

The 2022 Carbon Footprint Guide



Produced by Greenly and ESG Connect with the help of dedicated partners

Preamble

Increased greenhouse gas emissions have a direct impact on global warming. It accelerates climate change with disastrous effects on our planet.

The good news is that more and more companies are taking climate action. Greenly's mission is simple : to accelerate the development of the technology to enable each company, not matter its size or sector, to fight climate change and better monitor and control their CO2 emissions.

But we cannot do it alone: Let's take climate action to the next level together.

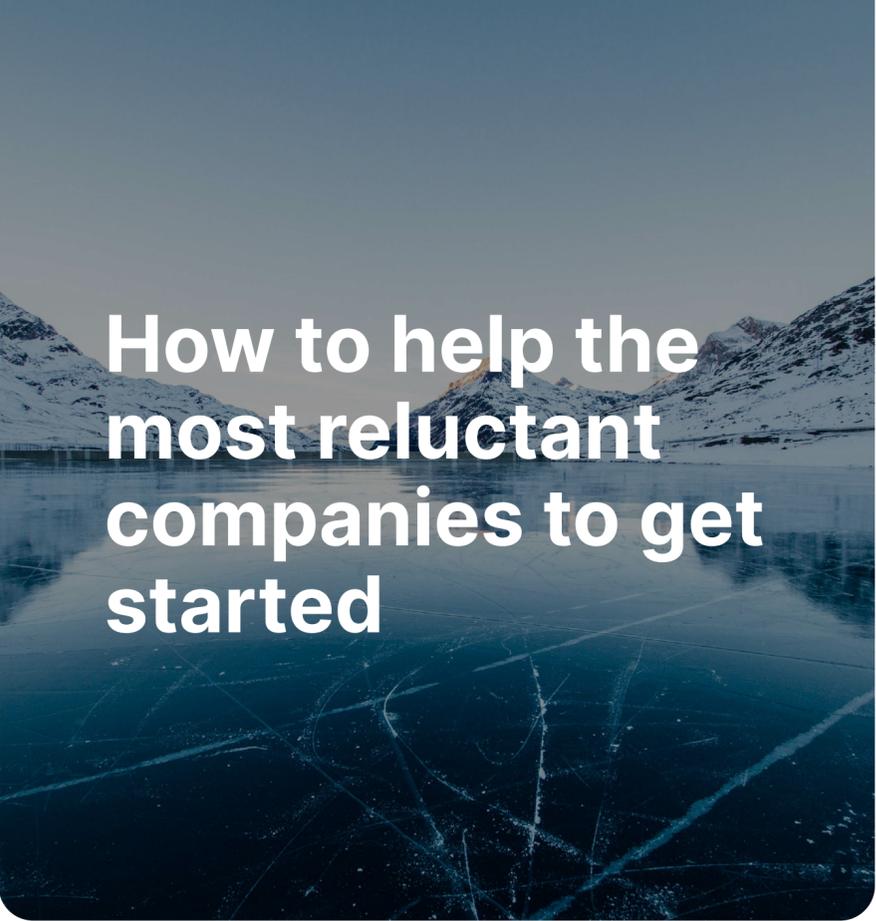
ALEXIS NORMAND
CEO AND CO-FOUNDER OF GREENLY



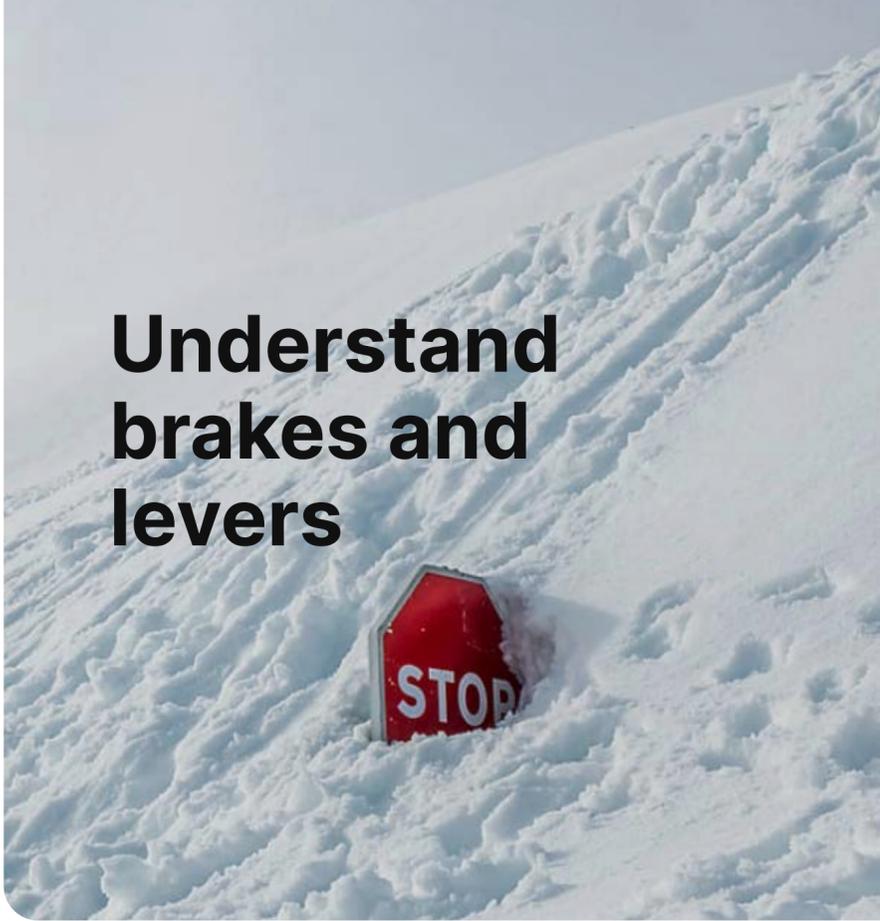
About this **Guide**

This guide aims to be a reference for companies of all sizes and from every sectors to help them understand where they stand on their net zero journey. Our goal is to gather the 2022 carbon footprint trends and put the discussion around this topic at the heart of the debates!

Discover the many insights around the topic of Carbon Footprinting :



How to help the most reluctant companies to get started



Understand brakes and levers



Identify areas for improvement and how to have more impact



Gain insight into trends and understand future projections

Why this guide ?



ON

To help your company become more climate conscious and to reduce the CO2 emissions, we have created a reference barometer that analyses the 2022 carbon footprinting trends.

With the help of our 20 partners, we gave a voice to more than 270 companies, in hope of feeding the public debate on issues that need to be raised and accelerating the ecological transition within companies.

At Greenly, we believe that by joining forces, we can make faster progress to net zero. We believe in a world where everyone can turn their ideas into reality and are motivated by the enormous good that can come from that.

The Future of Tackling Climate Action Belongs to Everyone.
Can we count on you?

... This barometer is a first for Greenly, the data collected was used to build a reference base. Nevertheless, it is imperfect and we are eager to have your feedback in order to improve our upcoming publications.

Statistics

272

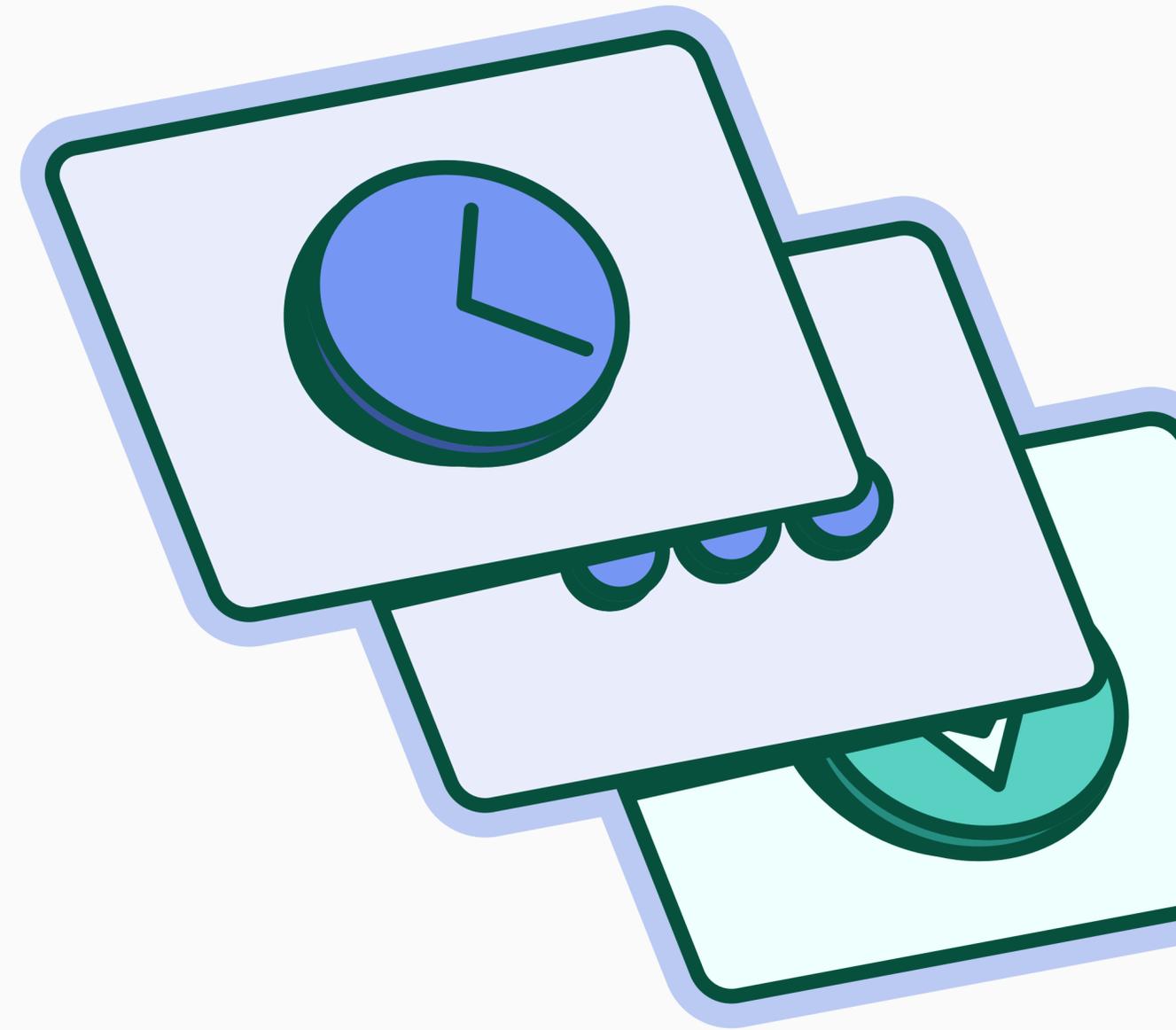
respondents

2

Months of research

20

Partners



Summary of the 2022 Carbon Footprint Barometer.

1	Respondent's Profil		07
2	Common CSR practices		11
3	Carbon Footprint Trends		12

4	Action plans to reduce emissions		24
5	The choice of suppliers		30
6	Obstacles and common expectations		34
7	Conclusion		45

1

Profile of respondents



Over 270 companies interviewed

** The questionnaire was produced with Sphinx, a website that collects information for studies such as the Carbon Footprint Barometer.*

A diversity of sizes of companies



Have you already carried out a Carbon Footprint?



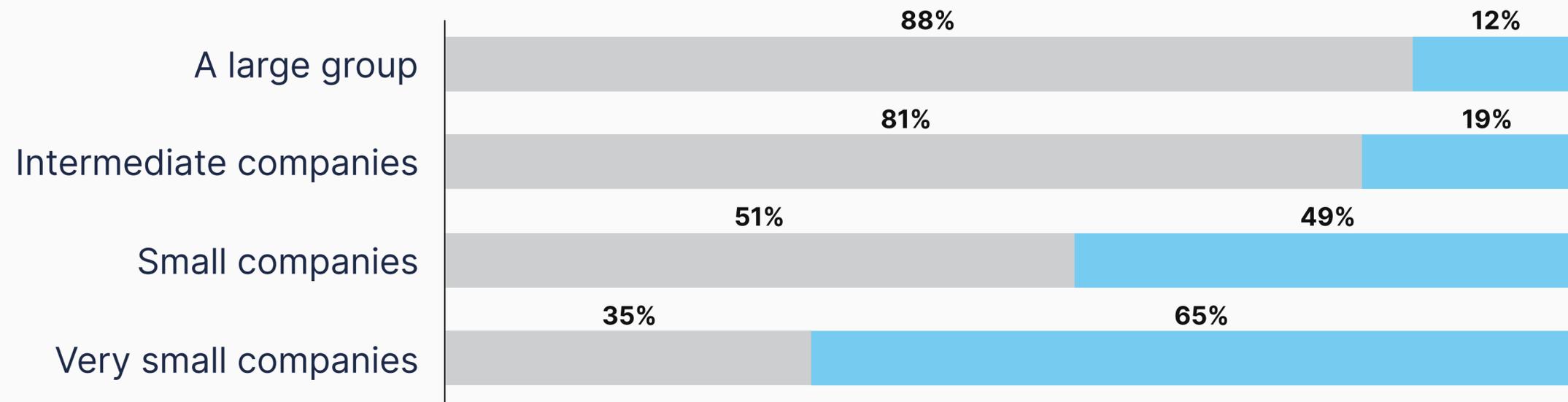
Note

Only **2 out of 10 companies** have already carried out a carbon assessment, which shows that companies are lagging behind in this area*.

* On the answers received from the questionnaire powered by Greenly



More than 80% of large and intermediate sized companies wish to carry out a Carbon Footprint in 2022



Note

There is a strong link between the size of the company and the propensity to carry out a carbon footprint.

2

CSR practices

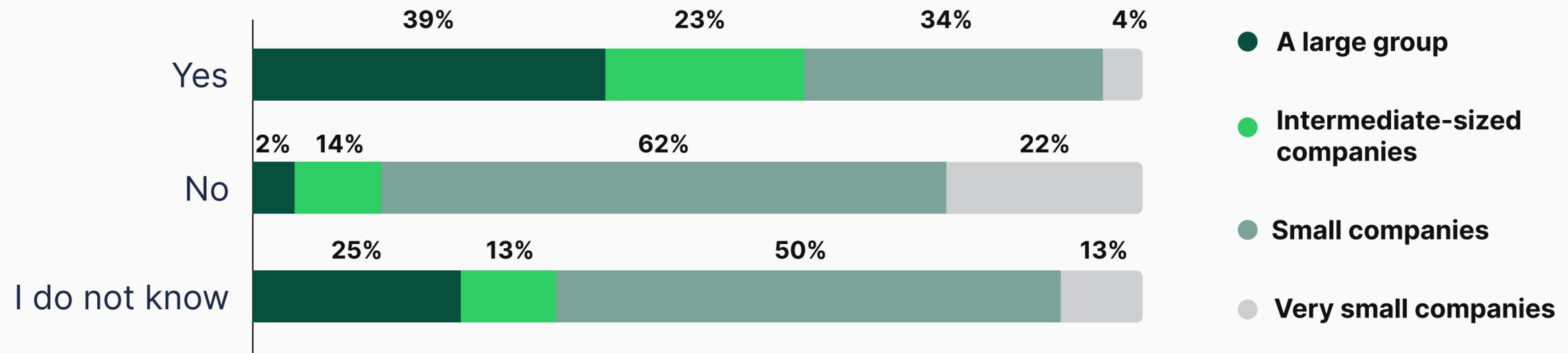
Where do companies stand today?





CSR is at the heart of corporate governance

The majority of companies surveyed have a formal environmental policy

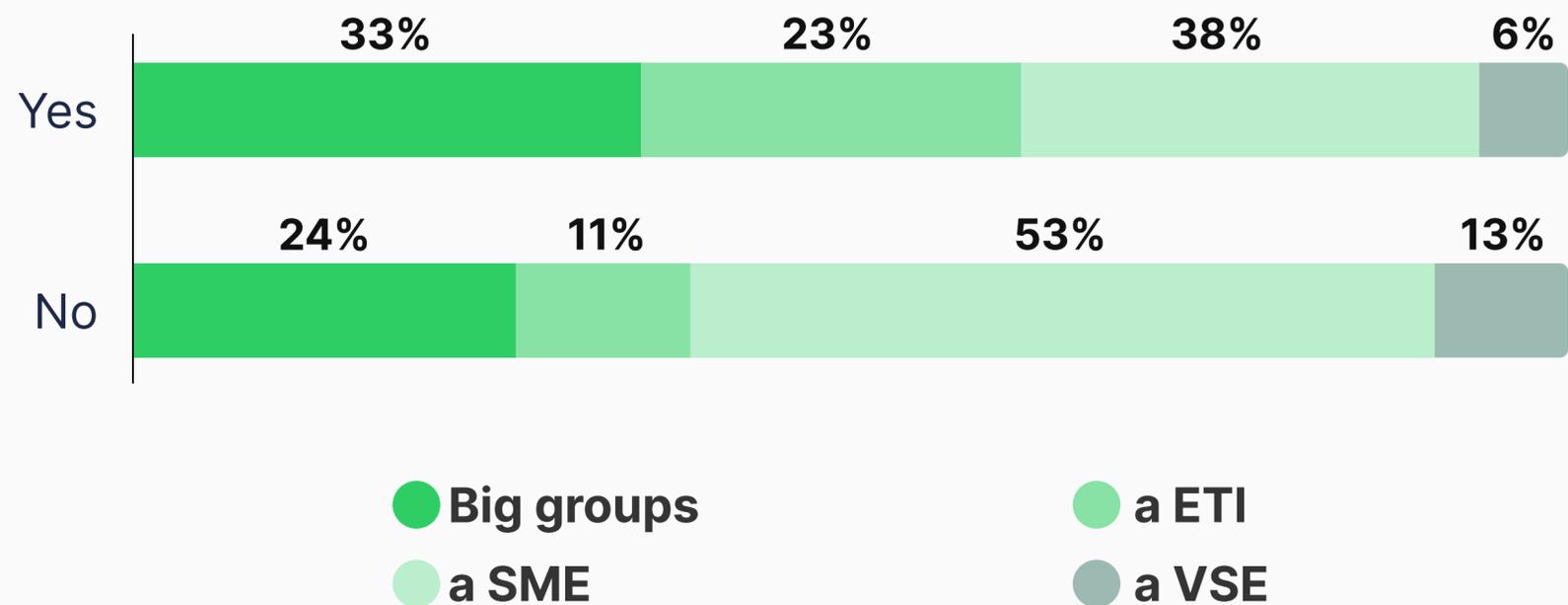


Note

Large groups as well as SMEs account for 73% in total, while VSEs account for less than 4%.

CSR is essential in the decision-making of all companies

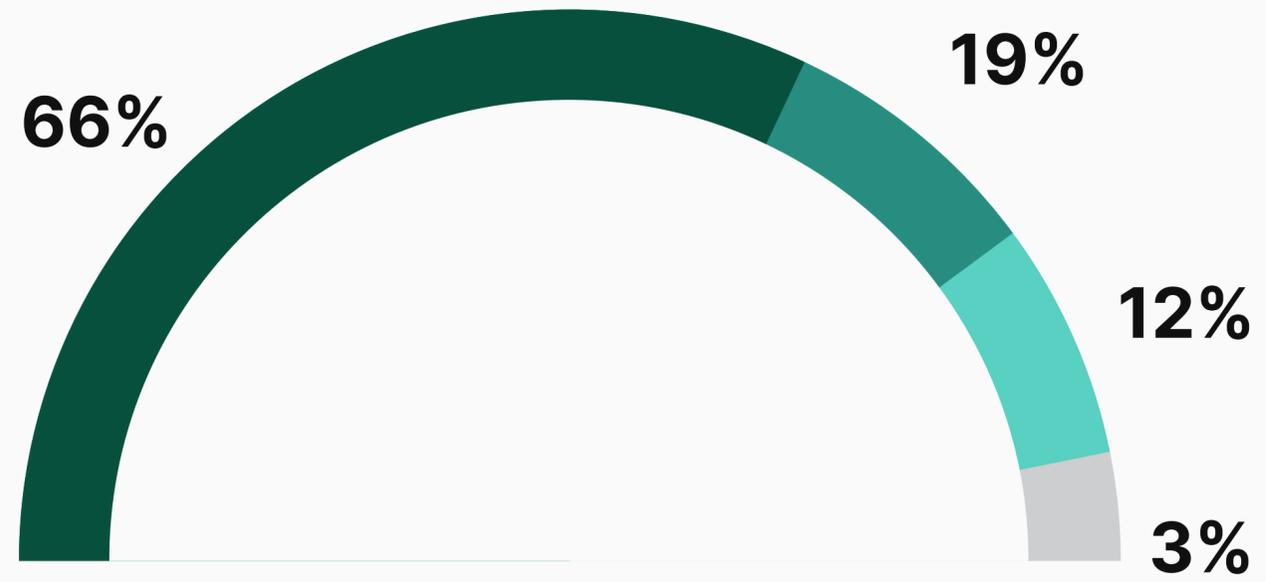
Is the company's CSR strategy linked to the Executive Committee?



Note The CSR strategy is linked to the Executive Committee for more than 3/4 of companies, especially SMEs.



Avez-vous mesuré / réduit vos émissions de carbone avant de procéder à la compensation ?

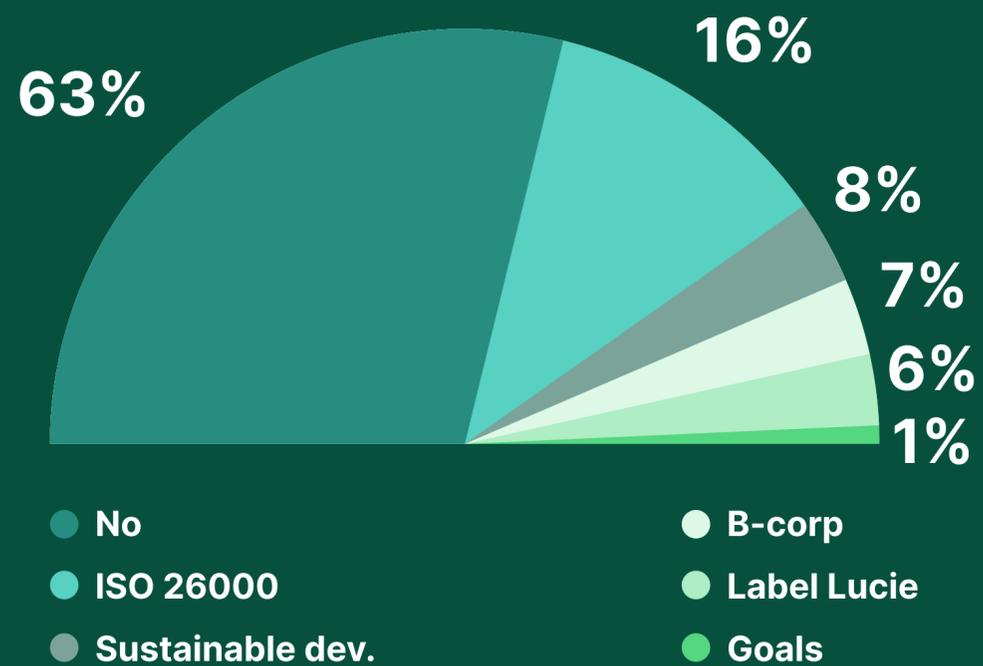


- Training on environmental issues
- Intranets/Meetings/Leaflets, etc.
- Others
- I do not know

Training is also an important source of information for employees, since 20% of companies are doing it.



1/3 of companies surveyed already have a CSR label



1/3 of companies have planned to obtain it in 2022



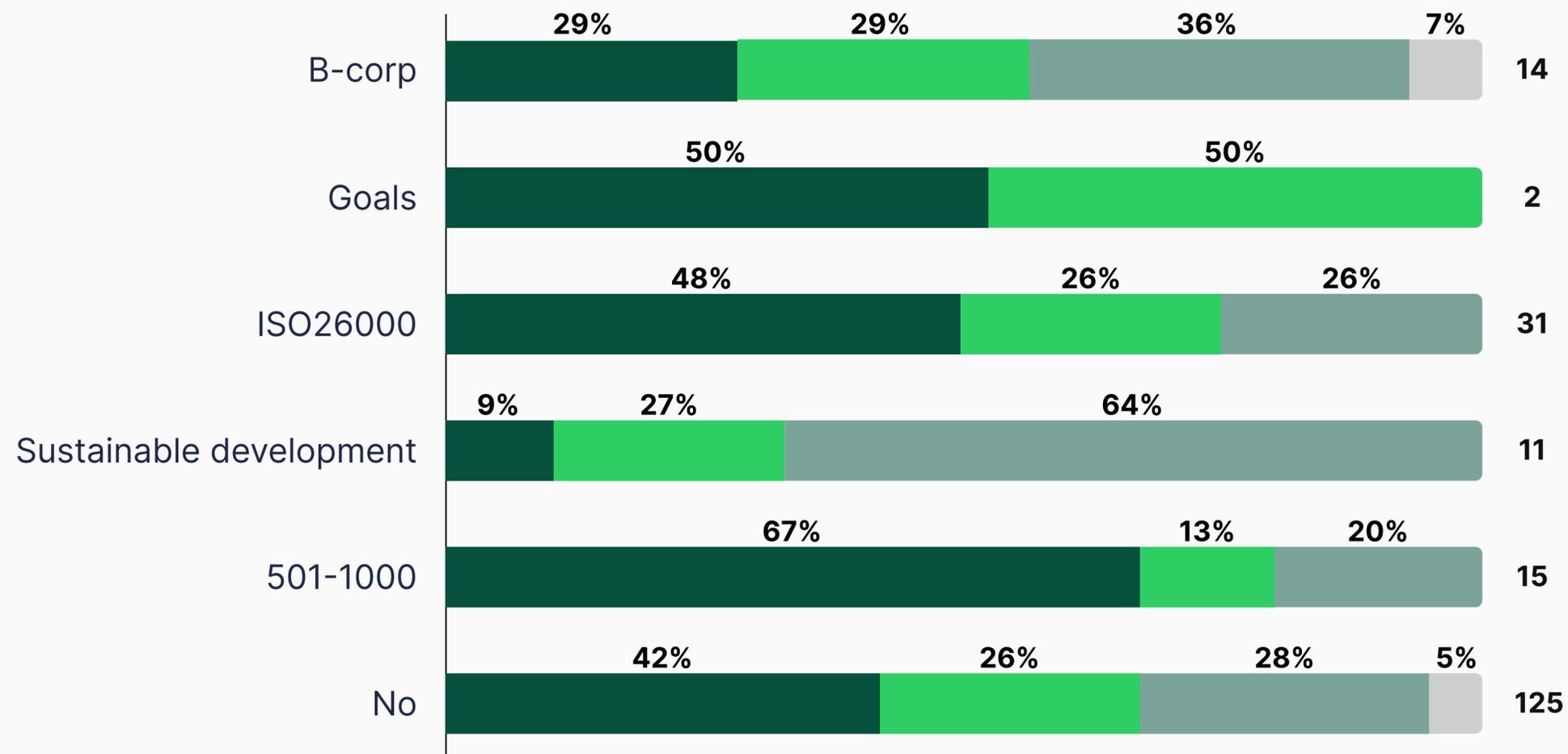
The most common labels are ISO26000 and the Sustainable development label





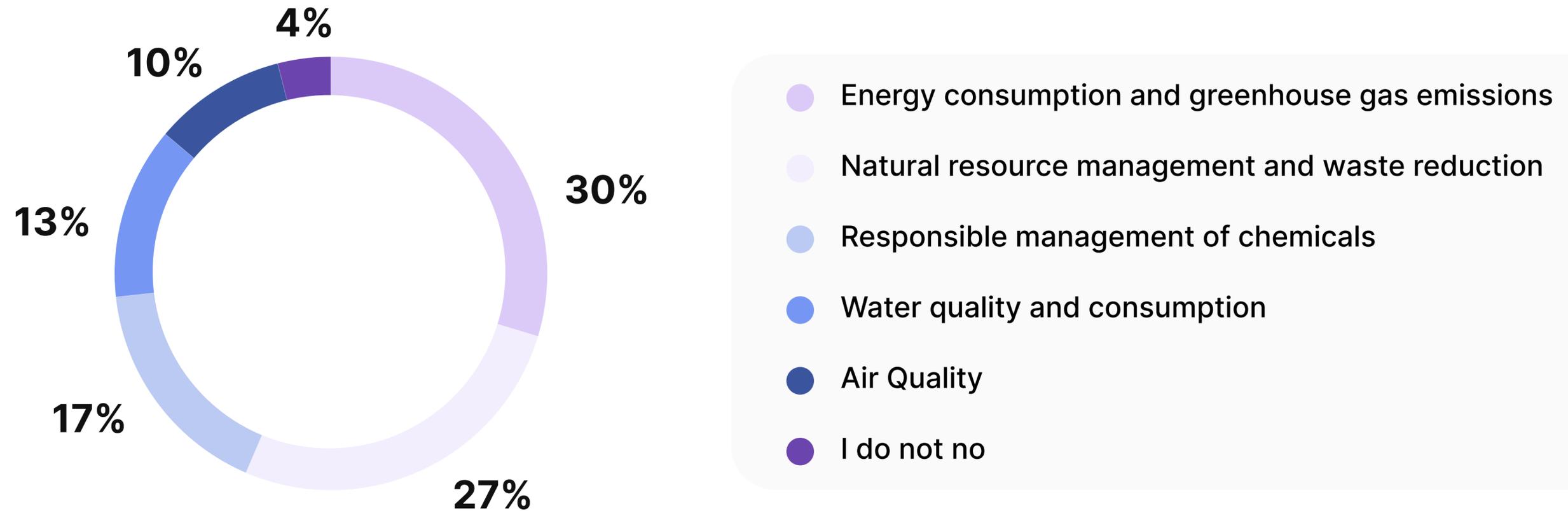
Labels are held in a relatively balanced way by all types of companies

What certification have you received?



- a large groups
- a ETI
- a SME
- a VSE

For almost **1/3 of the companies,**
the environmental policy concerns energy consumption

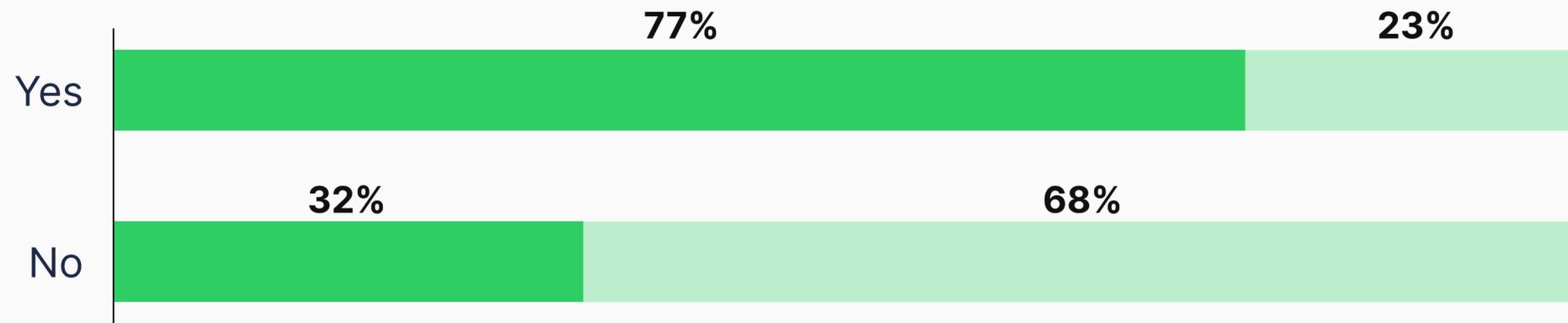


Note

The most affected areas by this environmental policy, and therefore the main issues for companies, are energy consumption, natural resource management and waste reduction.

Carbon Footprint is a great way to engage your business and start your climate journey!

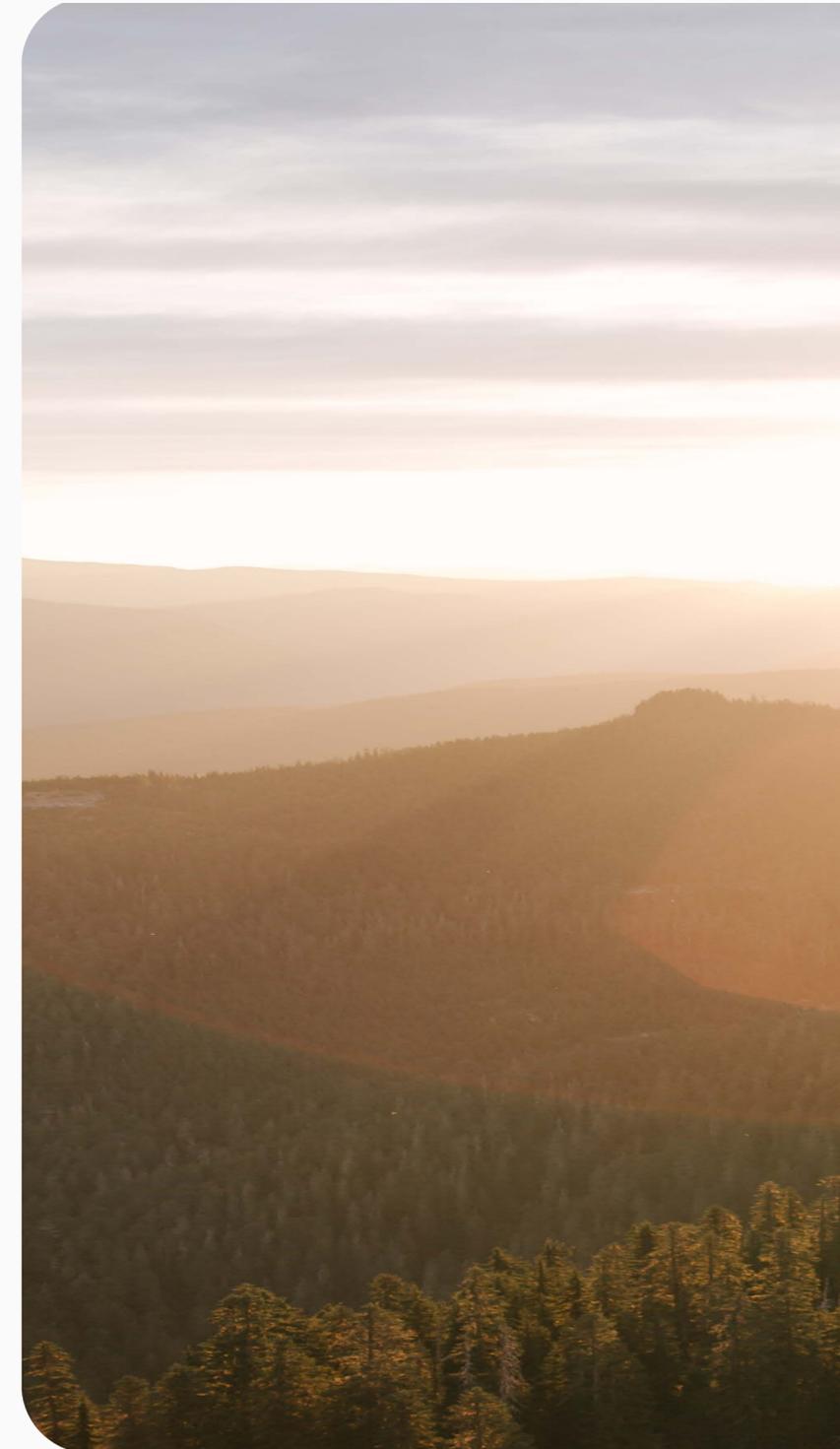
Most companies **with an environmental policy** have already conducted a carbon footprint report



- I have already done a carbon footprint
- I have never realised a carbon footprint

Note

We note that 70% of companies that do not have an environmental policy, did not realized a carbon footprint. Therefore, this action seems to be part of a global approach.





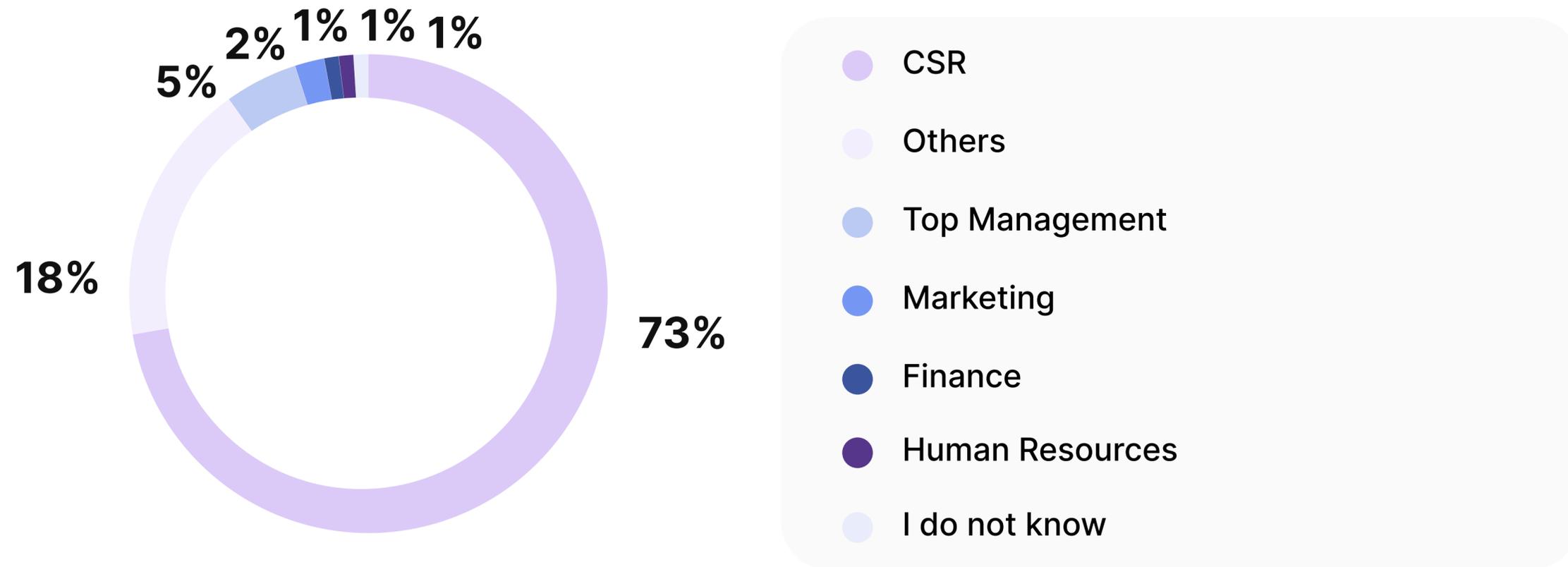
Zoom on the Carbon Footprint

**Insights from companies that have already
conducted a carbon footprint report**



Who is in charge of the company's carbon footprint?

For 72% of companies, the **CSR department** is mainly responsible for taking over of the Carbon Footprint



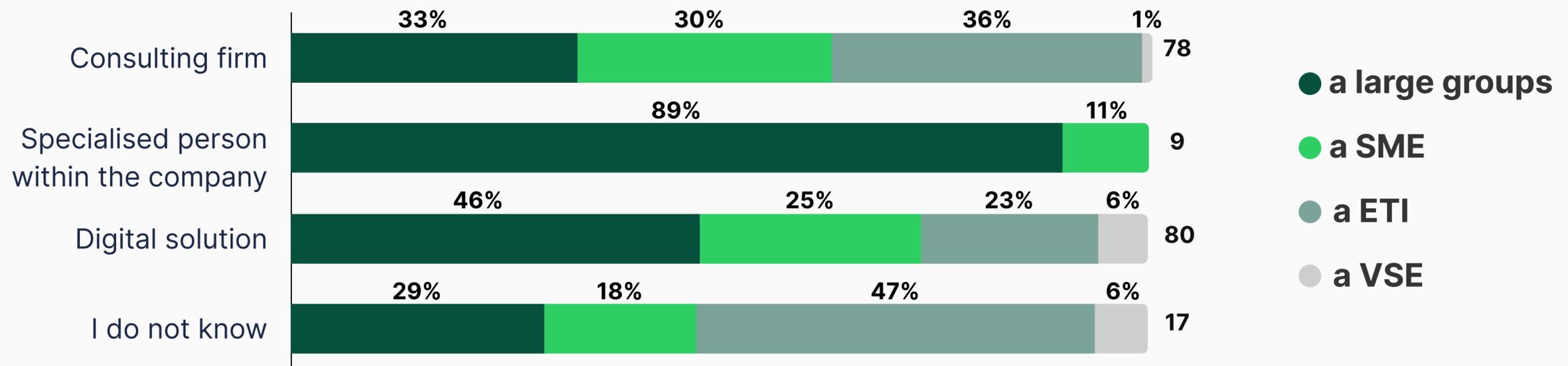
Note

We also note that 18% of companies are **outsourcing** this process



Labels are held in a relatively balanced way by all types of companies

What certification have you received?

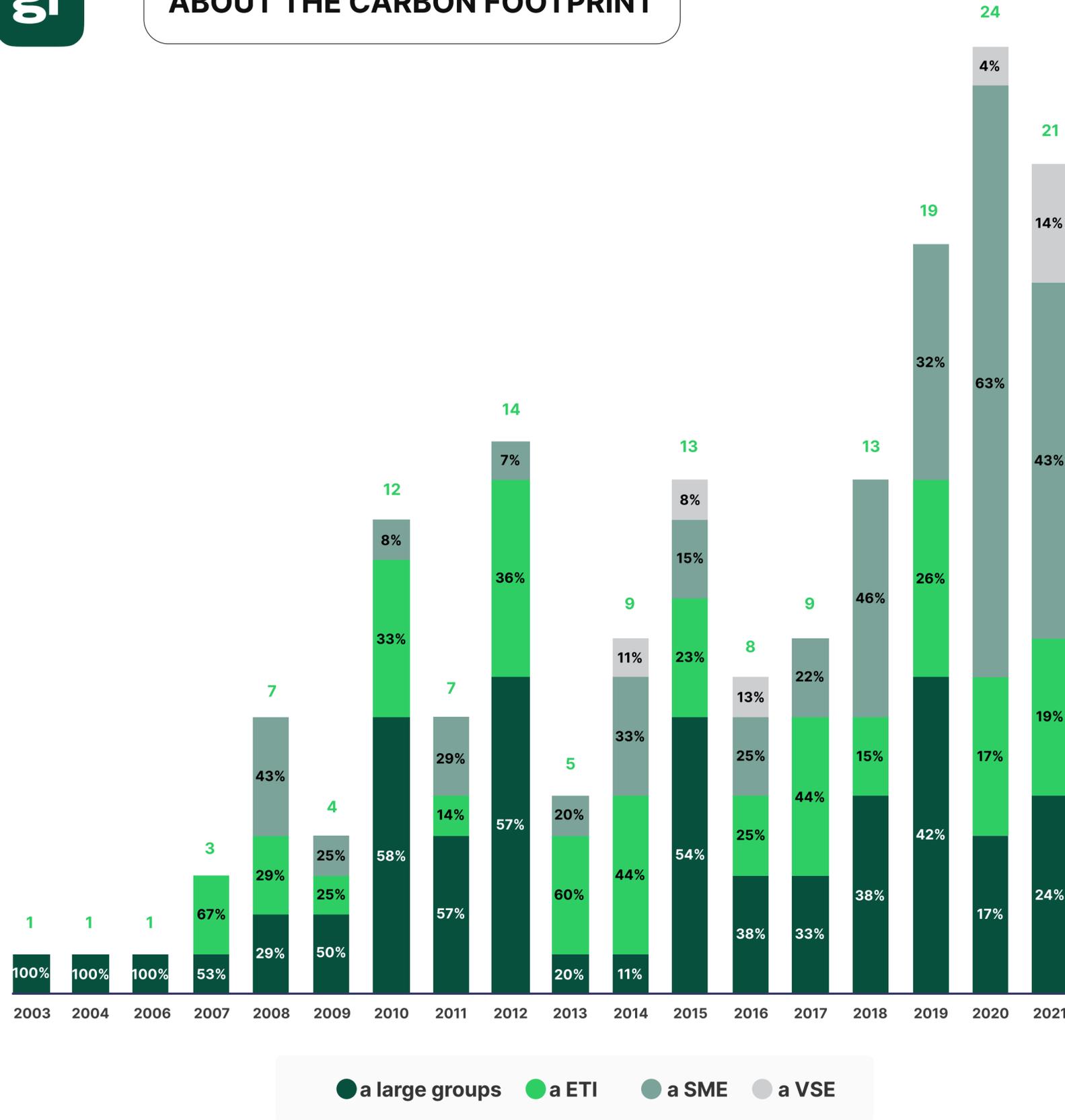


Note

The majority of companies have used a digital solution or a consulting firm to carry their carbon footprint, this is the case for all companies sizes, although large groups represent almost half of users of digital solutions.



ABOUT THE CARBON FOOTPRINT



The majority of companies have carried out their their first carbon footprint within the last 3 years

This reflects a relatively recent approach. The most concerned companies are large groups and SMEs, which account for more than 70%.

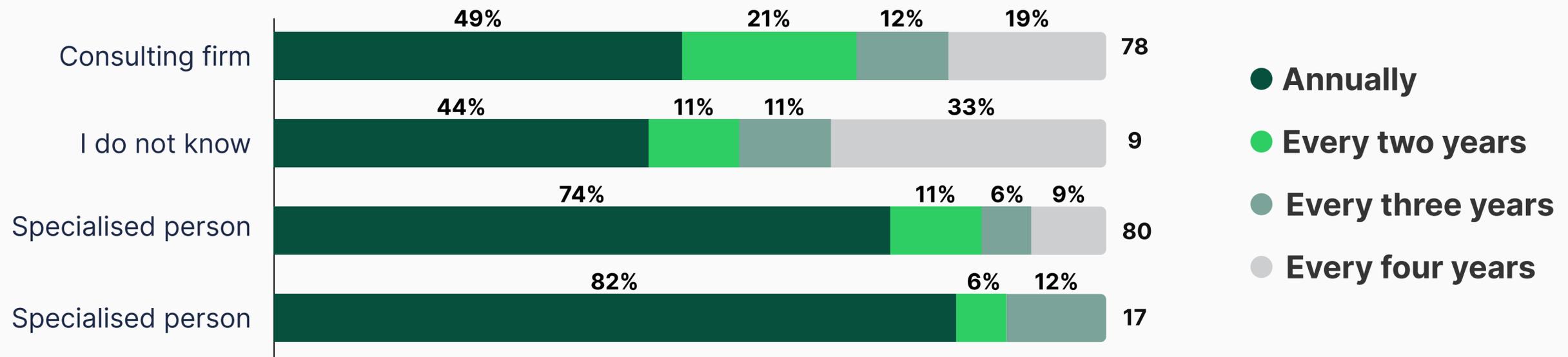
There is also a late awareness for VSEs surveyed, none of which had carried out a carbon assessment before 2014.





Carbon footprint, how often should it be conducted?

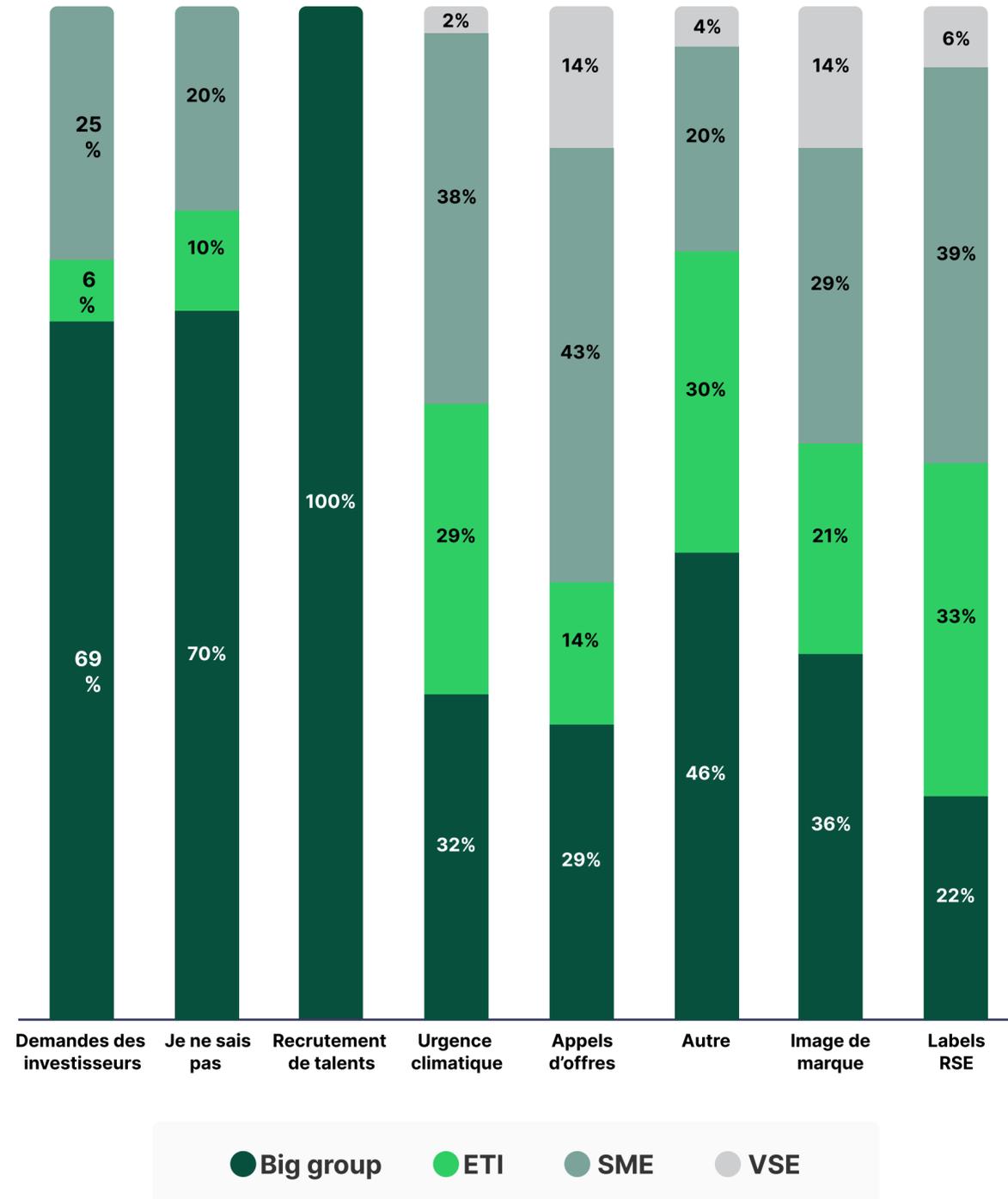
The majority of respondents who have already carried out a carbon footprint **would like to do one every year.**



Note

Respondents who have used a digital solution or an in-house specialist, are those who renew their carbon footprint more often.

On the other hand, people who are least informed about the way in which the carbon footprint is assessed are those who want to do it less often.



The main motivation of companies is the **climate emergency**

The majority of companies cited the urgency of the climate change situation as the main reason for taking this step: this was the reason number one for 35% of them, in particular for SMEs, which account for almost 40%.

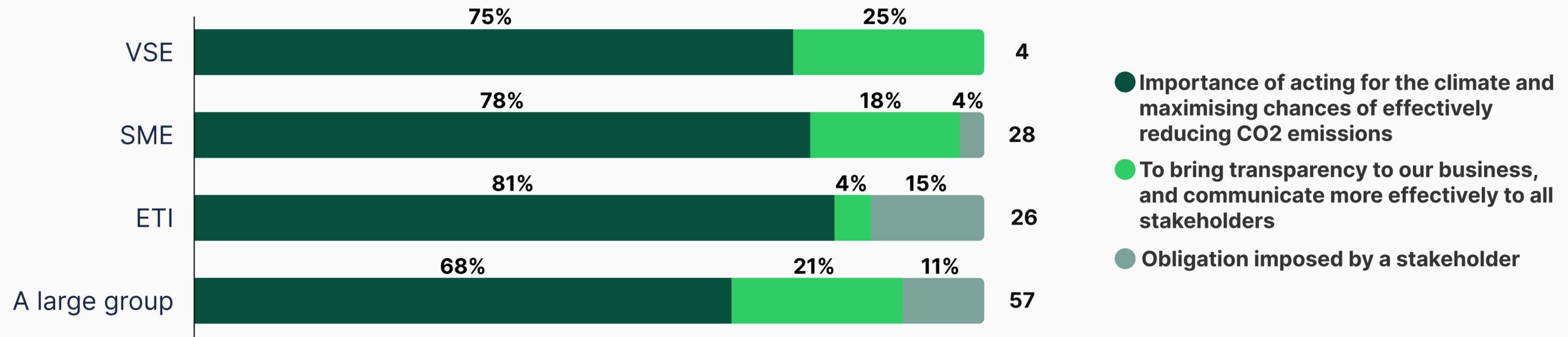
The second motivation for starting a carbon footprint is brand image.

Large groups are most likely responding to investors' requests, as they represent 70% of companies for which this is the primary motivation.





There is a general awareness to start fighting for climate change



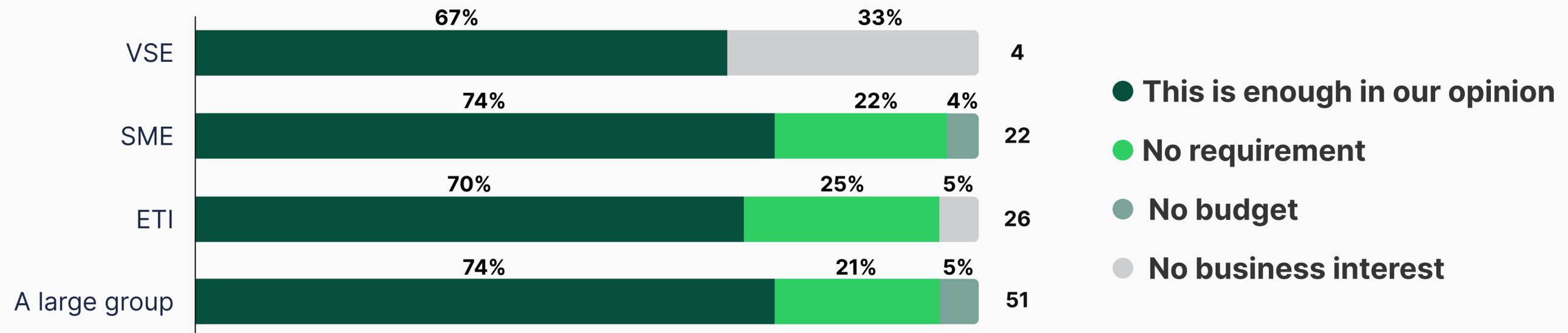
Note

For respondents who wish to carry out an annual carbon footprint, the main reason given is the need to act for the climate.



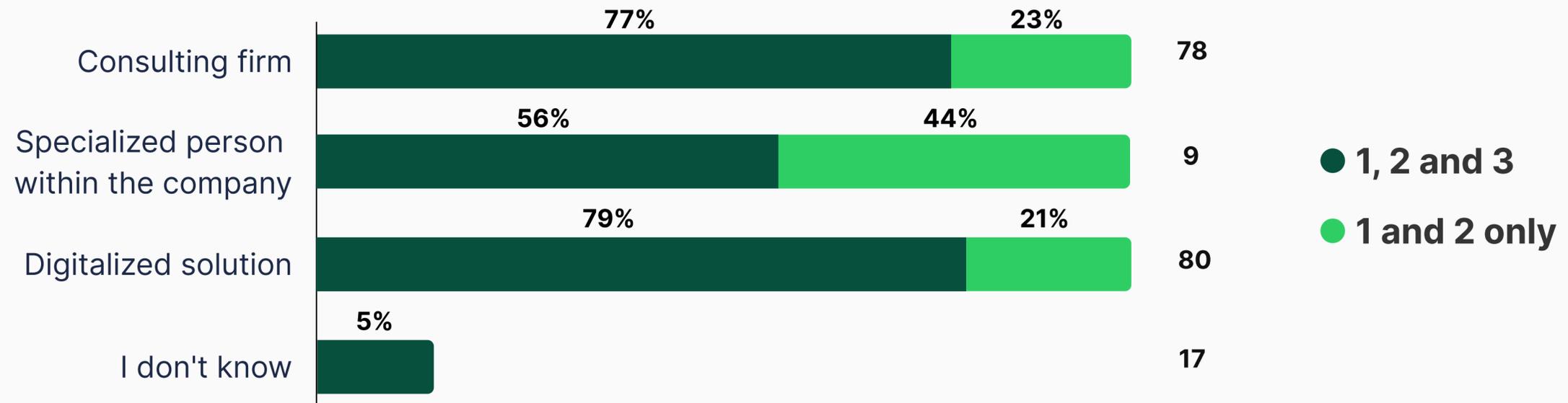
On the contrary...

Respondents who do not wish to carry out a carbon footprint annually are considering the frequency sufficient





The majority of companies have decided to analyze 3 scopes



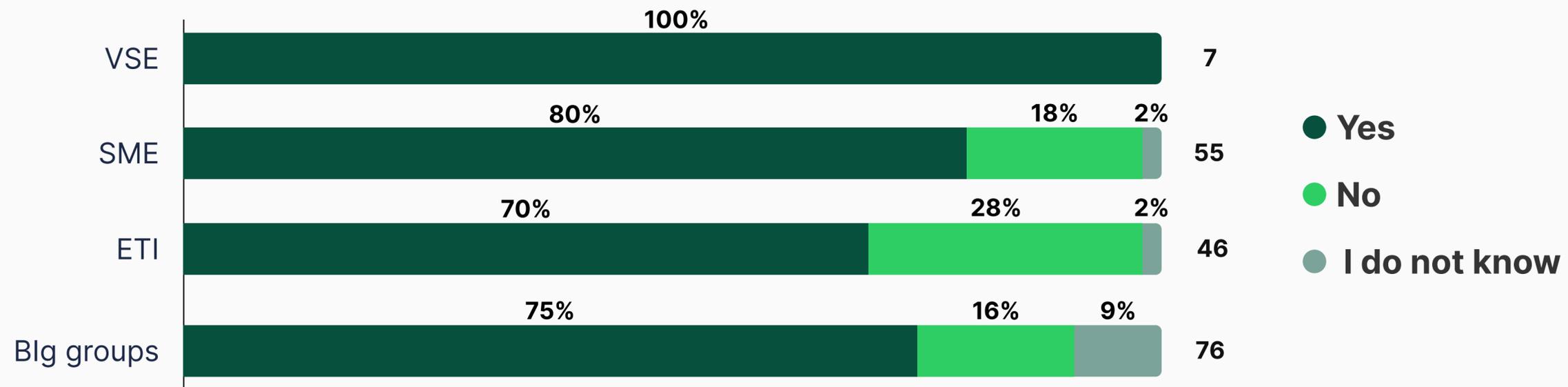
Note

On the other hand, half of companies that carried out a carbon footprint internally have only completed scopes 1 and 2.



A commitment from employees

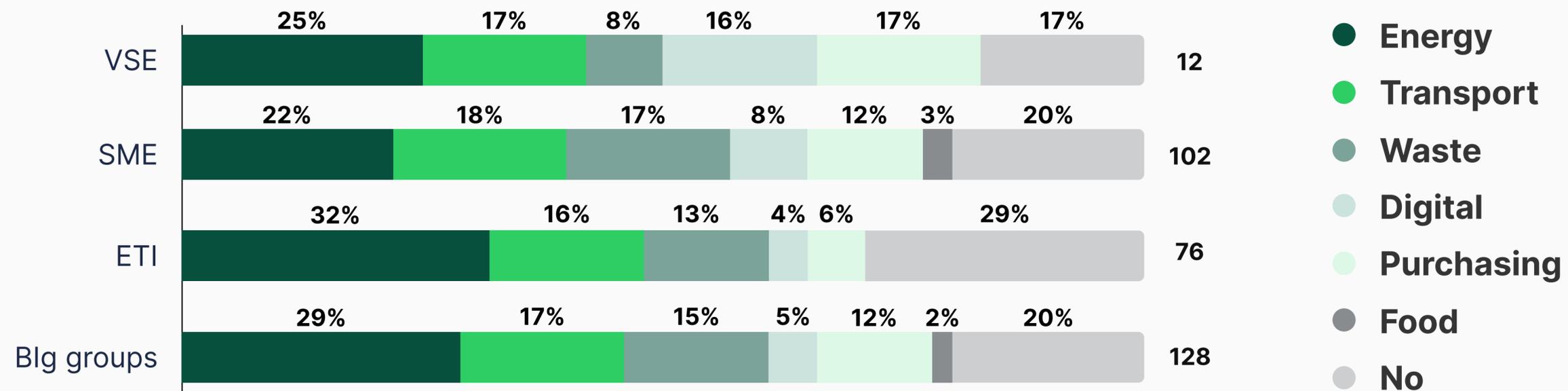
In the majority of companies, employees have been involved in the process of carbon footprint ; smaller the company, greater the commitment



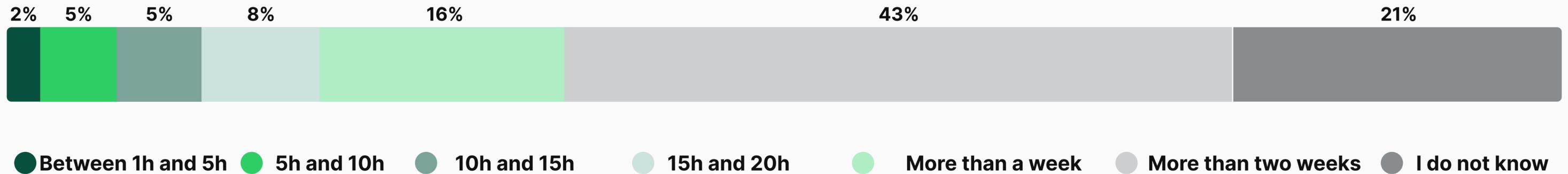


Doing your carbon footprint means saving money

For 78% of respondents, the carbon footprint has **led to savings, mainly on energy and transport**



The time spent in companies on carrying out a carbon footprint (for businesses, internally) could be greatly optimised



The digital solution is offering considerable time savings for the company

For 29% of companies, a digital solution took less than a day to fill in all datas required to produce their carbon accounting balance sheet.

Less than 2 days, still limited

Only 26% of companies are taking less than 2 days to complete the process of the carbon footprint, internally.

Carbon footprint that last more than a week

The majority of the carbon footprint carried out is taking more than a week for the company to be completed.

4

Actions plan

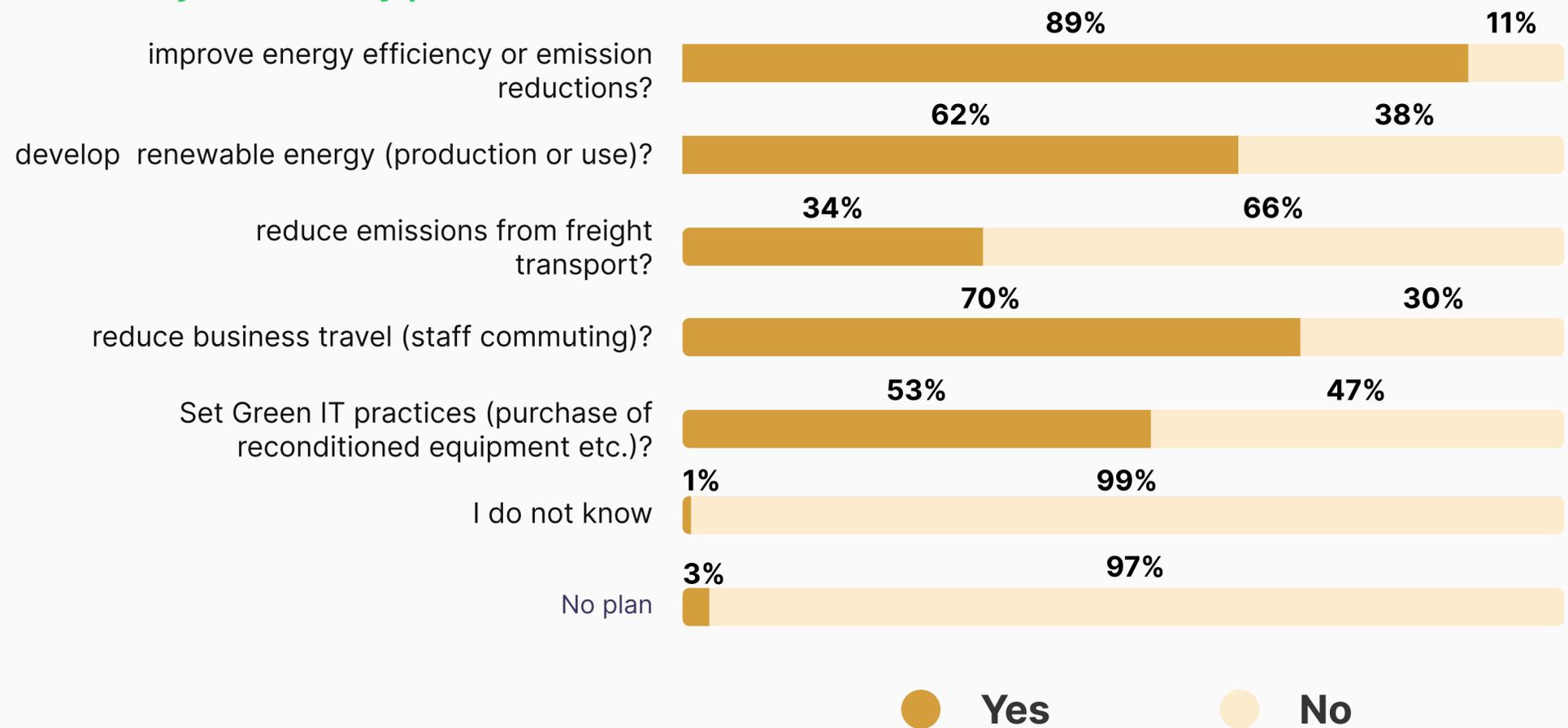




How are companies reducing their emissions? What are their action plans?

...90% of these plans concern energy efficiency improvements

Do you have any plans to...

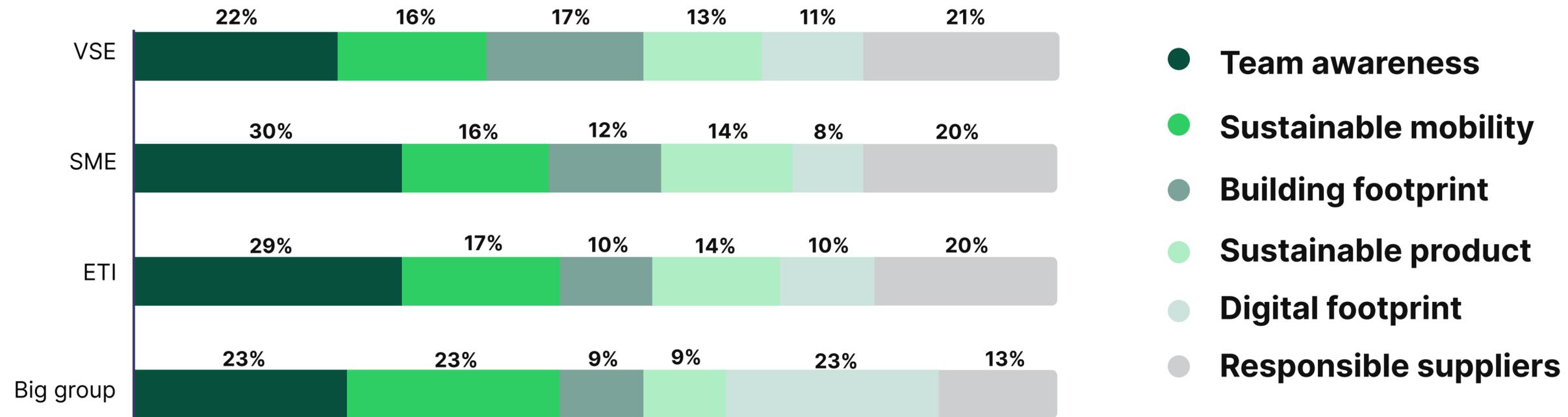


Energy efficiency improvement or emission reduction plans are the most widely implemented. 90% of the companies use them. Only 3% of companies do not have climate action plans in progress.

These plans are followed and monitored, with 94% of respondents confirming that it is regularly followed up.

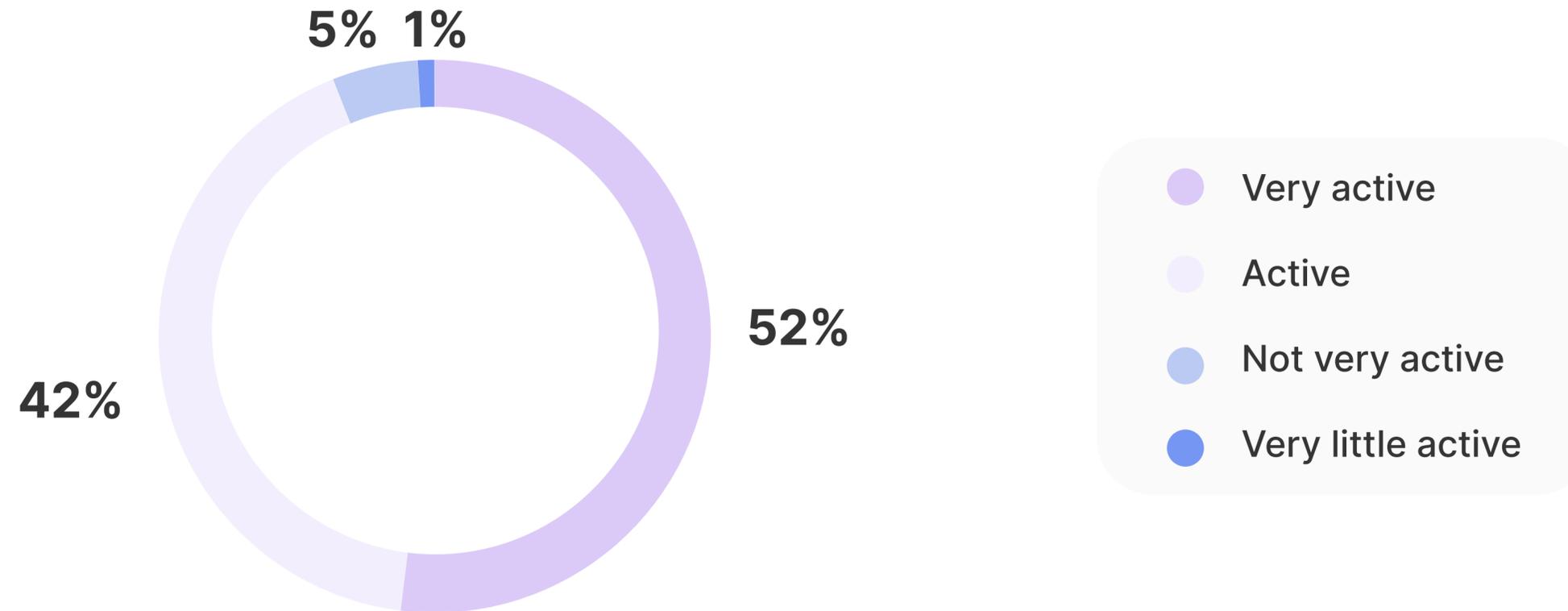
Depending on the size of the company, strategies to reduce CO2 emissions are different

...although team awareness remains the primary action



Note The actions implemented by companies for the environment focus on awareness among their teams, followed by making suppliers more responsible for the largest companies, while very small companies focus on sustainable mobility.

The majority of respondents who have carried out a Carbon Footprint consider their company to be active or very active about social issues.

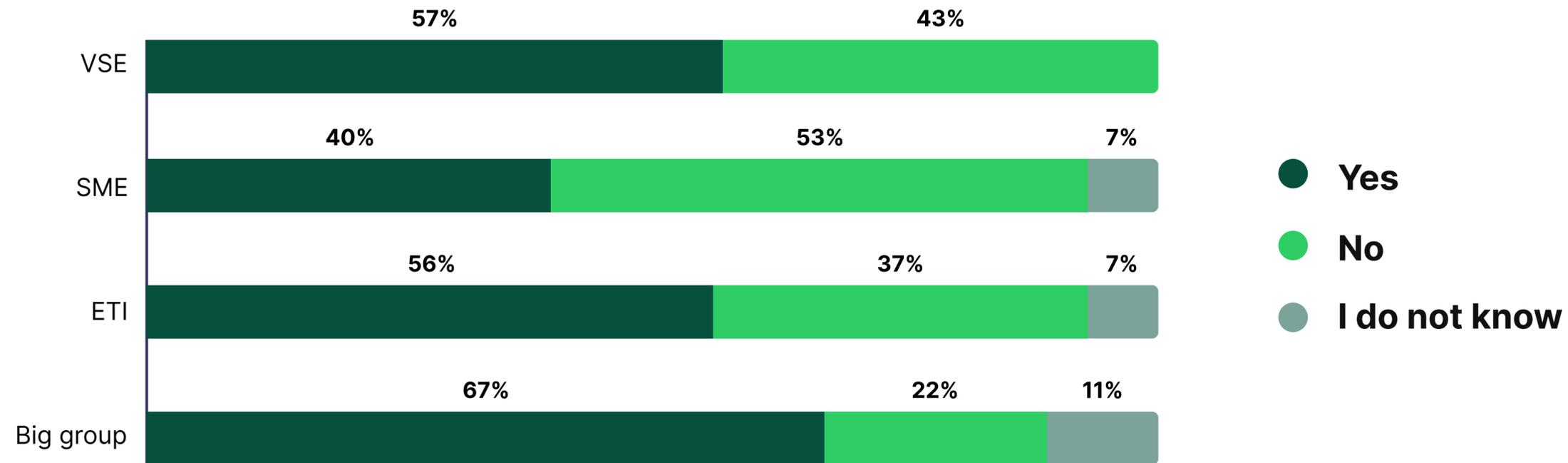


Note

Although differences are not very significant, it can be seen that SMEs and VSEs are less involved in these issues than large groups.

Carbon contribution projects are important for companies and the majority of them have already contributed

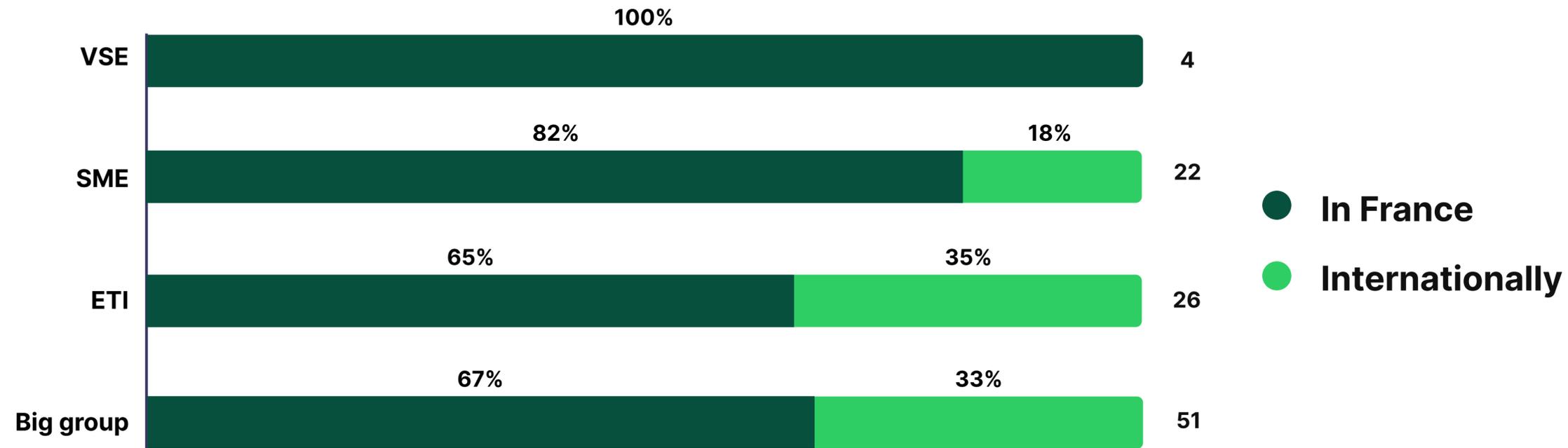
▲ Carbon contribution projects are important only for emissions that cannot be reduced



Note The majority of respondents have already participated in carbon contribution projects for their company. Large groups are the most committed to this type of practice.

European companies mainly carry out their carbon contribution project in Europe

The larger the company is, more respondents show their interest in projects abroad.





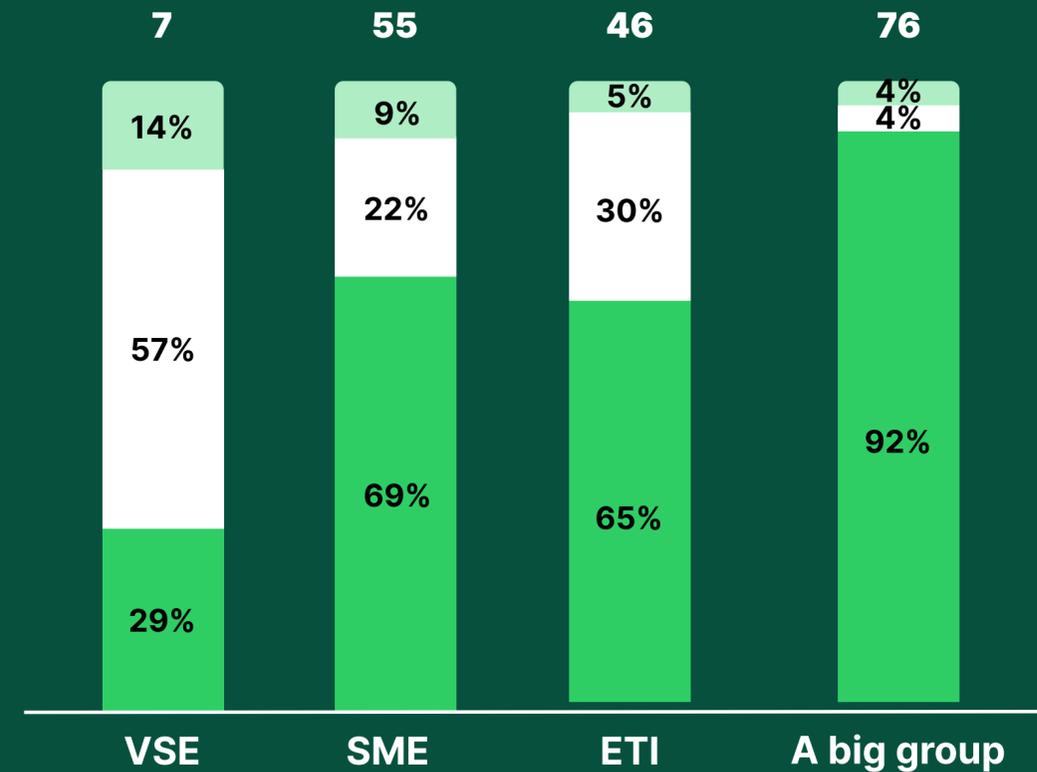
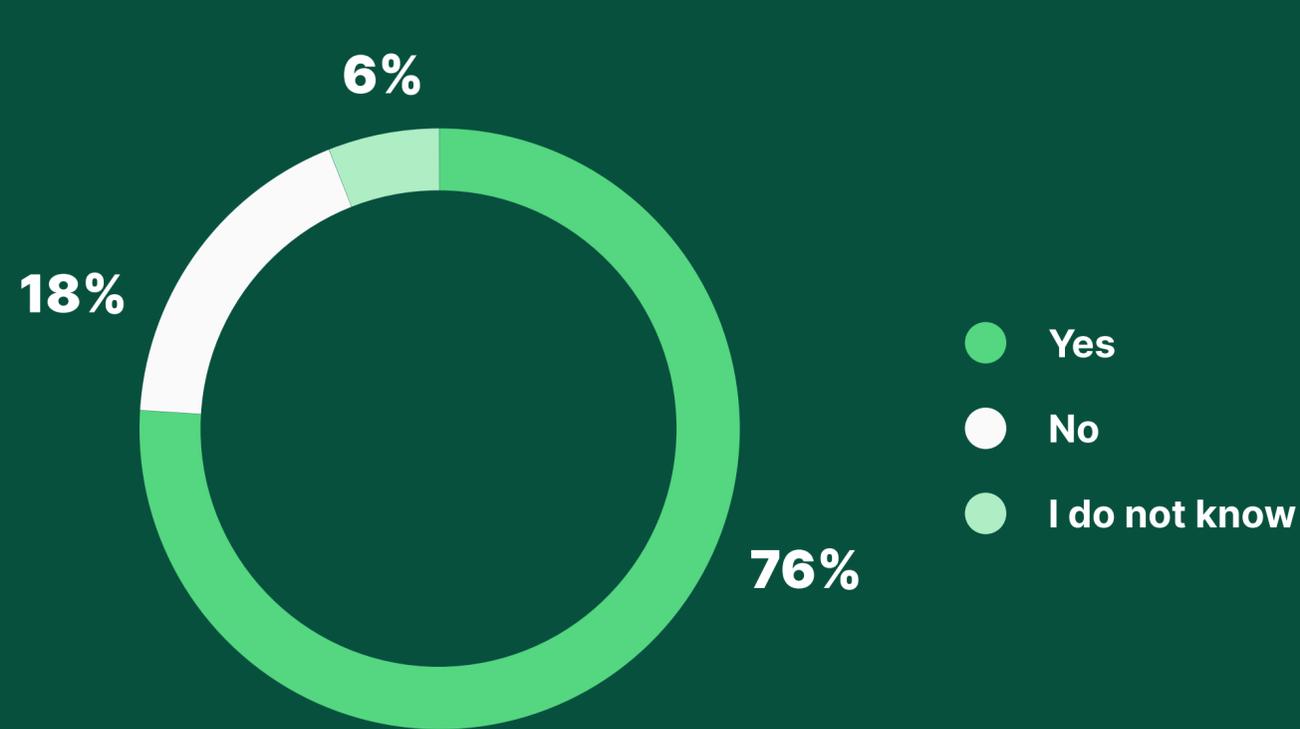
The choice of suppliers

Expanded requirements
to the entire supply chain



The largest companies are the one that have set the most requirements for their suppliers

...and only 30% for VSEs



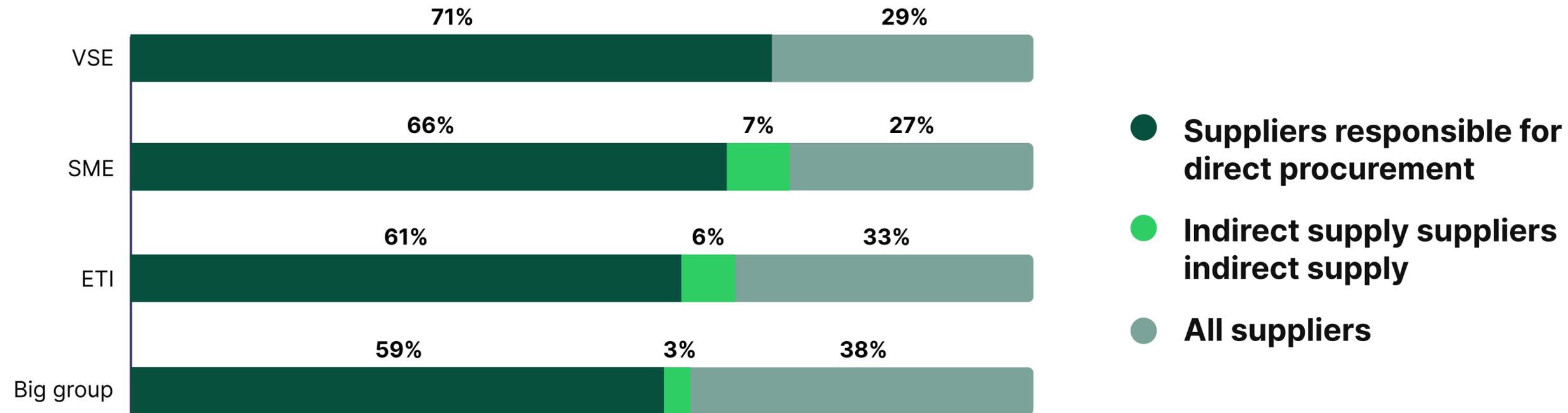
More than $\frac{3}{4}$ of companies have defined requirements for their suppliers. On the other hand, there is a very significant difference between large groups and small companies, which are much less demanding on this point.



The different categories of suppliers

The larger the company is, the more requirements are placed for all types of suppliers

Which category of suppliers is covered by your sustainability requirements?



Note For all companies, direct suppliers are most affected by these requirements, Large companies are more likely to use Tier 2 suppliers.



Compliance with supplier's charters

What processes do you have in place to ensure that your sustainability requirements are effectively implemented by your suppliers?

In all professional environments...

→ "We have put in place a responsible purchasing policy, we have strengthened our requirements in the specifications, and we have put in place assessments of our suppliers' CSR practices."

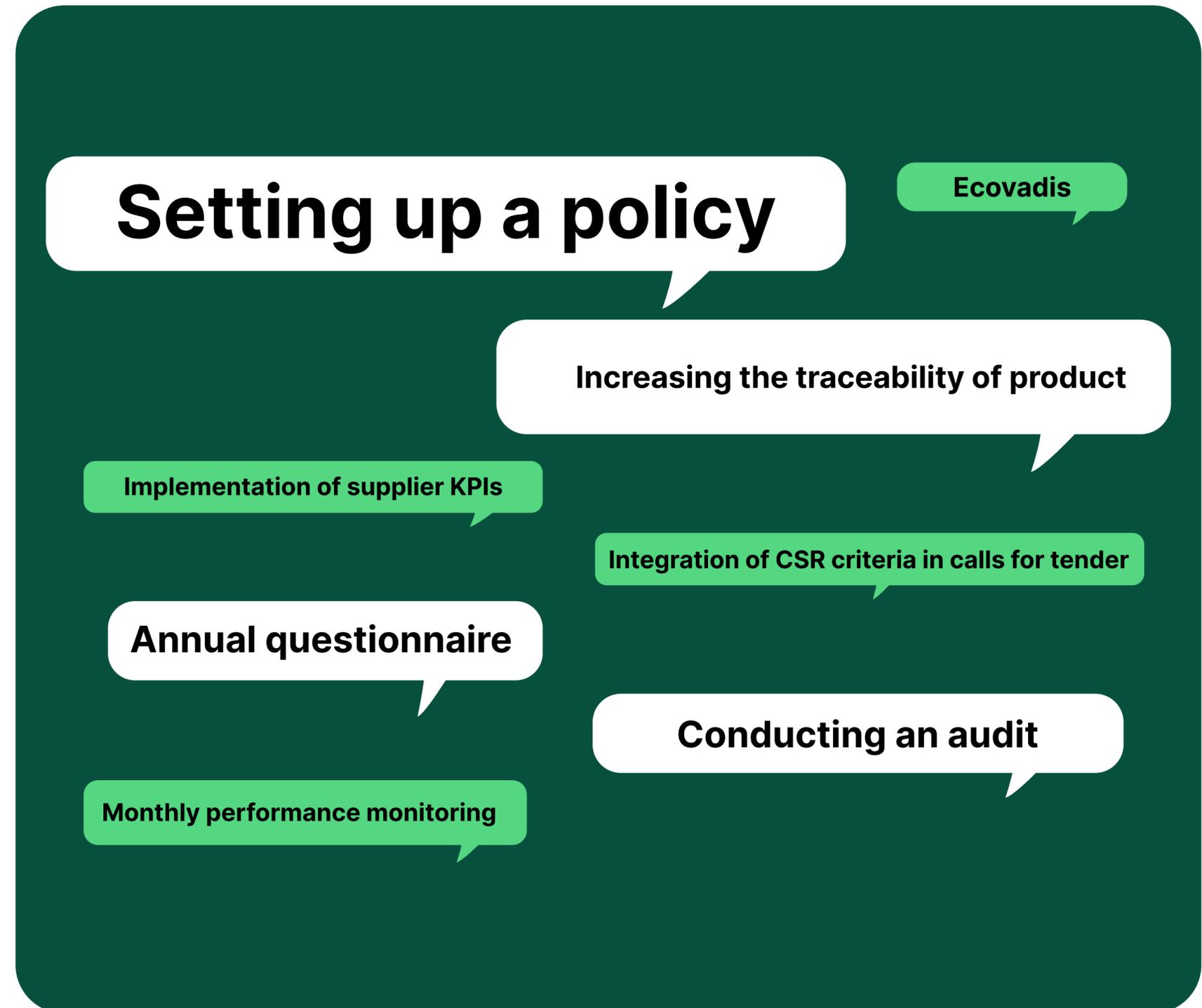
Insurance

→ "A CSR self-assessment questionnaire is requested for each supplier tender; we audit all waste management providers to check their ability to meet the regulations."

BTP

→ "Implementation of a responsible purchasing policy since 2008, a responsible purchasing charter, CSR and ethics clauses in our contracts. Ongoing evaluation of our suppliers' CSR performance with the Ecovadis platform since 2018 (before internal rating grid and field audit for strategic suppliers). Implementation of specific CSR action plans with strategic suppliers."

Dermocosmetics





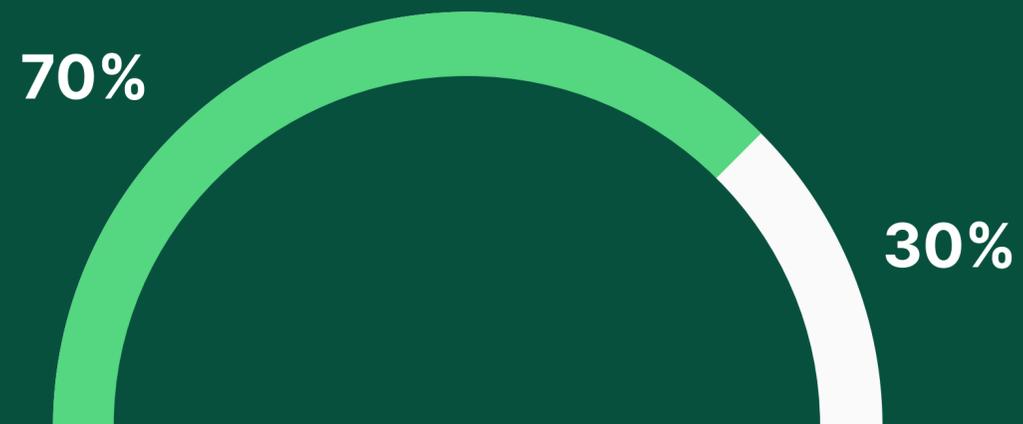
Barriers and expectations

How to get companies to make the leap



The lack of a corporate climate strategy

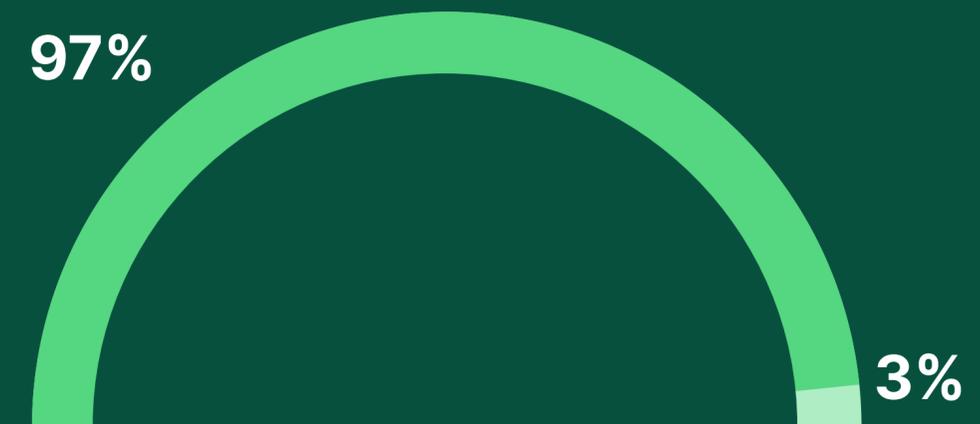
Do you have a climate strategy in your company?



● Yes
● No

Indeed, **only 30%** of companies surveyed have a climate strategy.

Are you familiar with the concept of "carbon footprint"?



● Yes
● No

Although the notion of carbon footprint is familiar to the vast majority of companies, even if they do not carry it out, climate strategies have not yet become the norm.



The main barriers to carrying out a Carbon Footprint

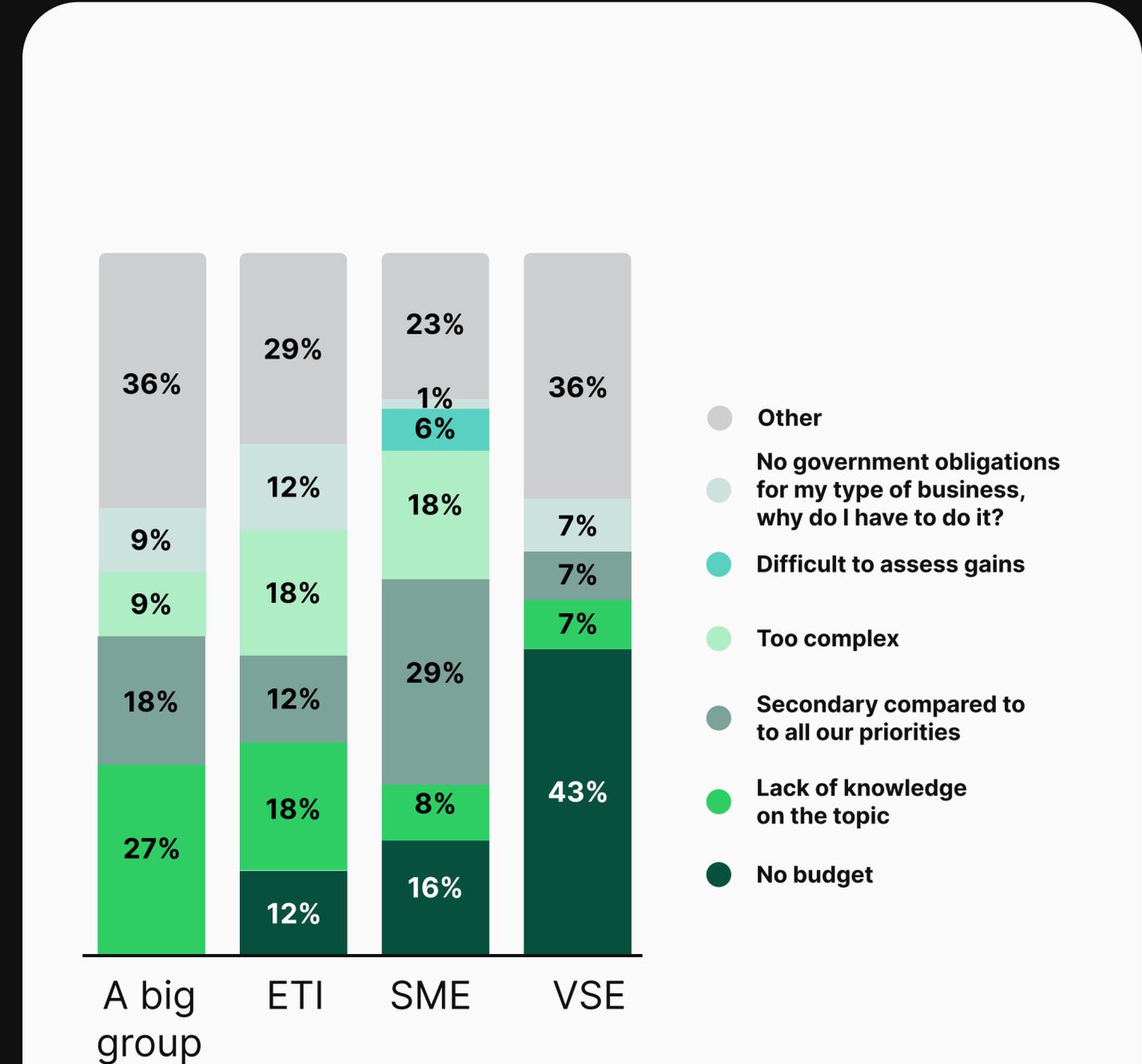
Companies that did not carry out a carbon footprint did not consider it as a priority, or found it too expensive

- 

The smaller the company, the more restricted budgets: almost 43% of VSEs do not carry out a carbon footprint due to budgetary restrictions.
- 

Lack of knowledge is the main reason why large groups do not carry out carbon footprints.
- 

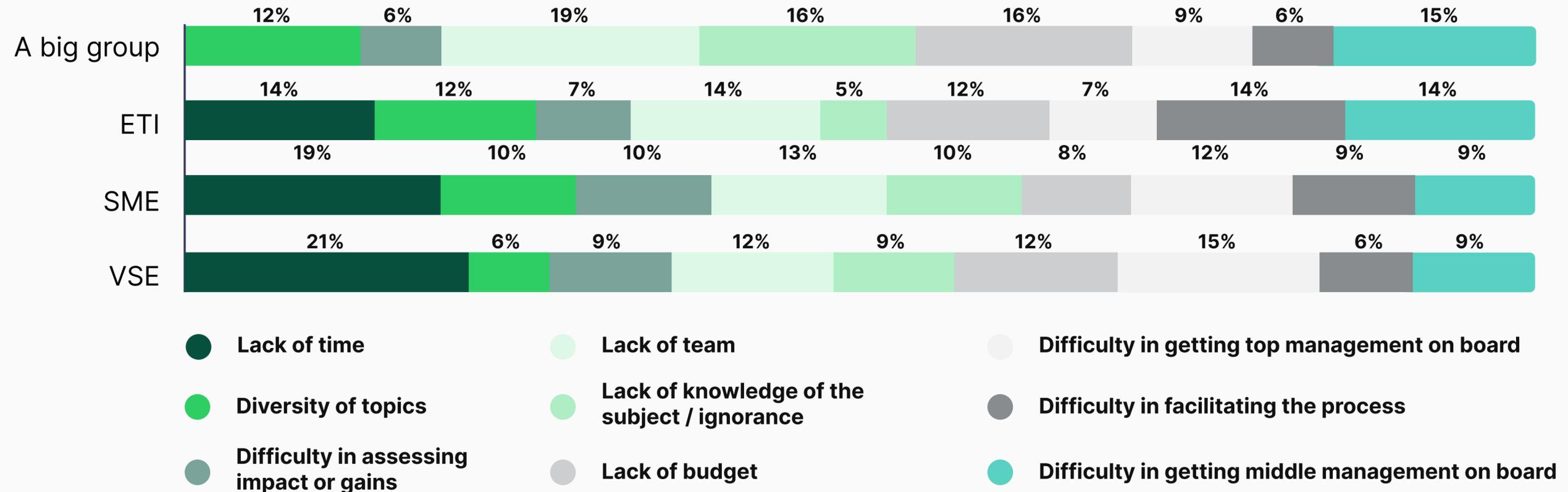
A significant proportion of respondents are also in the process of carrying out a carbon footprint or have planned to do so by 2022.





The main barriers is the implementation of CSR strategies

The barriers of the implementation of CSR strategies are various, key issues are the lack of time and limited team members



Note There is a significant difference between VSEs and SMEs and larger companies: in the smaller companies, issues are related to top management, whereas in larger companies it is related to middle management.

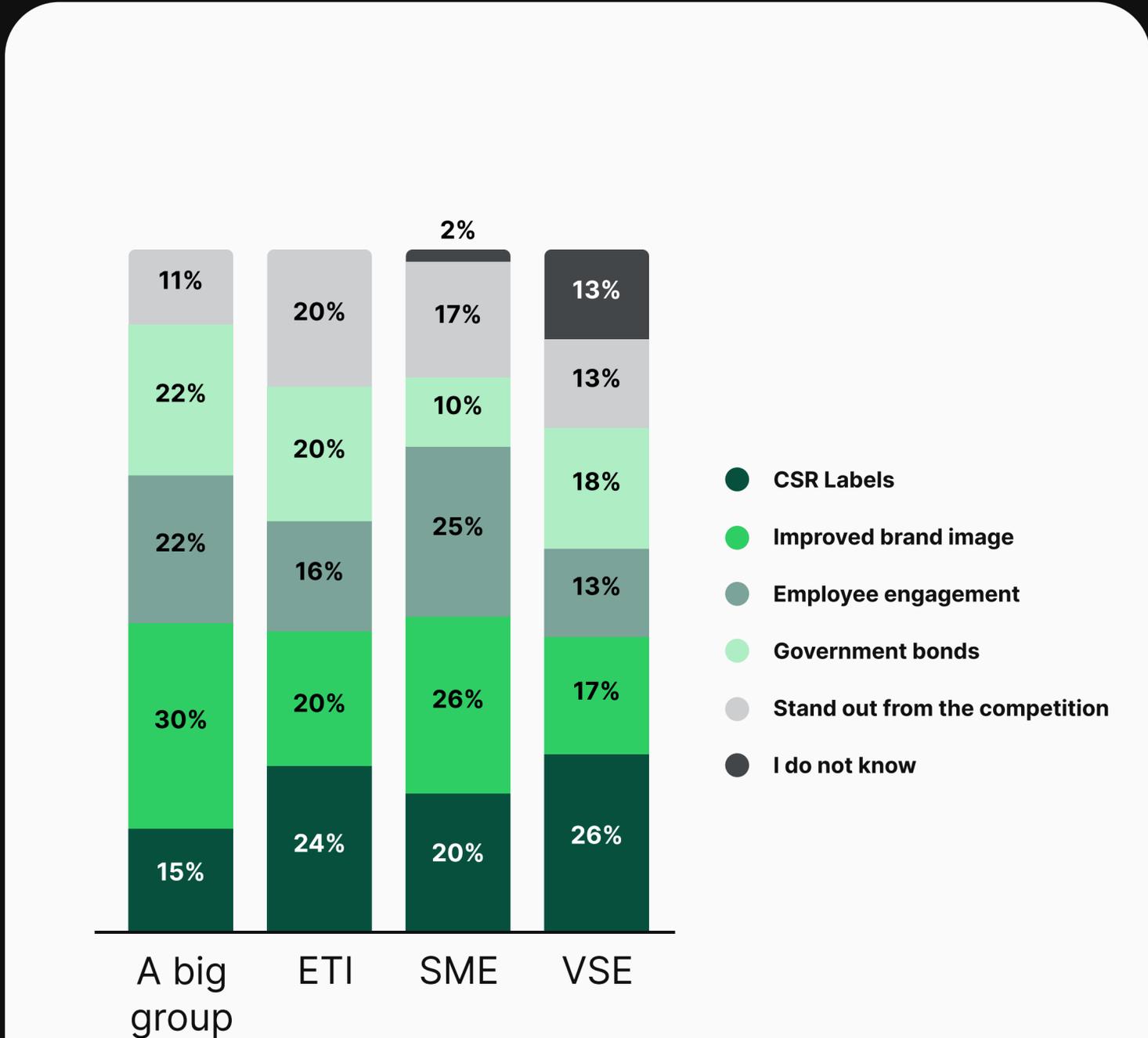
Motivations for carrying out a Carbon Footprint

Companies would be sensitive to several arguments in order to start a carbon footprint. In addition to the climate emergency, companies want to improve their brand image.

Arguments that would lead respondents to start a Carbon Footprint are diverse.

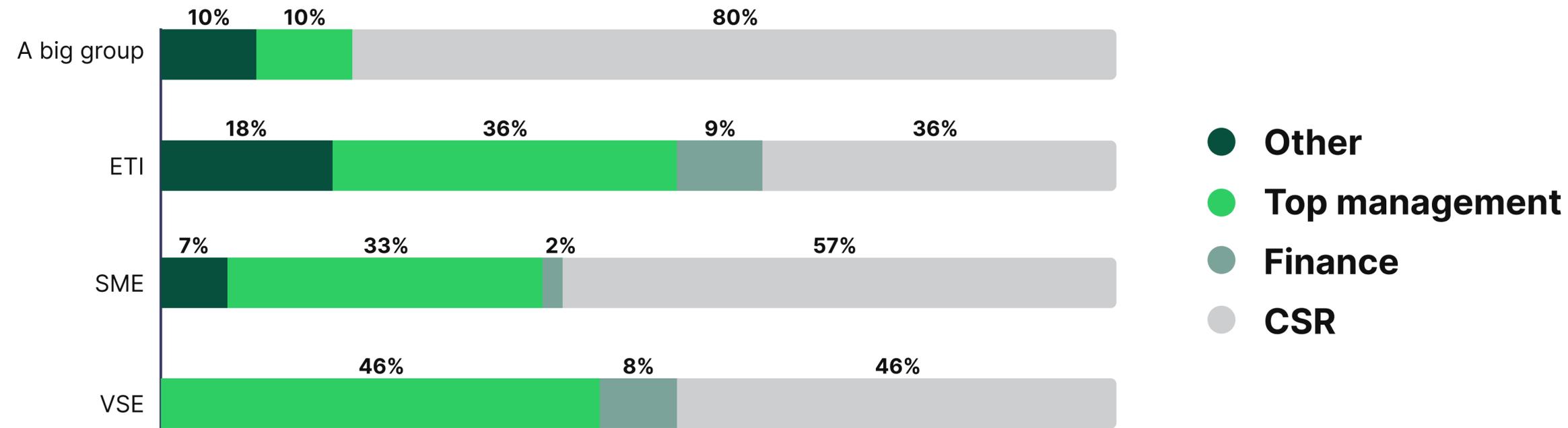
Opportunities are :

- Obtain a CSR label
- Improve brand image
- Engage employees
- Stand out from competitors



Who is the Carbon Footprint Manager?

While in large groups it seems obvious that the assessment is carried out by a CSR team, in smaller companies, top management is widely consulted.



The need to go beyond a simple Carbon Footprint

76% of respondents expected to receive assistance after the assessment



Carrying out the Carbon Footprint is not enough for the majority of respondents and support is also very important for them.

$\frac{3}{4}$ of respondents consider that Carbon Footprint should lead to longer-term support to help them making plans in order to reduce their CO2 emissions.

A fair price

According to companies, the right price for the Carbon Footprint would be between 3000€ and 6000€.



VSEs and SMEs have the smallest budget

For 23% of VSEs and SMEs, the maximum budget that can be allocated to a carbon footprint is less than €1,000.

62% of companies estimate a price between €3,000 and €6,000

Regardless the size of the company, the majority of respondents believe that the right price is between €3000 and €6,000.

Large groups estimate they will have to pay more than €15,000

Larger groups estimate that the carbon footprint can represent a higher cost of between €15,000 and €35,000.

Climate certification, a real source of motivation for taking the leap?



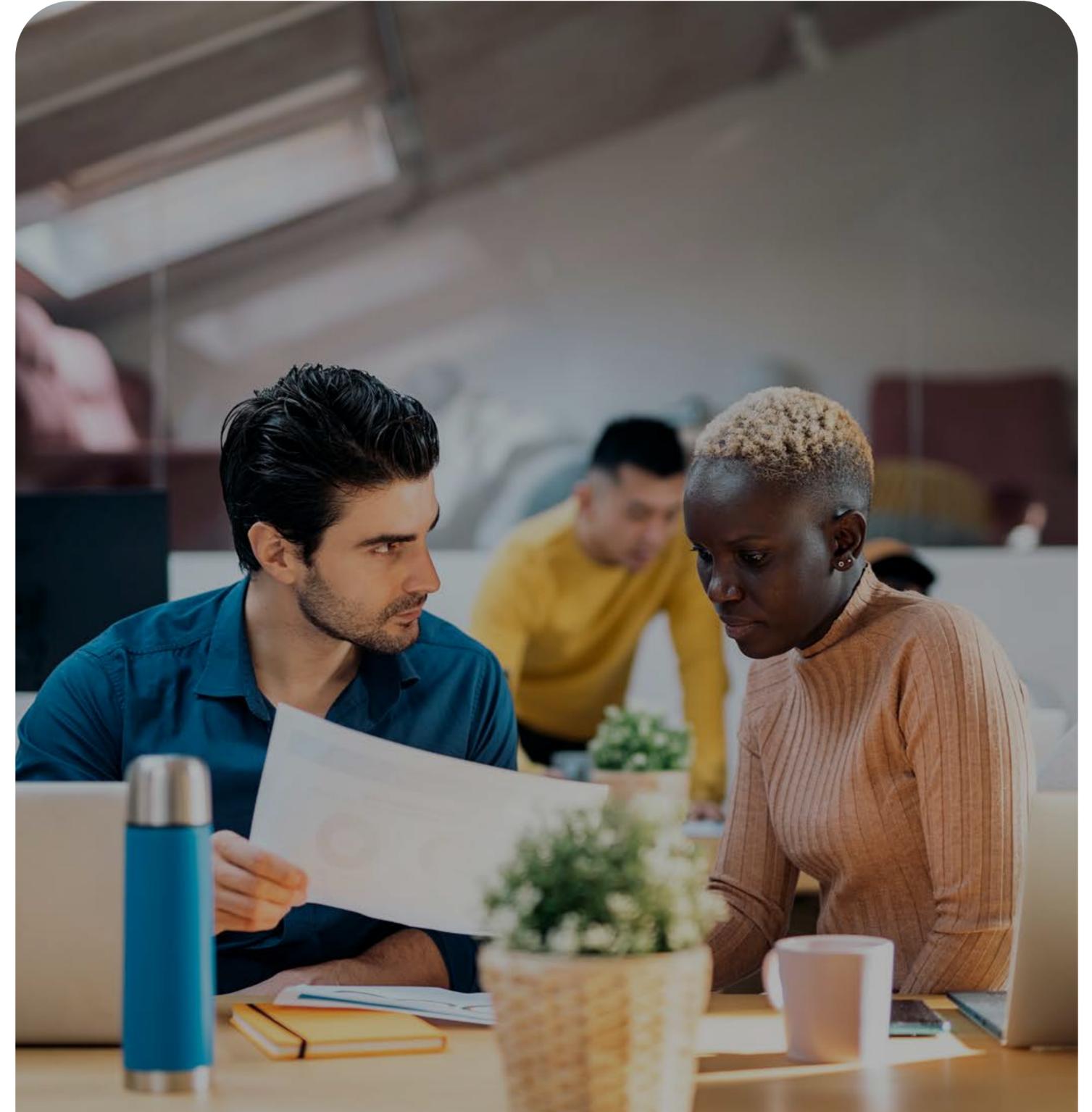
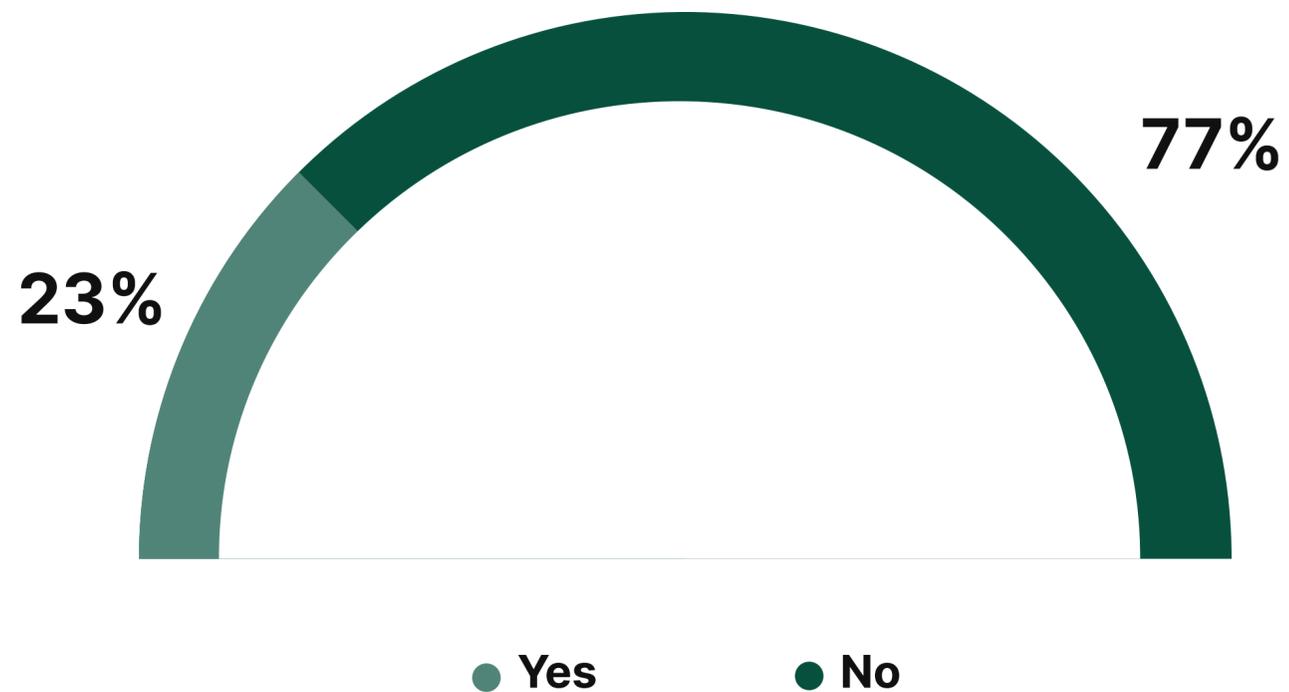
Companies are divided on the necessity to be certified in order to demonstrate their climate commitment. Only 55% believe that certification would make them engaged.

Certifications cited by 65% of respondents

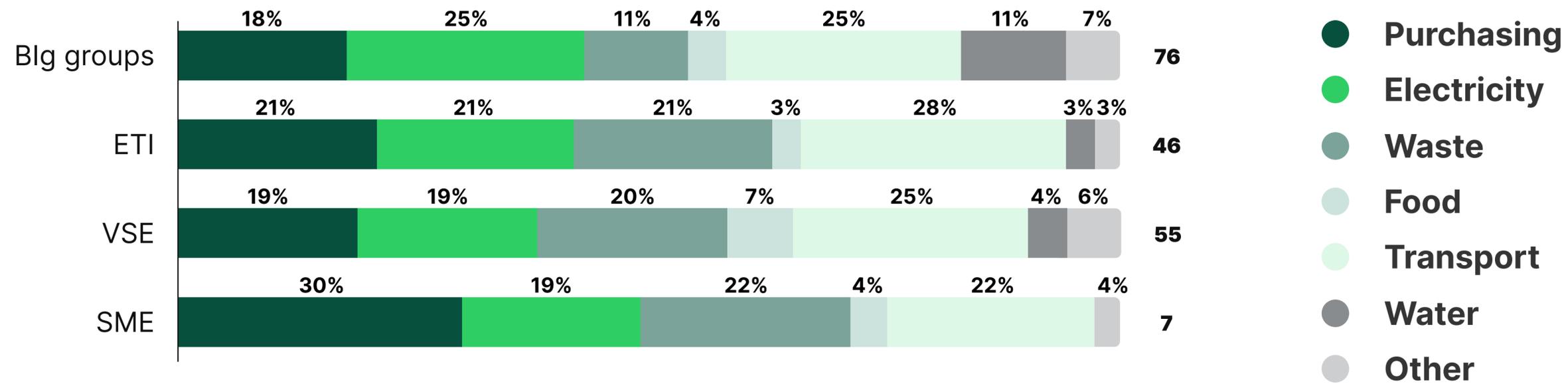


Employee engagement is a key point for companies

The involvement of employees could lead to almost 80% of companies starting a carbon footprint process



Where and how to reduce emissions?



Note Transport, electricity and purchasing are the three main categories in which companies believe they can reduce their CO2 emissions

7

Conclusion

Companies are moving forward.

Let's participate in the acceleration!





Carbon footprint, a practice that is gaining momentum within companies...

Carbon footprint is an increasingly common practice within companies. Nearly 2 out of 10 companies carry out carbon audits and the majority of them have done it within the last three years.

Companies expect carbon audits to help them reduce energy consumption, improve management of resources and reduce waste.

Nevertheless, respondents would like the approach to be a truly integrated process and employees would like to be genuinely involved and active in carrying out a carbon footprint.

But it still faces reluctance....

80% of companies have not yet carried out their carbon footprint because they do not wish to invest resources in the project, they say they do not have enough time or teams to do so.

Smaller companies are less aware than larger ones and are therefore less likely to carry out their assessment.

Finally, labels, which in many cases are a great motivation for the conducting a carbon footprint, are not well known. Only 1/3 of companies that have carried out their carbon footprint have a label.

Companies prefer to invest on the social side of CSR, 95% of them have already undertaken actions in France or internationally.

Numerous levers to be activated to generalise assessments



Simplifying processes: a necessity

The process of carrying out a carbon footprint remains complex for companies. Very few carry it out internally, preferring to use consultancy firms or digital solutions.

Digital solutions seem to be the most convincing for companies. In fact, those who have used digital solutions to carry out their assessment are the most likely to repeat their assessment each year.

The carbon footprint remains a time-consuming activity for companies, with more than half of them spending more than a week on it. A shorter time frame would help convince more companies.

Companies expect targeted gains

Companies are no longer satisfied with just carrying out a carbon footprint. They want the audit to enable them to draw up a precise plan to reduce CO2 emissions. They also expect support to help them throughout the implementation of their action plans.

Companies believe that carbon audits will enable them to significantly reduce their CO2 emissions in terms of transport, electricity and energy efficiency. Companies that carry out carbon audits should therefore focus on these areas when making recommendations.

In conclusion, a more **user-friendly** process and more precise recommendations would help convince many companies.

That's what we do !!



Thank you to all our partners for supporting us in the production of this study

swile

PARIS&CO



SEAZON



re!commerce



MAKE.ORG

zack

starbolt



rzilient



KEEKOFF.



FoodChéri.



Thank you to all our partners for supporting us in the production of this study, and to all companies that gave their time to respond to us.

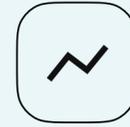
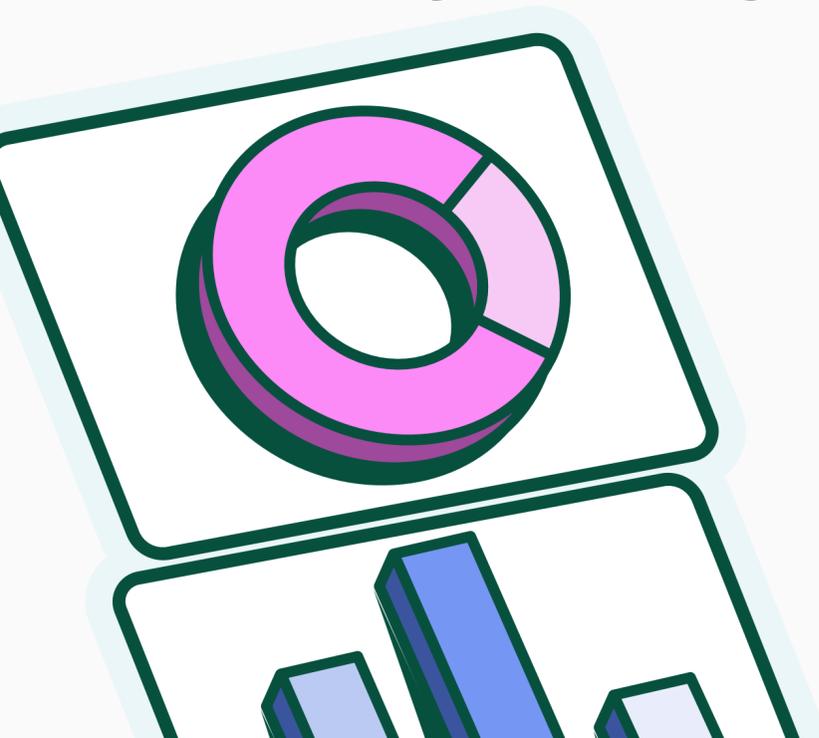
MADE WITH ENGAGEMENT BY

GREENLY



Measure to Reduce

Measure your company's CO2 emissions and start your net zero trajectory



A digital platform to enable companies to manage and reduce their CO2 emissions.

4,8 ★ Trustpilot
★★★★★



More than 1 000 companies engaged in continuous impact monitoring.

→ And you?



Climate experts to help companies reduce their CO2 emissions.

“La crème de la crème” of climate experts to accompany you month after month



More than 1000 companies trust us



An aerial photograph of a dense forest, likely a coniferous forest, with a dirt road winding through it. The trees are in various shades of green, and some dead, grey trees are visible. The word "greenly" is overlaid in white, lowercase letters across the center of the image.

greenly