5 reasons to calculate your company's carbon footprint

greenly

The environment, a strategic asset

Today, climate and environmental issues are a global strategic challenge, and one from which companies are not exemptText The Paris Agreement, ratified in 2015, established the need to limit the rise in global temperatures to +1Text5° (maximum +2°C)Text A target that calls on not only States, but also companies AND businesses to work towards achieving global carbon neutrality by 2050Text However, the obligation also presents opportunityText A study by Axioma Inc (2018) published in the Financial Times confirms this: the companies with the best ESG performance are also those with the best financial performanceText

Do you want to be one of them? Calculate your company's carbon footprint now, and find out how to effectively reduce the greenhouse gas (GHG) emissions generated by your businessText

+ 1,5 °C

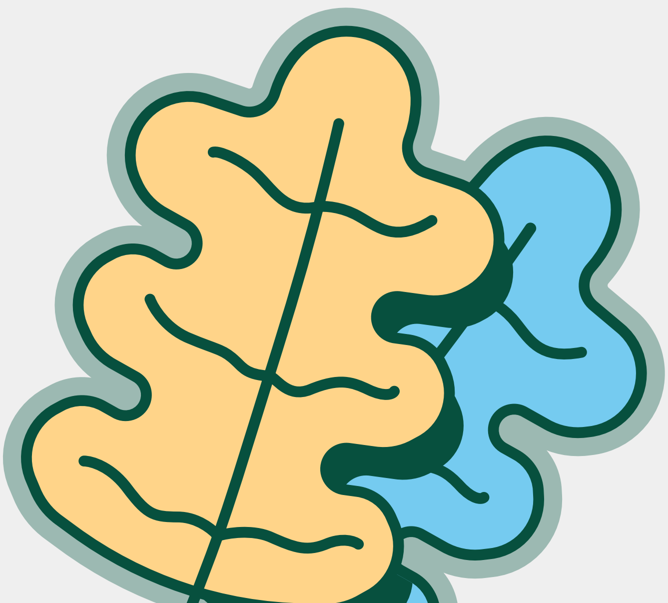
This is the level of global temperature rise that should not be exceededText

2050

This is the date by which our world must become carbon neutralText

- 55 %

This is the EU's target for reducing emissions by 2030 compared to 1990Text



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1 What is a company's carbon footprint?

A diagnostic tool to analyse the greenhouse gas emissions produced by an activityText It works in 4 stepsText

1 Identify emission sources

The identification of emission sources begins with the collection of internal and external company dataText Depending on the method and sector of activity concerned, the data collection phase will very in length.

2 Convert data to CO2 equivalent

The collected data are then converted into "CO2 equivalent" (or CO2 eq) and then distributed among the different business lines within each of the three emission scopes.

3 Define an action plan

The organisation's assessment is delivered during a personalised feedback session, identifying priority areas for improvement in order to reduce the activity's carbon footprint.

4 Communicate results

In some cases, the realisation and publication of the carbon assessment is mandatory. Many companies find no need to conduct a carbon assessment, but communicating your approach could prove beneficial – and even inspire your stakeholders to do the same.

A carbon assessment in compliance with regulatory standards (scopes 1, 2, 3)

Knowing the source of its carbon emissions allows to progress by working effectively on all the scopes.

SCOPE 1

Emissions directly from company activities:

- Business travel such as emissions from company cars
- Building operations such as heating, air conditioning, and ventillation

SCOPE 2

Indirect emissions related to energy usage

These emissions are created through the production of electricity, heat, or steam for industrial activity, including:

- Heating, fuel etc.
- Electricity necessary to operate heavy machinery for industrial activity

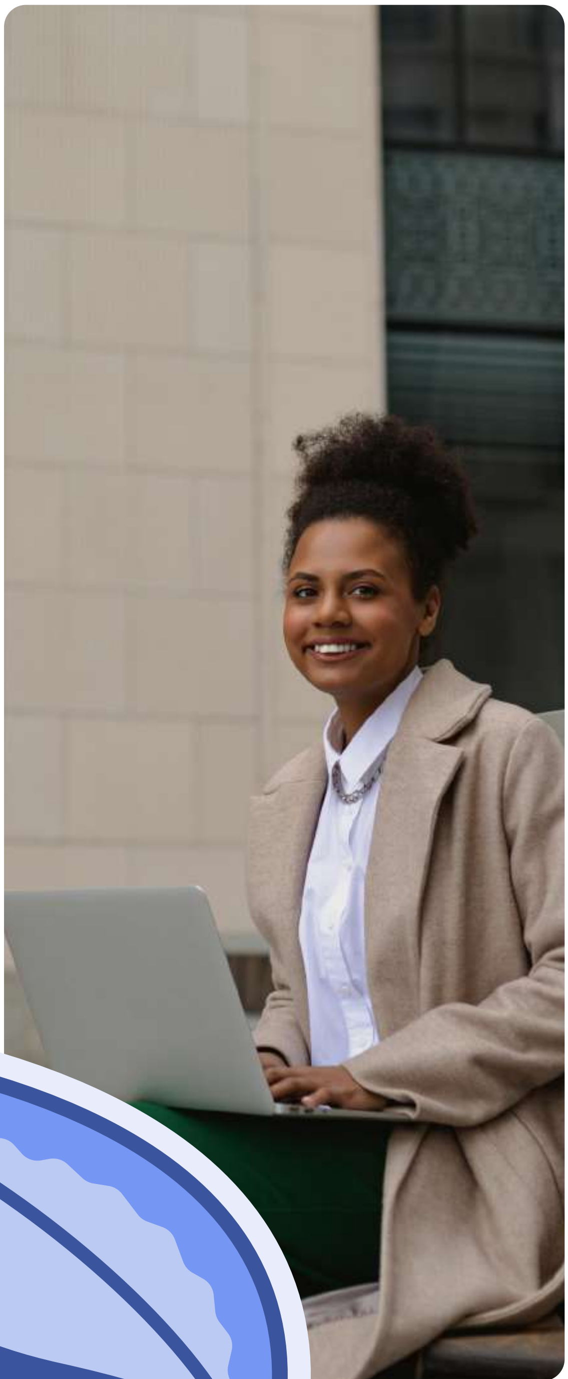
SCOPE 3

Other indirect emissions

This is where the most emissions are usually produced by a company :

- Responsible purchasing policies
- Employee commuting
- Recycling
- Freight deliveries
- Purchases of goods or services
- Building depreciation
- The usage and end life of sold products

2 Argument n°1: your employees



More than ever before, the Millennial generation is looking for committed employers and eco-responsible businesses.

According to a Global Tolerance study, 62% of Millennials want to work for companies and organisations that deliver a positive environmental and social impact. EDHEC's NewGenForGood study also revealed that, for Millennials, the measurement and control of the environmental impact ranked as the second most important issue on which a company must engage.

Important to note: by 2025, Millennials will represent 75% of the workforce in the world. For this reason, aligning with their values and addressing their concerns is a great way to boost your employer brand! As well as committing to reducing the carbon footprint of your business.

What about your existing employees?

According to a study by Cone Communication, in 2016, 83% of Millennials said they would be more faithful to a company that would enable them to contribute to solving environmental and social problems. You have been warned!

3 criteria used by younger generations when choosing an employer

01 **Diversity**

02 **Compliance with the principles of sustainable development or the application of a CSR policy**

03 **The existence of a career management and salary policy**

70 %

of the 10,000 young people interviewed for The Lancet's study say they are "very worried" or "extremely worried" about climate change.

86 %

of Millennials interviewed by Deloitte in 2018 felt that a company's success is not just related to its financial indicators.

71 %

of Millennials in the United States say they are loyal to the companies that are driving change.

3 Argument n°2: your customers

Our ecological awareness is growing rapidly. Five years after COP21, a survey carried out by the IFOP and relayed by the newspaper LaTribune revealed that 63% of French people paid particular attention to their individual consumption (reuse, vigilance regarding production conditions, etc.).

What is now expected

- Sustainable and high quality products;
- A low environmental impact;
- Trademarks committed;
- Transparency.

And B-to-B?

Businesses must also report on CSR. For this reason, they have every interest in carefully selecting their providers, who must share their values and commitments to ensure consistency across their value chain.

88 %

of Futerra's 2018 study respondents claimed that they would like eco-friendly brands in their daily life.

73 %

of companies answering the IACCM survey include a CSR clause in their supplier contracts.

These changes influence the purchasing behaviour of your customers.

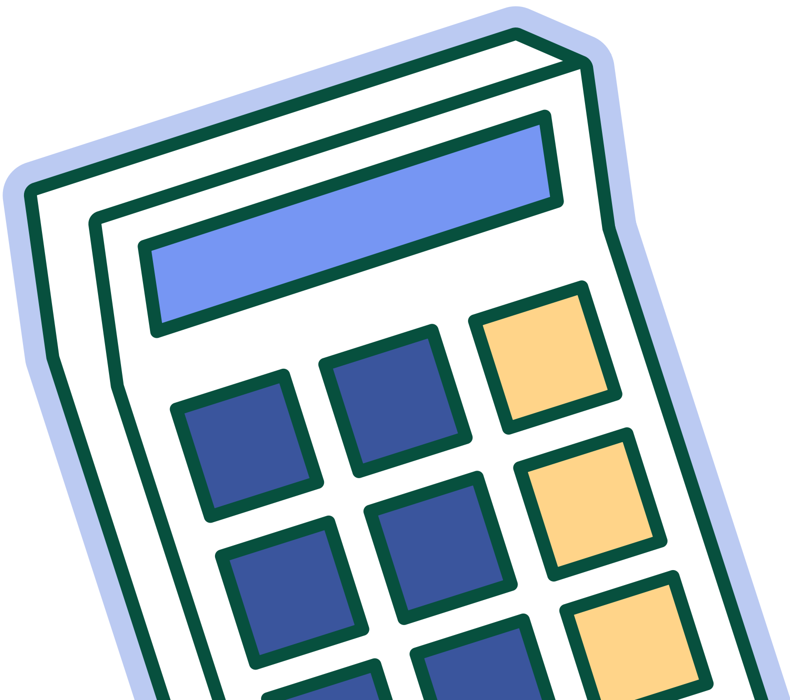
4 Argument n°3: your finances

Carrying out a carbon audit saves money

The analysis of the results of a company's carbon assessment not only enables the identification of priority actions to reduce a company's environmental impact, but also highlights the changes that can help reduce unnecessary expenditure - such as through energy consumption, business travel, review of purchasing equipment, etc.

In fact, the Carbon Disclosure Project's report confirms that the return on business investment taking climate issues into account is 18% above average.

Not to mention the competitive advantage that you'll gain from the boost in brand image!



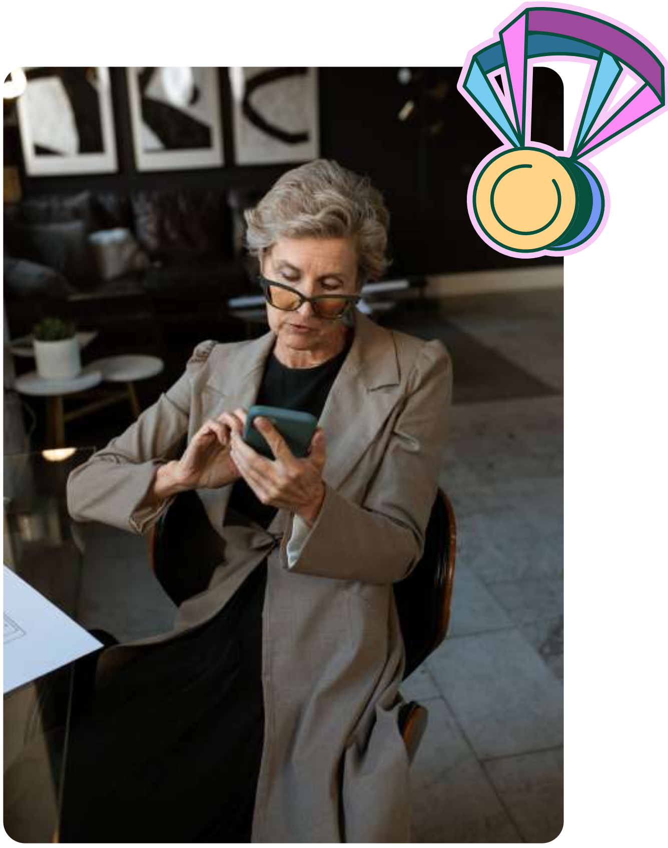
90 %

This is the proportion of cases for which the integration of CSR factors had a positive or neutral impact on financial returns (Gunnar Friede, Timo Busch and Alexander Bassen study).

5 Argument n°4: your investors

In January 2020, Larry Fink, the CEO of BlackRock Investments, caused an uproar by making sustainable investment its hobby horse, now likening climate risk to a real financial risk.

The advent of green investment?



30,000

billion dollars of global sustainable investment in 2018.

68%

of investors wanted to improve their green investments in 2017.

90%

of CEOs believe that sustainability is essential for their corporation strategies.

40%

of CEOs haven't implemented RSE measures.

25%

of CEOs have incorporated these tactics into their business models.

6 Argument 5: the law

Implementing a CSR strategy to comply with legislation is good, but it's even better to act before those regulations are passed – especially with new environmental legislation to come in 2023

In 2023, climate regulations are becoming real, and this is good news for UK businesses. This year marks the year of regulatory reckoning and auditability of carbon data. Businesses will have no choice but to comply with climate regulations in 2023 (TCFD framework, CSRD, and EU taxonomy). This could become a competitive advantage for UK businesses that will be prepared to face foreign climate regulations and anticipate climate risks and opportunities.
Preparing accordingly for law's evolution means making the choice to protect our environment without being forced to, to become a responsible company and to send a strong signal to stakeholders: customers, suppliers, but also potential investors.

WHAT ABOUT THE CARBON FOOTPRINT?

In 2021, it became mandatory to carry out a carbon footprint every 4 years for:

- companies with more than 500 employees;
- local authorities with more than 50,000 inhabitants;
- State services;
- public institutions with more than 250 employees.

NOT WORRIED ABOUT THIS LEGISLATION YET?

Calculating your carbon footprint shows a genuine willingness to understand the environmental impact of your activity, and to reducing it through a targeted and effective action plan. Contributing to the global goal of carbon neutrality means establishing your organisation as a company in line with the challenges of our century and helps to ensure that you stay ahead of any future environmental legislation.

A 5-step Method

1 MEASURE

Identify emission sources

This is the preamble to any effective low-carbon strategy.
Thanks to its advanced algorithm, Greenly uses the latest emission factors to deliver a detailed analysis of the company's business-related emissions (transformation, energy, heating, electricity, cooling, logistics, transport, transportation, digital, etc.).

Extract from the Accounting Entries (AE)

- Fixed assets (account 200)
- Supplier expenditure (account 400)
- Expenses (account 600)

Integrate other specific data (electricity, cloud services...)

- Employee questionnaires
- Invoice analysis
- Life Cycle Analysis

The platform is connected! The process is launched!

2 CHOOSE

Identify your reduction levers

Once the carbon assessment has been achieved, Greenly identifies the optimisation levers available to the company and proposes a fully customised action plan: taking action on equipment, products, suppliers, logistics, transport, energy, IT equipment, etc.

Automatic monitoring of emissions

1. Scope 1 : direct
2. Scope 2 : indirect energy
3. Scope 3 : indirect non-energy

A 5-step Method

3 TAKE ACTION

Implement an action plan

Once an action plan is established, you'll need to ask your stakeholders to join in. Employees, suppliers... Their involvement is essential to improving a company's environmental impact.

Certified
2022 2023 ©
Net Zero
Contributor

4 CONTRIBUTE

Contribute to carbon neutrality

You can go further than just reducing your carbon footprint – a company can finance certified carbon contribution projects, and contribute to the global goal of 2050 carbon neutrality.

VERRA LABEL BAS CARBONE Gold Standard

5 MONITOR

Monitor and continuously improve

Reducing your carbon footprint is a long-term approach.
For this reason, Greenly offers their clients a range of tools to help them follow the curve of their emissions, evaluate the effectiveness of their action plan and adapt it accordingly.

And Greenly will support you for a year with its hotline!

7 Recap

Employees want to work for committed companies.

Customers prefer eco-friendly brands.

Carbon assessment allows your company to optimise expenses and increase your turnover.

Investors are looking for responsible and future-oriented companies.

Environmental legislation is getting tougher every year. . Therefore, it’s important to stay prepared for the new regulations to come.

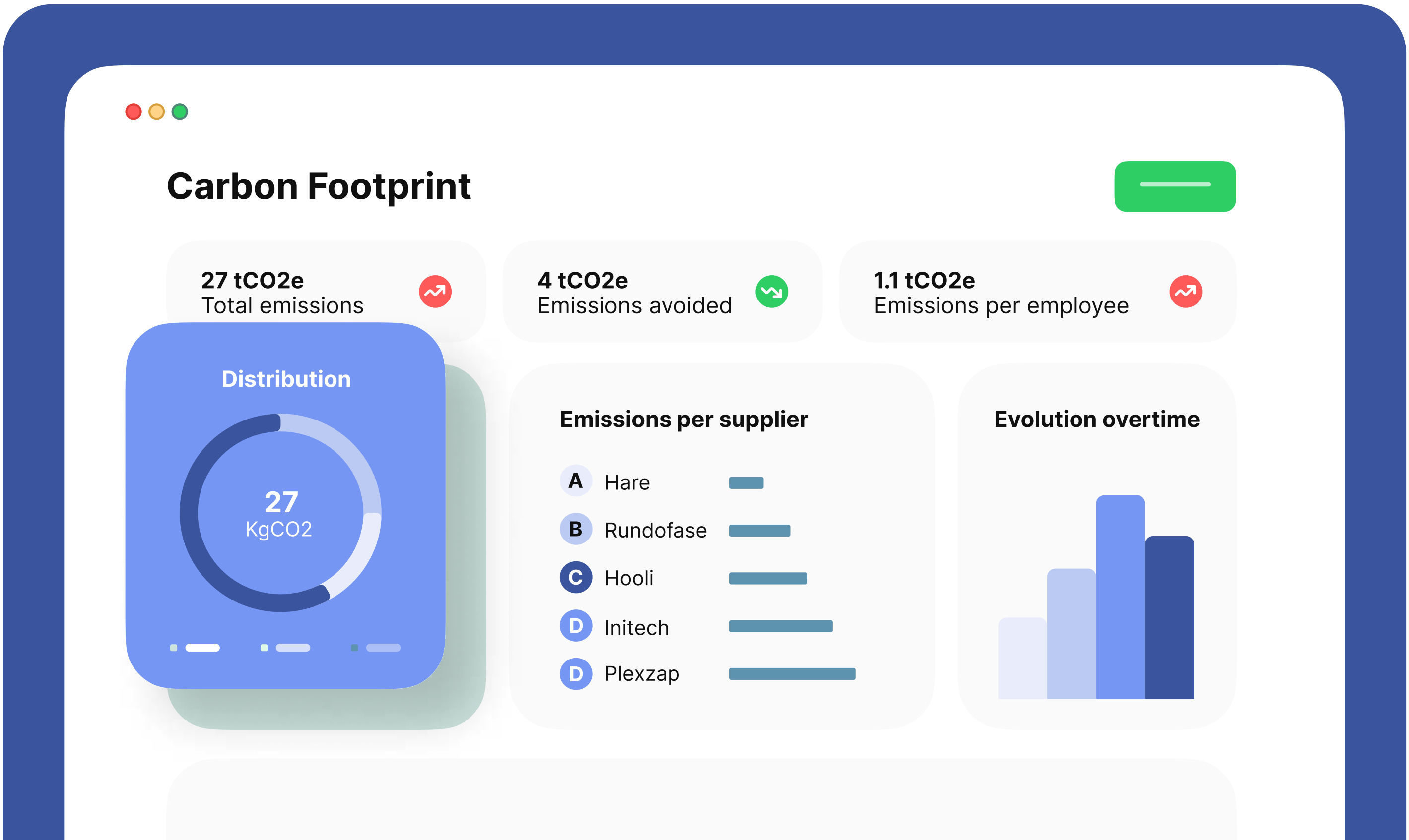
8 Greenly: the first carbon footprint solution for SMEs and VSEs

Data collection

- Fixed assets
- Expenses
- Supplier Expenses
- Invoice Analysis
- Life cycle analysis
- Employees questionnaire

Yours climate strategy

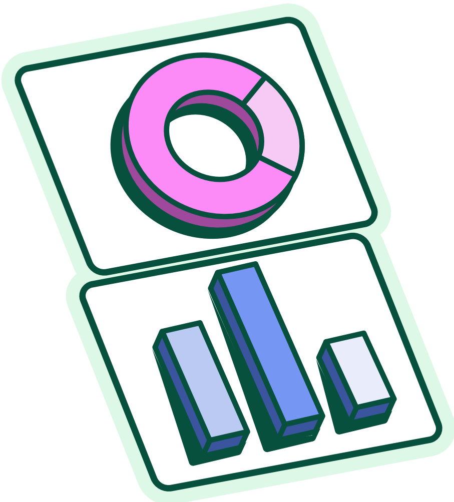
- GHG assessment in compliance with standards (scope 1, scope 2, scope 3)
- Physical and monetary analysis personalized to your activity's emissions a
- Net Zero Strategy : personalised plans & certified carbon footprint
- Support from a dedicated climate engineer



9 Becoming a certified Net Zero Contributor

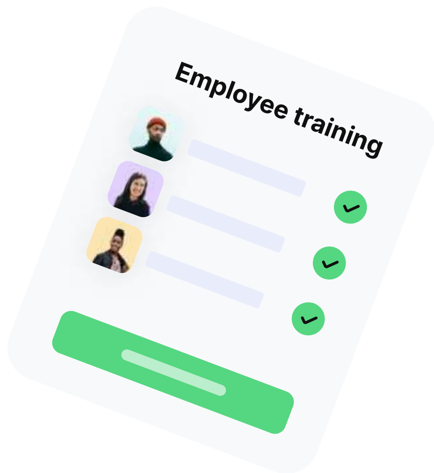
1. Less emissions, more savings

Reduce spendings that emit the most greenhouse gases and save valuable money for your organization.



2. Gain loyalty and retain your employees

70% of employees are more likely to work for a company with a real CSR approach, and 80% want to work there longer.

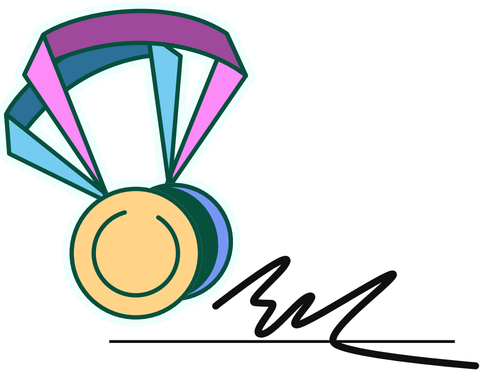


3. Your climate strategy is a competitive advantage

A carbon footprint assessment facilitates the labeling processes (B-Corp, EcoVadis, ISO 14001, etc.) and gives a company a competitive edge.

4. Improve your brand image

Communicating your environmental commitment helps build customer loyalty.



Data collection

Extract from the Accounting Entries (AE)

- Fixed assets (account 200)
- Supplier expenditure (account 400)
- Expenses (account 600)

Accounting entry files & Banks

- Carbon footprint report & certificate
- Employee engagement module
- Action plan & trajectory monitoring

Climate Dashboard

Integrate other specific data (electricity, cloud services...)

- Employee questionnaires
- Invoice analysis
- Life Cycle Analysis

Automatic monitoring of emissions

1. Scope 1 : direct
2. Scope 2 : indirect energy
3. Scope 3 : indirect non-energy

Over 800 companies have already entrusted Greenly for their Carbon Footprint reporting

10 About Greenly

**The company of tomorrow analyzes their emissions to better reduce them.
Get your Greenly certification today!**

	Services	Tech	Retail	Industry
<50 empl.	Starting at 2.950£	Starting at 3.950£	Starting at 5.950£	Starting at 7.950£
50-100	Starting at 4.950£	Starting at 5.950£	Starting at 9.250£	Starting at 11.950£
100-250	Starting at 7.950£	Starting at 9.950£	Starting at 13.950£	Starting at 15.950£
250+	Contact us	Contact us	Contact us	Contact us

Our other services and carbon apps- Contact for pricing

Workshop / Climate Fresk	Life Cycle Analysis
Carbon Calculator	Avoided Emissions
Green IT	SSO integration
Specific Analysis	Custom API integration

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Greenly is a tech-based carbon management platform on a mission to help build a carbon-neutral economy. Our software platform helps small and medium-sized businesses enact automatic carbon management. Until now, carbon management was time-consuming, complex, and static. Greenly offers a precise and affordable GHG assessment, on all scopes (1,2 and 3). In addition, our climate experts support our clients in their Net Zero strategy by offering personalized and concrete action plans, alternatives and projects to compensate for GHG emissions that cannot be reduced.

Today, Greenly provides its expertise via its Greenly Corporate Impact software platform to more than 1000 customers, and receives the support of prestigious clients - large groups such as Axa, BNP Paribas, Faurecia and Médiamétrie, scale-ups such as Swile, Payfit and Alma, and small businesses that want to do their part for the planet by reducing their CO2 emissions.

Greenly began as a young start-up in Station F, and after raising significant funds, it continues to improve its software and related services by working closely with its customers, whether they are start-ups, VSEs, SMEs or large groups. At the end of 2021, a new stage was reached with the new optional offer for the production of a digital carbon assessment linked to the company "Greenly Web Services". Greenly's mission is clearly defined: enabling each company to manage its carbon footprint in order to better reduce its CO2 emissions, thanks to a digitised solution at the most competitive price on the market. In just one year, Greenly has implemented its technology for 3 million people by adding an impact measurement to banking services, convinced tens of thousands of people to use its App, and supported more than 400 companies in measuring and reducing their CO2 emissions.

More than 1000 companies have entrusted Greenly with their Carbon Footprint

To find out more or to meet a Greenly expert

Website : https://www.greenly.earth/
Mobile App on all stores : https://apps.apple.com/fr/app/greenly/id1490423197
Contact : contact@greenly.earth

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