White paper

Why Your Business Needs LCA Now: Greenly's Game-Changing Guide

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Executive Summary

Greenly is a top-rated solution in the carbon accounting and sustainability space, with over 3,000 clients and a 100% audit success rate for carbon assessments . We are here to help your organization harness the power of Life Cycle Assessment (LCA) to quantify your environmental footprint and future-proof your operations. As LCA continues to gain traction globally, Greenly offers the tools, guidance, and expertise to help your organization implement this vital framework effectively.

> While LCA is growing in importance, organizations are still facing challenges with its implementation. With Greenly, we will support you towards LCA autonomy.

(1) LCA is increasingly pertinent for sustainable growth

LCA is becoming increasingly critical for organizations aiming for sustainable growth. Recognized as the most accurate tool for assessing environmental impact, LCA can serve diverse purposes—from informing public policy and guiding scientific research to optimizing business operations. With 71% of consumers willing to pay more for brands that commit to sustainability and 80% of major investors prioritizing environmental responsibility, integrating LCA is more than a compliance task—it's a strategic advantage.

(2) Organizations struggle to conduct their own LCA

Despite its importance, many organizations struggle with the complexity of conducting an LCA due to tedious data collection and fear of greenwashing perceptions. Greenly has supported over 800 companies across industries including manufacturing and technology, and understands these barriers deeply.

(3) Greenly empowers you with the expertise for LCA autonomy

That is why our expert team supports you from start to finish—through onboarding, tool setup, training, and beyond. Our goal is to empower your team to ultimately achieve LCA autonomy, with the ability to carry out assessments independently and sustainably.

LCA Process

Understanding how your product or service impacts the planet starts with a clear, standardized method — that's where LCA comes in.

What is LCA?

LCA is a method standardized by ISO 14040/44 that uses multiple criteria to evaluate the environmental footprint of products and services throughout their entire life cycle.

It examines every stage of your product or service — often referred to as "cradle to grave" — from raw material extraction and processing to transportation, usage, and end of life. This approach helps companies identify carbon hotspots, optimize resource use, and support sustainability-driven innovations.
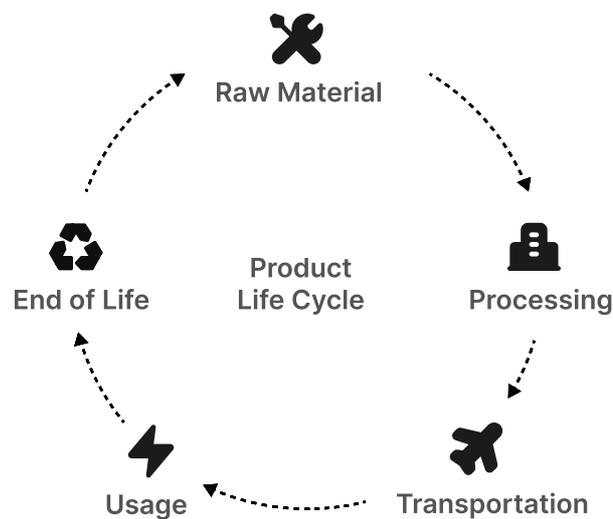
LCA Industry Landscape

LCA is no longer just a technical tool — it's becoming a strategic necessity as industries face growing pressure to act on sustainability.

LCA adoption is accelerating across industries due to rising regulatory, consumer, and market pressures. Specifically, LCA is becoming a business imperative across sectors like construction, manufacturing, energy, consumer goods, healthcare, and agriculture. Regulatory frameworks such as the Ecodesign for Sustainable Products Regulation in the EU are pushing companies to consider environmental performance across a product's life cycle, a requirement that aligns closely with LCA methodology.

For instance, national policies like the UK's legally binding net-zero mandate are accelerating corporate efforts to track and reduce emissions, often requiring tools like LCA to meet compliance targets and improve environmental transparency. Beyond regulation, businesses use LCA to reduce risk and drive energy, disposal, and material consumption cost savings .

Furthermore, with the rise of ESG reporting and shifting stakeholder expectations, companies are increasingly turning to LCA to quantify and communicate their environmental performance, thereby building a competitive advantage through sustainability branding. Greenly supports this transition by offering intuitive LCA tools that make eco-design, reporting, and emissions reductions more accessible while adhering to trusted industry standards.

Greenly's LCA & ISO 14040/44 standards

At Greenly, our LCA solutions are built to meet you where you are — fully aligned with industry gold standards to ensure credibility, clarity, and impact at every stage.

Greenly's LCA solutions are fully aligned with leading standards such as ISO 14040/44, PEF (Product Environmental Footprint), and EPD (Environmental Product Declaration). Moreover, ISO 14040/44 standards are widely regarded as the gold standard for environmental impact assessment due to their comprehensive coverage, consistency, comparability, and credibility. To guide companies through this process, each ISO-compliant LCA consists of four key phases: Goal and Scope Definition, Inventory Analysis, Impact Assessment, and Interpretation.

Greenly applies these ISO 14040/44 standards directly within its platform by structuring each LCA according to the four required phases. Below, we outline what ISO specifies for each step of the process:

Goal and Scope Definition: This step involves identifying the objectives for conducting the LCA, the systems to be studied, and the functional unit — a reference measure that ensures fair and meaningful comparisons between products.

Inventory Analysis: All inputs and outputs are quantified — including materials, substances, energy use, and emissions — from cradle to grave. Additionally, this phase considers transport, transformation processes, the use phase, and end-of-life treatment for each raw material.

Impact Assessment: This stage involves a technical and quantitative evaluation of the environmental impacts of the inputs and outputs recorded in the inventory. Examples include impacts on resource use, human health, and ecosystems. This phase often draws on trusted databases, such as Ecoinvent, which offers one of the most comprehensive sources of environmental factor data.

Interpretation: In this final stage, results are analyzed, limitations are addressed, and conclusions are drawn. It transforms LCA results into actionable insights, enabling users to compare products, identify major emission sources, estimate avoided emissions, and conduct sensitivity analyses to assess how different assumptions influence outcomes.

Life cycle assessment framework

Goal and scope definition

Inventory analysis

Impact assessment

Interpretation
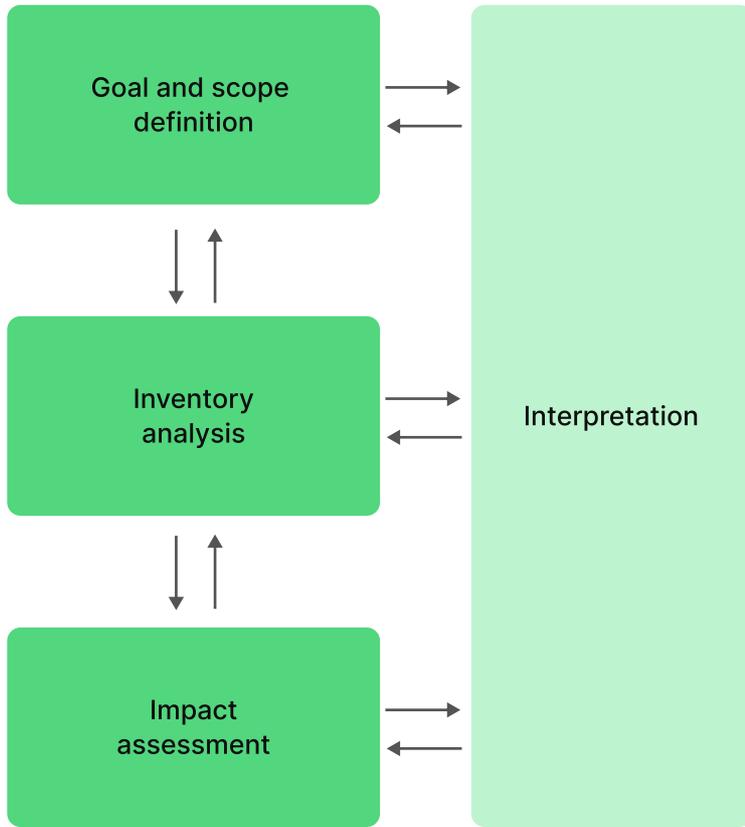
Applications:

- Product development and imorivement
- Strategic planning
- Public policy making
- Marketing
- Other
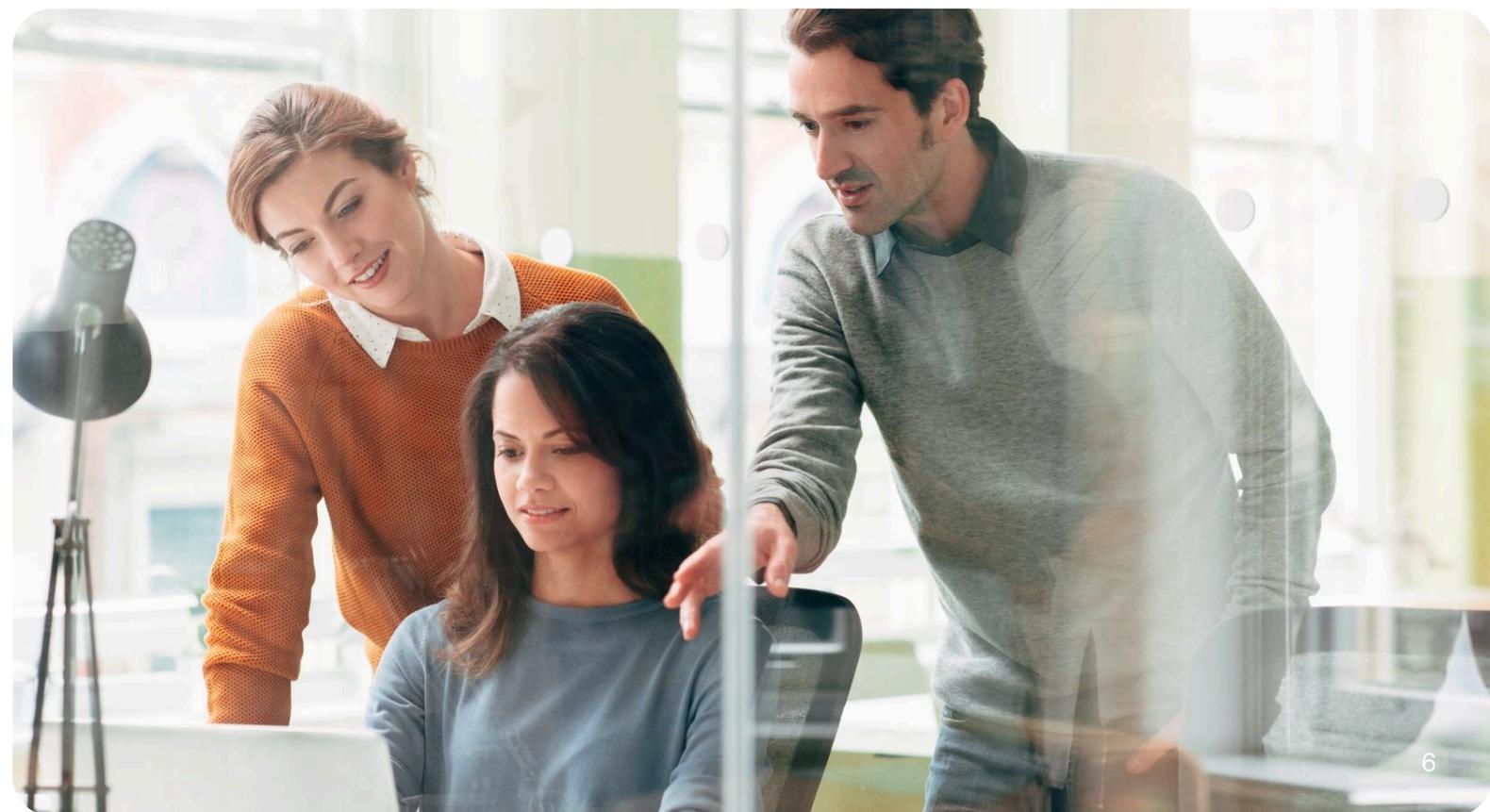
How Can LCA Benefit Your Team

Greenly's LCA tool will drive meaningful operational transformation and data-backed outcomes tailored to your business's goals.

LCA drives product and culture transformation

Greenly's Life Cycle Assessment (LCA) drives both product and cultural transformation by equipping your team with a comprehensive view of your product's environmental footprint—from sourcing to recycling. This empowers you to design the most sustainable version of your product while simultaneously reducing cost and saving time. By pinpointing the most significant sources of emissions and resource consumption, our LCA helps identify eco-design initiatives that deliver the greatest impact. Additionally, our flexible, ISO-aligned approach ensures you can compare and refine product designs efficiently, providing continuous improvement and innovation. With automated data visualizations and expert guidance, we quickly identify opportunities to optimize materials, processes, and logistics. Beyond cost benefits, our platform also saves time by streamlining the LCA process, allowing us to deliver assessments in days instead of months.

Moreover, Greenly's LCA tool enables your team to make smarter, data-driven supply chain decisions. With a robust comparative analysis tool, you can benchmark suppliers and logistical avenues, making informed choices that reduce both environmental impact and operational expenses. Our climate and industry experts further support your team in purchasing strategies, change management, and product transformations, ensuring the impact of LCA insights is fully demonstrated.

Further, by conducting and transparently sharing LCAs, your business demonstrates its commitment to sustainability—building trust with consumers, investors, and stakeholders. Our assessments provide credible, verifiable evidence of your product's reduced environmental impact, helping your company stand out in competitive RFPs (Request for Proposals) and unlock new opportunities. Conducting a Greenly LCA also positions your brand as a leader in climate action, attracting new clients and retaining existing ones. Our transparent approach aligns your business with the growing consumer demand for sustainable sourcing and responsible procurement, opening doors to new markets and demographics.

Finally, LCA supports your business's alignment with evolving environmental regulations. Our expertise ensures your company is prepared for current and future regulatory requirements, reducing compliance risks and avoiding costly penalties. We also help integrate your LCA findings into broader GHG and ESG reporting to satisfy investor, client, and regulatory expectations. By proactively addressing these regulatory trends, your company can gain a competitive edge and confidently lead in sustainability.

LCA drives data-backed outcomes

Life Cycle Assessment (LCA) drives measurable business impact by enabling companies to quantify environmental benefits and translate them into strategic advantages. For example, Procter & Gamble used LCA to reformulate its detergent for cold-water washing, cutting emissions in half and saving $120 million. Ford leveraged LCA to justify a $1 billion investment by demonstrating that its aluminum-bodied F-150s reduced lifetime emissions by 35%. Furthermore, Biofine successfully raised $45 million after showcasing an 89% reduction in carbon emissions through LCA. Similarly, Bolt Threads used LCA to reveal that its mycelium leather was 72% less carbon-intensive than traditional leather, helping the company secure high-profile deals.

LCA also supports sustainable product innovation and transparency. For instance, Alchemy Global Solutions found that refurbished smartphones emit 98% less CO_2 than new devices, using this insight to enhance customer education and brand transparency. In Europe, KFC France applied LCA findings to show that chicken burgers emit four times less CO_2 than beef, while veggie options emit six times less, informing sustainable menu development. In the healthcare sector, LCA-guided remanufacturing of medical devices reduced emissions by up to 60% per use.

Moreover, LCA drives revenue growth and regulatory success. Navitas demonstrated a 70% drop in emissions from its GaN chips through LCA, which led to increased partnerships and sales. In the Netherlands, a contractor used LCA to reduce embodied carbon by 22%, avoid €50,000 in penalties, and secure a €10 million government contract. Companies preparing for EU CSRD reporting also benefited from LCA, with some reducing their compliance workload from over 1,000 hours to fewer than 100 using Greenly's automated system.

We Understand Your LCA Pain Points

We understand LCA is challenging: tedious data collection, concerns over perception of greenwashing, and more that might hinder your ability to conduct a successful LCA. Which challenges resonate with you?

Hypothesis	Use Greenly			
Greenly's Strengths	Technical Execution: Greenly helps with conducting and scaling of the complex process of LCA		Follow-Through: Greenly's service includes integrated Implementation, & Marketing Phases	
Pain Points Greenly Addresses	Tedious data collection	Inability to meet high standard of government regulations	Concerns over customers' perception of Greenwashing	LCA produces insights, but lacks follow-through to tangible improvements
			Data Volatility	

Technical Execution

(1) Tedious data collection
Collecting accurate data from entities and suppliers is inherently challenging. This issue is further exacerbated by the limitations of traditional tools used for Life Cycle Assessments (LCA), which often require manual data input, lack integration with key data sources, and do not offer automated analytics. Administratively, the repeated use of static PDFs or Excel files across a company's portfolio proves to be both inefficient and tedious. Operationally, the complexity of a product's life cycle only adds to the difficulty of gathering complete and accurate data. Computationally, the risk of incorrect assumptions and flawed calculations can lead to significant errors in the data collected.

Adding to these challenges, emissions factors—crucial for LCAs—are both costly and difficult to source. Many companies also struggle with identifying the appropriate databases to use, compounding delays and uncertainty. Moreover, short request-for-proposal (RFP) timelines often leave companies without enough time to reactively develop an LCA that meets bid requirements. A concrete example is Lyreco, an office supplies retailer operating in 42 countries with over 100,000 products. Due to their organizational complexity and the sheer volume of required data, Lyreco experienced substantial difficulty in data collection for LCA purposes.

(2) Data volatility

Volatile economic or political climates can have cascading effects on the data available for Life Cycle Assessments (LCA). Emission factors, energy grid compositions, and resource availability often shift at the regional level in response to policy changes or climate-related impacts, making frequent reassessment necessary. Additionally, data quality and accessibility are not consistent across all stages of a product's life cycle, introducing further complexity. For example, KFC faced challenges in collecting national-level data—such as sales figures, supply chain metrics, and customer feedback— across all its locations. This task became particularly complex when many of those locations were owned and operated by independent franchisees rather than the corporate entity, making centralized data collection more difficult.

(3) Inability to meet high standards of government regulation

Many companies struggle to meet the increasingly high standards of government regulation due to a lack of in-house ESG expertise necessary for conducting Life Cycle Assessments (LCA). Varying standards across government agencies and countries further complicate compliance efforts, creating legal uncertainty and operational friction. This skill gap not only hinders companies from meeting current requirements but also prevents them from proactively preparing for future regulations or reducing costs through eco-design. For instance, Forty Eight Solutions—a U.S.-based recycled pallet manufacturer with over 277 facilities—faced significant challenges in complying with regulatory expectations during their IPO process due to insufficient ESG expertise.

Follow-Through

(4) Customers' perception of greenwashing

At the same time, many businesses are concerned with how customers perceive their sustainability efforts, particularly in the context of greenwashing. While companies may be committed to environmental sustainability, they often lack the tools or capabilities to clearly and accurately communicate their performance to the public. Amid rising scrutiny, there is a growing fear that any misrepresentation could damage their reputation and credibility. For example, Kimya, a manufacturer of industrial filaments for 3D printing, required support with its marketing communications to ensure that their sustainability messaging avoided any claims that could be misinterpreted as greenwashing.

(5) Inability to turn LCA results into tangible action

Finally, even when LCA results are available, many companies struggle to convert insights into meaningful actions. While LCAs effectively measure environmental impacts, the true value lies in translating those insights into tangible decisions and improvements across the organization. However, many customers face internal challenges in mobilizing stakeholders and embedding LCA findings into operational strategies. Kimya, for instance, did not have concrete goals or planned changes for its filament products, making it difficult to act on the LCA insights it had gathered.

Greenly Can Address Your Pain Points

Greenly not only provides the technical expertise for LCA, but we also empower your team with training to address your LCA pain points.

Greenly's Technical Expertise, Your Competitive Advantage

Given the pain points outlined in the previous section, many organizations find it most effective to enlist third-party experts like Greenly to support their Life Cycle Assessment (LCA) efforts. Greenly combines powerful software, robust databases, and hands-on expert support to help companies conduct LCAs accurately and efficiently.

(1) Software that eliminates tedious data collection
Our LCA software enables automated data collection and computation, significantly reducing the manual burden that often hampers internal teams. In addition to automation, we offer custom data collection methodologies tailored to your team's existing data quality and structure, ensuring your LCA process is both accurate and aligned with your operations. One example is ManoMano, a leading European online marketplace specializing in DIY, home improvement, and gardening products. Greenly helped ManoMano assess the carbon footprints of over 2 million products, successfully scoring 500,000 items across more than 200 categories and 1,000 merchants in under five months.

(2) Extensive databases to manage data volatility
Our approach is backed by a rich and diverse set of data sources. We combine primary supplier data with a wide range of verified secondary databases. Our LCA Assessment References span nine key industries—Energy, Mobility, Textile, Industry, Food & Beverage, Construction, Office Furniture, Marketplace, and Retail—bringing in data from millions of products for improved accuracy and more actionable insights. This approach allows you to generate reliable estimates even when empirical observations are unavailable. We also maintain alignment with evolving regulatory requirements by referencing multiple regulatory databases, helping companies stay ahead of policy shifts and reporting mandates. For example, Greenly worked with KFC to build a robust methodology for national data collection—especially in transportation and waste—and centralized data from over 370 sites, all while accounting for granular differences across locations.

Software & Automation

500K scored / 5 mo
-2M products
-1K sellers – 200 categories
-Less manual work

Reliable Data

9 sectors
-Millions of items
-CSRD & PEF ready

On-the-Ground Expertise

370 KFC sites
-Local transport + waste
-Custom method

(3) Support to Meet High Standards of Government Regulation
Lastly, Greenly's expert team provides continuous support, including quality checks at every stage of the process to ensure data reliability and compliance. We also implement ongoing improvement processes to refine both data collection and calculations over time, ensuring long-term accuracy and impact.

Greenly Walks the Journey with You

> Our team of 60+ experts will be by your side throughout your first LCA—from onboarding and tool setup to training and additional support. Over time, your team will build the capacity to conduct LCAs independently and harness the full potential of the tool autonomously.

(4, 5) Integrated Marketing Strategy to Eliminate Greenwashing Perceptions and Create Tangible Impact
An addition to core technical guidance, Greenly also supports broader sustainability initiatives beyond LCA. For example, we provided Cabaia with educational content to increase internal engagement. This included regular newsletters with quizzes and sustainability-focused materials to raise employee awareness and participation.

Greenly also helps companies align their sustainability strategies with their business purpose. Alchemy, a provider of circular tech services, partnered with Greenly to become the first device refurbisher able to certify the CO_2 savings of each device it sells, demonstrating clear climate impact tied to their core offering.

Finally, Greenly is committed to long-term collaboration. With Energy Vault, we continued weekly touchpoints even after the LCA model was delivered to ensure smooth implementation, ongoing support, and lasting integration into their business processes.
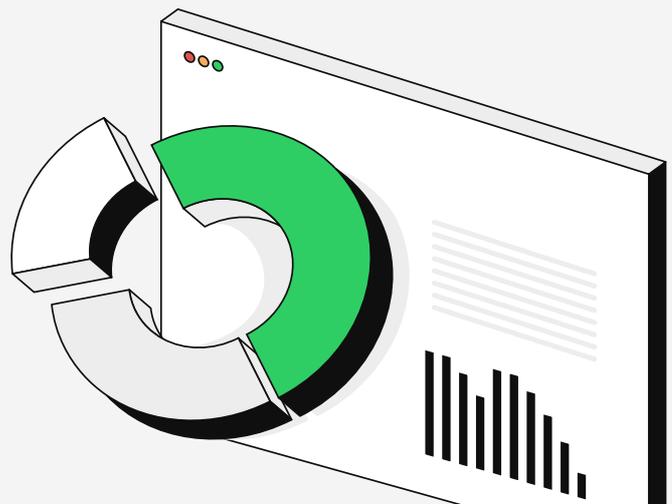
Unique Strengths of Greenly

Greenly's LCA solution empowers your team to measure, manage, and reduce emissions at scale through expert-backed support, automated tools, and customizable assessments that turn data into decisive climate action.

(1) GHG Benchmarking and Risk Insights
We consistently track Scope 1 (direct emissions), Scope 2 (energy emissions), and Scope 3 (upstream and downstream value chain emissions) using a version-controlled baseline to support strategic planning and CSRD/ISO/SEC compliance. We place special emphasis on capturing Scope 3 emissions, helping your team capture supplier- and product-related emissions that typically represent the largest share of the carbon footprint. Our centralized dashboards visualize emissions hotspots, sector benchmarks, and year-over-year progress, facilitating executive-level reporting and strategic decision-making with dynamic GHG performance tracking. Our automatic risk mapping highlights carbon-intensive activities and prioritizes mitigation strategies, and expert onboarding ensures base year methods and emissions factors are standardized across entities for reliable benchmarking.

(2) Carbon Pricing Capabilities
We help your team transform carbon accounting into strategic financial planning. Your team can simulate carbon prices using market rates or internal shadow pricing to project future costs. Our financial benchmarking features enable your team to prioritize emissions reductions by comparing ROI across different regions. Our scenario modeling estimates carbon cost savings from operational shifts, such as evaluating the financial benefits of switching suppliers or materials before making procurement changes.

(3) Overall Carbon Performance Target Design

We help set structured carbon reduction targets aligned with major global frameworks. Our scenario modeling enables your team to compare decarbonization pathways (e.g., renewable energy, supply chain improvements) and select cost-effective strategies. This allows your team to simulate emissions and financial outcomes across alternative strategies before committing resources. Dynamic dashboards track progress against interim milestones, flagging deviations for timely adjustments. Our collaborative approach turns targets into actionable, phased roadmaps, shown by our support for Energy Vault in building supplier engagement and product decarbonization into their business expansion strategy.

(4) Strategic Partnerships and Collaborative Impact

We become an integrated partner in your decarbonization journey, beyond software delivery. Weekly expert meetings continue after initial model deployment to support long-term adoption and adjustments. In the past, we helped Energy Vault maintain momentum post-LCA by refining decarbonization strategies as new business needs arose, and our partnership with KFC France enabled operational menu and supply chain adjustments based on LCA findings. Additionally, our Pro certification network offers clients localized sustainability expertise globally.

5) User Experience and Support

We ensure that carbon tracking is accessible across departments, regardless of technical background. Comprehensive onboarding resources – in-app tutorials, training webinars, and downloadable guides – supports team integration. We maintain data privacy through customizable user permission settings across Contributor, Sensitive Data Contributor, and Admin roles. Our centralized dashboards integrate financial, operational, and supplier data in a user-friendly, actionable way, enabling seamless collaboration between sustainability managers and finance teams.

6) Future Proofed Solution

We proactively align with evolving regulatory landscapes and industry standards, closely monitoring upcoming regulations (e.g. DPP, …) and incorporating those in our Product roadmap to be ready when they are implemented. Our forward-looking approach guarantees that our clients remain compliant and competitive as the regulatory environment evolves. We regularly update our emission factor databases, including critical sources like the EcoInvent database, ensuring the integrity and relevance of emission tracking.

Next Steps: How You Can Harness the Power of LCA

If your organization is ready to better understand and reduce its environmental impact, Greenly's Life Cycle Assessment (LCA) service provides a comprehensive, standardized solution that is tailored for your organization's needs. We offer an end-to-end process to help you measure, interpret, and act on the environmental footprint of your products or services.

What's Included in your LCA Package

Our LCA Package includes access for up to three users to our proprietary LCA Tool. With the help of a Climate Expert, you can build up to three product categories—each of which can be duplicated and edited for additional products independently. If you need more categories beyond the initial three, they can be purchased based on complexity.

You'll also gain access to our extensive library of over 300,000 generic emission factors. Each category includes a limited number of activity data points and custom emission factors, depending on your product's complexity. To support implementation, the package includes a defined number of professional service hours in the first year to help you build your categories or LCA calculators, as well as yearly support for adding new emission factors or duplicating product categories.

Pricing

Pricing for our LCA service is based on two factors: whether you select a carbon-only assessment or a multicriteria assessment, and the complexity of your product, defined by the number of activity lines and custom emission factors. All options are offered as a three-year contract with setup included.

Please feel free to contact our team directly for comprehensive details and further clarification regarding our tailored LCA pricing options, and we will be happy to assist you with any specific inquiries you may have.

Purchase & Launch

To begin, contact our team to schedule an initial consultation where we'll assess your needs and determine the appropriate package. Once you've selected your plan, we'll onboard your team, assign a Climate Expert, and begin building your product categories and calculators. Throughout the first year, you'll receive dedicated support to help implement your LCA and scale it across your portfolio.

With a flexible pricing structure, ISO-compliant methodology, and an intuitive tool backed by expert support, Greenly makes it simple to integrate LCA into your sustainability and compliance workflows. Reach out today to start transforming your environmental data into actionable insight.
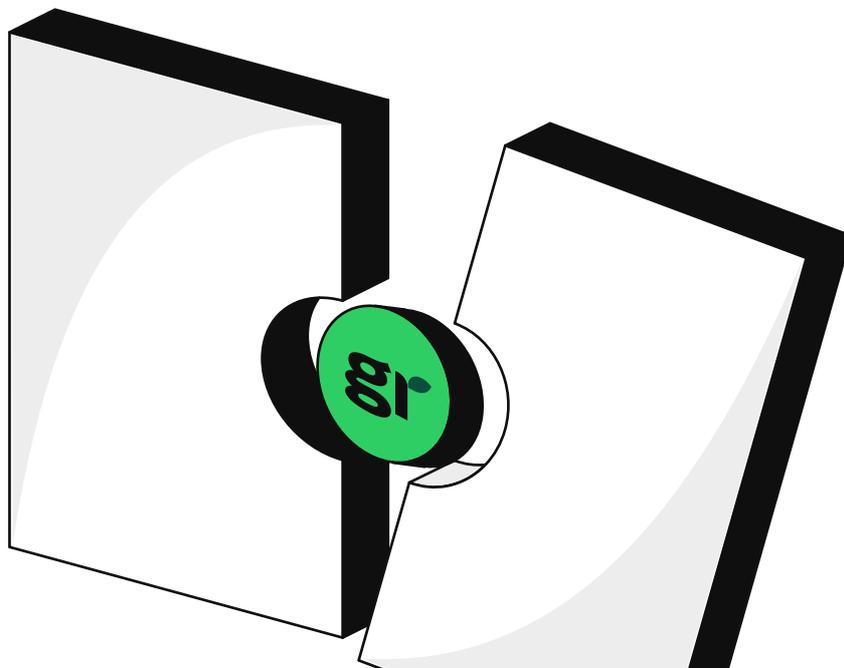
Case Studies

Greenly's LCA solution empowers your team to measure, manage, and reduce emissions at scale through expert-backed support, automated tools, and customizable assessments that turn data into decisive climate action.

ALCHEMY

- **Client:** Alchemy is the largest, and fastest-growing circular tech company that recovers, refreshes, and remarkets over 5 million devices such as phones, tablets, laptops, and wearables. It has 350 employees in 60 diverse markets.

- **Project:** Alchemy aimed to be the first circular tech company to provide a transparent view of the carbon footprint savings associated with purchasing refurbished devices. As a result, Greely adopted a multi-dimensional LCA approach, evaluating the entire lifecycle of refurbished devices, encompassing collection, refurbishment processes, transportation, packaging, use, and end-of-life considerations.

- **Result:** The LCA results unveiled compelling insights into the environmental impact of refurbished devices across different product lines. For instance, they found that refurbished smartphones had 98% less emissions than new smartphones. With this insight, Alchemy can communicate the specific CO2 savings to customers which provides reassurance and empowers consumers to make informed decisions based on their device, model, and region.

KFC

- **Client:** Fast food restaurant that specializes in fried chicken. Headquartered in Kentucky, US and has 370+ restaurants and 12000 employees in France.

- **Project:** KFC France seeked to have science-based research behind the climate effectiveness of their "Veggie Day" Campaign where they offered veggie burgers instead of beef burgers. Greenly guided and supported KFC with data collection through frequent meetings to monitor progression & provide team upskilling.

- **Result:** Greenly created customized content and video for KFC to use to communicate in their marketing materials which helped KFC prove its climate leadership in the market.

48 FORTY SOLUTIONS

- **Client:** Forty Eight Solutions specializes in pallet management services with 277+ facilities in the US.

- **Project:** Forty Eight Solutions seeked to ensure compliance in anticipation of SEC regulation & IPO. Greenly supported data collection & centralization for 250+ sites and generated reports that are aligned with SEC, ESG, EPA, CDP, TCFD. Greenly also conducted training for Forty Eight Solution employees to prepare them for for full autonomy

- **Result:** Hundreds of days of work saved on all stages: GHG Assessment, Climate Strategy Formulation, etc. Additionally, all wood suppliers are now certified as sustainable wood providers in line with their carbon reduction objective

KIMYA

- **Client:** Kimya is an Armor Group company who designs and produces 3D printing materials for local production.

- **Project:** Kimya wanted to collect quantifiable data on the environmental impact of their recycled filaments and compare them to their standard ones. Kimya opted for Greenly because Greenly was accessible in both technical terms and financially.

- **Result:** The LCA conducted increased the R&D's team awareness on all the components and logistics that go into the life of a product. Since then, Kimya has continued working on improvements by changing their packaging and trying to find new eco-friendly components.

ENERGY VAULT
Enabling a Renewable World

Client: Energy Vault is a global utility-scale energy storage company with 150+ employees. They focus primarily on proprietary gravity, battery, and green hydrogen energy storage technologies

Project: Greenly collected and standardized Energy Vault's industry data and built comprehensive LCA models that can be used in various contexts involving different suppliers and distribution channels. Greenly helped Energy Vault test design improvements, optimize energy density, durability, and material selection

Result: Energy Vault was awarded the highest Environmental, Social, Governance (ESG) score among energy storage companies in 2024 with the support of Greenly.

Lyreco

Client: Lyreco is a retail company selling office supplies with 100000+products in operating in 42 countries

Project: Lyreco aimed to provide transparency to customers by attaching reports for each product. Greenly conducted granular analysis using initial templates by Greenly, ensuring technical assumptions were aligned and missing data points were identified. Further, Greenly provided expert guidance for Emission Factor selection & location-specific methodology & computations

Result: Successfully generated ISO 14040 reports for 8k products last year, and are accelerating to 8k products per month. They are thus on track to produce reports for their full product catalog (100k+ products)

Lyreco: From Data to Impact: How Lyreco Uses LCA to Measure and Reduce Environmental Footprints

Youtube Relay

Client: Cabaïa is a French company that sells ready-to-wear backpacks, shoulder bags and accessories with 178 employees. Cabaïa distributes its product through 2 permanent stores, a dozen pop-up stores, retailers and e-commerce

Project: Cabaïa worked with Greenly to identify the carbon footprint of the accessories and meet the requirements of the B Corp CSR label

Result: The LCA carried out for Cabaïa showed that the main source of emissions for their clothing is the manufacture of the fabrics, which is largely dependent on electricity used in the country of production. With this insight, Greenly proposed various ways to reduce the carbon footprint (choice of supplier country, transport and freight, etc.).

ManoMano

Client: ManoMano is the largest online platform for DIY and gardening connecting buyers and sellers with over 10 million products, 700+ employees, and in 6 markets (France, Italy, United Kingdom, Belgium, Spain and Germany)

Project: ManoMano worked with Greenly to conduct a simplified LCA on every product on the platform so consumers could make eco-friendly choices for themselves. While LCA usually includes 10 criteria; Greenly and ManoMano worked together to develop a simplified version that focuses on Greenhouse Gas emissions

Result: Each of 500,000 products across 200 categories is assigned a carbon score from A to E depending on its carbon footprint when compared to similar products. Consequently, ManoMano was able to meet French eco-labeling regulations in under five months

Manomano: E-commerce : s'inspirer de l'ACV pour encourager des achats plus responsable

Youtube Relay

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Just like <mark>over 3500 other companies,</mark> they have entrusted Greenly with their Carbon Footprint
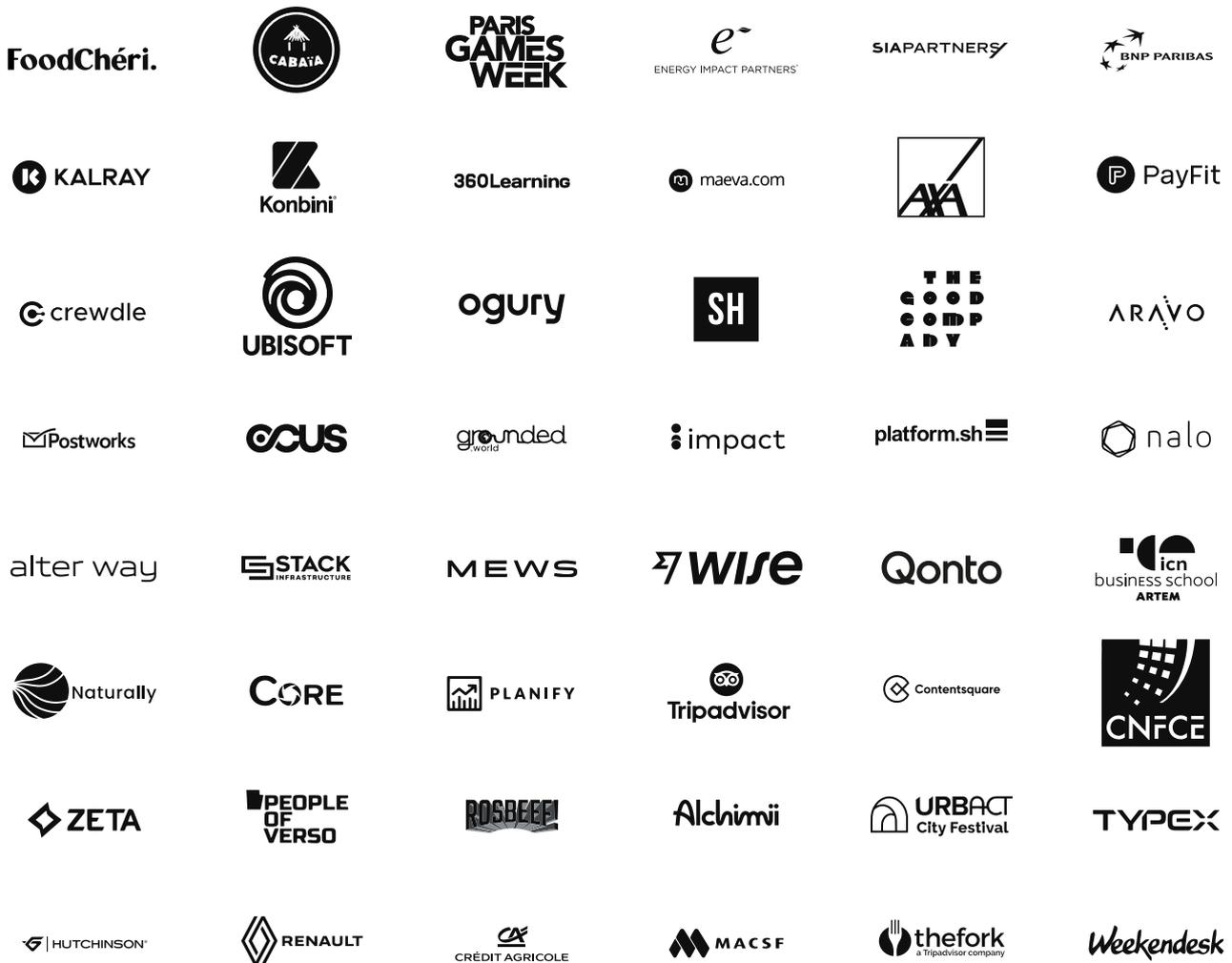
Why choose Greenly?

Anomaly Detection Powered by Greenly AI

Greenly's AI detects statistical anomalies, saving you time and effort while ensuring your Quality Control.

Greenly	AI ✦	✦ checking data...				
			Expense data ⬈	Done	0	
Validated categories in expense data			Expense data ⬈	Done	0	
Validated categories in expense data			Expense data ⬈	Done	0	
Non-validated categories in expense data			Expense data ⬈	Warning	4	

Tailored Sustainability Expertise for Every Industry

Master your Sustainabiliy Stragey whatever your sector

Greenly for **Tech** 🖥
Greenly for **Retail** 🛒
Greenly for **Finance** 🏛
Greenly for **Media** ◎
Greenly for **Services** 👥
Greenly for **Food** 🍴

Streamlined Data Management

Harmonization tools, supplier data retrieval system, and ready-to-use APIs

✓ Quantitative data   ✓ Value Chain data
✓ Narrative data

Every Factor Matters

300,000 Emission Factors including 30k Monetary EFs & 50k supplier-specific EFs.

EF name	EF value	ACME	LCA stage
Solar energy	0.5		Manufacturing
Hydropower	0.7		Waste
Wind	0.8		EOL
Biomass	0.9		Transport

Unmatched Scope 3 Accuracy

Thanks to our Supplier Commitment solution and our unique methodology.

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tCO2e

60+ Climate experts got your back

Dedicated and personalized support & training tools

Scalable Solutions From SMBs to Enterprise

+3,500 customers, which has enabled us to develop very strong adaptation to organizations sizes and specifics.

◎ WALDEN   AXA   forest   platf

greenly

Benefit from the Impact & ROI of Greenly!

Unlock the full climate potential of your business and turn sustainability into profitability. Schedule a personalized demo today and discover the measurable benefits Greenly can deliver for your organization.

Drive efficient and impactful climate action today!

Get your free demo