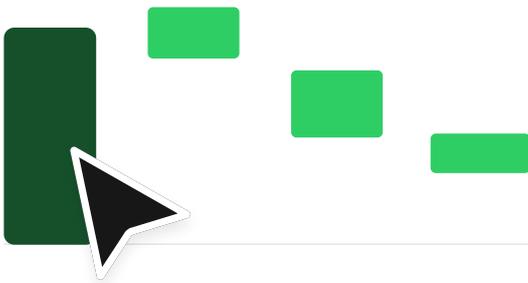




# SBTi with Greenly

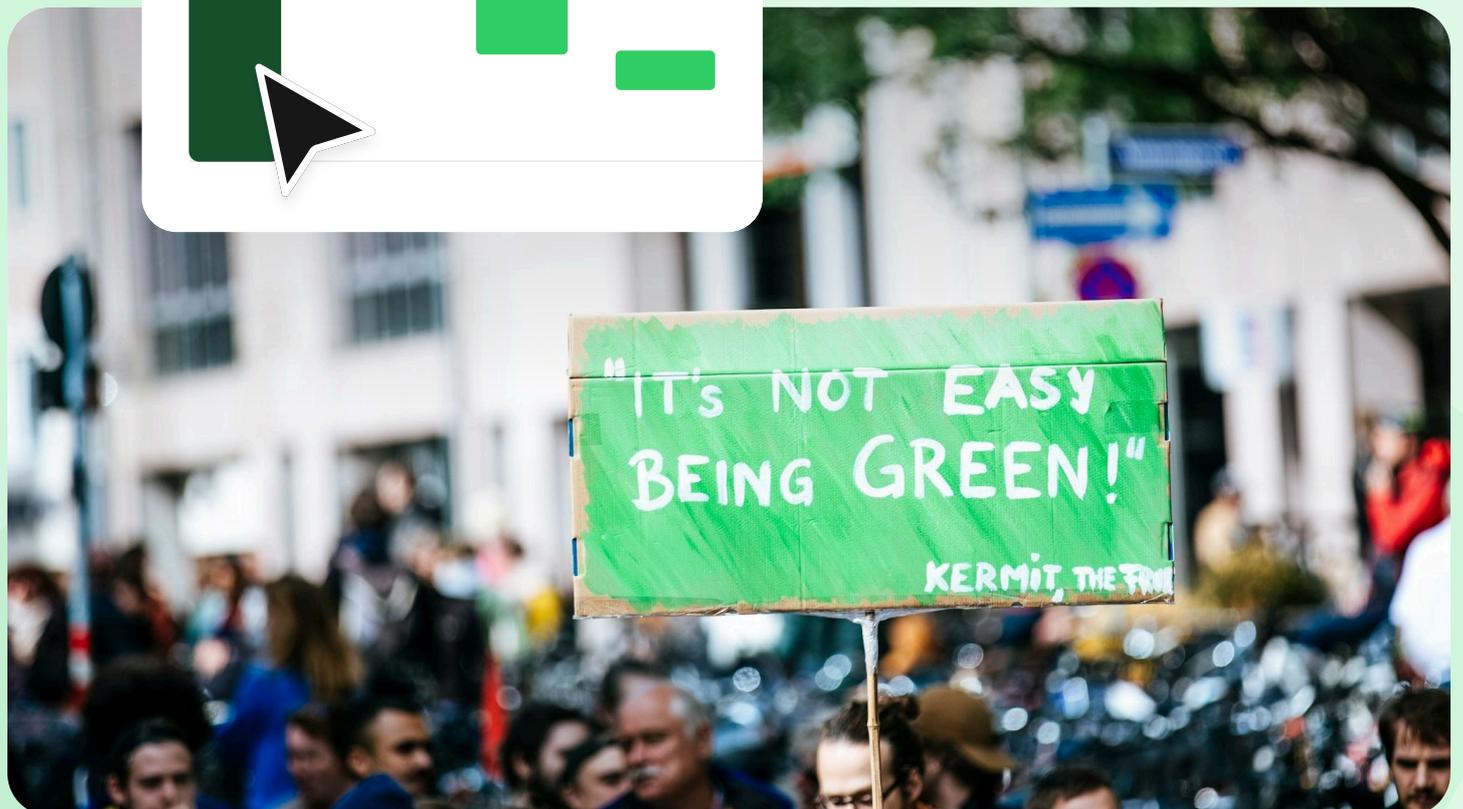
## From Ambition to Validation

Decarbonization  
projection (tCO<sub>2</sub>e)



SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION





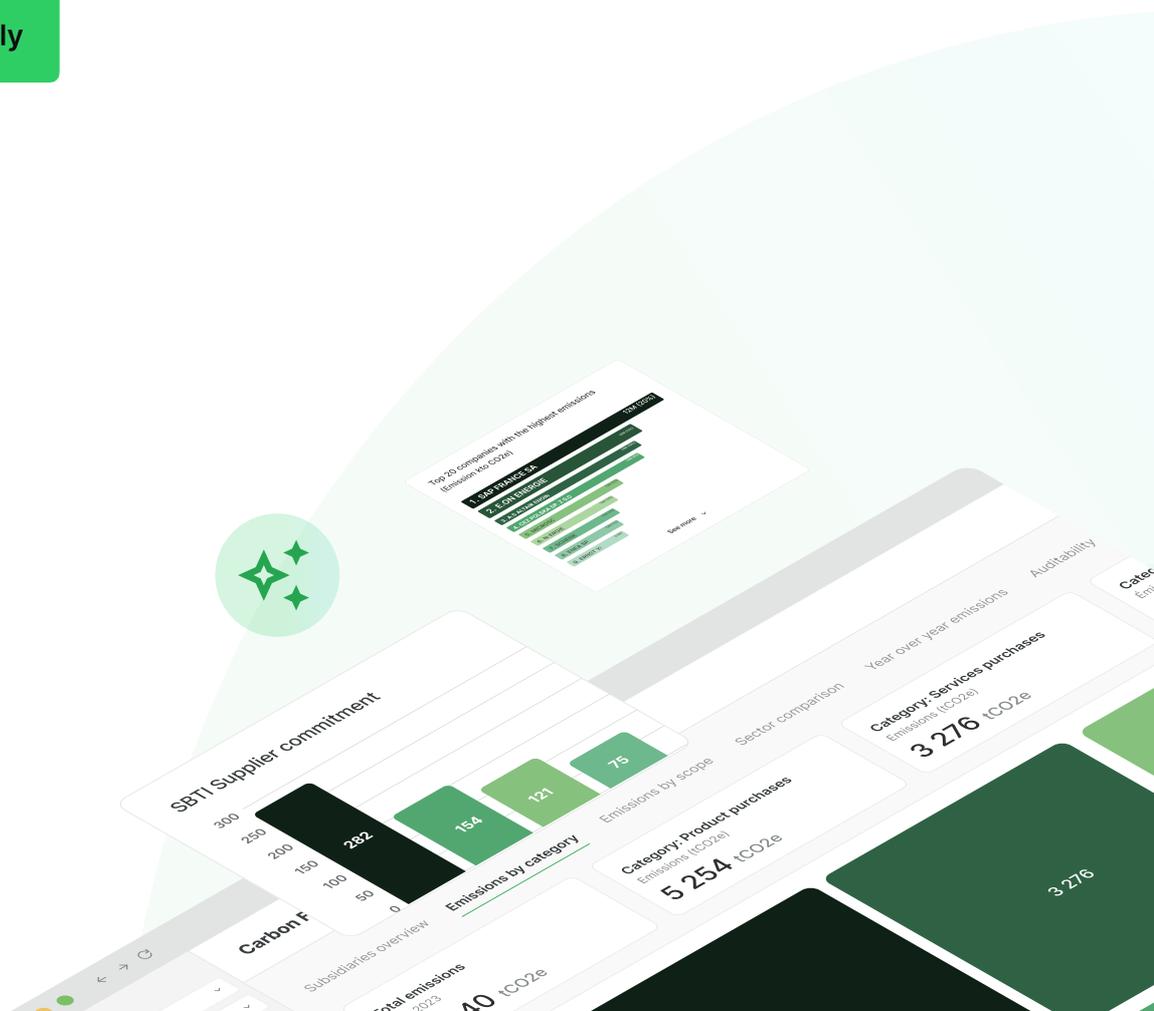
# Greenly, the number one in carbon accounting for businesses

Greenly was founded with a simple mission: to make carbon accounting simple, precise, and intuitive for every company. Today, Greenly is a top-rated, industry-leading solution for carbon accounting and sustainability management, trusted by over 3,500 companies worldwide. Our platform is the highest-rated in its category, with a 4.8/5 satisfaction score on G2, Trustpilot, and Capterra.

We combine a powerful, AI-driven technology platform with the deep knowledge of over 60+ in-house climate experts to deliver an unparalleled service. Our comprehensive suite provides 360-degree coverage for every climate need, including GHG & Decarbonization Management, Life Cycle Assessment (LCA), and ESG Reporting.

At Greenly, we are not just building a compliance tool; we are building a new category of Carbon Intelligence to turn historical data into a management system for the future. We are dedicated to democratizing climate intelligence and making sustainability accessible, so every organization can take part in building the Net Zero economy.

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## From ambition to proof...

You have probably noticed: today, everyone has a climate plan. Strategies, trajectories, commitments for 2030... But when we dig deeper, the numbers waver, the methods differ, and sincerity is hard to measure.

At Greenly, we have always believed that we need to move out of this gray area. Stop saying "we're doing our best" and start saying "here's what we've proven." This is what the SBTi, the Science Based Targets initiative, allows. Not just a logo to stick on a report, but a scientific validation of your climate ambition. A kind of crash test for credibility — useful, demanding, sometimes uncomfortable, but always beneficial.

When we started to explore this topic, we realized one thing: many companies want to do well but don't know where to start. The numbers are intimidating, standards change quickly, and data isn't always appealing. So we wanted to bring some clarity to all of this. This is how our white paper "SBTi with Greenly — From Ambition to Validation" was born: an honest, concrete, and hopefully inspiring exploration of the transition from discourse to proof.

Because you cannot manage what you do not measure. Because you cannot transform without confronting. And because, let's be frank: credibility today hinges on data as much as on convictions.

I deeply believe that the low-carbon transition is anything but boring. It is a collective adventure, a challenge for engineers and dreamers, economists and idealists. And if we want it to succeed, we will need to learn to combine the rigor of science with the creativity of action.

Ambition is the engine. Proof is the path.



**Arnaud Delubac**

Cofounder & CMO of Greenly



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# SBTi: What's new?

The Science Based Targets Initiative, known as SBTi for short, is a corporate climate action organization that empowers companies and financial institutions worldwide to play their part in combating the climate crisis.

**“Science-based targets show businesses how much and how quickly they need to reduce their GHG emissions to prevent the worst effects of climate change.” (SBTi, 2025)**

Lead the way to a net-zero economy

Boost innovation

Drive sustainable growth

## Key Takeaways

The SBTi is a global organization that audits and labels targets for companies and financial institutions in order to set ambitious greenhouse gas (GHG) emissions

**reduction targets aligned with the latest climate science,**

specifically aiming to limit global warming to 1.5°C.

Since its creation, the SBTi has seen immense growth, with more than 11,000 companies worldwide committing to or validating science-based targets.

**These targets now encompass over 40%**

of global market capitalization, demonstrating a significant integration of climate objectives into core business strategies across various sectors and regions.

**Companies face challenges in adopting SBTs**

particularly with Scope 3 emissions. In response, the SBTi is evolving by streamlining validation processes and updating its standards.

**Adopting SBTs offers**

numerous strategic and reputational benefits, including enhanced brand image, competitive advantage, increased investor confidence, regulatory readiness, operational efficiency, and financial advantages. It also drives positive change across supply chains.

**Greenly supports companies in their SBTi journey**

by providing an end-to-end platform for carbon management. This includes tools for streamlined data collection, automated emissions factor matching, supplier engagement, and a Decarbonization Pathway Tool to simulate reduction scenarios. Greenly also offers expert guidance and resources to help companies navigate the SBTi application and achieve their climate goals.

# 01

## Understanding the SBTi

# What is the Science-Based Targets initiative (SBTi)?

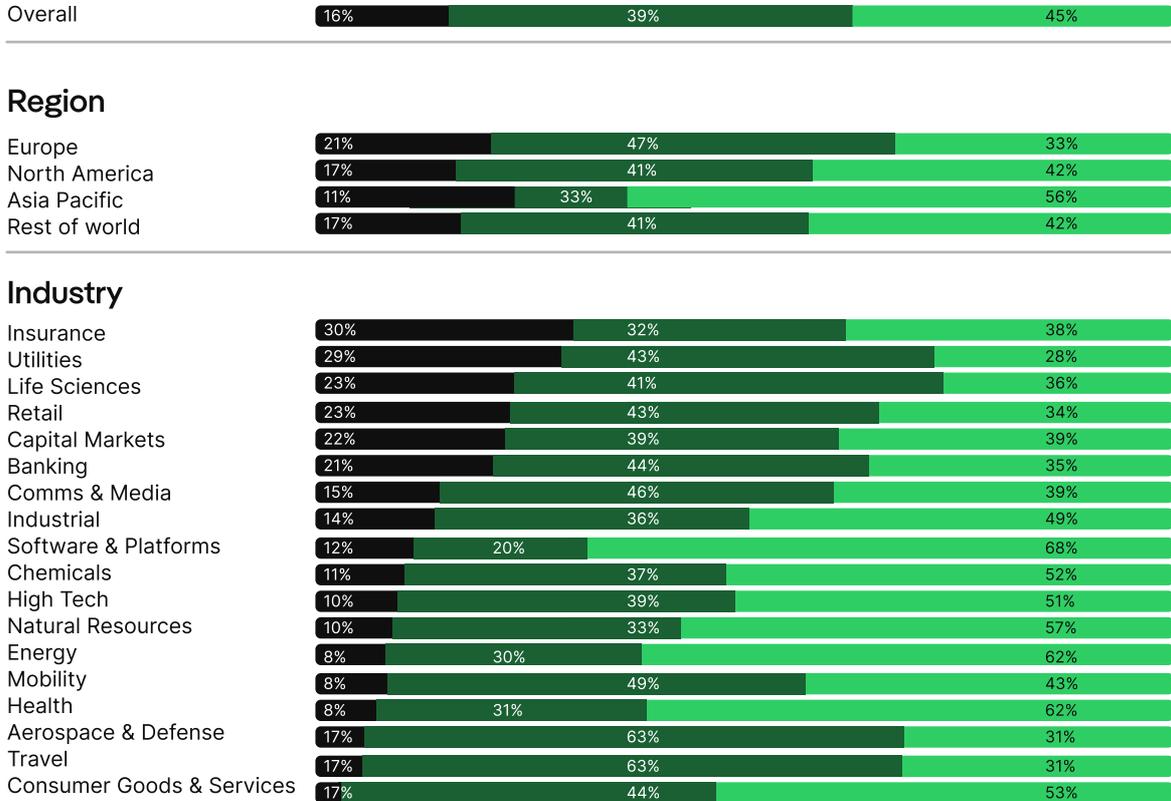
Today, climate and environmental issues are a global strategic challenge, and one from which companies are not exempt.

In 2015, 196 countries signed the Paris Agreement, with the aim of limiting global warming to well below 2°C, ideally 1.5°C. The Paris Agreement, which calls on signatory states to achieve global carbon neutrality by 2050, implicitly extends to companies and businesses through the national policies and regulations designed to meet these commitments. Through the signature of the Paris Agreement, each country developed National Determined Contributions (NDCs) to outline how it plans to reduce greenhouse gas (GHG) emissions to help meet the global goal of limiting temperature rise to 1.5°C and adapt to the impacts of climate change.

## However, current legislation falls short of the Paris goals for many reasons.

First, according to the UNFCCC (2023), the combined effect of all NDCs would still result in a 2.5-2.9°C temperature rise by 2100 (UNFCCC, 2023). Moreover, the climate action tracker finds that only a few countries (e.g. UK, Morocco) are on track, while most G20 economies are lagging (Climate Action Tracker, 2023). A study by Accenture (Figure 1) also depicts that 84% of companies worldwide are off-track to meet net-zero by 2050. To try to bridge the gap, the European Union has set the Fit for 55 Package, a set of laws aiming to reduce EU GHG emissions by at least 55% by 2030 and put the EU on the path to achieve climate neutrality by 2050 (European Commission, 2021). It outlines a comprehensive set of measures such as the expansion of the EU Emissions Trading System, the introduction of a Carbon Border Adjustment Mechanism or investments in green infrastructure. Nonetheless, its implementation is too slow to match the urgency of the climate crisis (IEA WEO 2023). Similarly, in the United States, the Inflation Reduction Act (IRA) provides unprecedented funding for clean energy and low-carbon technologies, but its reliance on voluntary incentives means it cannot alone ensure alignment with the 1.5°C pathway (IEA WEO 2023). Moreover, since taking office, the Trump administration has significantly impeded the IRA's effectiveness, freezing the disbursement of climate funds (Chu, Smyth, 2025) or canceling key grant programs like rooftop-solar subsidies, creating intense uncertainty about its future (Spring, 2025).

● On track  
 ● Off track, but decreasing emissions  
 ● Off track, and still growing emissions



**Note:** Total sample of G2000 with emissions data in the selected period is 1399. While we cannot calculate trajectories for over 600 G2000 companies, it is likely that these companies that do not report emissions data are off-track or even increasing emissions. Proportions are based on those with emissions data that have cut emissions between 2016 and their latest available year (2021 or 2022). "On track" refers to whether company is projected to reach net zero in Scope 1 and 2 (defined here as achieving 5% of latest year emissions by 2050). The proportions of those on track to hit net zero are calculated based on emissions CAGRs from 2016 to the latest available year.

**Source:** S&P Global Trucost 2024, and Accenture analysis.

**Figure 1:** Share of companies on track for net zero in operations by 2050 (Accenture, 2024)

In this landscape of inadequate legal enforcement and lack of material actions, the Science-Based Target Initiative, known as SBTi, emerged to cover the legislation gap. Established in 2015 as a collaboration among four leading sustainability organizations (Carbon Disclosure Project (CDP), United Nations Global Compact, World Resources Institute (WRI), World Wide Fund for Nature (WWF)), its mission is "to drive science-based climate action in the corporate sector consistent with limiting warming to 1.5°C" (SBTi, 2025) by guiding companies in setting personalized GHG emissions reduction targets, ensuring these targets align with what the scientific community deems necessary to achieve the goals of the Paris Agreement. By providing a clear and scientifically valid framework, it enables companies to understand how much and how quickly they need to reduce their emissions to contribute effectively to global climate goals. Moreover, it provides technical assistance and resources to companies to facilitate the setting and implementation of such targets and it offers independent and transparent assessment of corporate targets (SBTi Target Setting Manual, 2022).

**“We develop standards, tools and guidance which allow companies to set GHG emissions reductions targets in line with what is needed to keep global heating below catastrophic levels and reach net-zero by 2050 at latest” (SBTi, 2025).**

In line with its mission, the SBTi has many objectives. The first objective is the **alignment with climate science** to ensure that corporate emissions reduction targets are consistent with the decarbonization pathways necessary to limit global warming to 1.5°C (IPCC SR1.5, 2018). Then, the initiative intends to promote **transparency and accountability** through public disclosure of targets and progress made by companies. The SBTi also aims at **engaging the private sector**, encouraging a growing number of companies, regardless of sector or size, to commit to ambitious, science-based climate actions. Finally, the SBTi continuously contributes to the **development of standards and guidelines**, creating and updating standards, tools, and guidelines that reflect the latest scientific knowledge and best practices in corporate sustainability (SBTi Standards & Guidance Portal, 2023).

While companies are responsible for developing their own emissions-reduction strategies, the SBTi's role is to assess and validate whether submitted targets meet its science-based criteria. It does not certify that a company's implementation plans will achieve those targets. Companies must still put in place robust implementation, monitoring and independent verification to ensure real-world emissions reductions (SBTi, 2025).



# What are the different SBTs?

The SBTi provides different target types to suit company profiles and climate ambitions.

## Near-Term Targets

All companies are required to set near-term targets covering a 5-10 year time frame. These targets must address Scopes 1 and 2, while Scope 3 becomes mandatory if it accounts for at least 40% of total emissions across Scopes 1, 2, and 3. If eligible, companies must establish reduction or engagement targets that collectively cover at least 67% of reported Scope 3 emissions (Corporate Near-term criteria V5.2, SBTi, 2024). You will find more information on scope 3 emissions in the next section. As an example, a company might commit to reduce absolute Scope 1 and 2 emissions by 42% by 2030, from a 2020 baseline.

## Long-Term Targets (Net-Zero)

Companies are expected to set one or more long-term targets to achieve a state of net-zero emissions, which requires reducing Scope 1, 2, and 3 emissions to zero or to a residual level consistent with reaching global net zero by 2050 at the latest. These long-term SBTs must cover at least 90% of total Scope 3 emissions and must follow the SBTi Net-Zero Standard. While optional, such targets are essential for any company seeking to credibly claim net-zero alignment (Corporate Net-Zero Standard criteria V1.2, SBTi, 2024).

The SBTi standards follow a modular framework that includes two cross-sector net-zero standards: the Corporate Net-Zero Standard and the forthcoming Financial Institutions Net-Zero Standard. Together, they set out requirements, guidance, and recommendations to align value chain activities with net-zero goals. The Corporate Net-Zero Standard provides sector-agnostic criteria for Scope 1, Scope 2, and Scope 3 emissions (categories 1-14), while the Financial Institutions Net-Zero Standard will address requirements specific to financial activities (Scope 3, category 15).

## Sector-Specific Targets

Custom methodologies and benchmarks are available for sectors with high climate impact like financial institutions, Forest, Land and Agriculture (FLAG), power generation, transport, heavy industry, and more (SBTi, 2025).

# How to set SBTs?

Setting targets prior to taking action follows a specific logic.

Firstly, targets offer clarity and direction since they translate climate ambition into specific, time bound objectives of the latest scientific findings such as IPCC pathways (SBTi Corporate Manual, 2022). Secondly, SBTs guide resource allocation and internal alignment. They help companies identify their most emission-intensive activities across Scopes 1, 2, and 3, prioritize operational changes, and integrate climate strategy into investment decisions and financial planning (Science Based Targets, 2021).



The SBTi outlines a 5-step process for setting and validating SBTs:

### ✓ 01. Commitment

First, a business or company seeking to reduce their emissions through the SBTi needs to write and send through the SBTi website a letter demonstrating their commitment to using SBTs to reduce their carbon footprint. While this step isn't necessary if the company is a small or medium sized enterprise, or any company with less than five hundred employees, it is a recommended practice for all companies to draft their mission statement in sustainability. Advocating and delineating their commitment to other imperative climate change movements, like net-zero emissions, can help a company be accepted to the SBTi. If accepted, which will allow it to be publicly listed as "committed" (SBTi Services, 2025).

### ✓ 02. Target Development

Companies are then expected to develop a new emissions reduction plan and choose a target-setting method consistent with the science-based criteria available on the SBTi website. This requires first conducting a comprehensive GHG inventory covering Scopes 1, 2, and 3. To support this process, the SBTi provides tailored guidance to help businesses align with sector-specific requirements and achieve their environmental goals. After signing a letter of intent, companies have up to two years to submit their targets for validation (SBTi Services, 2025).

### ✓ 03. Target Submission

Once targets are developed, companies must submit them for validation through the Target Submission Form, accompanied by supporting documents and a validation fee (ranging from \$1,000 to \$30,000 depending on company size and target type). To avoid delays, the SBTi strongly encourages applicants to carefully review its guidance and resources in advance. The initiative offers extensive support, including the option to resubmit revised targets if the first validation is not approved, submissions for financial institutions, and pathways for net-zero and other emissions reduction goals. After submission, a team of SBTi specialists reviews the targets to confirm alignment with science-based criteria using the SBTi Target Validation Protocol. Whether the outcome is "Approved", "Needs Revisions" or "Not approved", companies receive detailed feedback to guide next steps (SBTi Services, 2025).

### ✓ 04. Communication:

Accountability is one of the most imperative components of achieving any goal. Therefore, it is crucial that companies then share their new environmental goals based on the scientific criteria provided by the SBTi with both consumers and stakeholders immediately. If the new targets are approved by the SBTi, they will be published on the SBTi's official website, as well as on all of their partner pages for maximum visibility and accountability. However, this can only be done if a company ensures that their targets are announced to the public within the first six months following the initial approval. If a company doesn't make their targets known, then the SBTi will have to review them again (SBTi Services, 2025).

### ✓ 05. Disclose

All companies approved by the SBTi must publicly disclose their progress. Targets and emissions should be monitored and reviewed at least annually to ensure continuous improvement. Reporting can take various forms, such as publishing annual sustainability reports or sharing updates directly on the company's website (SBTi Services, 2025).

# What has been the SBTi's reach so far?

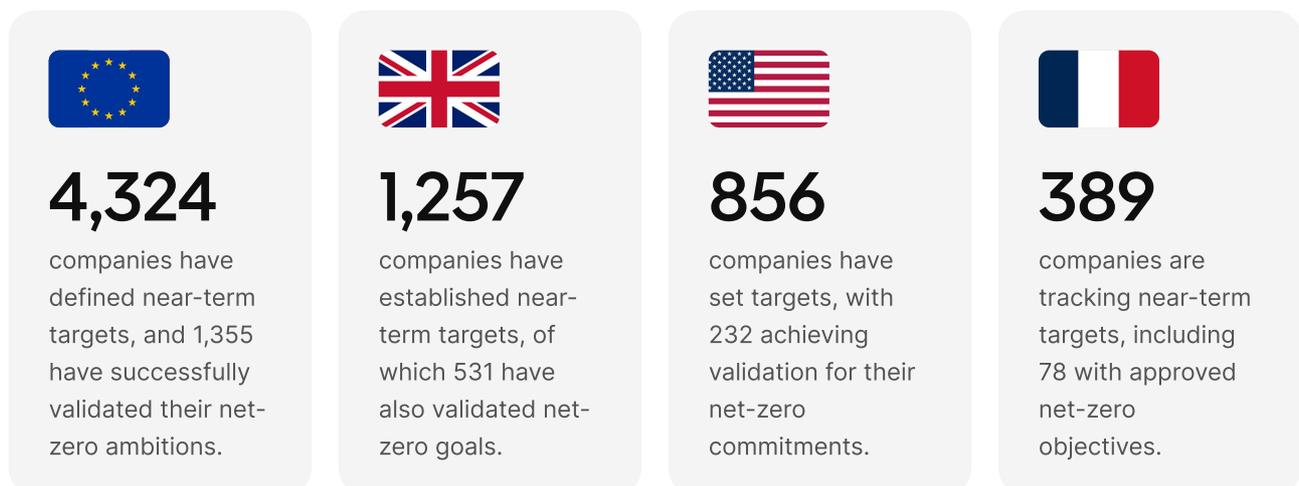
The SBTi has already proven to be a successful initiative.

Created in 2014 with a goal to recruit 100 companies to reduce their GHG emissions with the help of scientific data, the SBTi has grown immensely in a short period of time. As of August 2025, a total of 11,352 companies worldwide had made commitments or set targets through the SBTi. Among them, 8,715 companies had successfully validated their targets, demonstrating alignment with science-based criteria. Additionally, 2,051 of those validated companies had gone further by setting long-term net-zero targets, signaling their commitment to achieving full decarbonization. By the end of Q2 2025, the cumulative number of companies with validated net-zero targets had tripled compared to the close of 2023. Today, SBTs encompass more than 40% of global market capitalization and around a quarter of global revenue. This growing critical mass highlights how climate objectives are increasingly integrated into the core strategies of businesses worldwide (SBTi Trend Tracker, 2025).

## Current state of commitment

### US, UK, France, and EU

As of August 2025, the SBTi reported strong company engagement in the US, UK, France, and across the EU:



These numbers don't take into account the committed companies. (SBTi Target dashboard, 2025)

## Leading Regions and Countries

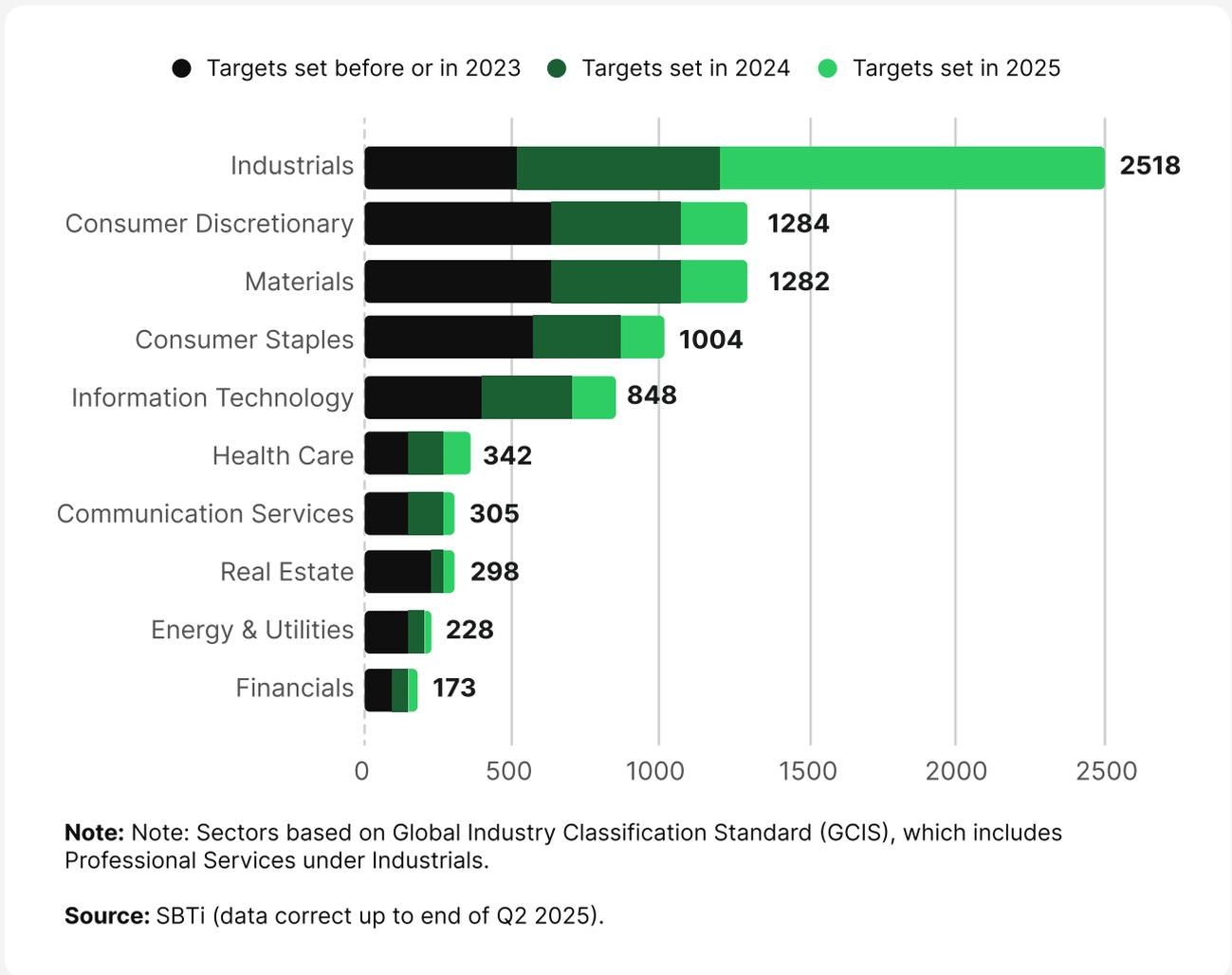
Asia is emerging as a major driver of growth in SBTs. During the reporting period, China led as the fastest-growing country, with Thailand, Japan, Taiwan, Hong Kong, and South Korea following closely. Many businesses in these economies, which play key roles in global value chains and have significant Scope 3 emissions, are not only setting their own targets but also encouraging suppliers and partners to do the same. Consequently, Asia is becoming a powerful amplifier of climate ambition, creating a ripple effect of SBTs adoption across industries and supply chains. Indeed, Asia experienced the largest proportional increase in companies adopting SBTs, rising by 134%. Latin America and the Caribbean followed closely, nearly doubling their totals. Although Europe and North America continue to lead in absolute numbers, the rapid growth in emerging economies highlights a widening global surge in corporate climate ambition beyond the early adopters (SBTi Trend Tracker, 2025).

Japan remains the leader in total companies with validated targets, reaching 1,731 by the end of Q2 2025. Meanwhile, China experienced the fastest growth, expanding by 228% between 2023 and Q2 2025. Other notable increases in Asia came from Thailand and the Republic of Korea. In Europe, Norway, Poland, the Netherlands, and Portugal drove growth, while Mexico led in LATAM. Overall, the Asia-Pacific region is propelling global momentum, with emerging economies accelerating rapidly as net-zero commitments increasingly become a competitive advantage (SBTi Trend Tracker, 2025).



### Sectorial approach

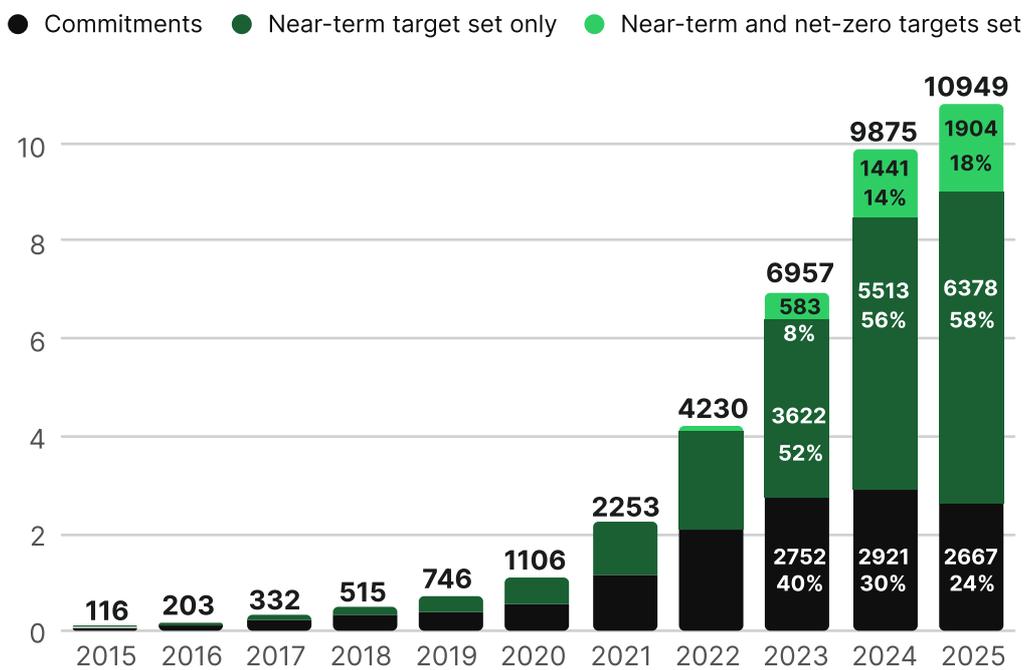
Examining sectoral trends, Figure 2 shows that Industrials, which include manufacturers and distributors of capital goods, led all sectors in the number of companies adopting SBTs, representing nearly one-third of the global total. More than half of the sector’s targets were established in 2024 and the first half of 2025. Following Industrials, Consumer Discretionary, covering automobiles and auto parts, household durable goods, leisure products, and textiles and apparel, and Materials, which includes companies involved in discovering, developing, and processing raw materials, were the next largest sectors in terms of companies with targets (SBTi Trend Tracker, 2025). On Figure 2, the number of targets set in 2025 is lower than for “2024” and “before or in 2023” because the report only covers Q1 and Q2 of 2025.



**Figure 2 :** Number of companies with SBTi targets by sector and year of first target set (as of end Q2 2025) (SBTi Trend Tracker, 2025)

## Growth

Between the end of 2023 and the reporting period, the number of companies with validated near-term targets grew by 97%, while those holding both near-term and net-zero targets surged by 227%. The SBTi noted robust growth across both target types, reflecting a strong and accelerating momentum in corporate climate ambition. While the total number of companies with active commitments remained relatively stable from 2023 to 2025, the rising number of validated near-term and net-zero targets demonstrates a consistently high conversion rate from commitment to action, as depicted in Figure 3 (SBTi Trend Tracker, 2025).



**Note:** Data includes SMEs and financial institutions. As of the end of Q2 2025, financial institutions could not pursue validated net-zero targets. Percentages indicate share of total for that year.  
**Source:** SBTi (data correct up to end of Q2 2025).

**Figure 3:** Companies with SBTi commitments or targets, cumulative, in thousands (SBTi Trend Tracker, 2025)

## Future Drivers of Growth

In response to increasingly urgent warnings from climate scientists, regulators worldwide are advancing frameworks to make corporate greenhouse gas disclosures more consistent and comprehensive. Proposals from the U.S. Securities and Exchange Commission (SEC), the European Financial Reporting Advisory Group (EFRAG), and the International Sustainability Standards Board (ISSB) aim to make climate reporting mandatory. These initiatives are critical for understanding emissions liabilities and advancing global climate goals, and companies should support their adoption to ensure they move forward. The Science Based Targets initiative (SBTi) has welcomed these proposals as a pivotal step toward harmonizing climate reporting across sectors and financial institutions. If enacted, they would enhance the availability and comparability of climate data, strengthening the basis for climate-aligned investment, lending, and accountability. By narrowing the divide between financial and non-financial reporting, these measures would accelerate the transition to a climate-aligned economy. (New resources for scaling private sector climate action, SBTi, 2022)



**“Smart companies continue to see a strong business case to manage transition risk. Building climate action into commercial strategy helps maintain competitiveness now and in the future and allows companies to capitalise on opportunities in the low-carbon economy. That forward-thinking approach has been playing out in the surge in SBTs setting over the past 18 months. The message is clear: if businesses want to be ahead of the curve, then SBTs are where businesses start.”**

**David Kennedy,**

Chief Executive Officer of the Science-Based Targets Initiative (August 2025).

## Projection

As of 2023, SBTi published those objectives (and haven't been vocal about new objectives since):

**\$20 trillion**

of the global economy covered by approved 1.5°C targets.

**5GT**

of corporate emissions covered with SBTs or commitments.

**10,000**

companies committed to or setting SBTs.

# 02

## Challenges and Future Outlook

# Primary challenges companies face when aligning with the SBTi

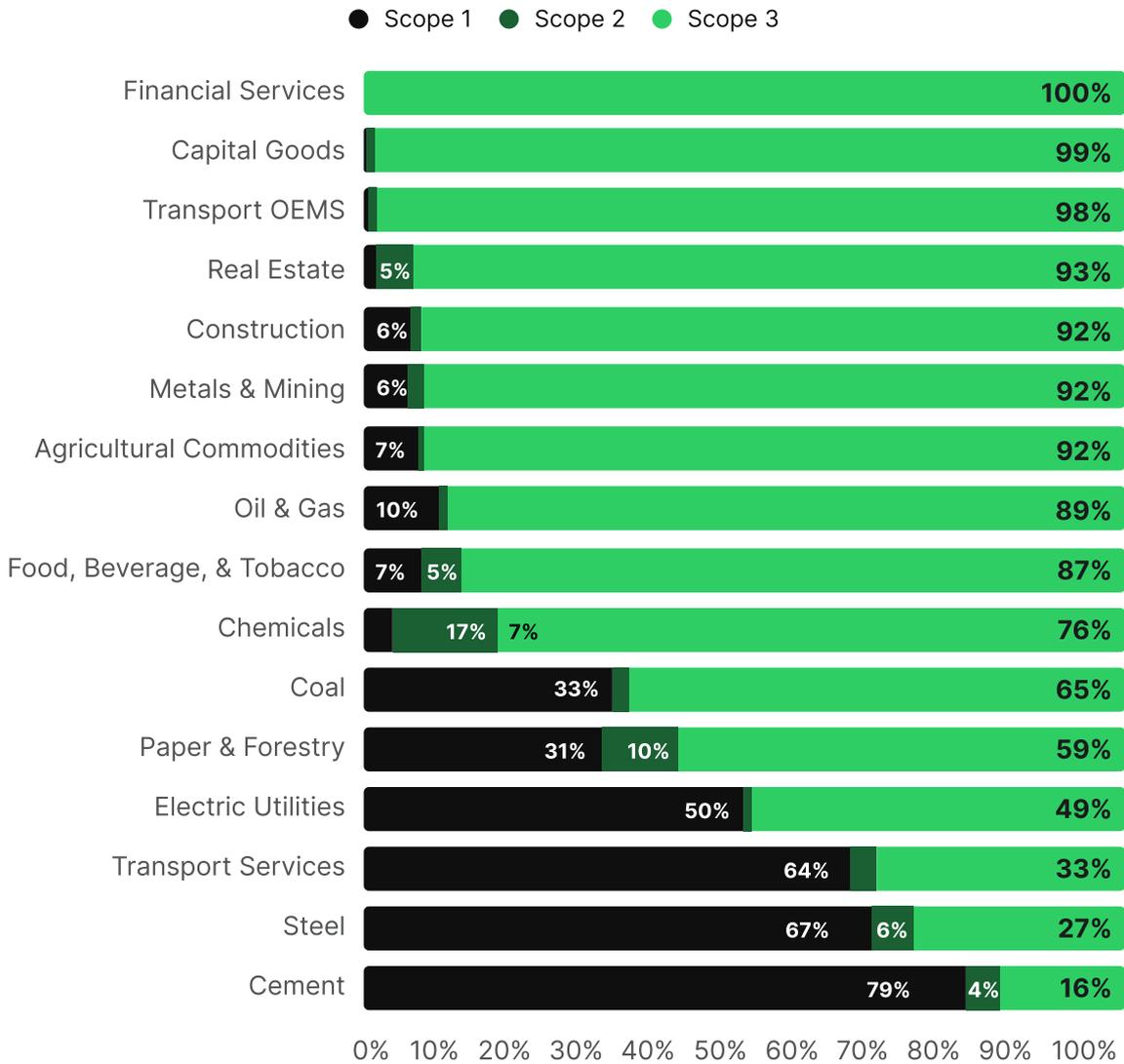
Despite these growth trends, companies still face challenges when aligning their strategy with SBTs.

## Scope 3

Scope 3 emissions encompass all indirect GHG emissions that occur throughout a company's value chain, both upstream and downstream, excluding indirect emissions from purchased electricity, steam, heating, and cooling (which are categorized as Scope 2). These emissions come from activities such as the extraction and processing of raw materials, manufacturing, logistics, distribution, product use, and end-of-life disposal (Scope 3: Stepping up science-based action, SBTi, 2023).

Addressing Scope 3 emissions is fundamental, as they often represent the majority of a company's total GHG emissions as depicted in Figure 4. According to an article published by McKinsey & Company in September 2024, on average, emissions from a company's supply chain are "around 90% of a company's total emissions" (McKinsey, 2024). Moreover, another article from the SBTi estimated that Scope 3 emissions were 11 times higher than a company's direct (Scope 1) emissions, accounting for more than 70% of total emissions (Scope 3: Stepping up science-based action, SBTi, 2023). In both cases, Scope 3 emissions clearly dominate a company's overall carbon footprint, making it impossible to ignore them in any serious GHG reduction strategy. Since 2015, the SBTi has required companies to complete a mandatory Scope 3 inventory when submitting targets for validation. Currently, 96% of SBTi-validated targets include Scope 3 emissions (Scope 3: Stepping up science-based action, SBTi, 2023). However, 9 out of 10 companies find the process of adopting, implementing, assessing and tracking Scope 3 emissions reduction in a consistent manner challenging (The Scope 3 challenge survey results, SBTi, 2023).





**Source:** Data is from CDP. Research and analysis of the data was conducted by Concordia University.

**Figure 4 :** Share of Scope 3 Emissions to Total Emissions, by Sector (World Resources Institute, 2022)

Indeed, because most companies depend on average emission factors from external databases rather than primary data from their own operations or suppliers, accurately tracking Scope 3 emissions is challenging (Scope 3 Discussion Paper, SBTi Research, 2024). Based on a report published by the SBTi with the support of BCG, 85% of companies **struggle to access supplier-specific emissions factors** (The Scope 3 challenge survey results, SBTi, 2023) making scope 3 challenging to measure. Moreover, **Scope 3 emissions tend to fluctuate with shifts in suppliers**, markets, or product portfolios, making it difficult to assess them against static climate targets. Even when companies take real steps to lower their emissions, the impact doesn't always show up right away in the data, making progress difficult to evaluate accurately (Scope 3 Discussion Paper, SBTi Research, 2024). Finally, companies often struggle to interpret GHG accounting standards and define appropriate Scope 3 emissions targets for their sector. In fact, 60% report a **lack of tailored methodologies** (The Scope 3 challenge survey results, SBTi, 2023).

## Financial barriers

**High decarbonization costs and financial pressures** are major barriers to corporate climate action. Transitioning to low-carbon products and services often entails significant expenses (Carbone4, 2024), with 61% of companies reporting substantial costs linked to green premiums for low-carbon materials and technologies (The Scope 3 challenge survey results, SBTi, 2023). According to Aligned Incentives, these alternatives typically cost 10 to 30% more than higher-emission options (Aligned Incentives, 2024). At the same time, 58% of companies note that business growth objectives hinder progress on climate goals, a challenge particularly pronounced among those operating with absolute emissions targets (57%) (The Scope 3 challenge survey results, SBTi, 2023).

## Strategic barriers

Several strategic barriers undermine the effectiveness of Scope 3 target-setting under the SBTi framework. First, the rules allow companies to cover only 67% of Scope 3 emissions in near-term targets, increasing to 90% in the long-term, yet provide **little guidance** on how to expand coverage. This flexibility can encourage firms to focus on lower-impact sources while neglecting more material ones (Scope 3 Discussion Paper, SBTi Research, 2024). Second, **internal alignment** remains a major hurdle, as 42% of organizations report limited understanding of Scope 3 among decision-makers, and 29% cite insufficient leadership motivation to prioritize decarbonization (Aligned Incentives, 2024). Finally, questions of **target credibility** persist: 50% of companies admit they are 'off track' to meet their Scope 3 goals, exposing themselves to accusations of greenwashing, while 43% indicate that failing to meet a target has greater implications than not setting one (The Scope 3 challenge survey results, SBTi, 2023), which may deter them from committing to the SBTi.



# The SBTi's evolution to accommodate a growing number of businesses

As corporate commitments to climate action grow, the SBTi is significantly expanding its role.

With thousands of companies now setting SBTs, the initiative is adapting to meet this increasing demand by refining its standards, scaling its operations, and introducing new tools to improve climate goal reporting. From accelerating target validation timelines to releasing an updated Net-Zero Standard, the SBTi is developing a more flexible and inclusive framework to support businesses in their decarbonization efforts (Minerva Analytics, 2025). Here's a look at the changes already underway by the SBTi, and what to expect in the years ahead.

# Corporate Net-Zero Standard Version 2.0 (CNZS v2.0)

In March 2025, the Science Based Targets initiative (SBTi) launched the Corporate Net-Zero Standard Version 2.0 (CNZS v2.0) in draft form for public consultation, marking the first major revision since the release of Version 1.0 in 2021 (SBTi, 2025). This revision reflects a shift from a framework primarily focused on target-setting to one that emphasizes continuous corporate action, governance, and accountability mechanisms.

A key requirement under v2.0 is that all companies committing to the standard must now publish a **detailed net-zero transition plan**, including milestones, financing, and decarbonization levers, within 12 months of commitment for large companies and 24 months for SMEs (Consultation Draft, 2025, p. 34). This plan must then be updated regularly to reflect progress, thereby addressing prior criticisms that the SBTi validated long-term targets without requiring companies to demonstrate near-term feasibility.

Another major change is the **tightening of governance and transparency obligations**. The draft standard now obliges companies to publish a base year GHG inventory and align with best practices on public disclosure. Furthermore, v2.0 introduces an improved benchmarking approach that accounts for decarbonization achieved before the base year, preventing companies that acted early from being penalized under uniform reduction requirements (Consultation Draft, 2025, p. 14). At the same time, however, the framework seeks to minimize risks of greenwashing by tightening rules on third-party assurance, mandating consistent annual reporting, and requiring clear communication of progress against targets (Consultation Draft, 2025).

**Scope coverage has also been significantly expanded and differentiated.**

For the first time, Scope 1 and Scope 2 targets are treated separately, with companies required to fully decarbonize Scope 2 by sourcing 100% zero-carbon electricity (SBTi Blog, 2025). Scope 3 target setting is now mandatory for large companies but remains optional for SMEs. V2.0 introduces stricter criteria for coverage and methodological transparency (Consultation Draft, 2025, p. 60). These adjustments address widespread concerns that corporate net-zero pathways were previously over-reliant on offsetting Scope 3 emissions rather than decarbonizing supply chains directly.

Perhaps the most significant and debated update is the **new treatment of carbon removals**. For the first time, CNZS v2.0 explicitly recognizes the role of carbon removal credits in addressing residual emissions, those that cannot be abated with existing technologies. However, the draft specifies that these credits must come from high-quality carbon removal projects and not from generic avoidance offsets. Furthermore, companies are encouraged to invest early in removal technologies, not to compensate for insufficient near-term reductions, but to accelerate the scaling of removal supply and reduce future costs (Consultation Draft, 2025). To operationalize this, the draft introduces interim targets for carbon dioxide removal (CDR), with final detailed requirements to be released in 2026 (Khan, 2025). Figure 5 dives deeper into CNZS V2.0 major updates regarding residual emissions, like an increased clarity on appropriate quality standards for removals to be provided.

<b>Challenges</b>	Lack of near-term incentive to accelerate deployment of removals in line with science-based pathways	Low supply of durable removals in near-term to fulfill "neutralization milestone" recommendation	Lack of clarity on responsibility for scope 3 neutralization	Lack of clarity on quality or integrity requirements for removals
<b>Interim removals</b>	✓	✓		
<b>Minimum durability requirements</b>		✓		
<b>Scopes 1 and 3</b>			✓	
<b>Integrity standards</b>				✓
<b>How does this standart help?</b>	Provides several options of incentives for companies to gradually increase removals over time leading up to the net-zero target year	Introduces an option for companies to address residual emissions via increased scope 1 reductions in lieu of removals; minimum durability thresholds are introduced, with two options outlined: a "like for like" approach (durability matched to atmospheric lifetime of GHGs) and a gradual transition approach (increasing share of durable removals over time)	Residual scope 3 emissions can be addressed either by value chain partners or by providing support to value chain partners, encouraging collaboration and reducing burden for reporting company to purchase removals	Increased clarity on appropriate quality standards for removals will be provided

**Figure 5 :** Updates intended to address many of the key challenges companies face with neutralization and removals [CNZS V2 - Detailed Explanatory Guide, 2025]

## Accessibility

is another central feature of CNZS v2.0. Recognizing the disparities between multinational corporations and smaller firms, the framework includes tailored guidance for SMEs and companies in emerging economies. This is meant to reduce barriers to adoption by providing more flexible timelines, sector-specific pathways, and simplified reporting mechanisms (SBTi, 2025).

Taken together, these updates represent a significant evolution of the SBTi framework, moving from a target-validation body to a more comprehensive accountability standard. Figure 6 shows the 6-step process of the draft Corporate Net-Zero Standard Version 2.0. With final adoption expected after consultation closes in 2025 and implementation rules clarified in 2026, proactive companies are likely to begin aligning their reporting and investment strategies immediately to meet the heightened requirements.



**Figure 6 :** Visualisation of the six chapters of the draft Corporate Net-Zero Standard Version 2.0 (Corporate Net-Zero Standard Version 2.0 Consultation Draft, 2025)

## A faster target validation process

With a growing number of companies, demand for SBTi validation will become more intense. Therefore, it reduced its validation wait time by 70% between 2022 and 2025 with the goal of cutting processing times to one month for new submissions, tripling its validation capacity from 2021 (Ambition, growth and evolution: Six key takeaways from the SBTi’s new strategy, SBTi, 2022).

## Future initiatives

By 2027, SBTi plans to reach 20% adoption in key industries (Ambition, growth and evolution: Six key takeaways from the SBTi’s new strategy, SBTi, 2022), which it hopes will encourage more companies to join. Future updates will also reflect the latest climate science (like the IPCC’s next report) and include nature-based solutions. These efforts show that the SBTi is moving toward a more flexible and inclusive approach, while still sticking to strong scientific standards with the goal of responding to companies’ needs and cutting global emissions. The SBTi also emphasizes collaboration, believing that global emissions reductions require coordinated action between businesses and governments.

Some corporate measures may be limited by local regulations, making cross-sector cooperation essential. (New resources for scaling private sector climate action, SBTi, 2022). Recognizing they are not the sole global influence, the SBTi values partnerships with organizations like the UNGC and WWF Climate Business Network to promote decarbonization and raise climate awareness worldwide (About Us, SBTi, 2025).

# Benefits from meeting SBTs

Adopting the SBTs goes beyond environmental responsibility; it is also a strategic move that enhances a company’s reputation with consumers, investors, and other key stakeholders.

## Strategic and Reputational Benefits of Adopting SBTs

Aligning with science-based climate goals signals a company’s foresight, values, and readiness for a low-carbon future. Companies benefit across several dimensions:

### Enhanced Brand Image

Firms committing to SBTs demonstrate sustainability leadership, which attracts environmentally conscious consumers. According to the SBTi, 79% of corporate executives cite strengthened brand reputation as a key benefit (Six business benefits of setting science-based targets, SBTi, 2018). As climate change impacts become more visible, companies that fail to act risk reputational damage, while those aligning with SBTi standards are seen as responsible and trustworthy (Sweep, 2025).

### Competitive Advantage

Over 55% of companies report gaining a market edge by adopting SBTs. Validated targets position businesses as forward-thinking and innovative, helping them differentiate in sustainability-driven markets (Six business benefits of setting science-based targets, SBTi, 2018).

### Investor Confidence

SBTs enhance credibility for investors, with 52% of executives reporting increased investor confidence after committing to these targets (Six business benefits of setting science-based targets, SBTi, 2018)

### Financial advantage

A study by Axioma Inc (2018) published in the Financial Times states that the companies with the best ESG performance are also those with the best financial performance.

### Regulatory and Market Readiness

Companies with SBTs are better prepared for evolving regulations and market shifts, helping them avoid non-compliance risks (Scope 3 Discussion Paper, SBTi Research, 2024). Moreover, meeting SBTs can open new business opportunities since many large corporations now require suppliers to have SBTs, making it a prerequisite for partnerships or preferred supplier status (The Scope 3 challenge survey results, SBTi, 2023).

### Operational Efficiency:

Implementing emissions reduction measures often improves energy efficiency, lowers costs, and can unlock innovation, as companies explore creative strategies to meet their targets. According to a We Mean Business poll, driving innovation is seen as the second biggest benefit from reducing carbon emissions (Corporate Minds On Climate Action Report, We Mean Business, 2023). The respondents also see the reduction of operational costs as a major benefit. In fact, nearly one-third (29%) of respondents in an SBTi company survey reported bottom-line savings resulting from their climate commitments, underscoring how aligning business models with emissions reductions can boost efficiency and cut costs in unexpected ways (Six business benefits of setting science-based targets, SBTi, 2018).

## Impact on Supply Chains

The SBTi also drives change beyond individual companies, particularly in Scope 3 emissions, which often account for up to 90% of a firm's total footprint. Large corporations increasingly require suppliers to align with SBTi targets contractual obligations: The Consumer Goods Forum (L'Oréal, Unilever, Danone, Mondelez, etc.) published a document in 2024 calling for suppliers to measure and publish complete emissions footprints within two years, along with a plan for reducing them in line with the Paris Agreement (Supplier sustainability targets Resource guide, CGF TNZ Coalition, 2024).

## Innovation and Long-Term Strategic Value

Beyond reputation and regulatory compliance, aligning with the SBTi provides access to the latest climate science, enabling targets based on credible, quantitative data.

**All in all**, joining the SBTi offers multiple benefits: enhanced brand reputation, competitive advantage, stronger investor confidence, supply chain influence, operational efficiency, and opportunities for innovation. Companies that adopt SBTs are better positioned to navigate regulatory changes, seize new market opportunities, and contribute meaningfully to global decarbonization efforts. In short, aligning with the SBTi is not only an environmental responsibility but a strategic business imperative.



# 03

## Greenly's Role in Supporting SBTi

# Greenly's support for companies in assessing and monitoring their carbon footprint

As stated previously, quantifying and reducing GHG emissions is now a necessary task for companies. Yet most still struggle with fragmented data, manual reporting, and limited visibility; obstacles that severely hinder decarbonization strategies.

Greenly addresses this challenge by offering an end-to-end platform that automates and simplifies carbon management. Designed for all types of companies, from SMEs to large enterprises, the Sustainability Suite enables businesses to:

-  Streamline data collection with API integrations, batch uploads, and pre-configured templates.
-  Automate emissions factor matching for both financial and operational data using a database of 300,000+ emission factors.
-  AI-driven anomaly detection to identify outliers and errors, enhancing data accuracy without manual checks.
-  Gain granular visibility by breaking down emissions by source, facility, or supplier to develop actionable, insight-driven strategies.
-  Streamlined supplier engagement to make it easier to measure scope 3 and identify which suppliers have SBTi commitments/targets.

These capabilities reduce time spent on carbon management, as demonstrated by Siemon, a network infrastructure company that reduced emissions tracking hours from over 1,000 to just 40 annually while improving GHG report accuracy from 50% to 90% .

Greenly's platform serves as a unified source of accurate emissions data, enabling compliance, reduction planning, and transparent reporting.

## Greenly's specific support to companies setting SBTs

Setting credible SBTs is essential for organizations that aim to align their climate strategies with the goals of the Paris Agreement. However, the complexity of the SBTi process, from understanding methodologies to submitting validated targets, can stall progress.

Greenly helps your company not only navigate the application successfully, but also achieve long-term emissions reductions. By partnering with experienced experts like Greenly, companies can ensure their strategies are credible and effective, reinforcing confidence that their climate ambitions are both ambitious and transparent. Here are step by step instructions on how to apply to SBTi with Greenly & what we offer.

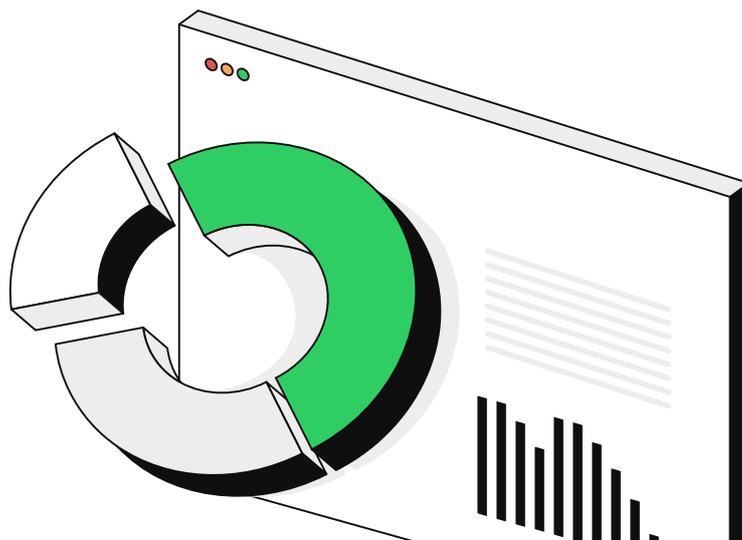
## Decarbonization Pathway Tool

Greenly now offers our enhanced Decarbonization Pathway Tool, designed to simulate the emissions reduction potential of various pre-configured SBTi-aligned actions and the costs of implementing them. The tool enables businesses to model both their own and their suppliers' emissions (including Scope 3), allowing users to test multiple reduction strategies and identify the most effective path to reach their targets. With Greenly, your company can avoid trial-and-error experimentation and proceed with confidence, knowing your chosen strategy is optimized for success. As of 2024, we've upgraded the tool to make it an indispensable resource for achieving all your emissions reduction goals, including setting robust targets to be validated by the SBTi.

Exclusive features demonstrated via Greenly's Decarbonization Pathway Tool include

- ✔ Ability to create as many climate scenarios as possible at any level and adjust the timeframe of the goal to be achieved
- ✔ Modify your potential targets accordingly with various business considerations and variables, including associated costs per implementation of each action
- ✔ Option to view your annual trajectory and make adjustments to your targets accordingly if the progress isn't as optimal as your company hopes for it to be
- ✔ Automated KPI monitoring and disclosure tools, ensuring year-on-year progress is tracked and easily reported
- ✔ Benefit to view the breakdown of your emissions by scope category
- ✔ Organize your emissions reduction trajectories according to which areas your company values, such as with the carbon footprint per employee or total tonnes of CO2 over a period of time.

It is important to note that while Greenly doesn't offer a particular feature for SBTi, our Decarbonization Pathway Tool can provide massive support for companies looking to get their emissions reduction targets validated by the SBTi.



## Climate experts

One of the greatest advantages of working with Greenly is the opportunity to collaborate directly with our climate experts. They work side by side with your team to create a tailored decarbonization plan, bringing the Decarbonization Pathway Tool to life. Their deep knowledge across specific industries ensures that your company receives guidance on best practices and sectoral benchmarks, setting the stage for long-term success.

## Best Practices Page

The Best Practices page which is where all the actions recommended can be found in the platform. Following the advice under the best practices page can allow for numerous benefits in addition to achieving your reduction goals in a timely and efficacious manner, such as enhancing brand image, reducing operations costs and seeing an increase in profits, developing better relationships with your investors as you'll be able to present a detailed list of all the actions you are not currently taking to reduce your ecological impact.

## Commitment Page

One of the most pivotal parts of applying to the SBTi is drafting a letter of intent to demonstrate your company's commitment to reducing emissions in line with the use of scientific data. However, this isn't only a valuable resource for applying to the SBTi. It can also be shared with your stakeholders to better illustrate your company's commitment to fighting against climate change.

The commitment page serves as a way to encourage clients to develop an action plan after receiving the GHG assessment. Ultimately, the commitment page helps to keep you and your suppliers accountable to reaching your emissions reduction goals and targets and ensures that these targets remain viable under the SBTi.

## Take action today

While we continue to work on future platforms and resources to support you in your SBTi journey, we invite you to take a look at some of the current services we can offer:

Workshops and training led by our climate experts ensure teams fully understand the SBTi framework and can make informed decisions.

Specified guides and templates your company can fill out to simplify your climate journey

Help reviewing documents prior to submission

Assistance in filling out the SBTi application on behalf of your company

This streamlined approach has proven effective for clients like Technology Partners, who used Greenly to align with SBTi requirements. The result was a full disclosure compliance and internal capability development, positioning the firm as a sustainability leader in its sector. By removing friction from the SBTi process, Greenly accelerates target validation and empowers businesses to act with confidence.

# Greenly's help in complying with Scope 3 emissions reduction targets

Scope 3 emissions often represent the largest share of a company's carbon footprint, but also the hardest to quantify and reduce.

These emissions span an organization's entire upstream and downstream value chain, making supplier engagement critical to any meaningful sustainability strategy. Greenly offers a robust suite of tools and strategies to address Scope 3 challenges:

## Supplier Engagement Program

Helps companies improve Scope 3 emissions accuracy by collecting supplier-specific carbon data through automated questionnaires. Enables companies to align supplier targets with their own and meet SBTi engagement thresholds.

## Automated data collection

from suppliers, enriched by a vast emissions factor library, including over 30,000 supplier-specific factors.

## Scope 3 optimization tools

Identify climate-conscious suppliers, simulate procurement changes, and refine sourcing strategies.

## Customizable reduction forecasts

Evaluate carbon and cost savings from different supplier actions, including shifts to recycled materials or eco-certified logistics.

Retail brand Mondetta, for example, used Greenly's insights to identify that over 99% of its emissions stemmed from Scope 3. With Greenly's support, Mondetta developed actionable supplier engagement policies and reduction plans targeting product materials, freight and asset usage, putting it on track for net-zero certification by 2035.

**Greenly transforms Scope 3 from a blind spot into a strategic advantage by embedding climate accountability across the supply chain.**

# A case study

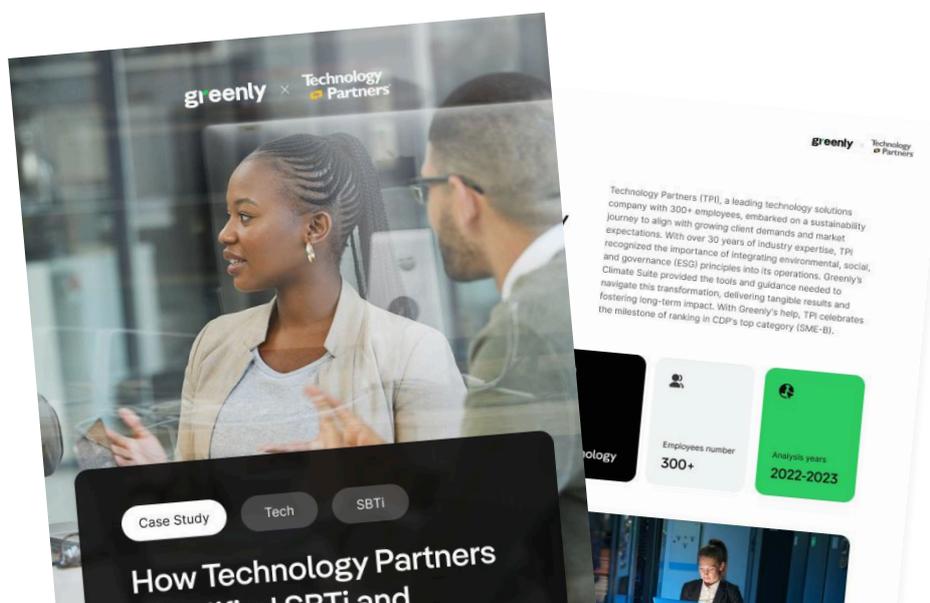
## Greenly's platform has successfully empowered over 3,500 clients to navigate the complex landscape of climate action,

from detailed emissions reporting and strategic reduction planning to achieving validation from the Science-Based Targets initiative (SBTi). The experience of Technology Partners, Inc. (TPI) serves as a compelling example of Greenly's impact, showcasing how a strategic partnership can translate ambitious climate goals into tangible business outcomes.

As a leading U.S.-based technology solutions provider with over 300 employees and more than 30 years of industry experience, TPI faced increasing client expectations to demonstrate a mature ESG strategy. To meet this demand and achieve market recognition for its sustainability leadership, the company partnered with Greenly. The primary objectives were to complete a full GHG inventory, ensure compliance with CDP and SBTi disclosure requirements, and build a credible, long-term climate strategy.

The collaboration yielded remarkable results, allowing TPI to significantly streamline its climate initiatives. Most notably, the partnership saved the company workdays across the GHG assessment, climate strategy development, and the intensive SBTi application preparation and review process. Beyond these immediate efficiency gains, the collaboration also upskilled the internal team, enabling them to manage optimized GHG reporting and ensure ongoing compliance with evolving SBTi standards. Highlighting the success of the engagement, Alexis Livingston, Sustainability Specialist at Technology Partners, stated, "Our commitment to sustainability is about more than compliance; it's about creating value for our clients, our team, and our planet. Greenly has been an exceptional partner, helping us transform challenges into opportunities for growth and impact."

This success story underscores Greenly's commitment to delivering scalable, technology-driven climate solutions that are adaptable to the unique needs of each client. By transforming the complex requirements of climate action into a clear and manageable process, Greenly enables companies not just to achieve compliance, but to build a durable competitive advantage through their sustainability performance.





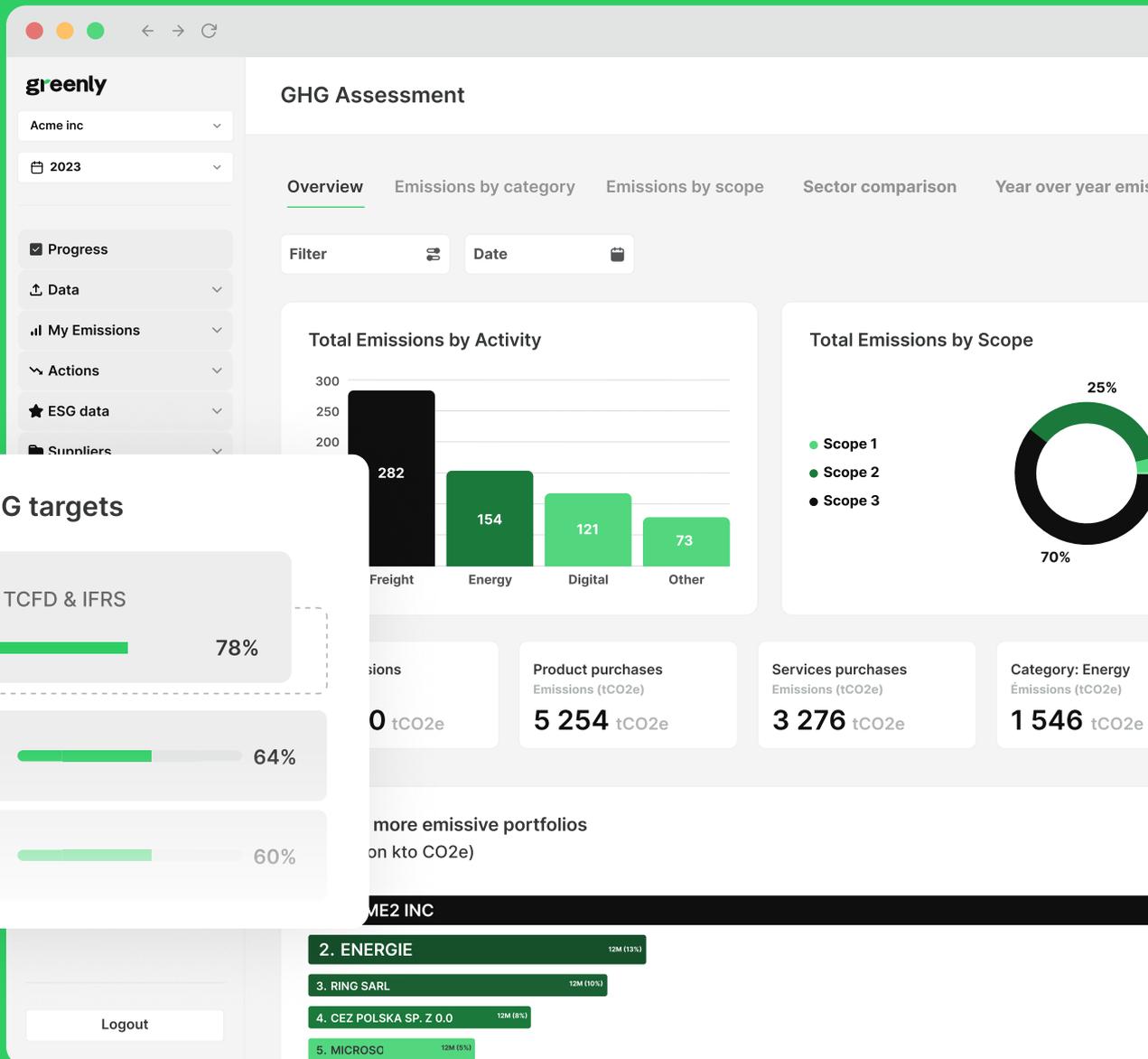
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# Your climate journey starts here

Get Started



# EcoPilot: The New Era of Impact

Transforming Sustainability Strategy  
with Greenly EcoPilot

## The old world

Data Chaos

Scope 3 Blind Spots

Compliance Pressure

Static Reports

Analysis Paralysis

## The New World: Greenly's Vision for Carbon Intelligence

Carbon Intelligence turns historical data into a dynamic management system for the future, enabling ambitious teams to move from reporting to action at unprecedented speed. Imagine working on sustainability in a platform that feels less like a software and more like a conversation with a climate expert who learns from your company, your industry, and your goals. EcoPilot is the technological engine that makes Greenly the industry's smartest sustainability strategist: it combines the precision of experts with the speed of AI, delivering more results and greater value for your company, within the same budget.



## Core Capabilities: From Tedious Tasks to Strategic Impact



### Sustainability as a Conversation, Not a Chore

The old world of sustainability software is defined by rigid menus, complex formulas, and endless clicking. EcoPilot introduces a new, conversational paradigm.



### Automated Data Processing with Dynamic Guidance

Data collection is the most time-consuming part of carbon accounting. Previously, users had to spend hours forcing messy company files into rigid templates.



### Scaled Supplier Engagement for Clearer Scope 3

Addressing Scope 3 emissions requires engaging hundreds or thousands of suppliers, a task that has historically been manual and plagued by low response rates.



### Instant Decarbonization Roadmaps

A carbon footprint is a diagnosis, not a cure. The real value lies in creating a clear, actionable plan to reduce emissions.



### Accelerated Life Cycle Assessments (LCA)

For companies with hundreds or thousands of products, conducting LCAs has been a prohibitively slow and expensive process, taking months of manual work.



### Fluid, Interoperable Reporting

Sustainability teams waste countless hours repurposing the same data for different reporting frameworks and stakeholders.



### Audit-to-Action Insights

Static dashboards are useful for monitoring but often fail to answer specific strategic questions.

To learn more, read our [EcoPilot Guide](#)  
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