

greenly

# ESG Report 2024



# CEO Letter

Greenly has made tremendous progress in creating a tangible, positive environmental impact – such as with our growing responsibility, and proving indispensable to 3000+ companies in their climate journey and sustainable initiatives around the world.

As a result of our commitment to data-driven results, science-based solutions, and passion towards climate leadership – we've made a visible effort to ensure our efforts have aligned with ESG criteria and our climate action pillars such as transparency, decarbonization, and enabling clients to take effective action.

However, our work is only just beginning – as our diligence to environmental excellence must remain more paramount than ever before if we want to continue to curb the harmful effects of climate change.

Business, governments, and individuals will continue to play a pivotal role in driving climate progress – as our grandiose actions can create the ripple effect needed to curb the current overwhelming effects of skyrocketing emissions and global temperatures. Greenly will continue to help guide organizations worldwide in the best actions to take in a plan personalized and suited to your company's individual goals and needs.

We're thankful to all of our stakeholders, partners, and employees who continue to make Greenly's mission a possible achievement.

At Greenly, we're passionate about making climate action not only a responsibility – but as a lifestyle and an opportunity to better ourselves and the world around us. The choices we make today could have a colossal impact on the future tomorrow.

As business leaders, innovators, and citizens of the world – we have the power to cultivate a more sustainable future – one grounded in transparency, dedication, and measurable progress.

We can rise to the challenge together, one step at a time – aiming to turn commitment into visible climate impact.

Thank you,  
Alexis



# Foreword

In today's world, climate change is omnipresent – GHG emissions are embedded in nearly everything we do from travel, the food we eat, and the buildings we inhabit.

We've already seen the devastating effects of climate change in recent years, such as with rising sea levels, more frequent and severe natural disasters, melting glaciers and ice sheets, and more – all of which are bound to be even more detrimental if we continue to release greenhouse gas emissions into the atmosphere.

In order to combat the potential negative effects of a continuously warming planet, the Paris Agreement was introduced as a worldwide collaborative effort to reduce global greenhouse gas emissions. With the Paris Agreement, 195 countries are committed to limiting global temperature rise to 1.5°C or well below 2°C compared to pre-industrial levels.

Nevertheless, our world continues to heat up at an unprecedented rate – as we are currently on a trajectory to reach an average global temperature of 3°C, and will likely surpass beyond this baseline, where the consequences of climate change are likely to be more catastrophic and unpredictable. Cutting emissions is thus urgent and demands swift and decisive action to transform corporate activities.

Furthermore, climate change has and will likely continue to have a negative influence on social injustices, gender inequalities, income disparity, and our overall well-being – as extreme temperatures and weather events can provoke eco-anxiety, severely impact our physical health, and contribute to mental health disorders.

At Greenly, we're dedicated to going above and beyond to address climate change and its consequences by raising awareness regarding the current endemic climate crisis and helping guide organizations across the world towards effective solutions and emission reduction strategies. This not only can help companies to boost their own sustainability efforts, but it will allow them to align their business strategies with the Paris Agreement itself. Acknowledging current sustainability issues go beyond carbon emissions, we are working on consolidating our mission to include other sustainability indicators.

We're devoted to fulfilling these goals while also supporting a healthy, diverse, and inclusive work community. It is crucial to fight against climate change, but we are also well aware that it is important to look after people in a personal manner in the midst of this long battle – as climate change is also a paramount social issue.

Sources: IPCC, 2022: Summary for Policymakers [P.R. Shukla, J. Skea, A. Reisinger, R. Slade, R. Fradera, M. Pathak, A. Al Khourdajie, M. Belkacemi, R. van Diemen, A. Hasija, G. Lisboa, S. Luz, J. Malley, D. McCollum, S. Some, P. Vyas, (eds.)]. In: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change*

IPCC, 2022: Summary for Policymakers [H.-O. Pörtner, D.C. Roberts, E.S. Poloczanska, K. Mintenbeck, M. Tignor, A. Alegría, M. Craig, S. Langsdorf, S. Löschke, V. Möller, A. Okem (eds.)]. In: *Climate Change 2022: Impacts, Adaptation, and Vulnerability. Contribution of Working Group II to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change* [H.-O. Pörtner, D.C. Roberts, M. Tignor, E.S. Poloczanska, K. Mintenbeck, A. Alegría, M. Craig, S. Langsdorf, S. Löschke, V. Möller, A. Okem, B. Rama (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA, pp. 3-33, doi:10.1017/9781009325844.001.

GREENLY

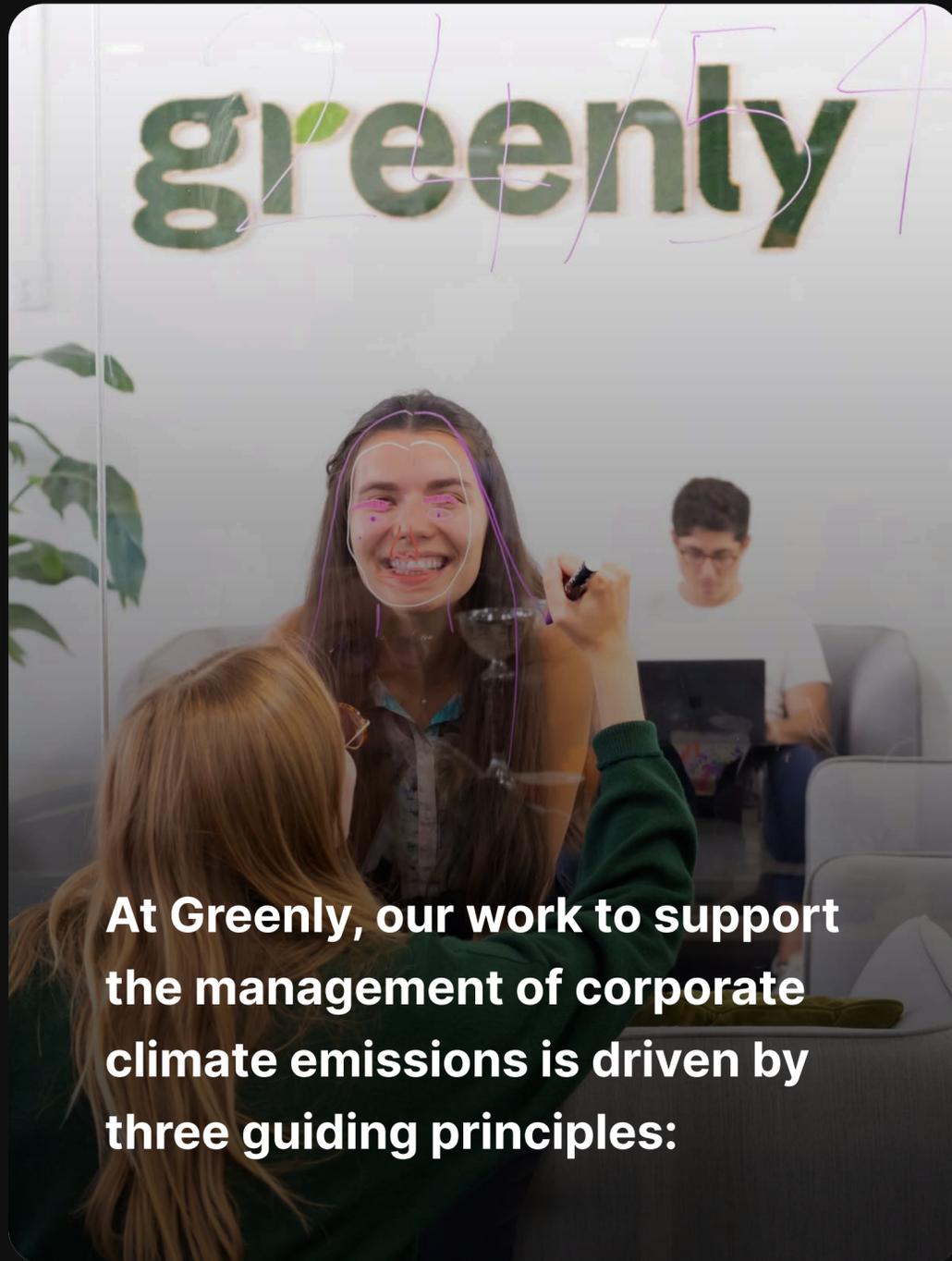
# Our Vision

Greenly was founded back in 2019 when our founders Alexis Normand, Arnaud Delubac, and Matthieu Vegreville got together to build the Yuka of carbon emissions : a simple app that would inform their users on the impact of their consumption choices on the planet. As the pandemic struck, they doubled down on their efforts and decided to make the most of the downtime to build something that would support the world's recovery in the long-term.

Yet, they soon realized that individuals had limited power to change the bulk of their impact, as it was tied to their professional activity. After several meetings in the basement of a Parisian communication agency, they decided to switch from B2C to B2B to design an intuitive platform to make tracking a company's carbon footprint easier than ever before : and thus Greenly was born.

**Our mission :**  
Streamline GHG  
accounting and ESG  
strategy building





**At Greenly, our work to support the management of corporate climate emissions is driven by three guiding principles:**

### **01 What isn't measured can't be managed.**

Accurate greenhouse gas (GHG) accounting is the foundation of meaningful climate action. It's the first essential step toward corporate climate responsibility.

### **02 Climate action must be inclusive.**

The transition to a low-carbon economy cannot succeed without the active participation of all companies—especially small and mid-sized enterprises, which make up the backbone of the global economy. (In most OECD countries, SMEs contribute more than 50% of GDP)

### **03 Our strength lies in people.**

We are, above all, a team united by a shared vision: to make climate action accessible, actionable, and impactful for every business.

Greenly has grown a lot since our humble beginnings. With our team of 250 employees and counting, and with the feedback of our more than 3000 clients, we are continuing to expand our operations internationally – Greenly is confident that we are only just getting started with our efforts to make carbon management the new normal amongst businesses worldwide.

# Our Product

At Greenly, our strategic vision is simple – we aim to provide a one-stop shop for data collection, analysis and reporting, and climate strategy. Our goal is to replace the mountain of spreadsheets, painful discussions to collect data across siloed departments, and long hours spent on reporting a myriad of specific indicators to clients & frameworks: we've made it user-friendly to ensure quality control for companies of all sizes and sectors looking to manage their carbon emissions and ESG impact.

Whether it be assistance with applying to the SBTi, complying with the CSRD, a help drafting a sustainability report aligned with a specific ESG framework – Greenly's platform remains flexible for whatever your ESG or environmental journey needs may be:

## GHG Assessment

We can provide automated, verified carbon analyses – granting our clients access to intuitive dashboards to visualize emission reduction trajectories.

## Net-Zero Strategy

Greenly can map your carbon reduction trajectory with the use of pre-built action plans to ensure sustainable and achievable progress aligned with your personal climate goals.

## Sustainable Procurement

Our platform makes it easy to track supplier data, score suppliers, and utilize our ESG questionnaire.

## ESG KPI Monitoring

With Greenly, you can easily collect ESG data in one streamlined tool – helping to draft ESG reports and manage performance and progress with real-time dashboards.

## Streamlined Data Management

Our platform makes it easy to centralize your data automatically, which includes automatically assigning emission factors and providing a year-on-year analysis.

## Carbon & Environmental Disclosure

We can help you to calculate your carbon footprint, the LCA impact of your product or service, export automated environmental reports, and simplify the disclosure process across multiple frameworks.

## Compliance

As we're specialized in helping businesses apply or adhere to globally recognized frameworks and reporting standards such as the SBTi, CDP, ISO, CSRD, and more – we can help organizations stay aligned with their ESG goals and ensure all reports meet regulatory standards.

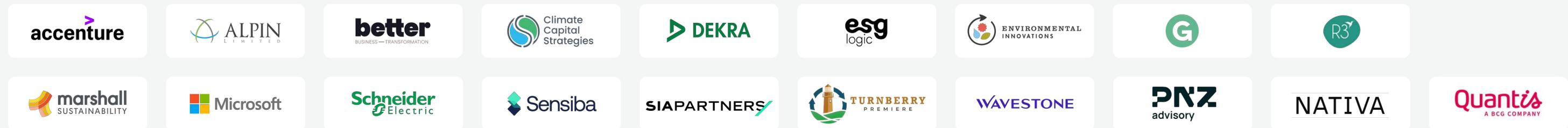
At Greenly, we believe that teamwork makes the dreamwork – especially when it comes to the fight against climate change.

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# Our Community

Our first partners in this fight are our clients : we are grateful for their precious feedback and inputs and consider them a key factor for our success. We actively involve our users in the development process by encouraging their participation in product meetings and soliciting feedback on features they engage with, ensuring their voices help shape our offerings.

Further, to multiply our reach, we constantly develop win-win partnerships with consultants across the globe. Greenly Pro is a dedicated offering for consultants, enabling them to become climate and sustainability experts certified on Greenly's technology. They extend Greenly's expertise and values to clients we may not have reached otherwise, helping us scale our impact despite the limitations of our internal team size.



We also proactively participate in carbon accounting practicing communities such as the international Carbon Accounting Alliance, are proud members of the BCorp community, and foster sustainability discussions on our professional networks such as ESG Connect by Greenly. These communities play a vital role in both advancing the growth and maturity of our project, and allowing us to give back by sharing knowledge and engaging in meaningful dialogue about the future of ESG.

Lastly, we are very grateful to investors who support our mission: since our founding, Greenly raised a total of 78 million euros and worked closely with investors Energy Impact Partners, X-Ange, and HSBC. Their vision and feedback have been instrumental in shaping Greenly into an efficient platform and laying the foundation for financial sustainability — a critical factor in scaling our impact and ensuring its long-term viability.



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# A Few Numbers

**+3500**

corporate clients

**25**

countries supported

**200M tCO2**

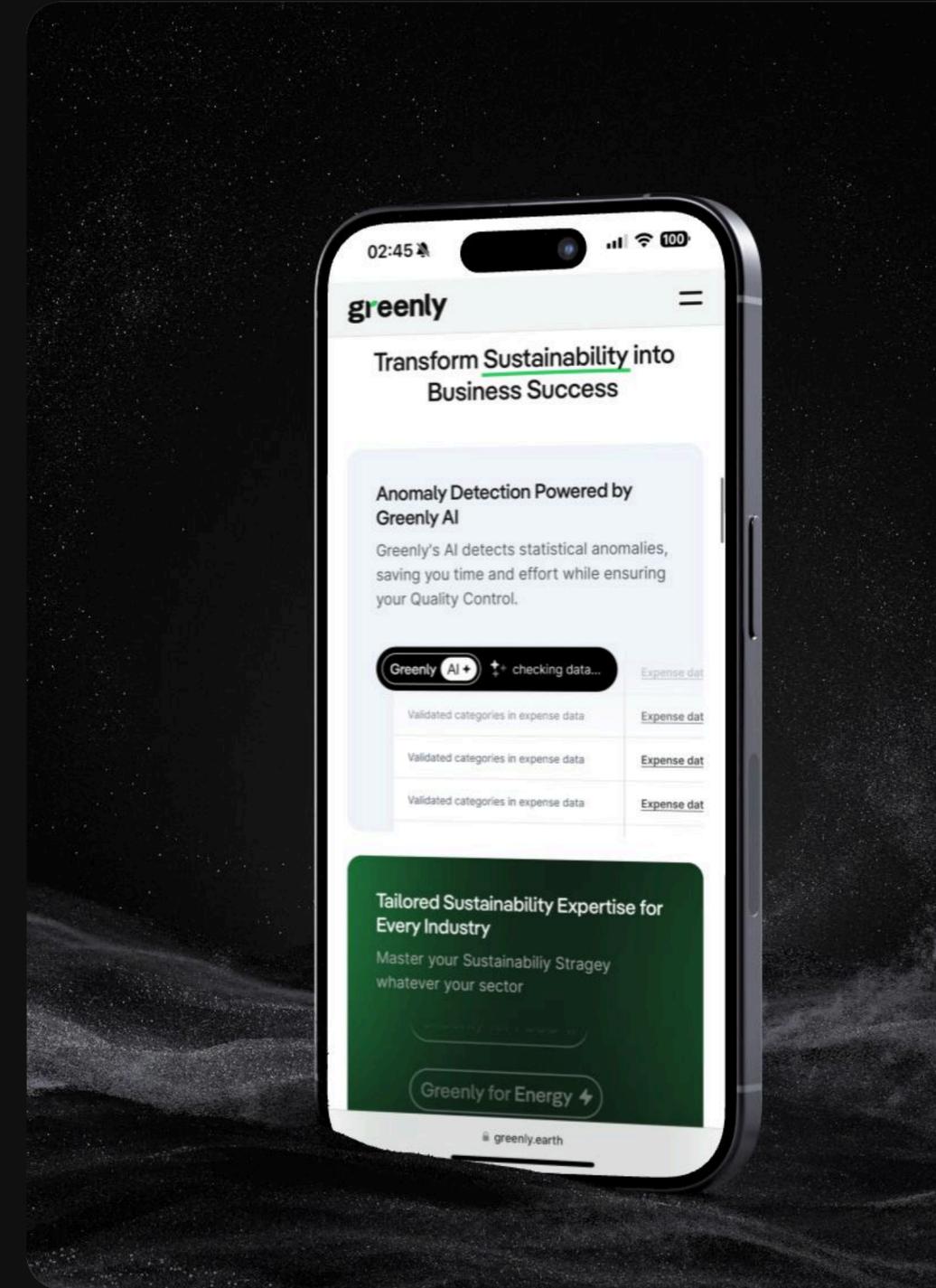
under management

**2x**

customer base growth in 12 months

**200+**

consulting partners



# Our Progress Toward Our Mission



# Our Clients

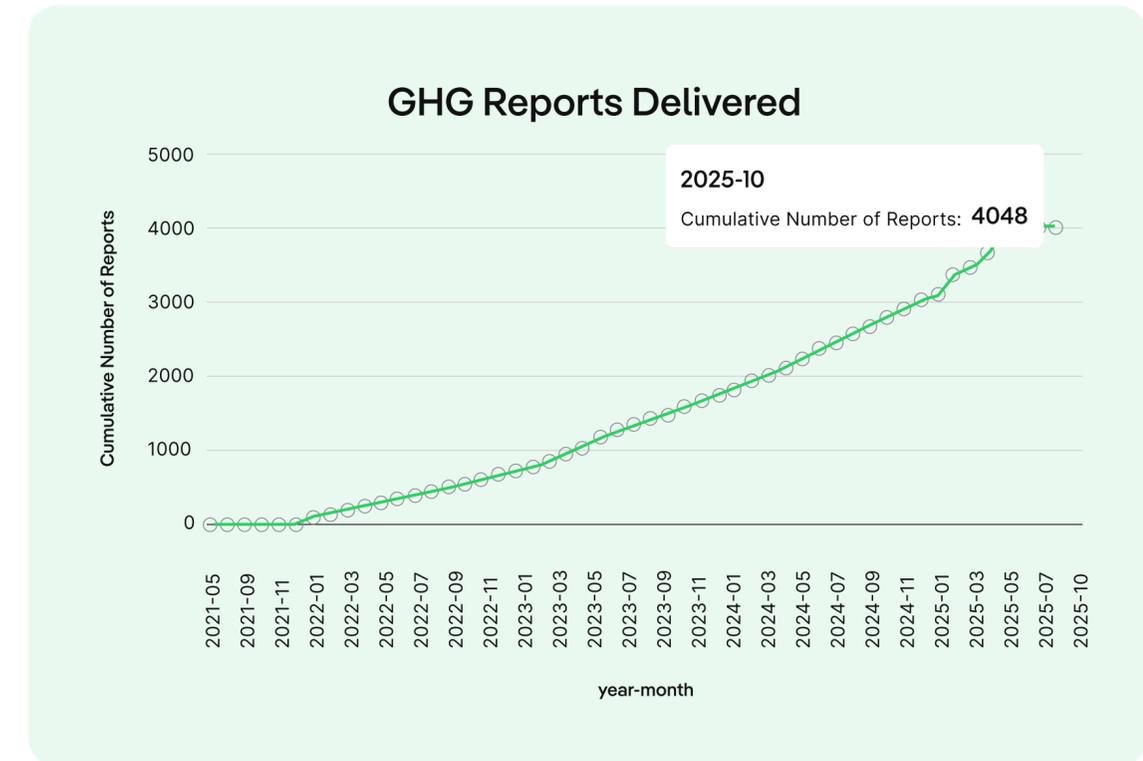
We're proud to report measurable progress toward our founding mission: helping companies identify and reduce their environmental impact.

To date, Greenly has measured over 350 million tonnes of CO<sub>2</sub>e and currently manages 200 million tonnes of annual CO<sub>2</sub>e emissions across a growing client base of 3,000+ organizations. For context, this volume is on the same order of magnitude as the annual territorial emissions of France. While a portion of these emissions is concentrated among clients in high-impact sectors—such as energy brokers and investment funds—the majority is distributed across more than 4,000 individual corporate GHG reports. Notably, the rate of report generation continues to accelerate.

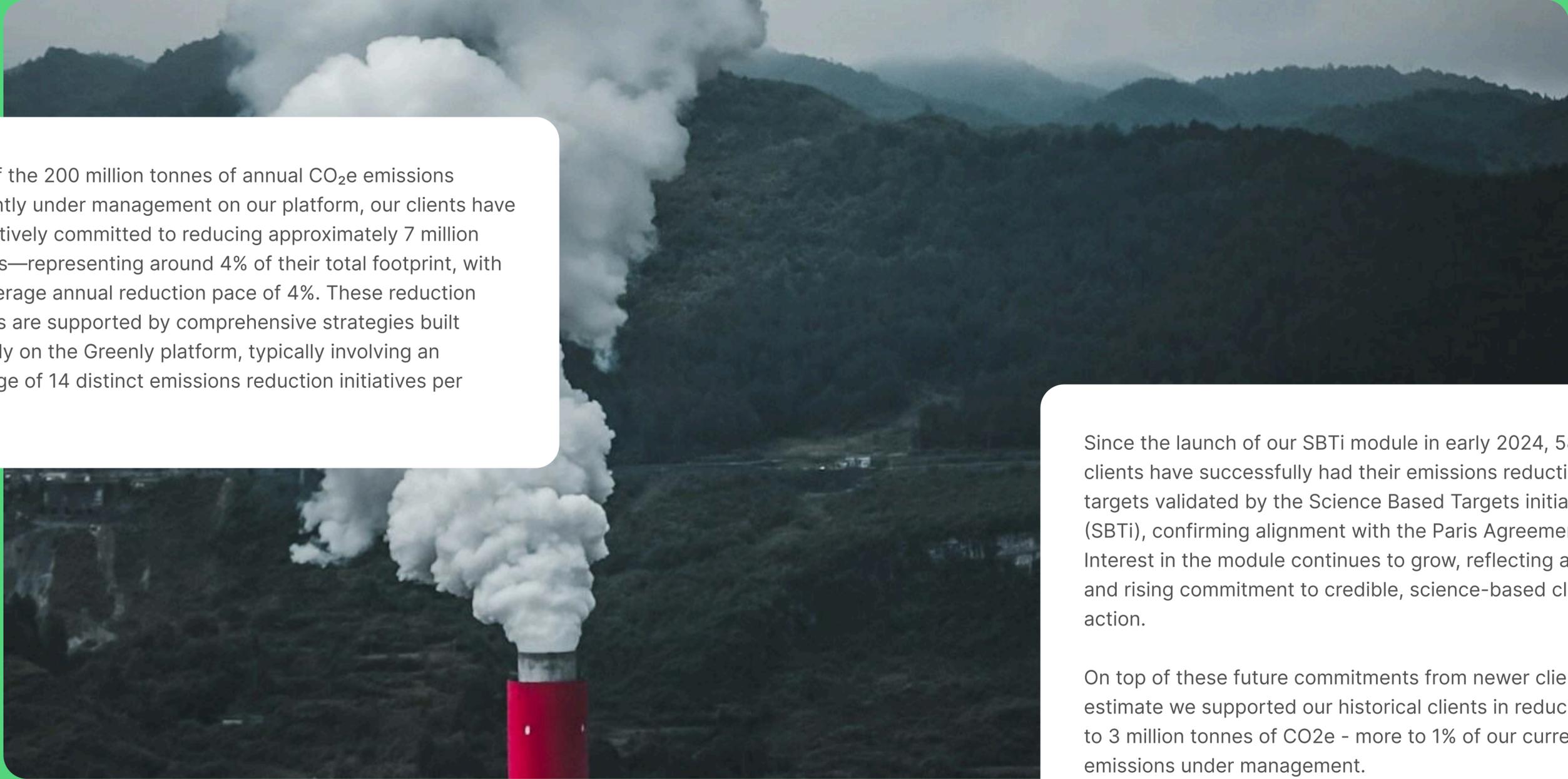
Since the beginning of our journey, Greenly has been committed to helping clients conduct more accurate and consistent greenhouse gas (GHG) assessments.

We're proud to share that, as a result of our latest advancements, over 50% of reported emissions are now calculated using granular, measured data, significantly enhancing the precision of our impact measurements. Similarly, a growing number of our clients are choosing to expand the scope of their assessments, with 28% now reporting downstream Scope 3 emissions—demonstrating increased commitment to comprehensive climate accountability.

While all our clients do not yet choose to construct an Paris-Agreement compatible emissions reduction strategy, we fostered and experienced a recent uptake in the construction of GHG reduction strategies. On average, our clients commit to reduce their emissions by 4% yearly.



\*number of reports exceeds number of organizations given that an organization may have commissioned multiple reports over a multi-year period



Out of the 200 million tonnes of annual CO<sub>2</sub>e emissions currently under management on our platform, our clients have collectively committed to reducing approximately 7 million tonnes—representing around 4% of their total footprint, with an average annual reduction pace of 4%. These reduction efforts are supported by comprehensive strategies built directly on the Greenly platform, typically involving an average of 14 distinct emissions reduction initiatives per client.

Since the launch of our SBTi module in early 2024, 58 clients have successfully had their emissions reduction targets validated by the Science Based Targets initiative (SBTi), confirming alignment with the Paris Agreement. Interest in the module continues to grow, reflecting a strong and rising commitment to credible, science-based climate action.

On top of these future commitments from newer clients, we estimate we supported our historical clients in reducing up to 3 million tonnes of CO<sub>2</sub>e - more to 1% of our current emissions under management.

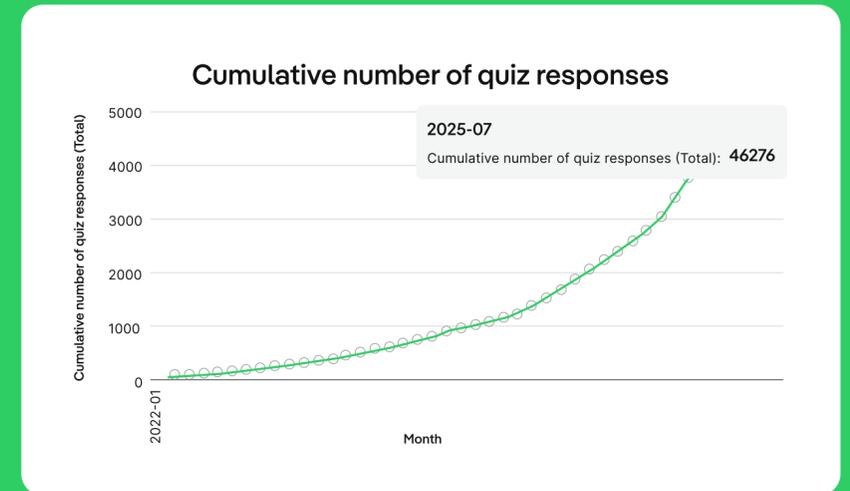
# Spreading Climate Awareness

At Greenly, we believe our impact can go beyond our clients, and spread to their employees, suppliers and contacts.

In 3 years, the individual awareness raising quizzes we suggest companies share internally have been completed more than 40,000 times. Similarly, we near reaching the bar of 5,000 voluntarily contacted suppliers through our supplier engagement program to engage them in having a climate strategy! Lastly, roughly 500 of our clients decided to publicly showcase their GHG assessment and climate strategy on social media and their website, encouraging others to follow suit.

Use of our individual awareness raising quizzes

**40,000+**  
Quizzes completed



**4,895**

Voluntarily contacted suppliers to engage them

**500+**

Clients decided to publicly showcase their GHG Assessment

# Our Environmental Impact

While we are proud of our progress towards our missions, we nevertheless watch our own impact closely.



# 2024 GHG Assessment Result

We have formally computed our total scope 1, 2 & 3 yearly greenhouse gas emissions since 2023 by following the GHG Protocol standard, including in 2025 on our 2024 data. In 2024, our emissions reached:

## Scope 1 and 2

(note that our energy consumption emissions are accounted in our scope 3 as we do not have the operational control of our building)

**0.9 tCO<sub>2</sub>**

Energy consumption

Office operations

Electricity usage



## Scope 3

(Other indirect emissions from upstream and downstream operations)

**570 tCO<sub>2</sub>**

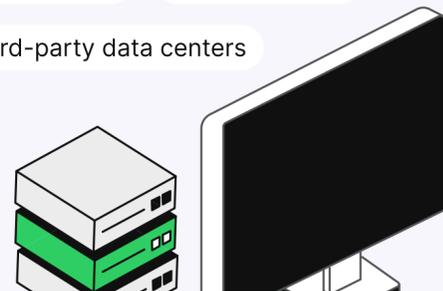
Employee commuting

Business travel

IT Equipment

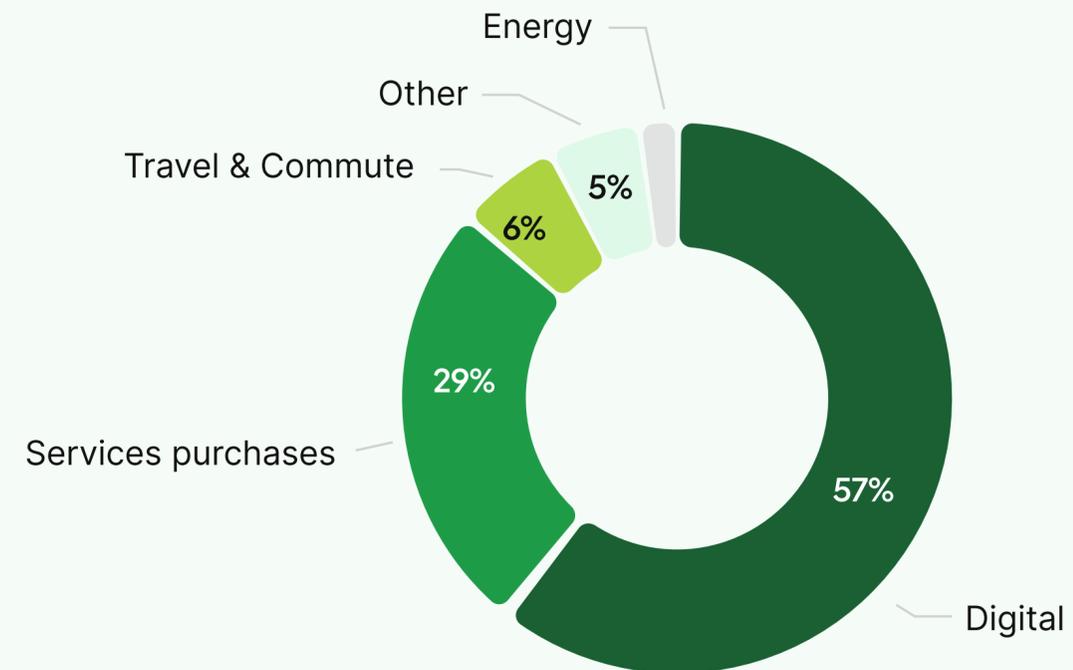
Office supplies

Third-party data centers



## Total emissions of GREENLY - Offspend SAS

by activity (% tCO<sub>2</sub>e)



This corresponds to:

**2.40 tCO<sub>2</sub>e**

Emissions per employee

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**43.9 tCO<sub>2</sub>e**

Emissions per revenue (M)

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Our internal data indicates that Greenly maintains a relatively low carbon footprint per employee compared to other software companies for which we have calculated Scope 1, 2, and 3 emissions under the GHG Protocol. We attribute this performance to our ongoing commitment to efficiency and sufficiency, which will be further detailed in the following sections. However, additional data is required to consolidate this insight, including conducting comprehensive GHG assessments for companies with business models more closely aligned to ours.

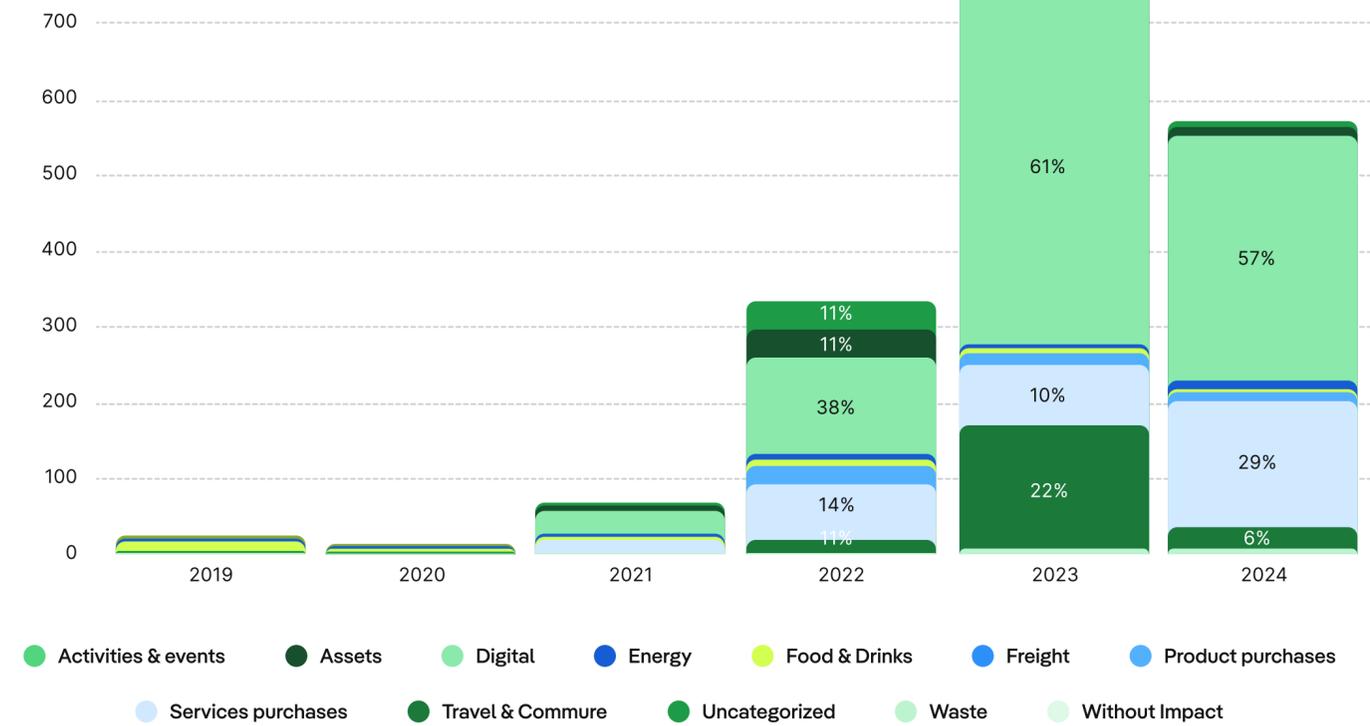
Similarly to previous years, our emissions are principally linked to our digital consumption, including cloud, advertisement and other software services. Digital emissions are followed by service purchases (typically, intellectual services such as advertising consulting or lawyer fees). Other more minor emissions sources include travel and commute (in majority constituted of our employee's commuting time), energy consumption in our offices, or goodies manufacturing.



## Year-on-year emissions evolution & justification

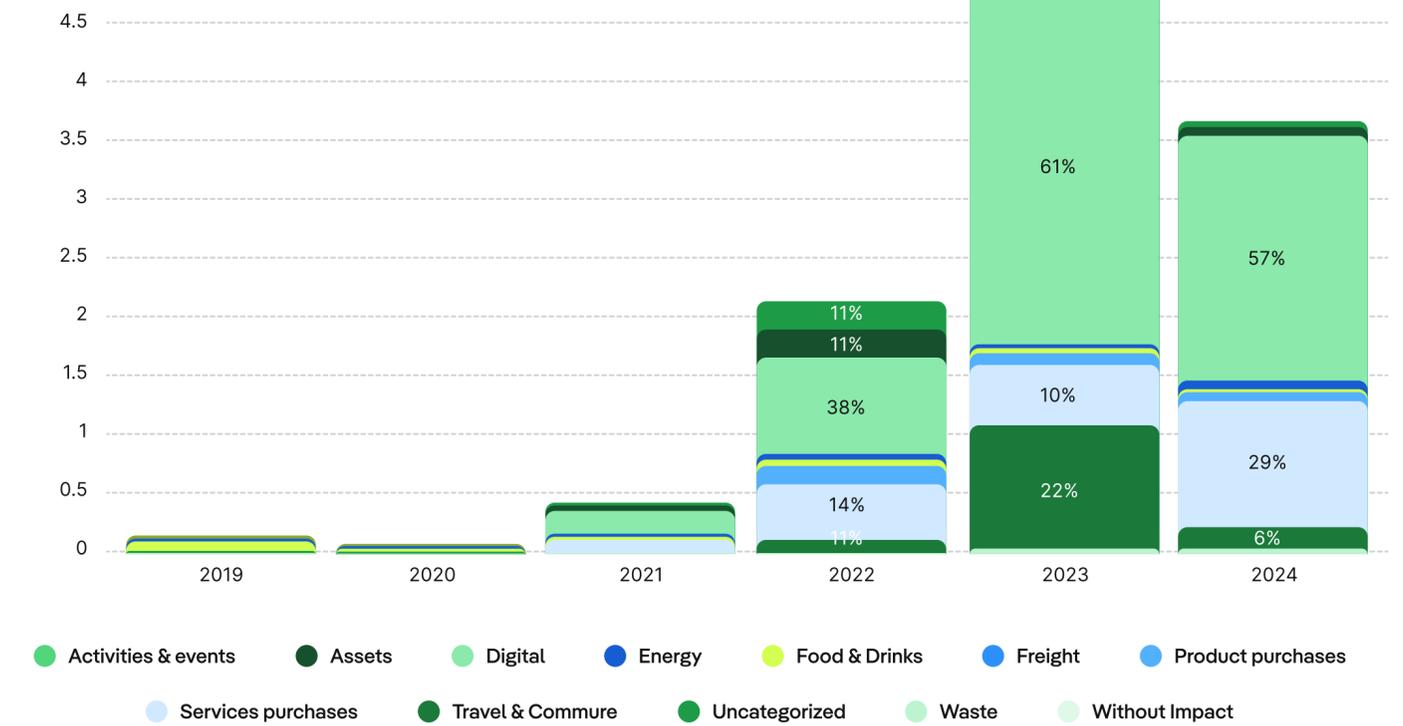
Emissions (tCO2e) by Year

Mode: Stacked



Emissions per employee (tCO2e/employee)

Mode: Stacked



Both our total emissions and emissions per employee dropped in 2024 compared to 2023, but grew compared to 2022. This evolution in emissions is largely due to three factors:

### **International expansion**

First, to launch our international expansion in 2023 and ultimately grow our impact, we increasingly relied on air travel to attend conferences and other events. After having successfully launched the product and having established a consumer base in the US, we reduced air travel to a minimum in 2024.

### **Methodology revised**

Secondly, we revised our methodology to more accurately account for emissions from our advertising strategy between 2023 and 2024. We moved from using generic monetary emissions factors to a more detailed, activity-based analysis of each campaign. This improvement was made possible by enhanced data collection efforts led by our marketing team, following a request last year to improve the precision of our assessments. As a result of this methodological change, reported advertising emissions showed a significant decrease despite an actual increase in activity year-on-year. Consequently, we will update our target baseline years from 2022 to 2024 to reflect this improved accuracy.

### **Team grew**

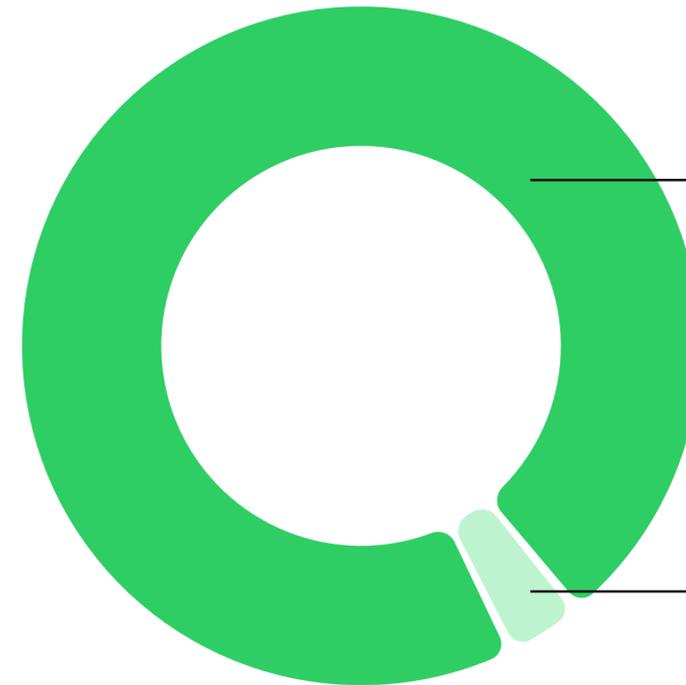
Third, our team largely expanded in 2024, anticipating the business growth we experienced in 2025. This further contributed to the drop in our emissions per employee in 2024.

Overall, we consider the drop in emissions is linked to improved performance, methodological changes and conjunctural elements - we thus must continue working on implementing our action plan to effectively reduce our emissions and meet our targets.

# Our Emission Reduction Targets

In alignment with our clients' climate ambitions, we have committed to setting science-based targets, as defined by the Science Based Targets initiative (SBTi). Due to our current limited size, we were obliged to establish rigorous targets only for our Scope 1 and 2 emissions, which account for a small portion of our overall footprint. To address this, following recommendations by SBTi, we have chosen to complement these targets with comparable reduction objectives for our Scope 3 emissions, ensuring a more comprehensive approach to climate responsibility.

Overall, our targets are:



**Reducing our scope 3 emissions by 50% by 2030 compared to 2022.**

**Reducing our scope 1&2 emissions by 4.2% on average per year compared to 2022 until 2030.**

Our targets were officially approved in September 2024, which explains the absence of measurable progress in our current GHG assessment. However, we have developed a comprehensive GHG reduction plan aligned with these targets, positioning us to make tangible progress in the coming reporting periods.



# Our action plan

## Scope 1 & 2

We strive to minimize the environmental impact of our operations by keeping our office spaces small and fostering a healthy remote work culture. As we do not own our office spaces, we engage proactively with landlords to optimize energy use, particularly around heating and cooling systems, to align with our sustainability goals. Where direct reductions are not feasible, we resort to purchasing Renewable Energy Certificates (RECs) as a last measure to tackle our remaining emissions.

## Scope 3

Thanks to our platform's capacity, we were able to design a comprehensive strategy to minimize our emissions.

Digital (web & app performance)

### Optimizing Our Platform

Lean design, asset weight reduction

**-50 tCO<sub>2</sub>e**

**12.6%**

We aim to improve the performance and energy efficiency of our digital platform, including our website, application, and blog. By reducing the weight of digital assets and applying lean website design principles, we aim to significantly reduce emissions related to server usage and data transfers. This action alone represents a potential reduction of 50 tCO<sub>2</sub>e, or 12.6% of our total emissions.

Digital (cloud infra)

### Migrating to Low-Carbon Cloud Infrastructure

Moving from Heroku to Google Cloud

**-59.2 tCO<sub>2</sub>e**

**14.8%**

Since 2022, we migrated our Heroku-hosted services to Google Cloud, prioritizing data centers powered by low-carbon energy sources. This transition is an essential part of our digital decarbonization efforts and is expected to cut emissions by 59.2 tCO<sub>2</sub>e, or 14.8% of our total footprint.

Scope 3 (services)

### Engaging Our Suppliers

Suppliers conducting GHG assessments

**-45 tCO<sub>2</sub>e**

**11.3%**

We are actively engaging our suppliers in conducting GHG assessments and adopting their own emission reduction plans. By integrating climate criteria into our procurement process, we aim to extend our climate impact beyond our operations. This initiative has the potential to reduce our emissions by 45 tCO<sub>2</sub>e, or 11.3%.

Food & Drink

### Promoting Vegan Tuesdays

Applies also to remote staff

**-11 tCO<sub>2</sub>e**

**2.8%**

To reduce the carbon impact of employee meals, we've introduced Vegan Tuesdays, encouraging our team to opt for vegetarian or vegan meals once a week. Through suggestions, reminders, and internal communication, we're fostering a more climate-aware food culture. This initiative is estimated to reduce our emissions by 11 tCO<sub>2</sub>e, or 2.8%.

Assets

### Choosing Reconditioned IT Equipment

Refurbished laptops, peripherals

**-0.7 tCO<sub>2</sub>e**

**0.18%**

We prioritize reconditioned IT equipment—such as refurbished laptops and accessories—over new purchases. This approach already plays a central role in our procurement policy and we’re working to extend it further across smaller tech items. It’s a simple yet effective way to cut emissions, saving an estimated 0.7 tCO<sub>2</sub>e.

Assets

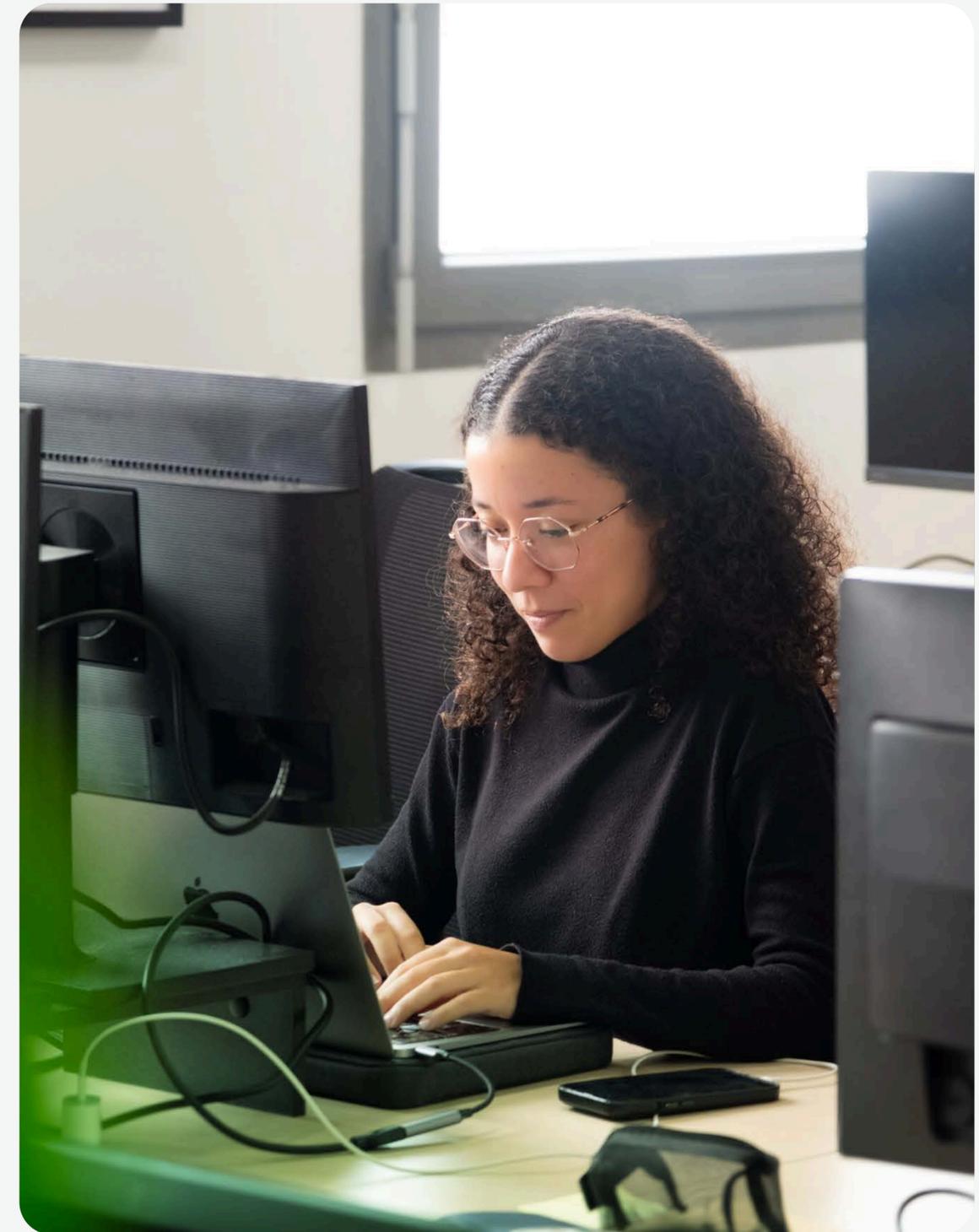
### Sourcing Second-Hand Office Furniture

Includes accessories & furnishings

**-3 tCO<sub>2</sub>e**

**0.78%**

Whenever possible, we choose second-hand office furniture instead of buying new. This includes everything from desks and chairs to smaller office accessories. By extending product lifecycles, we reduce our environmental impact and contribute to a more circular economy. This effort is expected to lower our emissions by 3 tCO<sub>2</sub>e, or 0.78%.



# Additional Environmental Practices

We are aware that environmental impact isn't solely about carbon, and that addressing climate change is only the first step. That's why we've also implemented several environmental initiatives within our offices to encourage more eco-friendly habits amongst our employees.

## Avoiding Single-Use Plastic

We have encouraged limiting the use of single use plastic with reusable cups, tupperware, and other reusable utensils in the office – offering a refillable water station for staff to use their reusable cups and water bottles.

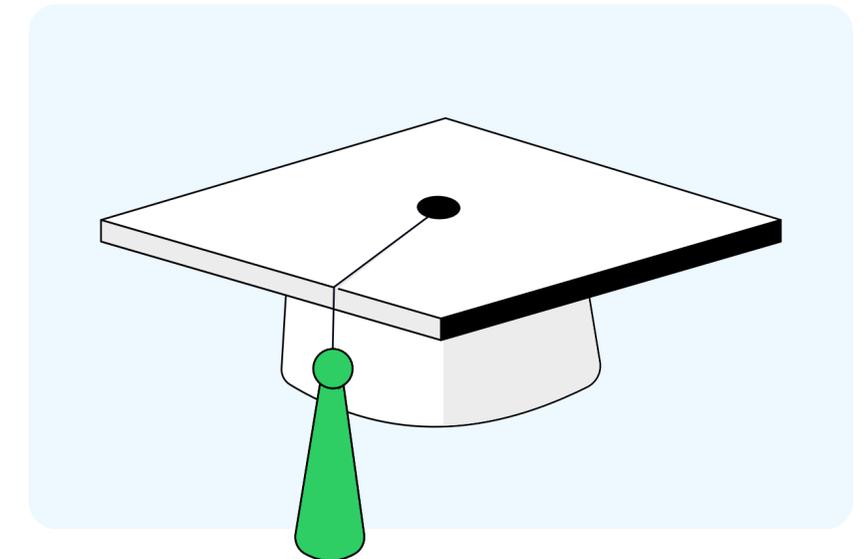
For example, instead of using single-use cups – we use Newcy, which provides us with BPA-free reusable coffee cups to help us mitigate waste in the office. Newcy strives to reduce their own environmental impact as well with their full end-to-end system which includes washing their cups locally to reduce the potential impact created by transportation. Also, Newcy is passionate about ensuring a long lifecycle, circular product design, and CSR tracking – all of which help their clients, such as ourselves, to reduce their environmental impact long-term.

We also offer reusable bags for employees to use as an incentive to encourage the use of reusable elements such as water bottles, containers, and more – all of which help to limit the potential waste created by single use packaging.

## Our Office space

We've made a designated chart to allot certain teams certain days of the week to come to the office, which helps to cut back on the emissions created from commuting to the office – allowing us to keep our office space lean despite the size of our growing team. This effectively lowers our per employee energy consumption and land footprint.

Also, our office spaces are made up of refurbished furniture – which helps to reduce the impact created by purchasing newly manufactured furniture and ultimately preserve the finite resources in the production of new furniture.



**We partake in regular digital clean-ups to ensure that we are limiting the use of various software and storage services**

## IT equipment & Responsible Digital Practices

As an IT company, we heavily rely on IT equipment and software services to develop our activity.

We thus provide all of our employees with a refurbished laptop – helping to **reduce the environmental impact** created by manufacturing and disposal of first-hand electronic devices. In addition to this, when these devices are systematically **repaired when broken** – which helps to reduce the potential impact of inconsistent computer maintenance. Furthermore, any equipment that can't be repaired is **sold to specialized companies** to ensure maximum recycling and material recovery. In addition to this, we work hard to collectively refrain from the amount of double screens and additional accessories used. – which helps to reduce our energy consumption and digital waste. Similarly to laptops, all secondary equipment is purchased **second hand** if refurbished options are available.



We also scrutinize our digital practices : we partake in regular digital clean-ups to ensure that we are limiting the use of various software and storage services. Most importantly, we engaged in a J to both enhance our platform's performance and limit wasteful coding practices. In particular, we engaged with our partners Retool and Luzmo to try to unlock efficiency improvements - and succeeded in improving the loading time of a significant portion of dashboards. Further, our product team organizes monthly **lively product builder challenges** to share best practices.

## Catering, Meals and Travel

Even though roughly half of the meals eaten at Greenly during lunch time are **vegetarian**, we nevertheless continue to encourage our community to eat more sustainably.

Every Tuesday, we host a vegan potluck style lunch at the office to encourage people to try new vegetarian and vegan dishes they may have previously been unaware of before. This helps to **encourage our employees** to reduce their consumption of meat in a fun, inclusive way once a week. We also encourage our employees to share their own vegan and vegetarian recipes to inspire other staff members to eat not only creatively, but **environmentally friendly**.

In addition to this, every time we host a company-wide party – we ensure that our caterers offer vegetarian and sometimes even vegan food. This helps to **reduce the environmental impact** of Greenly's events while also allowing all of our employees to feel included food-wise. We also refrain from purchasing any new single-use containers – which further helps to reduce the carbon impact of our company-wide events.

**Furthermore, we offer our French employees a restaurant ticket with EKIP – which offers users rewards for eating at eco-friendly restaurants, such as vegan or vegetarian places, and subsequently will donate 1% of overall expenses to NGO promoting sustainable food for all.**

## Business Travel

At Greenly, we are dedicated to avoiding excessive emissions from travel, such as by encouraging digital meetings and video conferences whenever possible to avoid business trips. When we do approve of employee travel, we **limit our employees** to one expense paid trip per quarter – which helps to reduce the carbon emissions created from travel and staying in hotels.

For instance, Greenly only reimburses transportation expenses under specific conditions – such as for meetings with clients, professional events, team building activities (each employee is allotted expenses-paid trip for team buildings each quarter), and **onboarding sessions** for new joiners based outside Paris. We encourage our employees to take trains when traveling for both comfort and to reduce the carbon impact created by travel. Furthermore, we encourage trains to be booked in economy class to **reduce per-passenger energy use** and avoid the resource-intensive nature associated with traveling first class.

**Once employees arrive at their destination, we support the use of public transport over taxis to further reduce our employees' travel emissions.**

However, we allow taxis and rideshare services when destinations aren't accessible by public transit, when more than 50% of the **employee's time is saved** than if they were to use public transportation, when employees are carrying bulky equipment, and when events finish after 11pm to ensure safety.

Greenly avoids air travel at all costs, and is only considered when it's the only **viable option for travel** – such as to attend events overseas.



In 2024, Greenly only took 6 flights in total company-wide – demonstrating our **strong employee contribution** to traveling via train and reducing our emissions created by business travel.

## Continuous Learning

Overall, many Greenly employees are passionate about environmental topics. As a result, we've created a **dedicated space** for them to share their knowledge and foster a more environmentally responsible work culture: Once a month, Greenly hosts a meeting entitled, "Greenly Talks" to engage our employees regarding various topics related to the environment – such as the **cost of food** in the midst of climate change, scientific talks on sustainability, communication in regards to greenwashing, and more. This allows our employees to become climate experts and spread awareness to their own personal circles, and employ **eco-friendly practices** not only in the workplace – but in their day to day lives, too.

Further, we develop and deploy custom online trainings so that all our employees have a prime knowledge of climate, GHG accounting issues, and other **sustainability topics**. Our goal is to have all our employees trained by the end of 2025.

# Our Social Impact

Our mission is supported by an incredible and dedicated team. Without the continuous, dedicated support from our determined staff – Greenly would struggle to achieve the ambitious environmental impact goals that it already has and will continue to strive towards.



# Inclusivity

At Greenly, we are deeply committed to ensuring that all our team members—regardless of their background or community—feel supported and empowered as we collectively work toward climate action. We believe that a diverse, inclusive, and purpose-driven culture is essential to driving meaningful environmental impact.

First and foremost, our HR team is continuously monitoring performance levels and pay to ensure that our entire team receives fair compensation and that no discrimination occurs. In particular, we monitor closely our unadjusted pay gap to ensure it stays minimal - less than 1%.

At Greenly, fair and inclusive hiring is a core priority. The company follows a structured recruitment process guided by its dedicated handbook, "Greenly's Commitment to Anti-Discrimination: A Guide for Hiring Managers," which outlines best practices such as avoiding biased questions, promoting age and disability inclusion, and eliminating racial discrimination. Job descriptions are carefully crafted to be bias-free and accessible, while diverse interview panels ensure balanced decision-making. Greenly also partners with networks that support underrepresented talent such as 50inTech, Jobs\_that\_makesense, and Latitudes, reinforcing its commitment to building a team that reflects its values of equity, inclusion, and professional merit.

While salary and positions are important, we realise that inclusivity goes beyond pay and necessitates creating a safe and welcoming environment for all.

When it comes to fighting gender discrimination, Laetitia Carle, one of the company's late founders, is an indispensable leader. She illustrates our commitment to ensuring women receive equal opportunities and can even assume leadership roles within the company, and took initiative on the topic by creating Greenly's Women Mentorship Program.

Greenly's Women Mentorship Program is designed to empower future female leaders by fostering open dialogue, goal setting, and peer support in a safe space. The program includes monthly meetings, "Lean In"-style circles, external speakers, and company-wide events promoting allyship. It is part of a broader gender equity strategy that also features pay transparency, maternity return raises, and ongoing pay gap monitoring. Thanks to our efforts in hiring, and mentorship initiatives such as the Women's empowerment program, 43% of Greenly employees are women, and women hold 30% of the top 10 highest-paying positions in the company.

“At Greenly, we believe that addressing the climate crisis and closing the gender gap in tech are not separate missions—they are deeply interconnected. We recognize that systemic gender discrimination has long limited women’s participation in science and technology, and we are committed to being part of the change. Every time a young woman chooses to lead in tech, she rewrites the rules—not just for herself, but for the future of the industry. Progress isn’t just possible, it’s inevitable when we make space for every voice. Through intentional hiring, mentorship, and inclusive leadership, we strive to build a workplace where women not only belong, but thrive.”



Laetitia Carle



### **LGBTQIA+ community and minorities inclusion**

We try to be as inclusive as possible to members of LGBTQIA+ community and minorities, by ensuring that they have dedicated online spaces to share their experiences and fight isolation.

### **Diverse culture, with employees from around the world**

Greenly represents a diverse culture, with employees from around the world – all passionate about learning from one another to excel in the greater battle against global warming. As an international company, we are dedicated to make sure all of our employees feel included to embrace their traditions – such as when we have our international potluck-style lunch in the office, where everyone can bring a dish from their country of origin.

### **Monitored results**

We closely monitor the results of our inclusivity efforts by surveying teams on diversity and inclusion at Greenly and frequently advertising the existence of whistleblower mechanisms through the Comité Social and économique (CSE), HR teams, and anonymous reporting channels. We're proud of the inclusive community we've created at Greenly, but we're also open to growing and making sure that our staff always feels heard. We've developed an anonymous reporting channel so that employees can feel safe to report any potential incidents.

### **Hybrid French coffee break**

We host a hybrid virtual and in-person French coffee break, where our non-native French staff can meet to practice their French together for a few minutes a week in a safe, non-judgemental environment.

# Promoting Talent

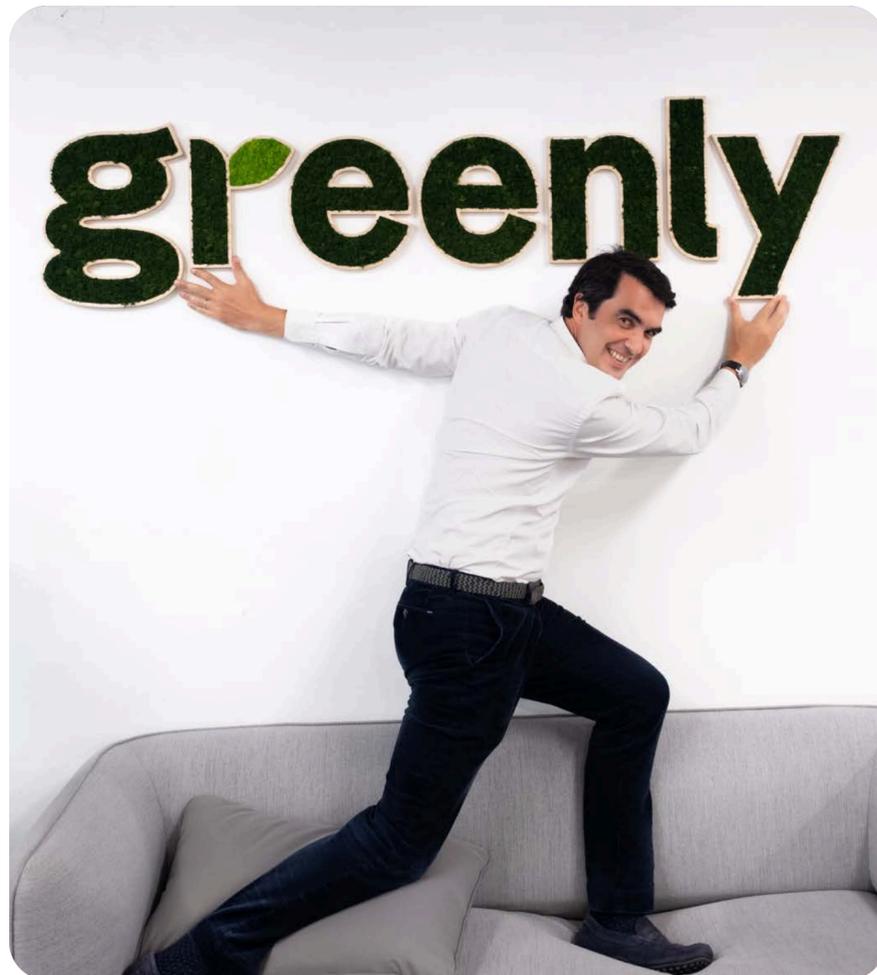
At Greenly, talent promotion is anchored in a transparent and data-informed performance management process powered by the Elevo platform. Each quarter, employees complete self-evaluations that cover goal achievement, culture alignment, and areas for growth. These are followed by structured one-on-one discussions with managers, using Elevo’s standardized scoring system—ranging from “Did not meet expectations” to “Consistently exceeded expectations.”

This system ensures fairness across teams and helps identify high performers for promotion opportunities and for recognition through the Greenly Impact Leaders program. In addition, Elevo plays a key role in compensation reviews by linking performance outcomes with salary progression and in setting transparent, clear, trackable objectives that align individual performance with company goals.

For new hires, specific objectives are entered into Elevo during onboarding to guide trial period evaluations, ensuring that early contributions are measured clearly and equitably. By centralizing performance data, Elevo enables Greenly to foster internal mobility, recognize growth, and support long-term career development.



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# Worklife Balance and Mental Health

Greenly is dedicated to providing our employees with exceptional worklike balance, and we accomplish this in a multitude of ways – beyond encouraging our employees to take long-term vacations.



## Flexibility on working hours and location

For starters, we allow flexibility on working hours and location – meaning we don't require our employees to come into the office and approve of remote work. A large majority of our employees prefer working from home, as it keeps them more focused, which in turn – helps our staff to remain situated where they can be most productive and ultimately, help boost business efficiency across the board.

Further, all our French employees having access to the Alan App, which provides employees with guided short walks, meditation, and journaling to help support mental health.

## Mental Health Buddies

To deepen its mental health program, Greenly has recently implemented a new initiative called, "Mental Health Buddies" – which is where several of our employees volunteer to lend a listening ear to anyone a part of our staff who is in need of a confidential, judgement free space to process their situation or emotions. We believe that the personal nature of "Mental Health Buddies" in addition to the services available on the Alan App will provide our employees with the support they need to lead both professional and personally fulfilling lives – both of which help us to ensure we continue to make our employee's well-being a priority.

## Partnership with Moha

To ensure our progress on worklife balance and mental health issues, our CSE recently partnered with Moha to analyse and improve the working environment. Moha is a holistic QVCT (Quality of Life and Working Conditions) platform designed to centralize, measure, and act on employee health and well-being data within an employer organization. It helped identify stress as the major mental health hazard at Greenly, as we work in a fast-paced, ambitious field. Thus, 3 workshops were held in 2025: stress management, disconnection, and communication. These workshops help to empower employees by helping them to recognize and prevent stressful situations.

# Next Steps

In the future, we hope to continue expanding upon the resources available to our employees – as we know it's impossible to have a productive staff if we don't support their personal health. We plan to continuously monitor the effectiveness of both of these initiatives and adjust them accordingly to ensure all of our employees are well taken care of – both physically and mentally.

# Governance

At Greenly, we believe that strong governance is the foundation of responsible growth, ethical decision-making, and long-term impact—ensuring that our values and vision are embedded in how we lead, operate, and hold ourselves accountable.



# Our Strategic Committee

Greenly’s Strategic Committee plays a key role in guiding the company’s long-term vision, bringing together senior leadership and external experts to ensure alignment with our mission, values, and sustainable growth objectives. Our main objective is to support our growth, impact, and ensure strategic alignment between all our stakeholders as we continue to expand our business. In order to successfully work toward this objective, our strategic committee meets each quarter to align on the high-level strategic topics of the company.

This quarterly meeting allows us to bring forth non-executive, diverse expertise to guide our company's strategic direction. Sustainability is always one of the topics discussed during the meetings, to ensure the company works to fulfill its mission.

The presence of Kipp Bodnar, our independent board member, is essential to ensure objective oversight, reduce potential conflicts of interest, and bring fresh, unbiased perspectives that strengthen strategic decision-making and accountability.

Our executive committee meets bi-weekly with our executive leadership team, which includes senior leaders across various departments such as product, sales, marketing, delivery, finance and HR, to transform company strategies into concrete actions. All members of our executive committee receive sustainability-related compensation – such as long term customer commitments to emission reductions for our head of delivery and sustainable purchasing for our head of finance.



**Alexis Normand**  
CEO & Co-Founder,  
Greenly



**Matthieu Vegreville**  
CTO



**Cedric Hutchings**  
representing Arnaud  
Delubac, CMO



**Kipp Bodnar**  
Independent Board  
Member



**Nadja Bressous**  
representing XAnge



**Erik Wiesner-Mostenicky**  
representing Fidelity



**Matthias Dill**  
representing Energy  
Impact Partners

The strategic committee is composed of 7 people:

While decisions are taken hierarchically at Greenly for efficiency, we place a high value on continuous improvement via transparency and accountability – notably by encouraging management to share information internally and being open to feedback for continuous improvement.

# Transparency and Accountability

We work to achieve this ideal in several different ways, such as with our Greenly All Hands – which is our monthly, company-wide meeting where we always try to allocate time for open-ended questions. We allow these questions to be asked anonymously, too – as this can help employees feel more comfortable coming forward to ask various questions about life at the company.

Besides our monthly company-wide meetings, we also have a product monthly meeting and sales keynotes – both of which allow additional opportunities for managers to present and discuss their decisions, and for employees to provide feedback. This frequent structure allows us to remain flexible to possible improvements while also remaining committed to providing our clients and stakeholders with indispensable value.

# Feedback Mechanisms

We continuously seek open feedback and employ whistleblower mechanisms into our governance models – which includes a process that allows employees to report misconduct, unethical behavior, or legal violations within our organization safely and confidentially.

## Employee survey

Our anonymous Manager Survey, conducted every trimester, invites team members to share constructive feedback about Greenly's leaders, helping ensure that strengths and areas for improvement are clearly understood.

By channeling insights directly to each manager's +1 (or HR when relevant), it strengthens transparency, accountability, and continuous leadership development — key pillars of improved governance at Greenly.



# Policies and Training

## Cybersecurity

As an IT company, we pay the utmost attention to cybersecurity.

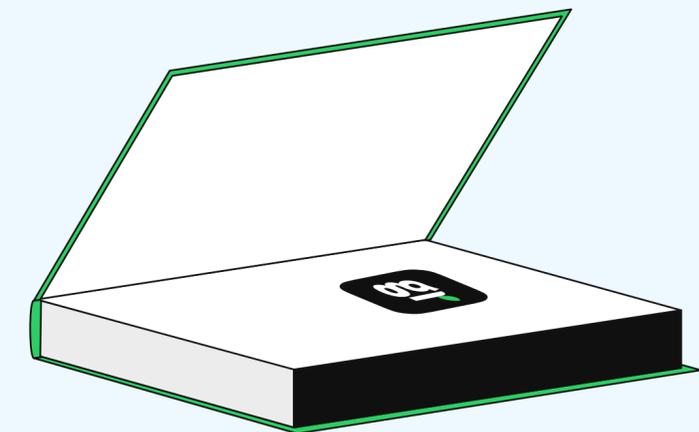
First, we provide extensive cybersecurity training and policies at Greenly – such as by how we enroll all of our employees in Elba’s security courses, which are short, online, interactive training sessions that can help our staff to remain vigilant across the web and protect our company’s data. We have also implemented CF security policies and a trust center, both of which allow for improved organizational, product, and infrastructure security and ensure the trust and safety of our clients.

For instance, our security policy includes:

- Incident management such as incident response plan tests
- A company-wide IT-security slack channel to report potential phishing emails
- Secure coding guidelines and malicious code filtering
- Service Level Agreement (SLA) monitoring
- A strategic approach to recruit freelancers to ensure our data is protected



At Greenly, safeguarding data integrity, confidentiality, and availability is foundational to our operations. We are ISO 27001 and SOC 2 Type 2 certified, reflecting our commitment to industry-leading security standards. Our data is encrypted both at rest (AES-256) and in transit (TLS 1.2+), and we undergo annual penetration testing by Synacktiv to proactively identify and address vulnerabilities. Authentication is secured via Auth0 with mandatory multi-factor authentication, and role-based access controls are enforced for both internal and external users. Our infrastructure, hosted on GCP, Heroku, and AWS, is protected against DDoS attacks through Cloudflare and designed for high availability. A dedicated, certified security team—including ISO 27001 Lead Auditors—oversees a robust framework of policies such as our Incident Response Plan, Secure Development Policy, and Acceptable Use Policy, ensuring continuous compliance and risk mitigation. As a result of these strategic mechanisms, we have successfully avoided any incidents over the last 12 months.



# Other Policies

Lastly, a range of public and executive policies at Greenly works to ensure that our sustainability goals remain intact.

These policies include but are not limited to:

## Security Policies

Various efforts to help mitigate a breach in data security and to ensure our clients' data remains confidential and secure.

## Health & Safety Policy

Greenly is dedicated to ensuring all of our employees remain safe and healthy – such as by maintaining a clean, hazard-free environment, regular safety trainings, and health inspections to eliminate potential risks.



## Anti-Discrimination Policy:

We aim to respect human rights, such as by ensuring fair labor practices, avoiding discrimination, and protecting our employees' privacy.

## Suppliers Code of Conduct:

Encourages our suppliers to align with our ideals to protect the environment, social justice, and align with our values pertaining to ethics and compliance.

## Code of Ethics

This refers to ensuring that our core values such as transparency, integrity, quality, impact, and diversity are maintained across our business activities.

## Employee Code of Conduct:

Focused on improving areas such as including political contribution, transparency, gender equality, and diversity and inclusion initiatives.

## Diversity and Inclusion:

Seeks to ensure that everyone in the company is treated fairly and compensated in the same manner regardless of DEI factors.

## Anti-Corruption Policies:

We warn both our employees and stakeholders against bribery, including offering, promising, or providing value to government officials or additional third parties.

## Human Rights / Anti-Slavery:

We work to avoid forced labor, human trafficking, child labor, and any slavery-like practices.

## Remote Work Sustainability Policy:

This includes encouraging eco-friendly remote working, such as by using energy efficient lighting and equipment, avoiding waste, and opting for virtual meetings to reduce the carbon impact created by commuting to in-person meetings.



# Recognition

We're proud that our efforts to fulfill our mission and have a positive ESG impact have been recognized by many independent actors :



## CDP results:

We're happy to have received a B CDP score thanks to our efforts in building our climate strategy and communicating our results. The B score is the highest score accessible to SMEs such as ourselves.



## SBTi:

Our targets are approved and monitored by the Science Based Target initiative, the most recognized standard when it comes to setting Paris Aligned targets.



## BCorp 2025 Certified:

We are re-certified B Corp, with a total score of 103.5. For more information, [click here](#).



## Bilan Carbone<sup>®</sup> and ISO 14064-1:

Our platform has been verified by both the French Association Bilan Carbone<sup>®</sup> and AFNOR and has been found to be compliant with the ISO1404-1 and Bilan Carbone<sup>®</sup> standards.



## Qualiopi :

Our climate expert training for external user is recognized by Qualiopi, showcasing its quality and effectiveness in sharing knowledge.



## ISO 27001 Certified:

Greenly is certified for information security management systems to ensure meeting the most ambitious standards in data security.



## SOC 2 Type 2 Certified:

This certification covers security, availability, processing integrity, confidentiality, and privacy.

greenly

Smarter. Faster. AI-Powered.