



BUILDING YOUR COMPANY'S CSR STRATEGY:

Environmental focus

Getting started at an affordable price



greenly

Introduction

At Greenly, we have two convictions: that the time to act is now, and that everyone, at their level, has the power to move things forward. With greenhouse gas emissions continuing at their current rate, global temperatures at the end of this century will greatly exceed what is predicted by the Paris Accord. The elimination of greenhouse gasses from the atmosphere will undeniably take time. This is why we have made it our goal to prevent and reduce the further production of greenhouse gasses, and work towards carbon neutrality.

We hope our White Paper will offer you a simple and accessible emission reduction strategy tailored to your business needs, whether you're a start-up, a micro-entrepreneur, an SME, or a large organization.

Regardless of your business or level of activity, you will be able to anticipate carbon legislation, having both employees and customers aware of your impact.

Today, one in three companies are still yet to dedicate a budget towards CSR, and 31% of SMEs are seeing an increase in their greenhouse gas emissions. However, finding a solution at a low price is within reach.

Everyone can and must become an actor in the fight against climate change. Are you with us? We'll show you how!



Alexis **Normand**
CEO de Greenly

“

“ Simply putting in place a plan of corporate social responsibility (CSR) as an obligatory reaction to current carbon legislation is a major strategic error for business. In terms of reducing your carbon footprint, there are a number of controls that can easily be put in place.

Funding is out there for companies working on their energy transition plan; for example EUR 250M in green loans or energy savings loans to support SMEs in their efforts to reduce their environmental impact.

Think about it! ”



Table of Contents

1	CSR - Where does your company stand ?		6
2	The advantages of a thorough CSR strategy		8
3	CSR Facts and Figures		10
4	Where to start ?		12
5	Manage and reduce your carbon emissions		13
6	How to start?		14
7	A 5-step Method		16
8	Simple like Greenly		18
9	Limit your carbon impact Greenly recommends 7 good practices		20



Over 1000 companies have already entrusted in Greenly for their Carbon Footprint reporting





SEE BEYOND

1

Where does your company stand? Some good questions to get started!



Your conviction

- Are you concerned about CSR, but still not yet affected by carbon legislation?
- Do you think that ecological consciousness is more prevalent today than ever before?

Your community

- Are you contributing to sustainable development in your community?
- Have you conducted an analysis of opportunities and risks in your region?
- Have you made any local investments or social actions in education, health, culture, or the preservation of biodiversity?

HR, your company, and yourself

- Have you considered that now more than ever, the new generation of workers is looking for a workplace dedicated to environmental responsibility?
- Would you consider that everyone, within their capacity, can make a difference? HR? Every collaborator? Do you talk about it?



Your environmental action plan

Did you know that the carbon balance sheet is key to get the comprehensive figure on your annual greenhouse gas emissions?
 Does your supply chain charter incorporate ecological responsibility into its action?
 Do you work on the ecodesign of your products and services?
 In what ways do you limit and manage waste? Are you recycling 100% of what can be recycled?
 Are you using reusable energy?
 Is your company contributing to environmental development while fighting against climate change?
 Have you put in place a carbon compensation plan? (reforestation, financing of eco-projects...?)
 Did you know that companies with the highest ESG ratings are also the ones showing the best financial performance?



2 The benefits of a robust CSR strategy

1

Put yourself ahead of the curve

Making the choice to work for the environment as opposed to being constrained by it is a strong message to send to your stakeholders. This will allow you to be one step ahead of the legislation to come, and to act strongly against climate change. Start ups, micro-entreprises, and SMEs are putting solutions in today.

2

Show your dedication towards a progressive action plan in your company

Energy costs are consistently rising. Not only is its production a source of pollution, but it's also not being used efficiently. Wasting resources is becoming costly. According to the Environmental and Energy Management Agency, if the recommended investments according to a carbon audit are carried out, the energy savings can allow, depending on the nature of the company's activity, up to 30% in savings and can exceed 50% on behalf of building-related energy consumption.



3

Use CSR strategy to your advantage

70% of salaried workers are more likely to work for a company with a CSR action plan, and 80% wish to stay longer. One in three millennials are reluctant to accept a job offer if the company has no CSR action plan, and 46% look for the adhesion of sustainable development principles in their job search.

4

Strengthen your corporate brand image and optimize the reputation of your company

Then access a centralized and updated view of your supplier portfolio. It allows you to view supplier information and monitor the progress of your sustainable procurement projects in real time: questionnaire response rate, score distribution, the most emissive suppliers or those who are missing.

5

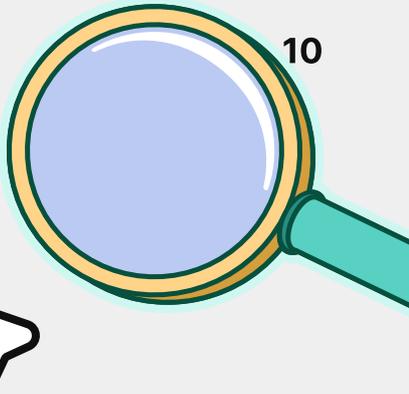
Improve your commercial performance

The implementation of a CSR strategy is a testament to a better understanding of customer expectations.

According to France Strategy, the integration of ethics in a business's activity improves the performance by an average of 13%.

The companies that take into account climate change issues have a return on investment of over 18% compared to the average.





3 CSR Facts and Figures

18%

On return of investment from companies who take into account climate change issues (according to the Carbon Disclosure Project)

60%

Of chief executives have already put tangible measures in place

90 %

Of Chief executives believe that sustainability is essential in business strategy

70 %

Of workers report that they would have more loyalty to companies that substantially engage in a CSR action plan

53%

Of the French population attested to be willing to pay more for products from a company that is involved in environmental action



50%

Of companies actively monitor the environmental and social performance of their suppliers

25 %

Of chief executives have integrated these questions into their business model



Roughly half
of CO2 emissions from factories, transportation, heating, etc stays in the atmosphere for centuries, and even longer in the ocean

60%
Of chief executives have already put tangible measures in place

130 million people
Could fall into extreme poverty between now and 2030 if the global average temperature raises by +2 degrees C, according to the Group of Environmental Experts on Climate Change (GIEC)

70%
Of workers report that they would have more loyalty to companies that substantially engage in a CSR action plan



4 Where to start?



Environmental problems are at the center of CSR issues. The CEO of BlackRock investment announced in 2020 that sustainability is an essential element in investment decisions. Furthermore, France has committed itself towards carbon neutrality by 2050, which means a 25% reduction in greenhouse gas emission. This will impact every company and citizen in regards to transportation, housing, agriculture, industry, energy production and waste management. The CSR action plan of your company is not only a way to gain leverage in your brand image. In fact, the behavioral aspect is at the heart of the success of a CSR strategy. Everyone can play their part, regardless of their level:

At the individual level

We can continually improve our habits: reducing the consumption of resources, opting for reuse, sorting trash for recycling...

At the technical / structural level

With the implementation of new processes: investing in ecologically responsible teams, regulating equipment to automatize energy costs, repairing defective machinery.

88 % Of companies have agreed to mobilize their teams on the subject of the environment via awareness-raising measures

At the level of measurement and monitoring

At the company level, setting up indicators or objectives to enable every member to regulate and reduce their carbon energy consumption in the workplace (and at home too!)



5 Manage and reduce your carbon emissions

Where are your emissions coming from? A good place to start is by knowing their source. This will allow you to start working on the three scopes.



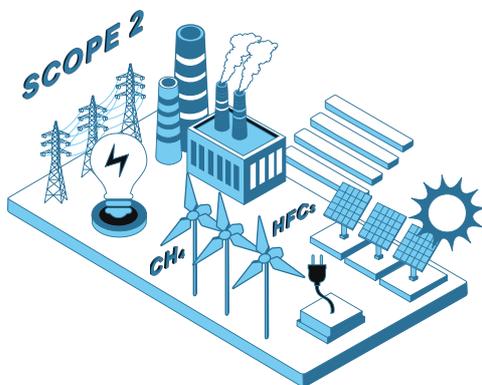
SCOPE 1

Direct production emissions.

Emissions produced as a direct result of a set of activities

Including climate control of the building, emissions from vehicles owned by the company, etc.

- Responsible purchasing policy
- Business transportation
- Home office commute
- Employee engagement
- Recycling

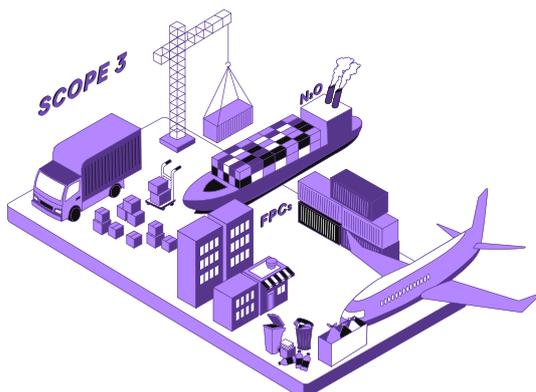


SCOPE 2

Indirectly associated energy emissions.

Connected to the consumption of purchased electricity or steam consumed by the business activity.

- Energy reductions
- Energy efficiency



SCOPE 3

Other indirectly associated emissions.

This is the majority of emissions produced by the company: purchasing of services, employee commute, transportation, etc.

Lowering dependency on fossil fuels
Efficient energy consumptions

6 How to start?



Step 1.

Carry out your carbon audit

You can access the free data from the Environmental and Energy Management Agency (ADEME) to carry out your own carbon audit. However, doing this on your own would take considerable time and human resources. Luckily, solutions exist to digitize your company's carbon accounting. Thanks to our digital solution, Greenly can calculate your carbon footprint and analyze your transactions in interfacing with your accounting entries. And it's all done autonomously! The main benefit offered by this platform beyond the snapshot of your carbon footprint, is the simplicity of putting in place the Net Zero trajectory in your company, with tailor-made action plans and ways to contribute.

Step 2.

Look at the data

The carbon report will provide you with information that you did not have before, and gives you the opportunity to analyze them regularly. Bringing your team together to think and talk about this will allow you to build a strategy together.



Carbon Footprint

27 tCO₂e
Total emissions



4 tCO₂e
Emissions avoided



Emissions per s

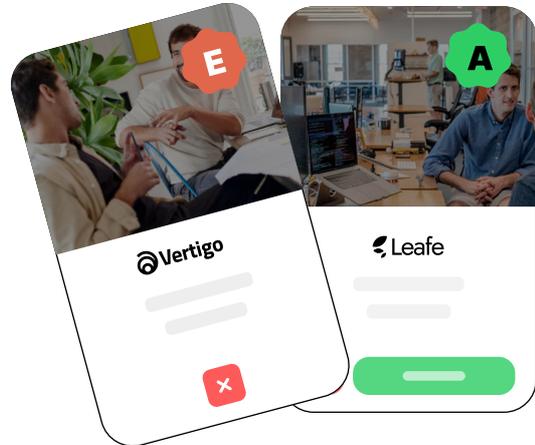
- A Hare
- B Rundofase
- C Hooli
- D Initech
- D Plexzap

Expense Data

Date	Label	Category	Am
_____	_____	_____	_____

Step 3. Build your strategy

How to move forward? In what areas? What are the priorities? Short, medium, or long term? You will be able to see where the areas for improvement are in your company. The audit will make it possible to identify ways to save associated with direct and indirect energy emissions, what areas should be the priority, and what main actions need to be implemented.



Step 4. Follow up

Are you making progress? A regular follow up will allow you to enter into a continually improving action plan. Easily check back in regularly (e.g. every 2 months), to monitor your expenses converted into carbon savings.



Step 5. Communications

Proud of your results, you can now communicate them, share them, and make it visible alongside your employees (newsletters, screens, internet...), and with your partners, your customers, and sales leads. Think about addressing these subjects regularly.



Net Zero Contributor

Net Zero Contributor is a robust standard certifying real climate action

A 5-step Method 5

1

MEASURE

Identify emission sources

"The approach is launched"! You will soon have a carbon footprint for your company

Thanks to its R&D support, Greenly uses the most recent emission factors to make an exhaustive analysis of your emissions (processing, energy, heating, electricity, cooling, logistics, transport, travel, digital...).

Extract from the Accounting Entries (AE)

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

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

- Employee questionnaires
- Invoice analysis
- Life Cycle Analysis

The platform is connected! The process is launched!

2

HOW?

Identify your reduction levers

What can be done?

"From the carbon footprint, Greenly identifies optimisation levers"

Greenly offers personalised action plans based on an analysis:

Act on materials, products, suppliers, logistics, transport, energy, IT equipment, etc.

Educate your consumers about your approach.

The nutriscore is good, but now it's time to introduce the ecoscore!

Automatic monitoring of emissions

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

A 5-step Method

3

I HAVE A PLAN

Implement an action plan

Using your carbon footprint to define an action plan

"You have an action plan"

Identify stakeholders who can implement the actions and organize "action plan" workshops

Certified



Net Zero Contributor

4

CONTRIBUTE

Contribute to the objective of carbon neutrality

"You act for the environment".

You can finance certified projects, label your company, and aim for carbon neutrality



Gold Standard

5

MONITOR

Follow up for continued improvement

"You are in an improvement process that you monitor regularly"

Greenly provides you with tools that allow you to continuously monitor your emissions in order to evaluate the impact of your action plans



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

8 Simple like Greenly



Building your company's CSR strategy:
environmental focus

Getting started at an affordable price



PayFit



“Our first assessment gave us a quick overview of our emissions, which allowed us to distinguish PayFit's main emission items. We realized the importance of Scope 3, although it is not mandatory to assess it today. However, at PayFit, it is the most important emission item.”

Laurène Hermant,
Solidarity Manager at PayFit



EASYVISTA™



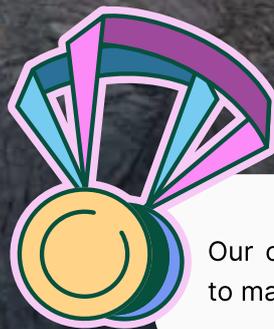
“The expertise and pedagogy of Greenly's teams have enabled me to become more competent in Green IT and in low-carbon strategy in general. The Greenly Corporate Impact platform has perfectly met my expectations: to commit my company to its low-carbon strategy, while avoiding the need to carry out a new GHG assessment every year, thanks to the digital monitoring. I was impressed by the degree of granularity of the analyses, especially for the digital sector: the analyses revealed very important emission reduction levers that are both actionable and operational. I recommend that all companies adopt the Greenly tool to simply reduce their emissions.”

Sylvain Gauthier,
General Manager at EasyVista



We decided to work with Greenly for reasons of budget, speed and technical innovation. Paper prints, servers, team travel, in short everything is reviewed and divided into three "scopes". The objective is now to draw a clear roadmap to try to reduce our emissions as much as possible on the next balances.

Fabien **VERSANGE**,
CEO of SiteW



Our clients explain why they trust Greenly to make their climate commitment a reality.

9

Limit your carbon impact

Greenly recommends 7 good practices



1. Start a paperless approach

50% of corporate waste is made up of paper. However, only 30% of this paper is recycled. In France, 200 billion sheets are printed each year (that is 40,000 per minute!) and, in total, an office employee consumes 94 kg/year of paper, including 55 kg of ream paper. To manufacture a single ream of paper from virgin fibers, 3.5 kg of CO₂ are emitted.

2. Buying responsibly

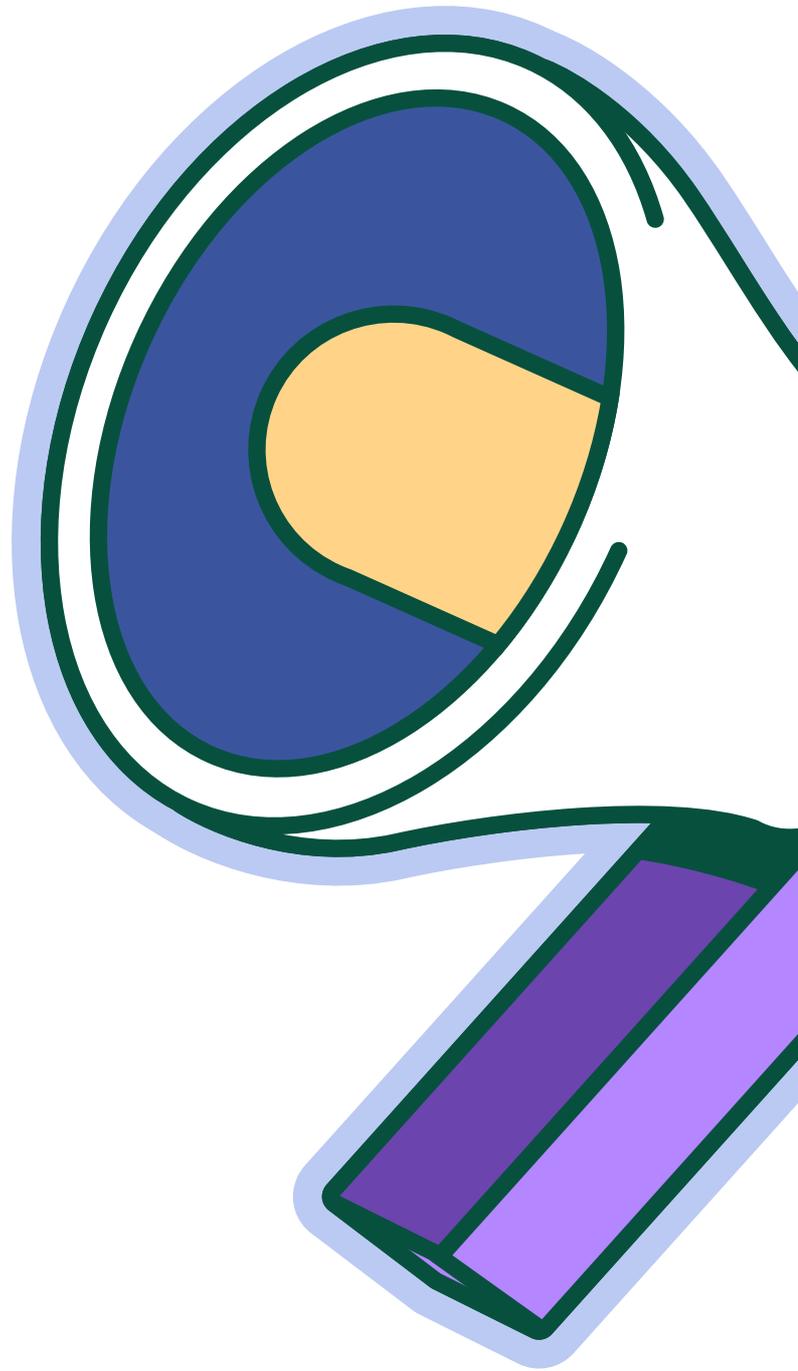
There are ecolabels for electronic products, organic labels for cleaning products...

Think about reuse! Office furniture costs on average 25% of the price of new, giving access to quality furniture.

To help you, ADEME has published a follow-up sheet for eco-responsible purchases and a scorecard.

3. Encouraging green mobility

12 Mt of CO₂ are emitted by travel related to office activities. 70% of employees use their car to go to work to go to work, according to INSEE. For a less than one kilometer, 58% of French people prefer the car. Develop company car-sharing Encourage the use of bicycles Limit travel by encouraging videoconferencing whenever possible



4 . Save energy

Use low-energy light bulbs, which consume 80% less than incandescent bulbs and turn off lights: 10 minutes of unnecessary lighting 3 times a day is the equivalent of 5 days of continuous lighting.

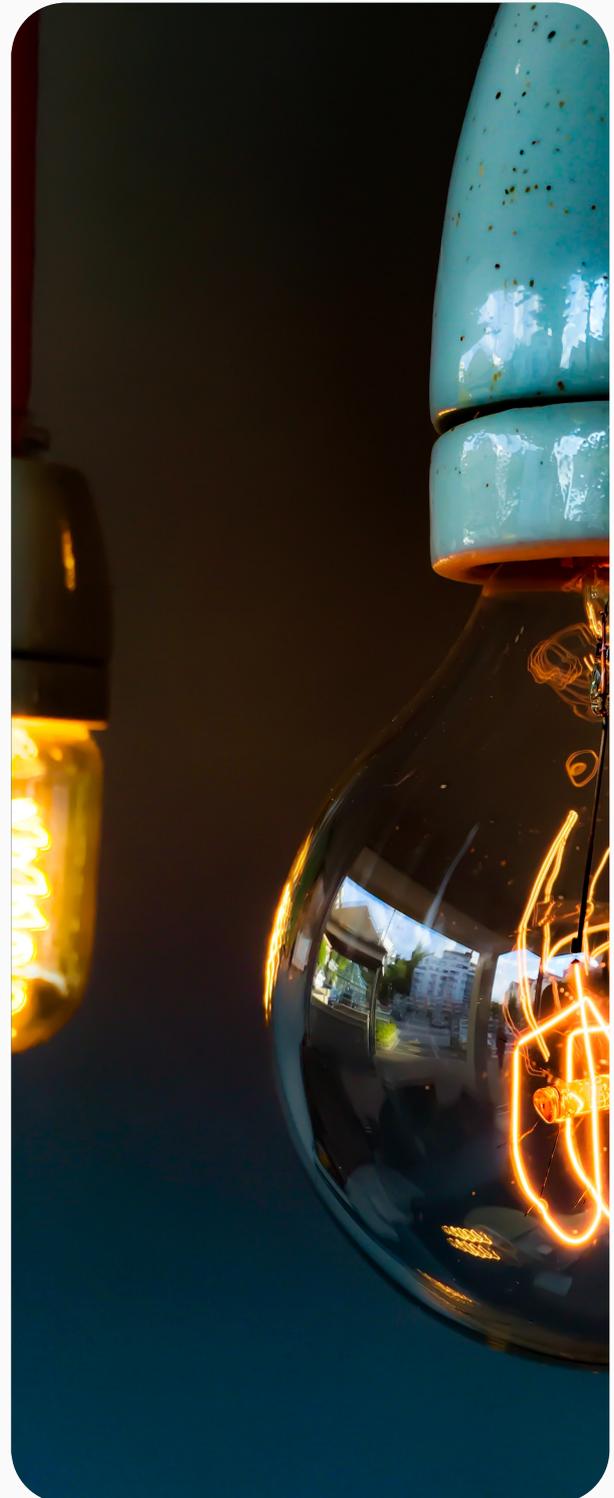
Reducing the brightness of your monitor can save up to 20% of the energy it uses (Harvard)

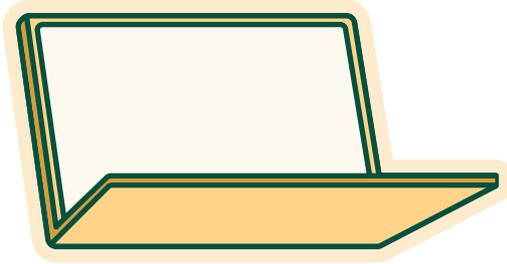
Heating is the number one energy expense (50%), representing on average half of the office's energy office energy consumption. If you are away for the day, turn down the thermostat to maintain 16°C. If you are going to be away for more than 48 hours, set the thermostat to the minimum setting or to frost-free (about 8°C).

Systematically turn off your computer and peripherals when you are not using them, especially at the end of the day.

Opt for the energy saving mode in the settings to optimize the standby mode, shutting down the computer monitor, or shutting down hard drives.

An office employee consumes an average of 10 to 30 liters of water per day (excluding air conditioning and catering), think about water savers and repair leaks!





5 . Develop an eco-digital attitude

A standard e-mail generates about 4 grams of CO₂; with a large attachment, it produces up to 50 g of CO₂

Multiplying the number of recipients of an e-mail by 10 multiplies its impact by 4. An average of thirty messages sent each day is equivalent to 1,500 kilometers travelled each year by car. In a professional use, it is estimated that a team of 100 employees generates the equivalent of fourteen round trips between Paris and New York each year.

- Avoid multiplying the recipients
- Use a signature without an image
- Avoid transferring useless PJs
- Sort out
- Tackle spam
- Unsubscribe from useless newsletters

6 . Make your devices last last longer

According to ADEME, making our digital equipment last longer is the most effective way to reduce its impact: going from 2 to 4 years of use for a tablet or a computer improves its environmental impact by 50%. On average, it takes 50 to 350 times their weight in materials to produce electrical devices with a high electronic component, for example 800 kg for a tablet or a computer and 500 kg for an Internet box.

7 . Sort and recycle

According to ADEME, recycling helps avoid 20 million tons of CO₂ eq in France each year. In industry, 90% of waste sorted in are recovered, compared to only 28% of unsorted only 28% of unsorted waste and in commerce, 76% of the waste sorted in recovered, compared to only 17% of unsorted waste. only 17% of unsorted waste.

This is true for :

- Everyone's daily waste
- And the company's equipment!



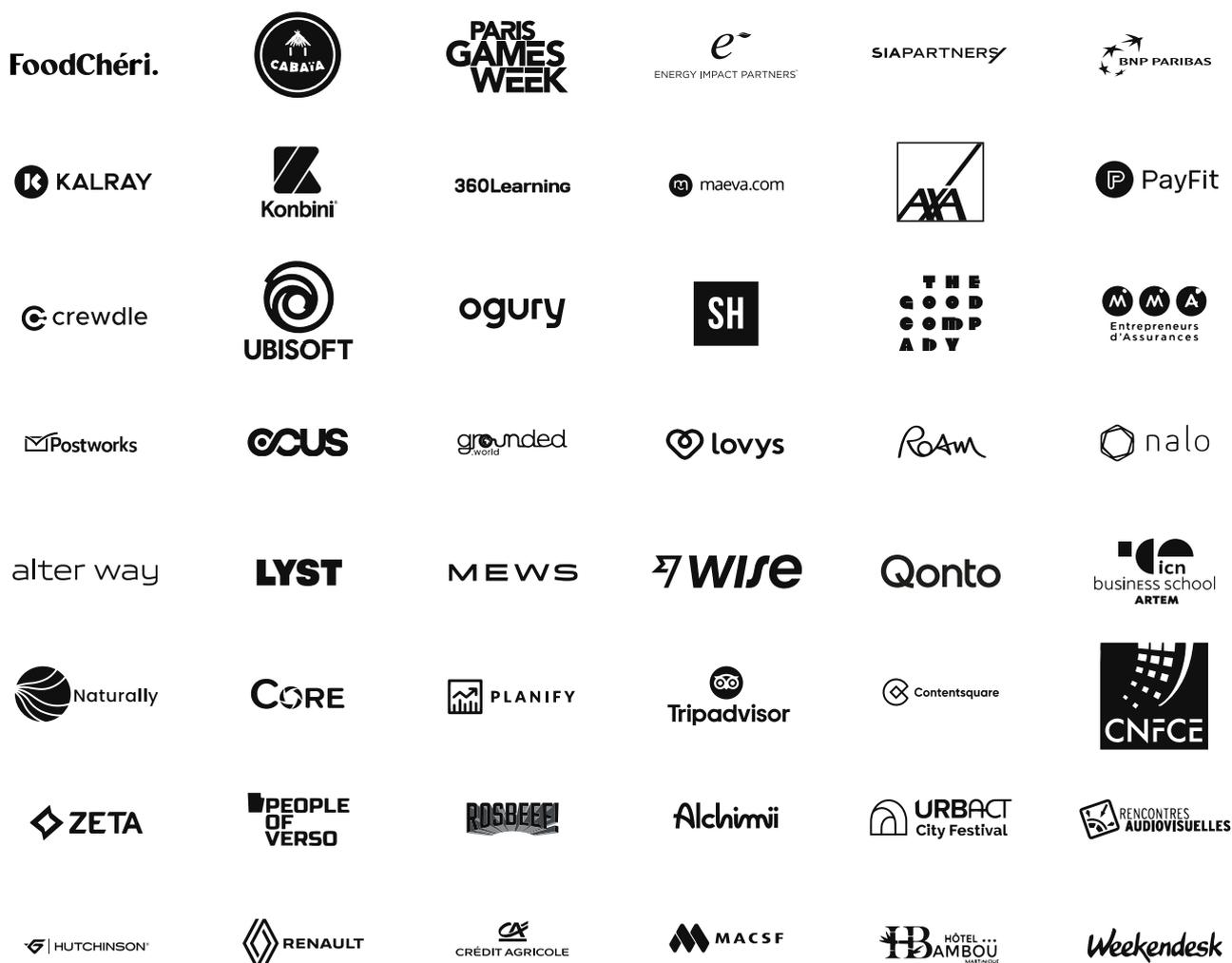


Greenly is a technology company on a mission to help build a carbon-neutral economy. Our software platform helps small and medium-sized businesses to introduce and automate carbon management. Until now, carbon management was time-consuming, complex, and static, but Greenly's gives a precise and affordable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

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

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

Just like **over 1000** other companies, they have entrusted Greenly with their Carbon Footprint



To find out more or to meet a Greenly expert



Website: <https://www.greenly.earth/>

Mobile App on all stores: <https://apps.apple.com/fr/app/greenly/id1490423197>

Contact: contact@greenly.earth

greenly