



CERTIFICATION NET ZERO CONTRIBUTOR

**For a decarbonization strategy in line  
with the Paris Agreement**



**greenly**

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# Introduction

According to the IPCC (Intergovernmental Panel on Climate Change), it is essential to drastically reduce our anthropogenic (i.e., human-caused) greenhouse gas (GHG) emissions. Otherwise, the increase in the average temperature at the surface of the globe could reach +3°C by 2100, leaving extreme climatic events in its wake (drought, rising waters, etc.), as well as a continued instability of global climate cycles.

In fact, these climatic events are already occurring, with direct repercussions on the organization and the stability of our societies. Unfortunately, their magnitude is expected to increase further as climate change worsens. (1,2,3) In addition, according to several analyses, a multitude of these climate events could lead to armed conflicts, as well as to massive population displacements. (4.)

Therefore, at the time of the COP21 in 2015, 195 countries committed to containing global warming to below +2°C - with pre-industrial temperatures as the baseline - and thus limiting the consequences of climate change.



(1) Gnanaweera, K., & Kunori, N. (2018). Corporate sustainability reporting: Linkage of corporate disclosure information and performance indicators. *Cogent Business & Management*. <https://doi.org/10.1080/23311975.2018.1423872>

(2) Halldórsson, Árni et Gyöngyi Kovács. « The sustainable agenda and energy efficiency » . *International Journal of Physical Distribution & ; Logistics Management*, édité par Árni Halldórsson, vol. 40, no 1/2, Emerald, février 2010, p. 5-13. <https://doi.org/10.1108/09600031011018019>.

(3) Ng, A. K., S. L. Chen, S. Cahoon, B. Brooks, and Z. Yang. 2013. "Climate Change and the Adaptation Strategies of Ports: The Australian Experiences." *Research in Transportation Business & Management* 8: 186-194

(4) Maystadt, Jean-Francois & Ecker, Olivier. (2014). Extreme Weather and Civil War: Does Drought Fuel Conflict in Somalia through Livestock Price Shocks?. *American Journal of Agricultural Economics*. 96. 1157-1182. [10.1093/ajae/aau010](https://doi.org/10.1093/ajae/aau010)



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THE CLIMATE  
IS CHANGING;  
WHY AREN'T WE?

# 1 Why is Greenly launching this certification?

In order to meet the objectives necessary to reduce our greenhouse gas (GHG) emissions, various countries have initiated their own strategy to contribute to carbon neutrality on their national territory in 2050. In France, this strategy is called SNBC (National Low-Carbon Strategy).

In fact, the objectives related to the reduction of our carbon emissions are broken down and distributed among the various actors of our economic fabric (companies and public services, in particular). (5)

As a result, the actors in question are beginning to organize themselves in order to achieve the objectives set, by gradually decarbonizing their business model.

However, this is a highly complex subject, on which most organizations need support and guidance if they are to meet the ambitious objectives defined at an institutional level.

In addition, it is crucial to develop the necessary tools to properly assess the climate action taken by these companies. The goal? To differentiate organizations with a real environmental strategy from those who resort to greenwashing for marketing purposes.

For all these reasons, Greenly has chosen to launch its own Net Zero Contributor certification. This annual certification will support companies in their climate strategy and attest to the robustness of the decarbonization strategy of any organization aiming to develop a trajectory in line with the requirements of the Paris Agreement.



(5)Stratégie Nationale Bas-Carbone (SNBC) | Ministères Écologie Énergie Territoires <https://www.ecologie.gouv.fr/strategie-nationale-bas-carbone-snbc> stratégie-nationale-bas-carbone-(snbc)-|ministères-écologie-énergie-territoires

## 2 About Greenly?

Founded in 2019, Greenly is a company specialized in carbon footprint measurement offering an innovative semi-automated Carbon Footprint solution.

Convinced of the preponderance of the role that companies can play in the fight against climate change, we first chose to develop a BtoB offer, with a view to generalizing and automating the carbon footprinting exercise among them, while actively contributing to the improvement of accounting.

By 2023, the start-up was already assisting more than 900 clients worldwide in calculating their greenhouse gas emissions and implementing their climate strategy.

Through their work, Greenly now has a vast database containing all the information related to carbon footprints and decarbonization strategies of their clients.

Supplemented by the voluntary declarations of some of their suppliers, the Greenly database also centralizes the information available in other open databases (ADEME and CDP, in particular).

In short, Greenly now has real expertise in the decarbonization strategies pursued by companies and can compare these efforts with the overall efforts made in their sector.



**CONCLUSION ?**

Greenly is the ideal partner to support the definition and implementation of your company's climate strategy, while ensuring that it is aligned with the objectives defined by the Paris Agreement. Their Net Zero Contributor certification, aims at valuing the most committed organizations in the framework of climate action.



# 3 How does this differ from other similar initiatives?



In order to achieve our greenhouse gas reduction targets, various standards have been put in place over the past few years.

Science Based Targets is the reference standard for climate objectives.

It provides for two levels of commitment for companies\*, regardless of their starting point and sector of activity:

- well below 2.0°C: 25% reduction in their emissions between 2021 and 2031 (i.e. 3% per year) ;
- aligned with 1.5°C: 46% reduction of their emissions between 2021 and 2031 (or 6% per year).

These reduction targets are complemented by a set of criteria defining an ideal corporate climate strategy.

Greenly's ambition is to democratize this standard while maintaining its rigor to make climate action accessible to all.

below 2,0°C :

**25%**

25% reduced their emissions between 2021 and 2031 (around 3% each year).

---

aligned 1,5°C :

**46%**

emissions reductions between 2021 and 2031 (or 6% per year).

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# 4 Why choose the Greenly certification?

Other organizations are developing their standards based on the trajectories developed by SBTi. And yet: despite the multiplication of this type of standard, global greenhouse gas emissions are not decreasing, and are even seeming to increase. Based on this observation, Greenly wishes to go further and offer an innovative certification that would contribute to reducing emissions. The certificate aims to do this by :

## 1

**Improving the reliability of input data**, by not relying on reporting data, which is regularly questioned. In particular, some studies point to the fact that voluntary emissions reporting allows large emitters to hide their poor environmental performance. (7)

Greenly guarantees the reliability of the data, the relevance of the methodology used and the correct definition of the scope of the study by carrying out a carbon assessment and a climate strategy audit (two steps included in the certification process). In addition, the source data used, such as the accounting records file, limits the risk of false declaration.

Finally, the carbon footprints and reduction trajectories drawn up by Greenly are fully auditable and transparent.



**Dedicated  
Climate  
Experts**

(7) Diabat, A., & Simchi-Levi, D. (2009). A carbon-capped supply chain network problem. IIEE International Conference on Industrial Engineering and Engineering Management, 523-527. <https://doi.org/10.1109/IIEEEM.2009.5373289>

# 2

**Act on a large scale**, by asking certified companies to engage their ecosystems in their decarbonization process. And for good reason: indirect emissions (from the famous scope 3) remain the most important for many companies.

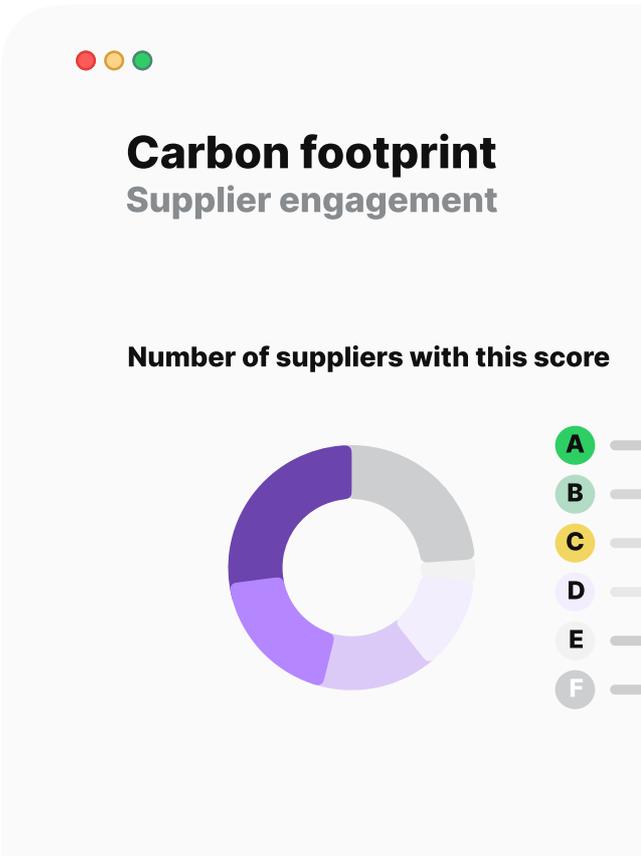
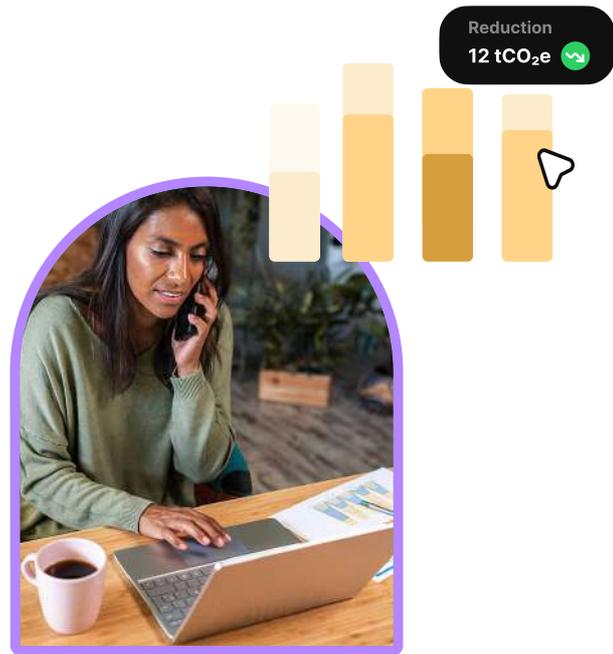
In this context, the free digital module proposed by Greenly allows any organization to modulate their value chain while taking into account environmental criteria.

# 3

**Personalize and adapt reduction goals to the business industry.**

The activity sector is not considered by some standards, as some certifications often neglect the constraints of certain industries. As a result, these standards may not recognize the actions a company may already be taking to reduce their carbon footprint – and fail to take these efforts into account before their carbon footprint assessment is completed.

Modifying reduction goals to adhere to the specific aspects of the business industry could help to avoid this.



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# 5 What are the necessary steps required to obtain the certification?



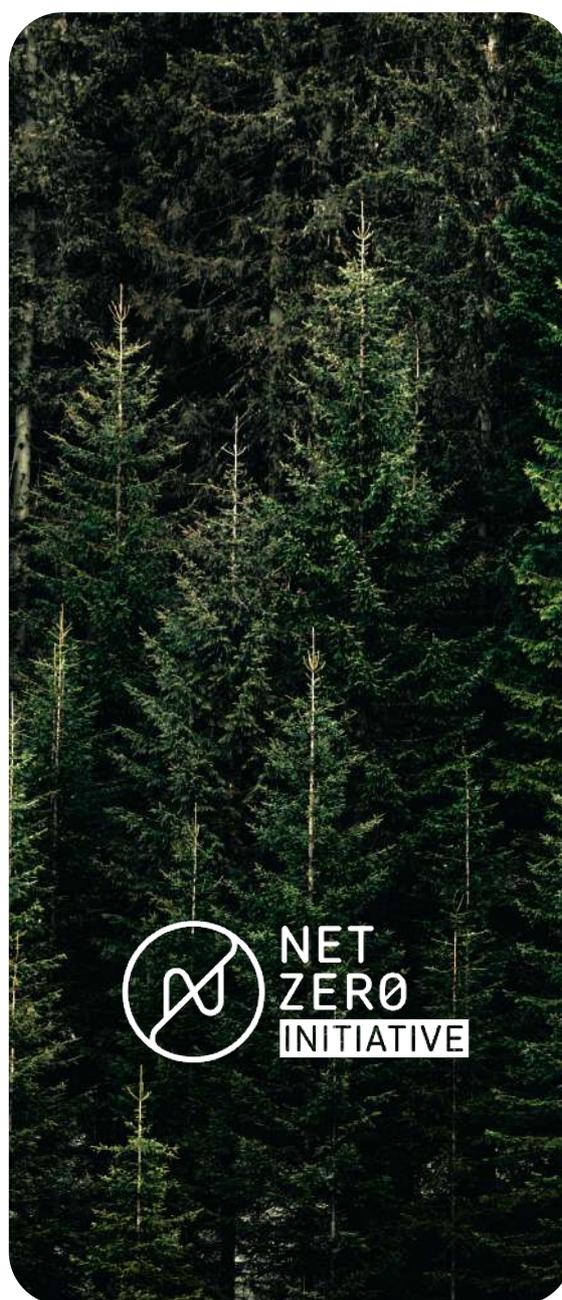
## 1. Read and agree with the ten principles of the Net Zero initiative

Net Zero Initiative is a project co-created by several players in the field of carbon accounting, including Carbone 4.

It is supported by ADEME and the French Ministry of Ecological Transition, and proposes a single reference framework to guide private sector action in favor of carbon neutrality.

In 2022, this project led to the drafting of a single charter detailing the "10 NZI principles for an ambitious corporate climate strategy". It has become a benchmark, supported by 21 major French companies and signed by industry specialists at both institutional (by the French government) and private (by emissions management platforms) levels. This reference framework is very similar to the one proposed by the science-based targets and mentioned above.

Greenly is a signatory of this charter and relies on these principles to guide its clients in developing their climate strategy. Reading this document and understanding its principles is a prerequisite to any commitment.



## 2. Carry out a greenhouse gas baseline assessment

To obtain the certification, an organization must first have carried out a carbon assessment with Greenly. Ultimately, the carbon assessment allows Greenly to ensure the methodology and the scope chosen by the organization.

This first carbon footprint will be considered as the reference for the certification process. In concrete terms, it is from the results of this carbon assessment that the organization will have to choose its objectives and develop its decarbonization strategy.



Please contact us via this link if you wish to see a demonstration of our solution.

## 3. Select action plans aligned with the Paris Agreement

The carbon footprint methodology involves the identification of the items producing significant emissions in order to undertake targeted actions and effectively reduce the carbon footprint of a given organization. This identification step leads to the development of several potential action plans.

Afterwards, the Greenly certification requires its applicants to carefully select the action plans they wish to implement from among those proposed at the time of their carbon footprint assessment.

**In simple terms, the organization can :**

- either choose these plans from the list submitted by Greenly ;
- or propose its own plans, as long as they focus on the most important emission items.

A reduction questionnaire will be submitted to companies, so that they can gather all the necessary information to evaluate the various strategies proposed.

**To obtain certification, it is expected that :**

- at least two short-term action plans are proposed (to be implemented within one year) ;
- a long-term action plan is proposed, which should be aligned with sectoral decarbonization targets as defined by the IPCC, IEA or PTEF (this plan may involve structural transformation of the organization).

**For each of the selected action plans, the organization will need to produce:**

- a description of the scope within which it falls (e.g., building electricity consumption in the U.S.) and the greenhouse gas emissions associated with it;
- a description of the initial situation, focusing on the current management of the defined perimeter
- a description of the future situation, when the action plan is finalized.

The year in which the action plan was launched and the year in which it will be completed should also be indicated.

All of this information will allow Greenly to audit the list of proposed action plans in order to assess whether they allow for the achievement of a reduction objective consistent with the sectoral trajectory inspired by the SBTi reference framework.

In short, the action plans selected are validated if they allow for an annual reduction of between 4% and 6% **over the next three years.**

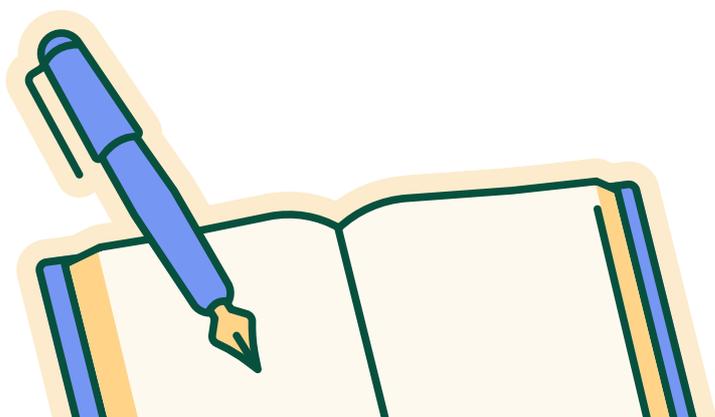
**This annual reduction can be achieved in absolute or relative terms. Please note: only production metrics are accepted for monitoring in relative terms, as price or turnover metrics are too volatile.**



**NOTE:**  
**Greenly accepts these relative reduction metrics in order to include small businesses in the growth phase. It is then assumed that they are replacing other activities that are deemed less "virtuous" and that there is an absolute reduction in emissions in the market.**

This short-term reduction objective was set up because it is difficult to project with certainty over 10 to 20 years of activity. In this context, Greenly prefers to work "step by step", by requesting an annual update of the actions implemented over the next three years.

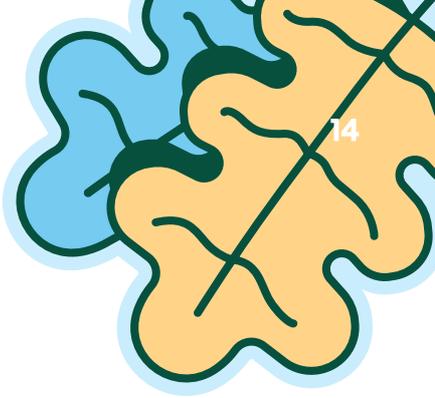
In the event that the action plans selected by the organization do not achieve the objectives set, Greenly will contact the organization to detail the necessary improvements to be made.





Certification

White Paper



## 4. Emissions monitoring and annual publication

In order to verify the implementation of the chosen action plans, emissions monitoring will be required as of the second year of certification.

The organization commits to perform an annual carbon assessment in order to evaluate the real impact of their approach and to verify that their trajectory remains aligned with the objectives initially set.

Based on the results, the action plans will have to be corrected and/or completed if necessary, on an annual basis. This adjustment may also occur to meet the organization's operational requirements.

Finally, the organization commits to publish its performance on a regulatory platform (e.g. ADEME) or on social networks if no platform is dedicated to this purpose.

Greenly certification underlines the importance of transparency for organizations committed to decarbonization.



## 5. Carbon contribution

The concept of carbon contribution consists of giving an organization the opportunity to finance carbon reduction or sequestration projects outside its value chain.

Reduction (or avoidance) projects are intended to achieve a reduction in greenhouse gas emissions that would traditionally occur in a given baseline scenario.

Sequestration projects aim to capture greenhouse gas emissions already in the atmosphere through the development and/or preservation of our natural (oceans and forests) and industrial (direct CO2 capture) carbon sinks.

In Chapter 3 of its report "Climate Change Mitigation", the IPCC states that the deployment of carbon storage methods will be necessary to offset our residual emissions (those that cannot truly be avoided) and thus limit global warming (8).

Certification requires applicants to provide annual funding for one or more carbon contribution projects to complement their emissions reduction strategy.

This contribution will have to correspond to a minimum of 10% of the total emissions during their reference year, in order to follow the recommendations of the United Nations Global Compact (UNGC).

This minimum value will be fixed over time. The aim is to ensure that the carbon contribution remains a complement to the organization's emission reduction strategy. The contribution will have to relate to projects certified by players such as Patch, American Carbon Registry, Verra, labelBasCarbone, Riverse or Wildsense.



## ATTENTION

French law defines carbon neutrality as a point of balance between anthropogenic emissions and anthropogenic absorptions occurring on the national territory.

This definition implies that an organization can in no way call itself "carbon neutral". An organization, whatever it is, can only **contribute to global carbon neutrality by reducing their emissions and developing carbon sinks that sequester emissions.**

It is essential to remember that these investments can in no way replace the process of reducing emissions. They are complementary to the latter.

For this reason, the percentage contribution (10%) will not be deducted from the organization's carbon footprint. Similarly, **contributing more than the required 10% will not be valued.**

(8) Skea, J., & Pathak, M. (2022). Mitigation of Climate Change Summary for Policymakers Climate Change 2022 Working Group III contribution to the Sixth Assessment Report of the Intergovernmental Panel on Climate Ch... Book · April 2022 Vehicle to grid (V2G) with Fuel Cell Electric Vehicles (FCEVs)-Car as Power Plant View project Biofuel in Thailand in the Context of ASEAN Economic Community: Analysis of Stakeholders' Perception, Market and Economic Impact View project. <https://www.researchgate.net/publication/359746855>

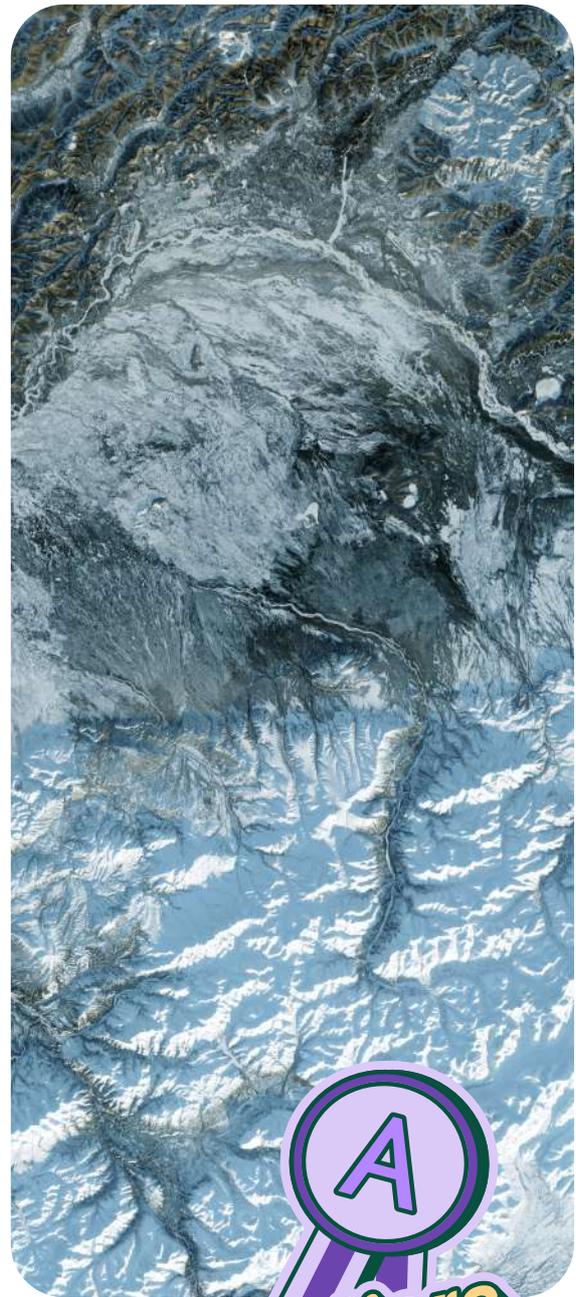


## 6. Engage your suppliers

Most of the emissions generated by our companies come from their value chain (9). Consequently, these emissions are characterized as "indirect" emissions, as they are generated by the activities of the organization's suppliers and customers. In this context, it is necessary for our companies to work on decarbonizing their value chain (which covers on average 80% of their carbon dependency).

Certification requires that an organization to evaluates their entire ecosystem via a supplier engagement questionnaire. To this end, the tool specially developed by Greenly allows companies to assess their stakeholders' commitment to climate action. It should be noted that other initiatives may also be taken into account where they are equally ambitious in scope and impact.

While these transformative initiatives require more material and human resources, several studies have shown that investor and customer inquiries about an organization's environmental performance are effective in improving transparency and environmental performance. (10)



(9) Downie, John & Stubbs, Wendy. (2012). Corporate Carbon Strategies and Greenhouse Gas Emission Assessments: The Implications of Scope 3 Emission Factor Selection. *Business Strategy and the Environment*. 21. 412-422. [10.1002/bse.1734](https://doi.org/10.1002/bse.1734)

(10) Cotter, J., & Najah, M. M. (2012). Institutional investor influence on global climate change disclosure practices. *Australian Journal of Management*, 37(2), 169-187. <https://doi.org/10.1177/0312896211423945>

## 7. Employee engagement

The certification requires applicants to implement an internal awareness process. Studies show that sharing information about environmental issues can lead to behavioral change among employees, who are then more likely to be involved in the implementation of pro-environmental practices and/or initiatives. (11)

Greenly offers training on climate issues for employees of applicant companies. This training addresses the concept of the greenhouse effect, the link between energy and climate change, and the impact of different sectors such as food or digital.

The organization concerned can also submit its own training materials to Greenly, so that they can be audited. The idea is to verify that they possess the information necessary for an accurate and sufficient understanding of these issues.



## 8. Reading and signing of the Greenly charter

This charter is a legal document that will be communicated to the organization by email, after the validation of the steps mentioned above.

It must be signed by a legal representative of the company or the entity concerned by the certification, and confirms the good implementation of the previous elements, as well as the will to make them last in time.

It will be published on the Greenly website and will make public the trajectory and the action plan of the organization for decarbonization.

The charter completes the certification process.



(11) Albrecht, S.L.; Bocks, A.; Dalton, J.; Lorigan, A.; Smith, A. Pro-Environmental Employee Engagement: The Influence of Pro-Environmental Organizational, Job and Personal Resources. *Sustainability* 2022, 14, 43. <https://doi.org/10.3390/su14010043>

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# 6 How does the Greenly certification process work?



## ATTENTION

The certification process can only begin if the organization's carbon footprint has been completed by Greenly.

## Launch meeting

A kick-off meeting is organized with the climate expert assigned to the applicant organization, and a methodology is selected. The objective of this meeting is to acquire an overview of all the criteria to be validated and all the procedures to be carried out, but also to clear up any potential questions.

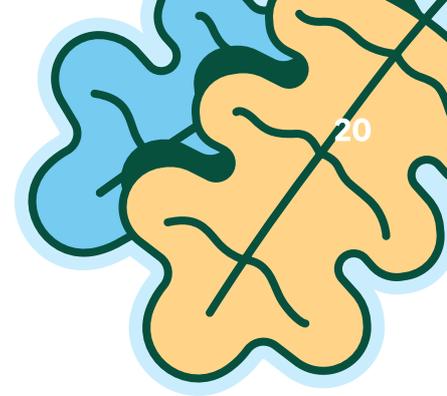
Once this kick-off meeting has been held, the company is ready to move forward independently on the various proposed axes.



## NOTE :

You will remain in contact with these contacts throughout the certification process. Your climate expert will accompany you on the operational aspects, while your methodological advisor will be your primary contact for the entire audit.





## Audit of your action plan

Next comes the action plan audit, which takes place in two stages.

First of all, a questionnaire must be filled in, detailing the action plans that the company wishes to commit itself to over the next three years.

Several questions are asked about each of the action plans, particularly about the follow-up procedures for implementation, as well as the planned timetable.

Once the questionnaire has been completed, the dedicated experts quantify the impact of the action plans. This quantification is based on the principles of the QuantiGES method, as well as methodological monitoring work allowing Greenly to collect data.

If the action plans enable the company to achieve an annual or relative reduction percentage of more than 4%, they are validated.

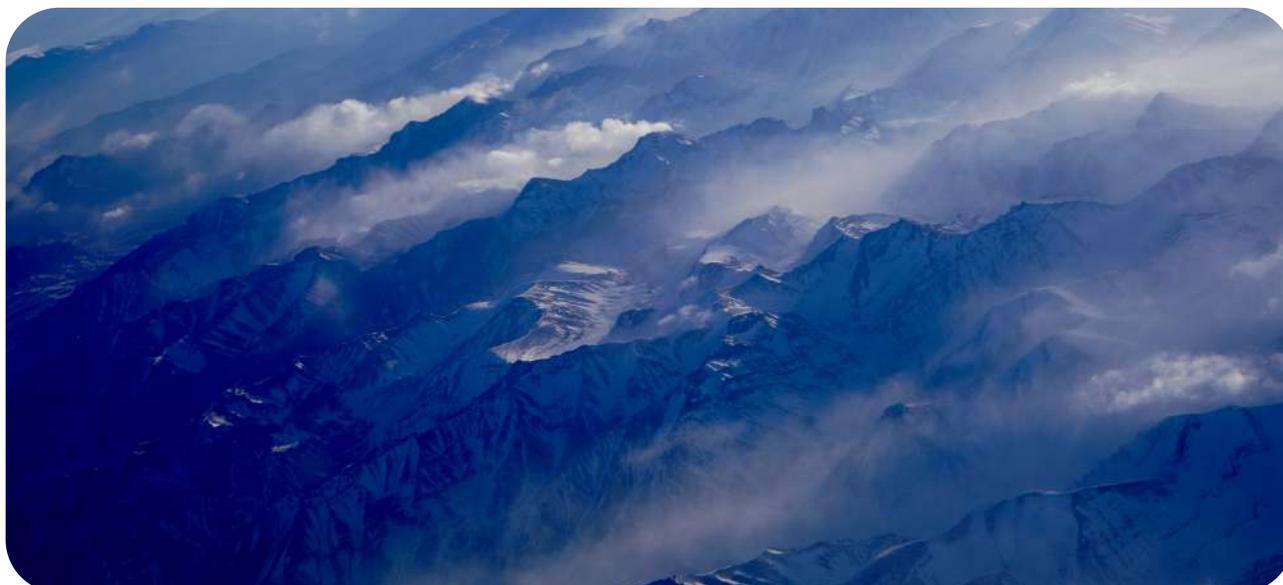
If not, they will obviously have to be adjusted.

The annual audit of the action plans is subject to invoicing. The entry price starts at 750€.



### ATTENTION

The initial quoted price includes only one audit. If the submitted action plans are not ambitious enough and need to be adjusted, a second audit will have to take place and will be charged again.



### Validation of the remaining steps and signature of the Greenly charter

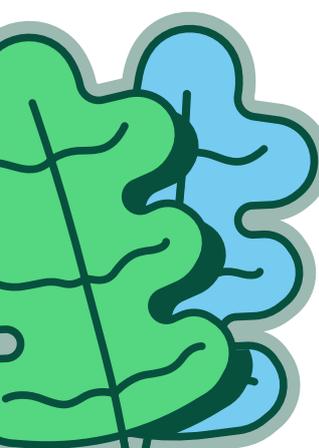
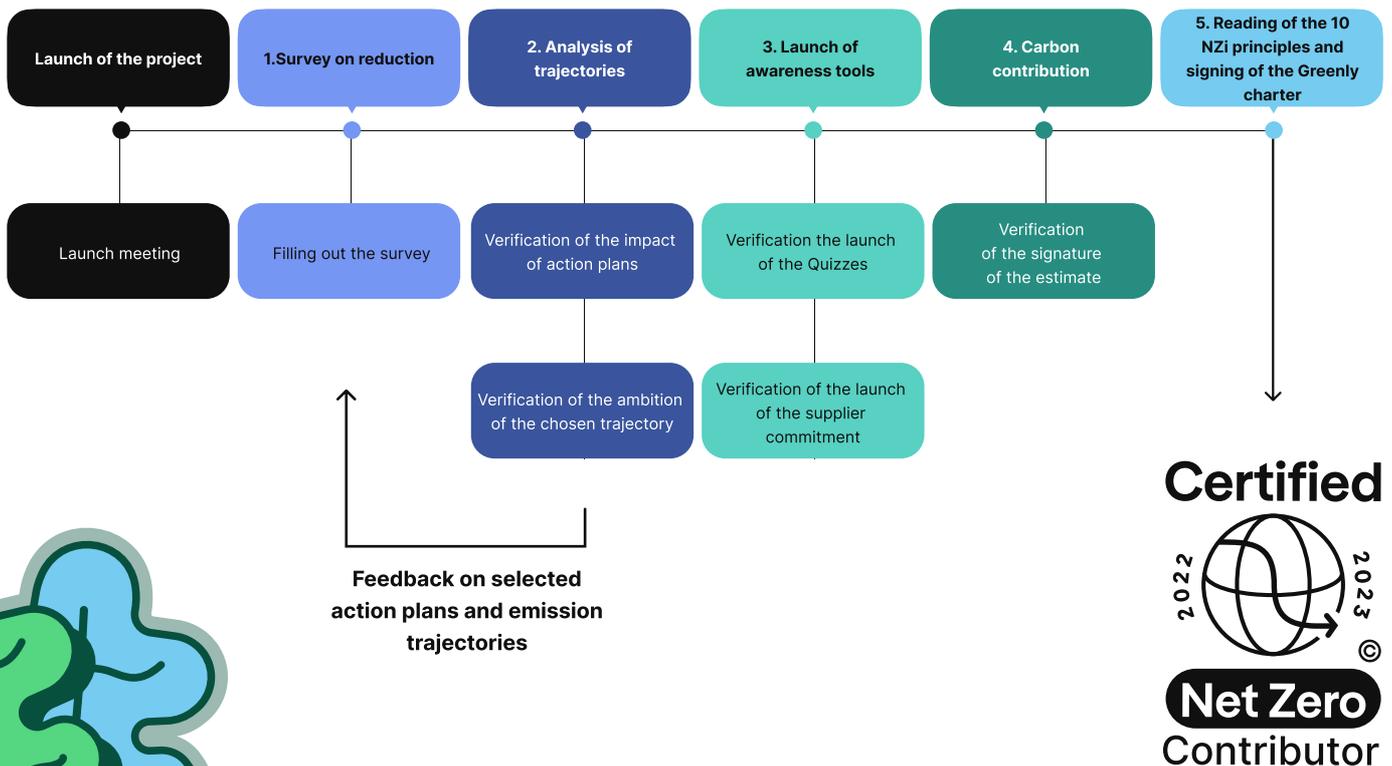
Thereafter, the organization will be accompanied by a climate expert throughout the remaining steps: launching of awareness tools, choice of carbon contribution projects and reading of the 10 principles of the NZi.

Once all the criteria have been validated, the Greenly commitment charter will be sent for signature to the organization's decision-maker.

### Communication

After obtaining the certification (following the signature of the Greenly charter), the marketing team will contact the newly certified organization, in order to provide it with a communication kit around their decarbonization approach: certificate, press release, LinkedIn post and case study.

## CERTIFICATION PROCESS



# 7 Can we be guided in the choice of our action plans?



## YES.

The climate expert assigned to your account can propose a set of action plans during the carbon assessment meeting. These action plans are then classified according to their potential impact and feasibility.

In addition, Greenly can also provide a set of modules allowing you to directly assess the impact of the submitted action plans.

These modules - accessible via the platform - take into consideration the results of the structure's carbon footprint, as well as various variables, in order to model the effects of this potential approach.



### NOTE :

These variables can be adapted to take into account the operational constraints of the organization.



### ATTENTION

The use of the modules entails an additional charge to cover the development costs of the modules.

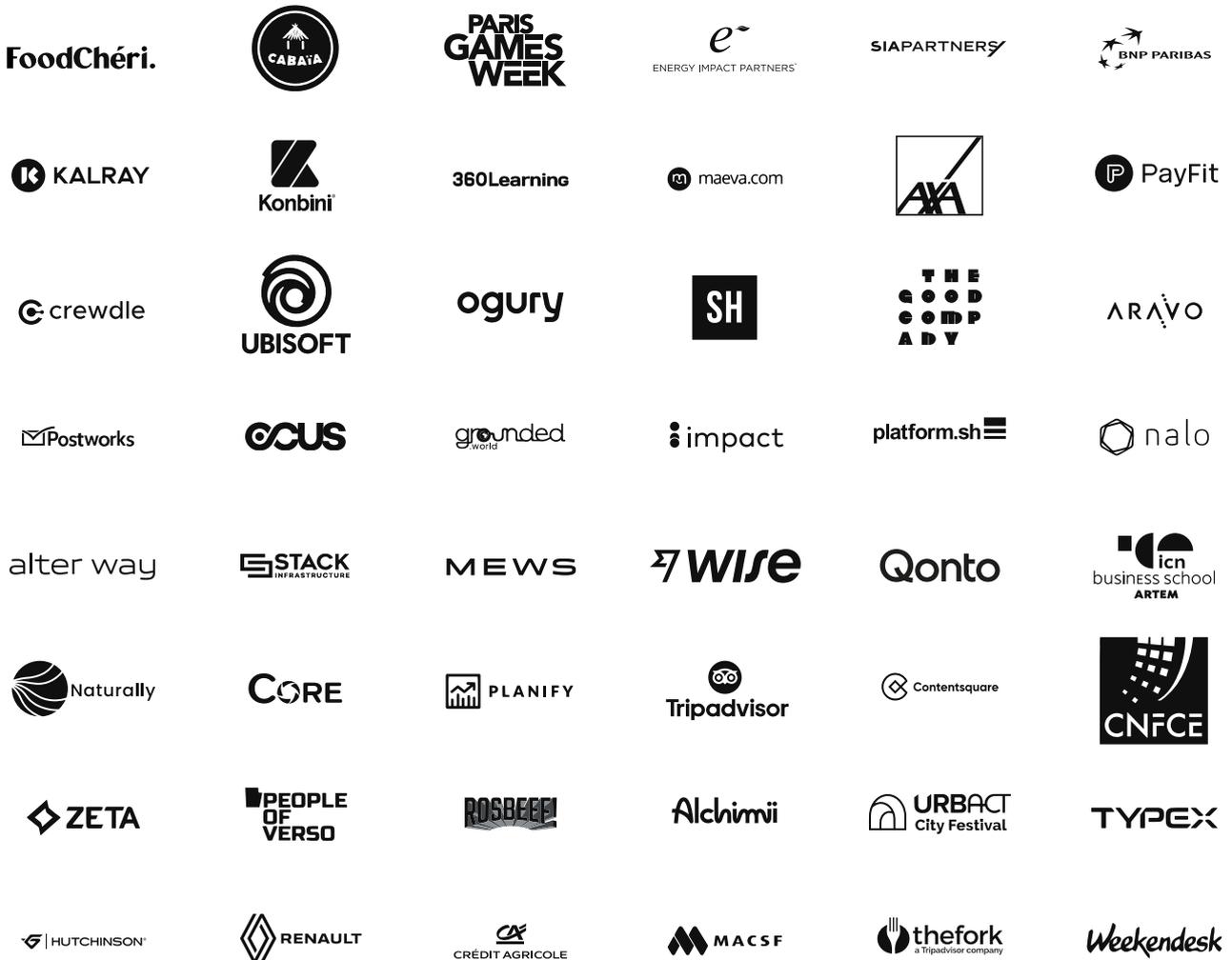




Certification

White Paper

# Just like **over 1000** other companies, they 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](mailto:contact@greenly.earth)

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**Make change happen.**