the physical data with emission factors (in kgCO2e, for instance).
2. Emission factors used for this category come from the following databases: Exiobase 3.8.2, Uk GHG Conversion Factor 2025
3. The specific steps involved in calculating the carbon footprint for each source can be found in the methodological details provided on the Greenly platform.
4. To see more visualisations visit Greenly's platform

Focus on Digital

Activity data	Expense data
164 tCO2e (8%)	1.9k tCO2e (92%)

Digital emissions by category
(% tCO2e)



27% of total

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

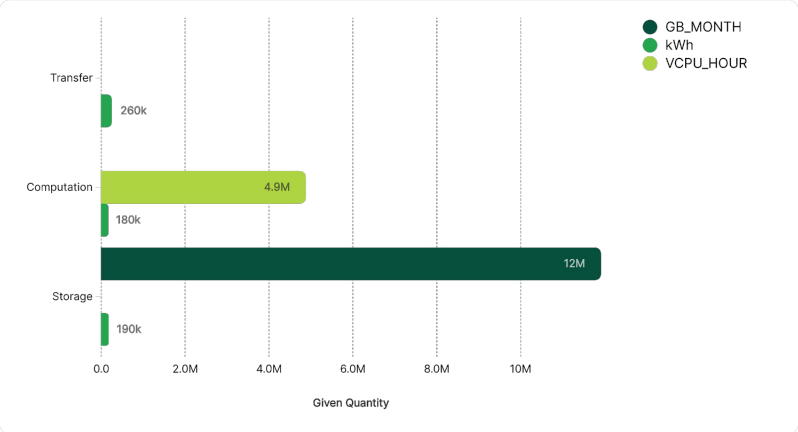
Methodology

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 2023, Exiobase 3.8.2, Greenly 1.0, IEA 2023, IEA 2024
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

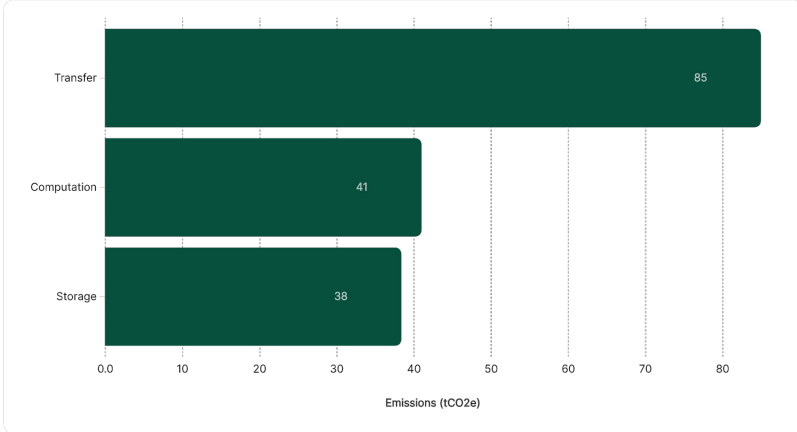
Focus on Digital

ACTIVITY DATA ANALYSIS: AWS CLOUD - FUNNELRELAY, AWS CLOUD - IMPACT-MGMT, AWS CLOUD - IR-ALEXA, AWS CLOUD - IR-APPS, AWS CLOUD - IR-DIS-LABS, AWS CLOUD - IR-DIS-PROD , AWS CLOUD - IRPROD, AWS CLOUD - MEDIARAILS, AWS CLOUD - SAASLER-STAGE, AWS CLOUD - TRACKONOMICS

Quantities



Emissions



This module covers 2.2% of total emissions.

This represents 164 tCO2e.

Methodology

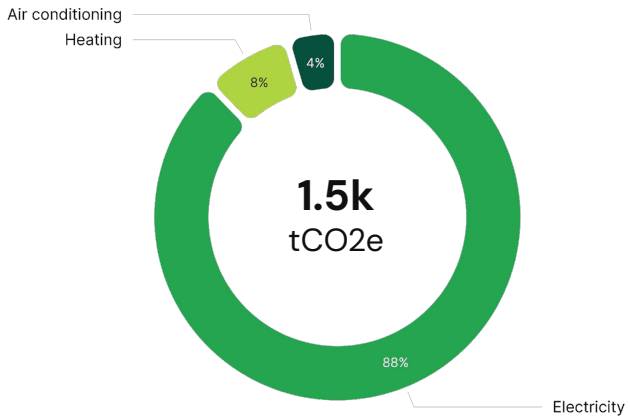
1. Emissions are computed by multiplying the physical data with emission factors (in kgCO2e, for instance).
2. Emission factors used for this category come from the following databases: eGRID 2023, Greenly 1.0, IEA 2023, IEA 2024,
3. The specific steps involved in calculating the carbon footprint for each source can be found in the methodological details provided on the Greenly platform.
4. To see more visualisations visit Greenly's platform

Focus on Energy

Activity data
1.5k tCO2e (100%)

Expense data
0 tCO2e (0%)

Energy emissions by category
(% tCO2e)



20% of total

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:
• Implement energy saving trainings
• Maintain air conditioning and refrigeration systems on a regular basis
• Implement an energy management system
See additional best practices in the action plans section

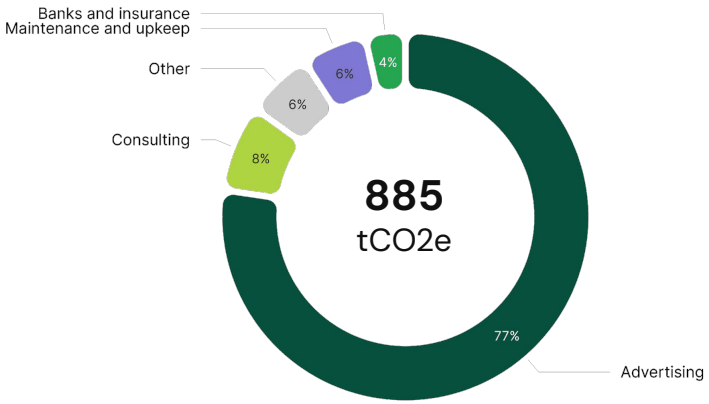
Methodology

1. Emissions calculated using activity 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 23.4, Base Empreinte Ademe 23.7, eGRID 2022, eGRID 2023, IEA 2024, IEA 2023
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Focus on Services purchases

Activity data	Expense data
0 tCO2e (0%)	885 tCO2e (100%)

Services purchases emissions by category
(% tCO2e)



12% of total

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.

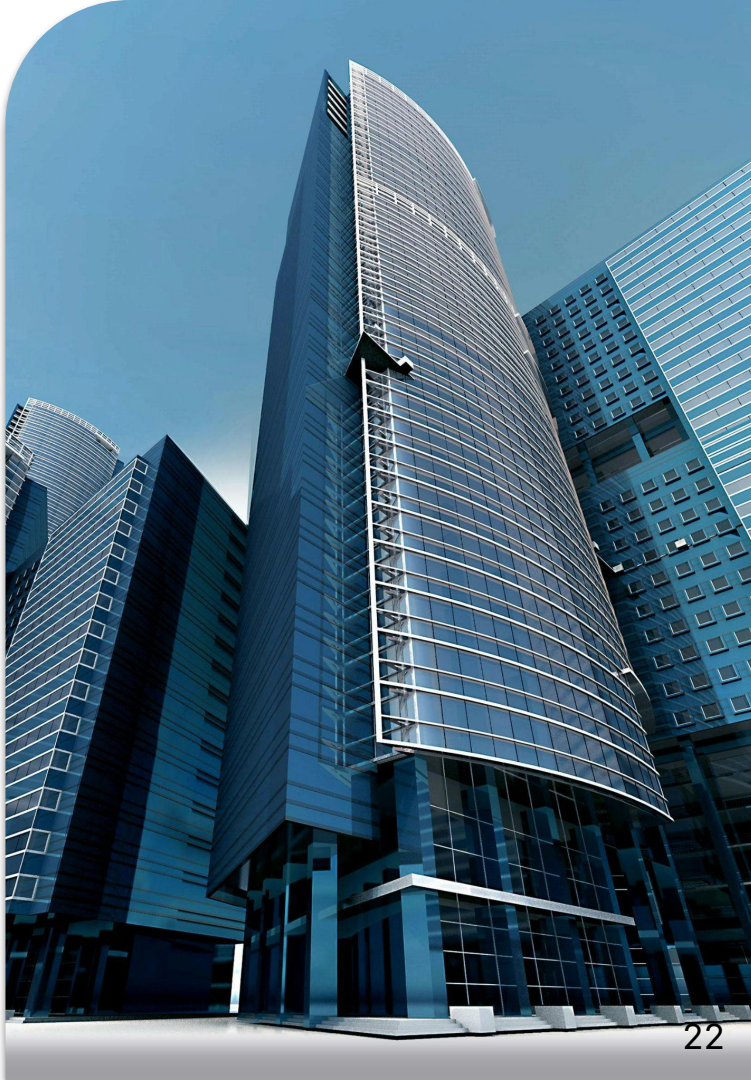
How to reduce the impact of this category?

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 3.8.2
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Focus on buildings



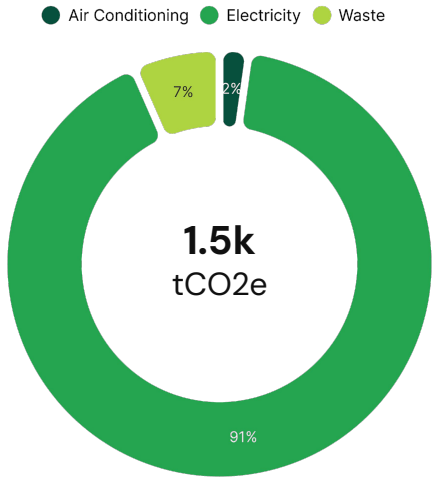
Focus on buildings

ACTIVITY ANALYSIS

Activity emissions
98 tCO2e (6.6%)

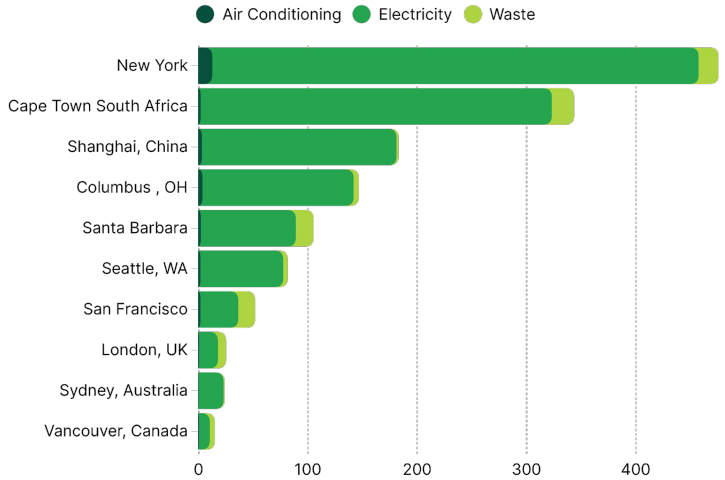
Estimated emissions
1.4k tCO2e (93%)

Total emissions per category (tCO2e)



20% of total

Total emissions per building (tCO2e)



Only top 10 most emissive buildings are displayed, please visit your Greenly platform for additional details.

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 → **Involve** → **Engage** → **Raise awareness**

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

Travel and Commute

Promote low carbon commuting means

Travel

Private transport associated with daily commuting is one of the world's biggest sources of GHG emissions. To deal with this issue, individual car use must be limited. Active modes of transport (walking and cycling), public transport, and shared mobility (carpooling and car-sharing) should be prioritized. To encourage it, you can raise awareness about alternative transportation options and provide infrastructure, facilities, and financial incentives to support these modes. Consider the possibility of your employees commuting responsibly to work when changing locations of workplace.

Benchmark

Arcadis has implemented a comprehensive strategy to address mobility, focusing on six key areas. This approach has resulted in a 49% reduction in carbon emissions related to transportation within a span of nine years. The company relocated all of its offices to main train stations, enabling easy access to public transport for employees. Additionally, every employee received a mobility card, which facilitates the use of public transport and shared bike and car services.

Estimated Impact

Using a bike instead of a car for short trips reduce travel emissions by ~75%.
Taking a train instead of a car for medium-length distances cut emissions by ~80%.

Estimated Cost

Potential costs associated with investment in infrastructures and subsidies.
Savings from lower reimbursement levels for fuel commuting.

Recommended Service Providers

Flynch mobility
Commute
Green commuter

Implementation

1. SET UP and track your KPIs (e.g., reduced car usage, lower commuting emissions).
2. Create and execute a mobility plan using case studies (e.g., Arcadis) and recommendations https://www.mass.gov/doc/guidebook/download
3. SOLICIT employees feedback through surveys, suggestion boxes, or dedicated feedback sessions to gather insights and address concerns.

Replace part of your business travel with video conferencing

Travel

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.

Energy

Implement energy saving trainings

Energy

People consumption has a great influence on the carbon footprint of a building. Therefore, using messages to influence residents. According to Pegels, Figueroa and Never, ""Using less energy" as such is hardly ever the main motivation for investing in new technology or engaging in energy-saving behavior. In contrast, if people are particularly motivated by competition, status, or helping others, they are likely to react favorably to respective interventions.".

Benchmark

Schneider electric implements various programs for its employees to limit their energy consumption.

Estimated Impact

According to Sun&Hung, in the US, the austerity behavior style employee consumes 17.8-32.1% less energy than the "normal" employee. The estimated CO2 impact will depend on the energy source and usual consumption

Estimated Cost

Prices depend on the length of the training, the number of employees.

Implementation

1. TRACK consumption of different items (water, electricity etc.).
2. IDENTIFY on which aspects employees might need training.
3. REQUEST training services from external provider.

Implement an energy management system

Energy

An EMS is a software-based system used to monitor and control energy consumption within a real estate property. It can be used to track energy inefficiencies and increases in energy consumption.

Benchmark

Walmart uses an Energy Management System in all its store to reduce its consumption.

Estimated Impact

At company level, the implementation of environmental management system (EMS) help to save 90% of energy consumption, reduce 63% of C&D waste and reduce 70% of water consumption.

Estimated Cost

In North America, the cost of implement an EMS is between $30,000-$60,000 the first year but reduces consequently the following years.

Implementation

1. IDENTIFY specific energy monitoring and tracking needs.
2. COMPARE different EMS.
3. MONITOR consumption throughout the year and implement energy saving solutions.

Maintain air conditioning and refrigeration systems on a regular basis

Energy

Air conditioning systems are a common source of GHG emissions due to refrigerant leaks. Gaz 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.

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.

Estimated Cost

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. CONTACT your air conditioner manufacturer for advice on maintaining your air conditioner. Ask them how the maintenance and end-of-life of air conditioners is managed today.
2. 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.
3. ESTABLISH and monitor your KPI (ex. A/C Maintenance frequency, yearly amount of gas leakage).

Set up on-site solar energy production

Energy

Renewable energy can be produced on-site through various installations, and solar panels are the most common in office buildings. These panels offer the advantage of being adaptable to different environments, allowing for direct integration on roofs or façades. The decision to install solar panels can be influenced by several factors, such as available space, sun exposure, and architectural constraints. Solar panels provide a reliable and sustainable solution to reduce dependence on fossil fuels, while being tailored to the specific needs of your building.

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 of replacing your current energy systems with a on-site renewable one (infrastructure, resources, ...).
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.

Food and Drinks

Reduce purchased food volumes

Food and drinks

Optimizing a company's food purchase volumes directly reduces scope 3 emissions, by aligning procurement with actual needs, thereby lowering the production, transportation, and waste associated with excess inventory. This streamlined approach minimizes resource use, decreases the frequency of deliveries, and reduces packaging, all of which contribute to a smaller carbon footprint and enhanced regulatory compliance.

Benchmark

Unilever has optimized its procurement processes by focusing on more accurate demand forecasting and reducing excess inventory, which has helped decrease its scope 3 emissions. This initiative is part of their broader sustainability goals, including reducing waste and improving supply chain efficiency

Estimated Impact

Optimising food purchasing has a direct impact on the total annual volume registered and therefore a direct impact on emissions reduction.
The reduction potential depends on the level of volume reduction.

Estimated Cost

Optimizing yearly purchased volumes typically reduces costs by minimizing waste, improving inventory management, and enhancing supply chain efficiency, leading to savings that often outweigh the initial investment.

Recommended Service Providers

Blue Yonder
SAP Ariba
Kinaxis

Implementation

1. ASSESS current purchasing patterns and demand forecasts to identify optimization opportunities
2. IMPLEMENT software or partner with service providers to enhance procurement and inventory management
3. TRACK performance continuously, adjust strategies, and refine processes to maintain optimal volumes

Waste

Reduce waste at the source

Waste

Reducing waste at the source addresses the problem of waste generation directly, preventing the need for later stages of waste management such as collection, transportation, and disposal. This helps in significantly cutting down CO2 emissions and other environmental impacts. For instance, excessive packaging contributes to large amounts of waste and higher carbon footprints due to the energy required for its production and disposal. By implementing strategies like using minimal and sustainable packaging, encouraging reusable products, and optimizing manufacturing processes, companies can greatly reduce the volume of waste produced.

Benchmark

IKEA has implemented strategies to reduce packaging and promote reusable products. They have also optimized their supply chain to minimize waste at every stage.

Unilever has adopted a sustainable design approach, reducing packaging and increasing the use of recycled materials in their products.

Estimated Impact

Can reduce CO2 emissions by 20 to 50% depending on the effectiveness of waste reduction strategies.

Estimated Cost

Initial costs may include investments in production technologies and sustainable materials, but long-term savings on raw materials and waste management can offset these costs.

Recommended Service Providers

TerraCycle

Loop

Implementation

1. ANALYSE the waste flows. Identify the main sources of waste within the company.
2. IMPLEMENT strategies to reduce waste at the source, such as reducing packaging and using reusable materials.
3. EVALUATE the effectiveness of the implemented strategies and adjust processes for continuous reduction.

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.
It has been established that direct emissions (Scope 1) and energy-related indirect emissions (Scope 2) represent a small part of a company's impact. It is therefore essential to mobilize our company's suppliers and employees.

To meet the 2015 Paris Agreement target of a 50% reduction in GHG emissions between 2020 and 2030, we need to achieve a 6.3% reduction in emissions within one year (-471 tCO2e).

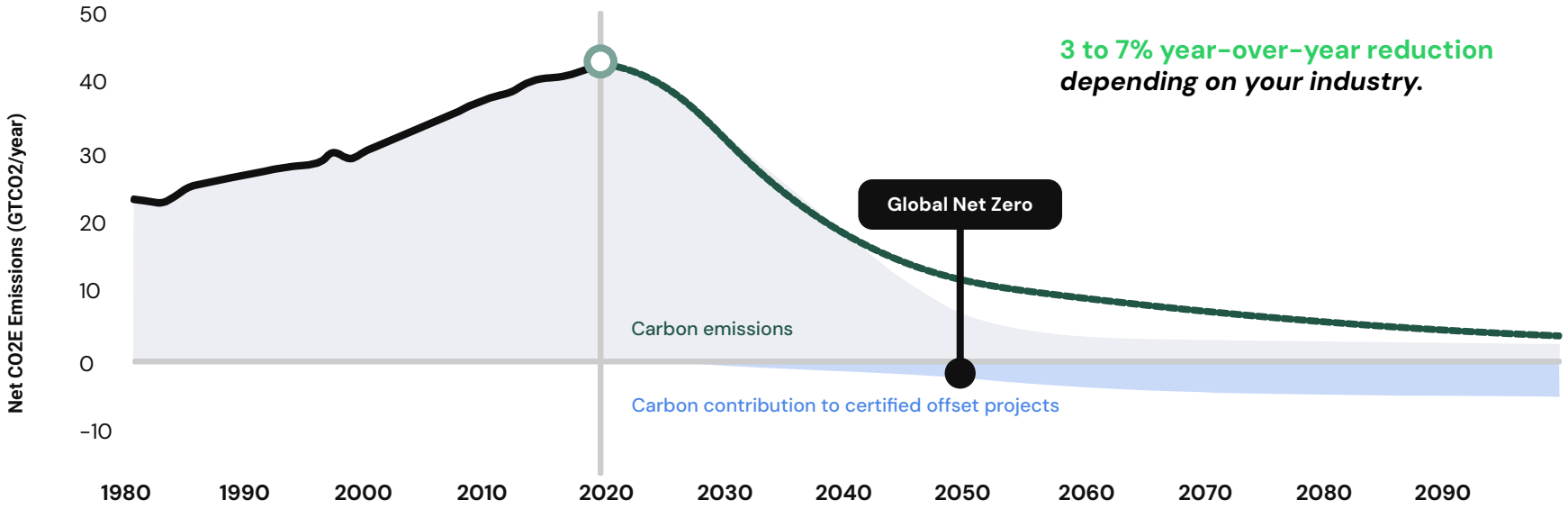
The recommended next steps in Impact.com's carbon strategy are:

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



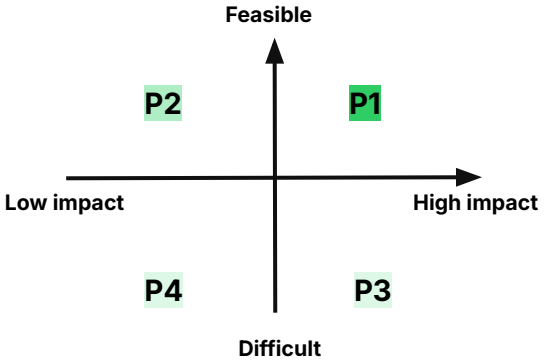
How can I build my reduction trajectory?

THE 4 KEY STAGES IN DEFINING AND FOLLOWING YOUR TRAJECTORY

Refine your greenhouse gas emissions assessment

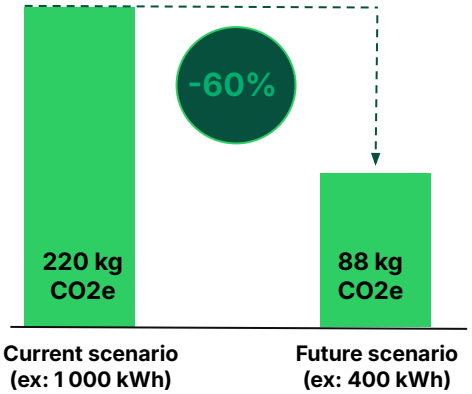
Your 2024 assessment is based on **45%** of physical data, the rest being financial data. We recommend that you regularly improve the accuracy of your greenhouse gas assessment by adding more physical data. You will be able to quantify and monitor your reductions with precise targets in km, kg, kWh, etc.

Prioritize your actions



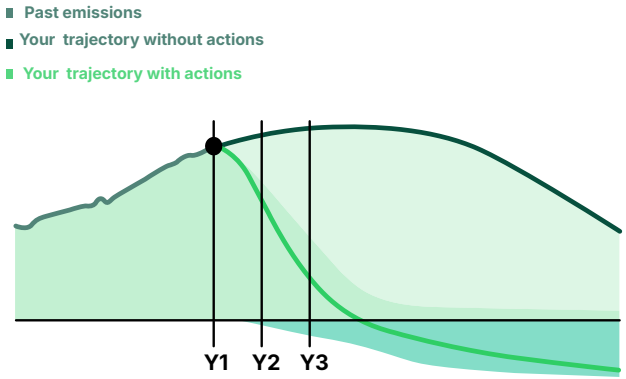
Place your actions on the matrix after identifying operational constraints in consultation with your teams.

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

CSRD

LCA

2. Reduce

- Choose an action plan in line with the Paris Agreement
- 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

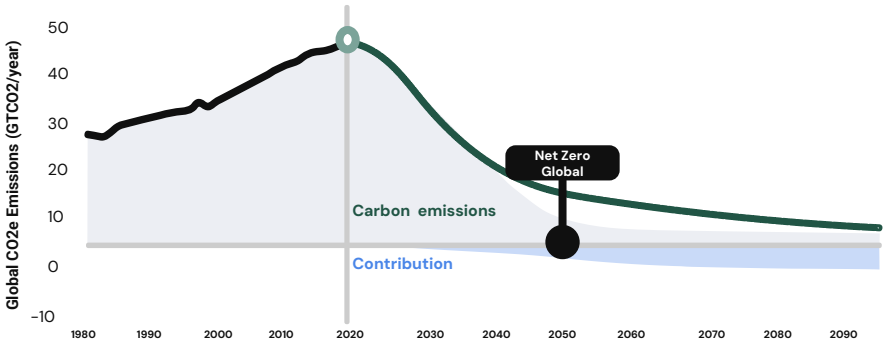
Carbon contribution

Commit to a Multi-year Carbon Trajectory

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

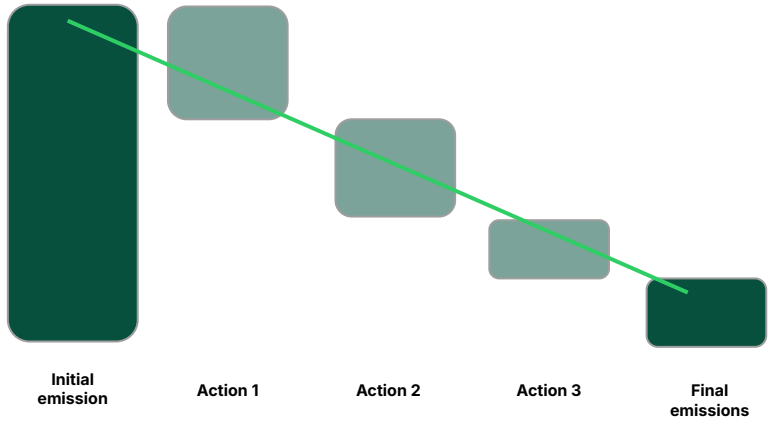
Paris Agreement Objective

-3% to -7% reduction annually



Objective Based on your Actions

Define your reduction objective based on facilitating actions

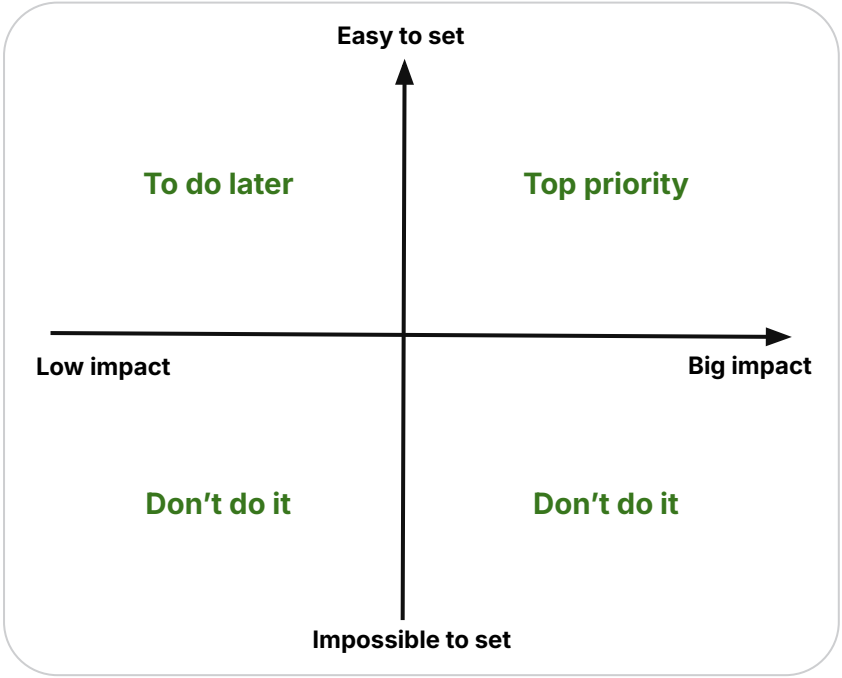


Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions | Calculate their reduction potential | Optimize your trajectory

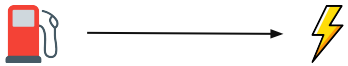
1. Bring together the stakeholders in your climate strategy
2. Place the action suggestions from the Greenly report on the matrix after identifying their constraints
3. Keep all feasible actions and prioritize those with the greatest impact



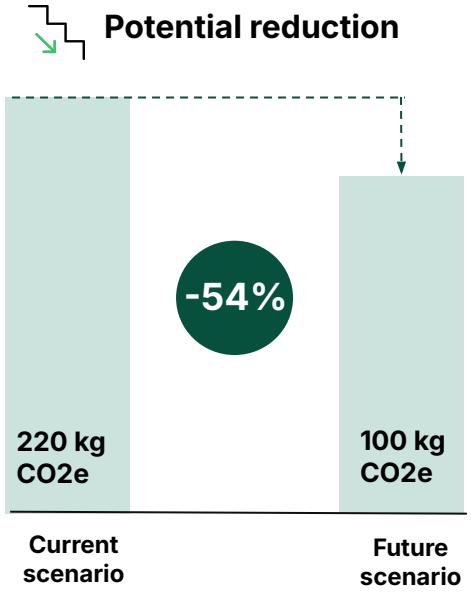
Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions | **Calculate their reduction potential** | Optimize your trajectory



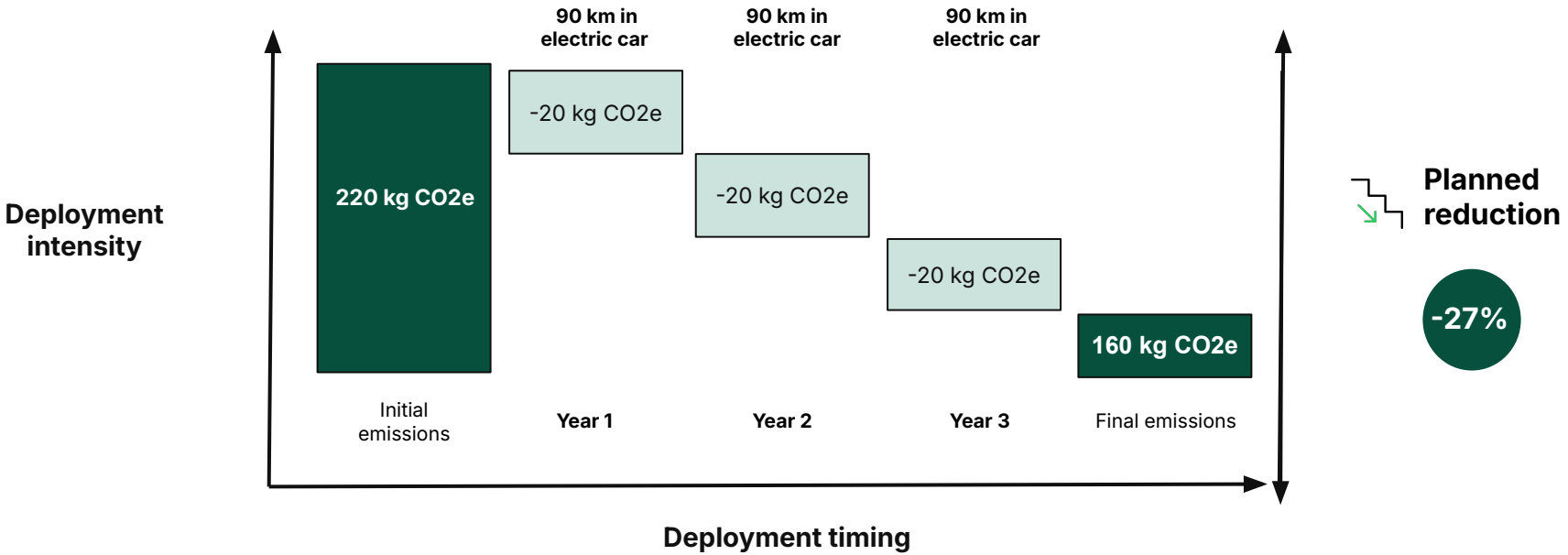
Current scenario	1,000 km per year with thermal cars	1,000 km per year with electric cars	Future scenario
Emission Factor	0.22 kg CO2e/km	0.1 kg CO2e/km	Emission Factor
Total Emissions	220 kg CO2e	100 kg CO2e	Total Emissions



Build Your Carbon Reduction Trajectory

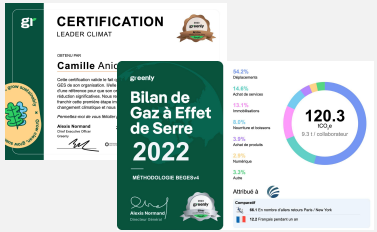
3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions | Calculate their reduction potential | **Optimize your trajectory**



Greenly's communication support to highlight commitment

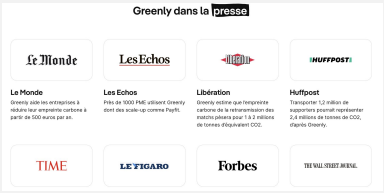
Company & Personal Certificates



Social Networks

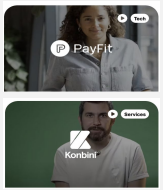
PR

Communicate on media



Customer Video Testimonials

Testimonials showcasing the work done with Greenly



Premium

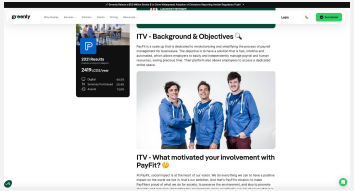
Join our community: ESG Connect

Slack Channel, afterwork, Events, Webinars

350k Members
As of August 2023

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

Case studies

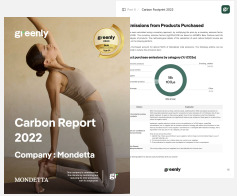


Webinar

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

Extended Report

Get your report formatted by our marketing team



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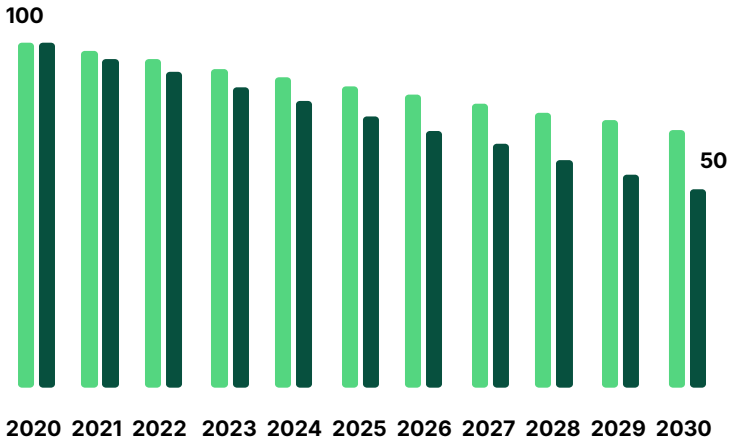
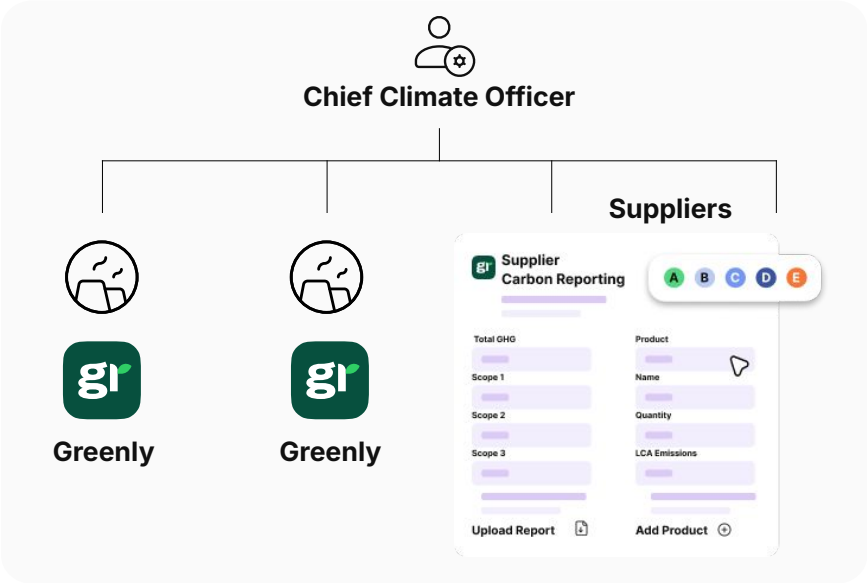
Engaging suppliers to align with the company's Net Zero targets

ENGAGE SUPPLY CHAIN VIA A DEDICATED SUSTAINABLE PROCUREMENT STRATEGY

SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

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: **0**/36
Climate targets: **0**/4
Involving your teams: **0**/10
Carbon contributions: **0**/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

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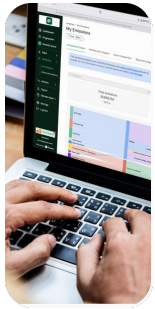
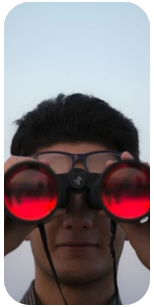
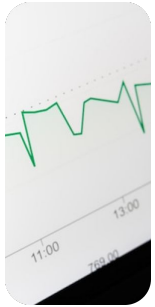
Engaging employees on Climate Change

OUR MONTHLY TRAININGS







Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 12
Onboarding	Quiz 1 Climate Science	Quiz 2 IT	Quiz 3 Food	Quiz 4 Transport	Quiz 5 Energy	And more..	A look back on the year

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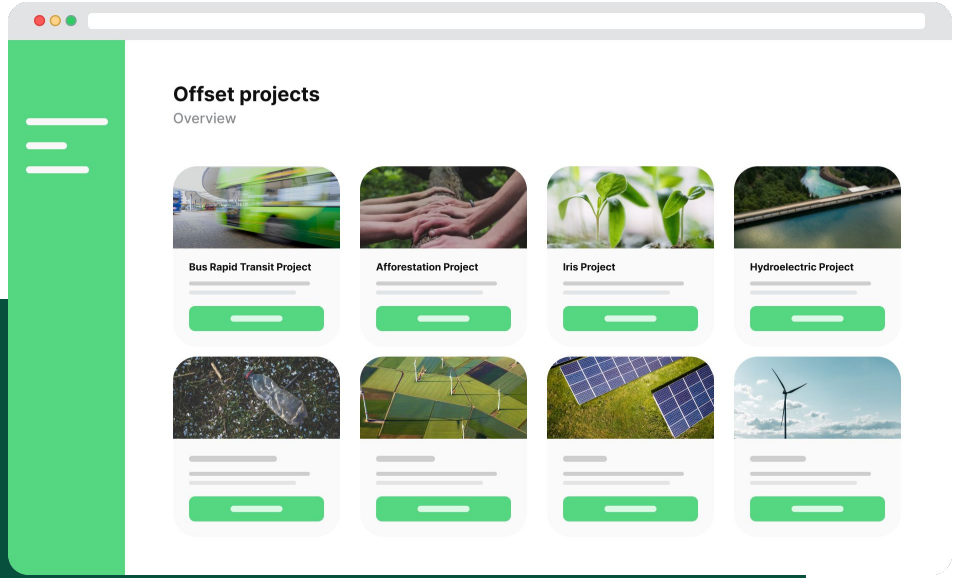
Net Zero Contribution – What to Expect

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 riverse. Gold Standard

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Become a Referral Partner

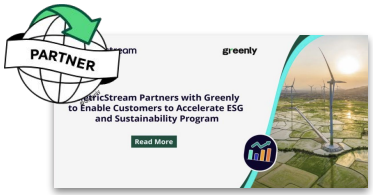
Refer customers to Greenly and use your commissions to reduce the cost of your future GHG reports.

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

1 — 2 — 3

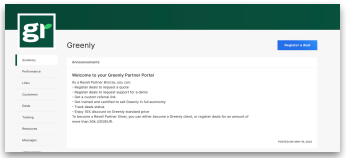
COMMUNICATE

Leverage our resources to communicate to your network



REFER LEADS

Send leads to the Greenly Sales Team



EARN REVENUE

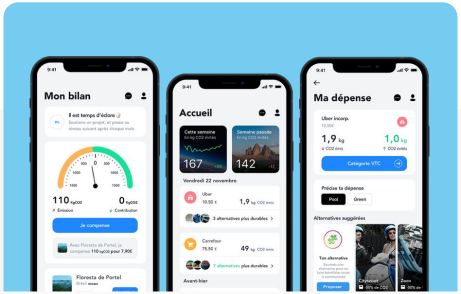
Receive quarterly payments for your business and amortize the cost of your future reports

greenly

About Greenly

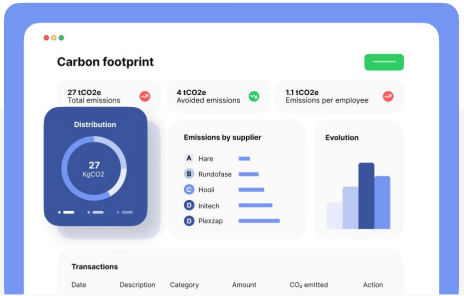
The Greenly Vision

MAKING CARBON ANALYTICS UNIVERSAL



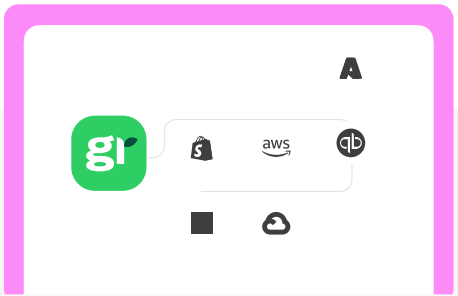
CARBON FOOTPRINT APP & API

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

SECRÉTARIAT D'ÉTAT CHARGÉ DE LA TRANSITION NUMÉRIQUE 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, Pernod Ricard
Services	ACCOR, Capgemini, Kéa Partners for transformation, Mediametrie, econocom
Finance	COATUE, Shell Ventures, AXA, EIFFEL INVESTMENT GROUP, BNP PARIBAS

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Scientific council

INDUSTRY, AI & CLIMATE EXPERTS

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

Professor
CentraleSupélec
–
Carbon Product Life-Cycle

Pr.Antoine DECHEZLEPRÊTRE

Professor
LSE
–
Climate change policies

Pr. Rodolphe DURAND

Professor
HEC
–
Corporation transformation

Appendix

Disclaimer

These quality controls were not automatically passed by the current carbon footprint. However, Impact.com reviewed them and decided to carry on with the generation of the carbon footprint. You can see the full detail on the platform.

Greenly expert requested changes	Quality check name	Justification
No	Building emissions should be based on actual consumption data	Data supplied
No	Ensure the accuracy of your top 5 emission sources	Financials supplied and audited by the finance team
No	No sub-category should exceed 10% of total emissions	Financials supplied and audited by the finance team
No	Significant Year-over-Year Quantity Variation	Financials supplied and audited by the finance team
No	Surface Area Consistency for Buildings	Data input provided internally
No	The Employee Questionnaire Should Reach All Employees	NA
No	The surface area per employee should align with average	Justification is too long and can be seen in the platform.
No	Turnover should not be equal to previous year's turnover	Financials supplied and audited by the finance team

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 : Emissions are not significant
1.3	Physical or chemical processing	-	EXCLUDED : Category is not relevant for the company
1.4	Fugitive emissions	32	
2.1	Electricity related indirect emissions	1090	
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 regulatory entry please visit Greenly!

Scope 3

100% accounted

Scope	Name	tCO2e	
3.1	Purchased goods and services	3660	
3.2	Capital goods	34	
3.3	Fuel- and energy- related activities not included in Scope 1 or Scope 2	241	
3.4	Upstream transportation and distribution	10	
3.5	Waste generated in operations	98	
3.6	Business travel	1940	
3.7	Employee commuting	408	
3.8	Upstream leased assets	22	
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 : Category is not relevant for the company
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)	0	

Scope 1&2

Scope	tCO2e	tCO2b	CO2f*	CH4f*	CH4b*	N2O*	Other GHGs*
1.1	-	-	-	-	-	-	-
1.2	-	-	-	-	-	-	-
1.3	-	-	-	-	-	-	-
1.4	32	0	0	0	0	0	32
2.1	1090	0	926	57	54	52	0
2.2	-	-	-	-	-	-	-

* Results expressed in tons of CO2e

Scope 3

Scope	tCO2e	tCO2b	CO2f*	CH4f*	CH4b*	N2O*	Other GHGs*
3.1	3660	0	3158	329	5	123	45
3.2	34	0	34	0	0	0	0
3.3	241	0	167	58	2	14	0
3.4	10	0	9	0.7	0	0.6	0
3.5	98	0	72	8	0	19	0
3.6	1940	0	1565	150	15	210	0
3.7	408	0	323	28	4	45	8
3.8	22	0	18	2	0.9	1	0.6
3.9	-	-	-	-	-	-	-
3.10	-	-	-	-	-	-	-
3.11	-	-	-	-	-	-	-
3.12	-	-	-	-	-	-	-
3.13	-	-	-	-	-	-	-
3.14	-	-	-	-	-	-	-
3.15	-	-	-	-	-	-	-
4.1	0	0	0	0	0	0	0

* Results expressed in tons of CO2e

Contact us

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