



# Greenhouse gas emissions report Environmental Incentives.

2022

02/22/2023

# Foreword

Greenly is proud to contribute to Environmental Incentives' climate strategy.

This report synthesizes the results of your greenhouse gas (GHG) emissions assessment.

While offering elements of comparison with other companies, a GHG emissions assessment is mainly used to identify ways to improve your global impact and to define a reduction trajectory.

This requires the implementation of a series of internal levers and the mobilization of your entire ecosystem (employees, suppliers, customers).

We are happy to accompany you throughout this process, and thank you for your commitment.



**Alexis Normand**  
CEO of Greenly

A handwritten signature in black ink, appearing to read 'Alexis Normand'.

# Table of contents

3



## Introduction

- 4 Carbon accounting methodology
- 5 GHG emissions assessment perimeter
- 6 Executive summary

7



## Emissions report

- 8 Results by Scope
- 9 Results by activity
- 10 Focus by activity

15



## Conclusion

- 16 Summary of reduction actions
- 17 Conclusion

18



## Next steps

- 19 Greenly Climate Score
- 21 Building and certifying the climate strategy
- 25 Progress report meeting

28



## Greenly

- 29 Our vision
- 30 Our partners and customers
- 31 The team

# Carbon accounting methodology

## Scope 1: direct emissions

GHG emissions generated directly by the organization and its activities.

*Examples: combustion of fossil fuels, refrigerant leaks.*

## Scope 2: indirect emissions related to energy consumption

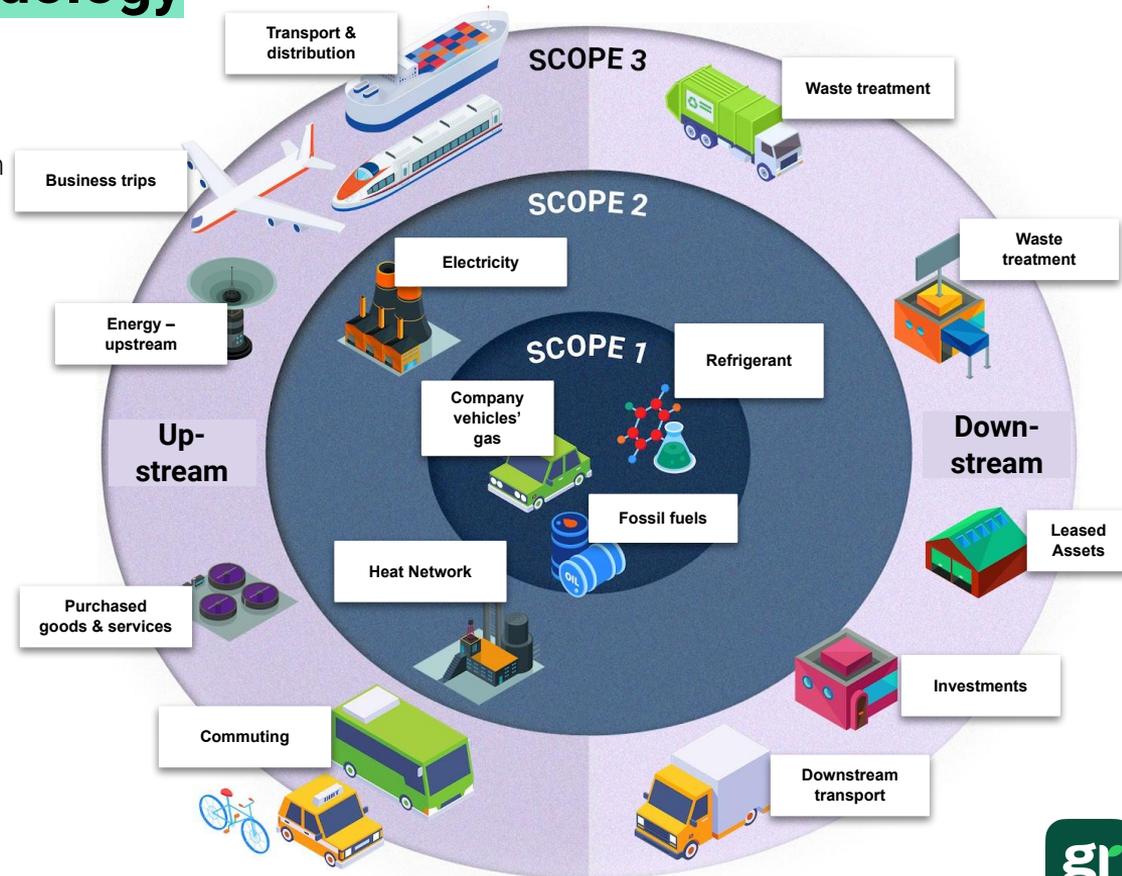
Emissions related to the organization's consumption of electricity, heat or steam.

*Example: electricity consumption.*

## Scope 3: other indirect emissions

All other indirect emissions occurring upstream or downstream of the organization's value chain.

*Examples: purchase of raw materials, purchase of services, business trips, transportation of goods, waste, use and end of life of sold products, upstream energy.*



# GHG emissions assessment scopes

## Temporal scope

Year 2022

## Measurement scope

Operational

Scopes 1, 2 and 3

## Primary data

Accounting files

Physical data for buildings

Employee survey (55% response rate)

## Methodology

Official and approved GHG Protocol methodology: [ISO 14064-1](#)

GWP 100

*The methodological details of the calculation of each carbon footprint source are available on the Greenly software*



# Executive summary

This report summarizes the results of Environmental Incentives' GHG emissions assessment, based on the information collected and subject to its completeness, correct categorization and validation. **This assessment is useful to identify the main areas to improve your impact.**



## GHG emission assessment result

Scope 1 & 2	22 tCO <sub>2</sub> e	0.2 t/employee	0.7 t/M\$
Scope 3	1.084 ktCO <sub>2</sub> e	8.6 t/employee	33 t/M\$
<b>Total</b>	<b>1.106 ktCO<sub>2</sub>e</b>	<b>8.8 t/employee</b>	<b>34 t/M\$</b>

[Introduction](#)

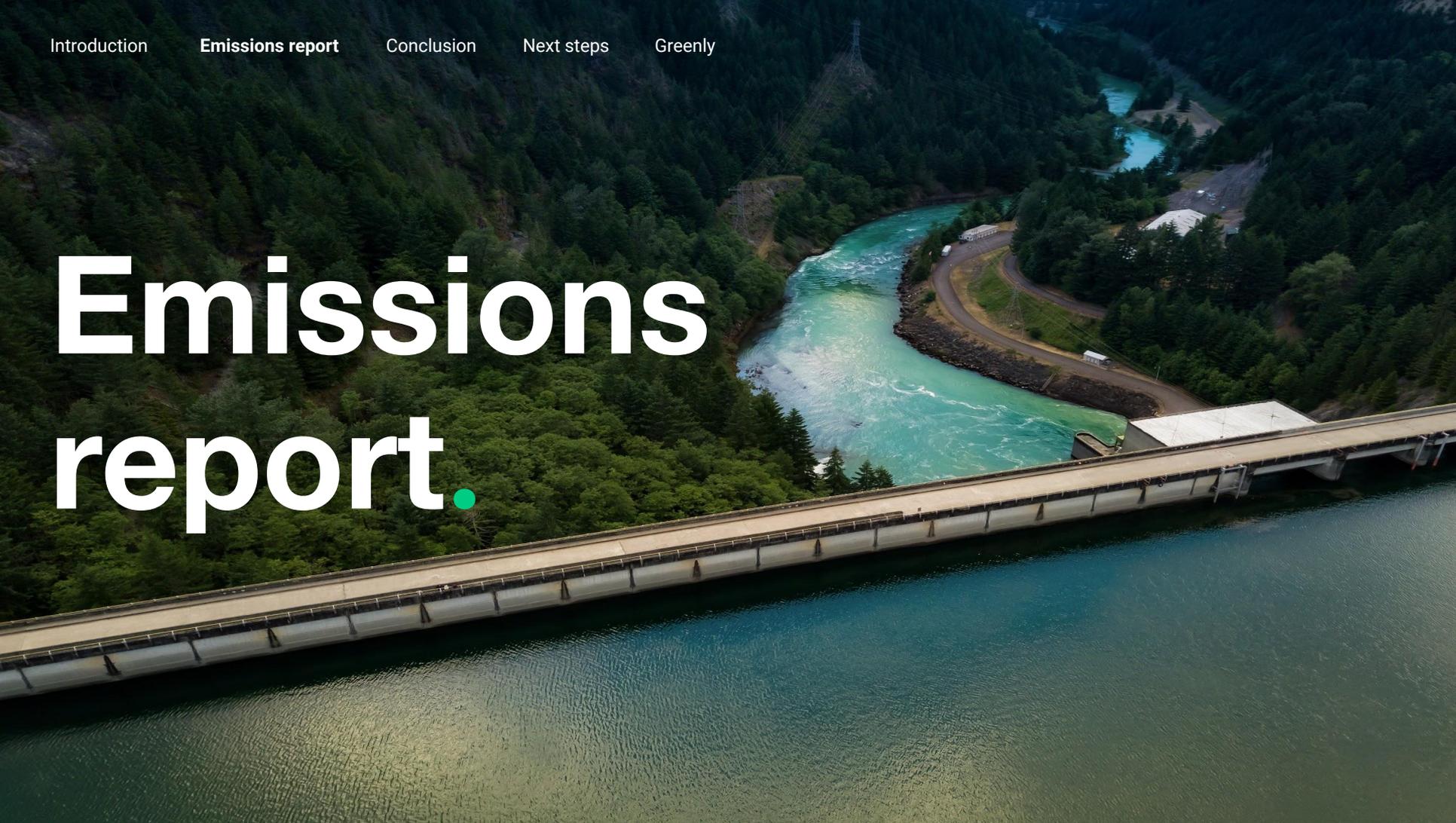
[Emissions report](#)

[Conclusion](#)

[Next steps](#)

[Greenly](#)

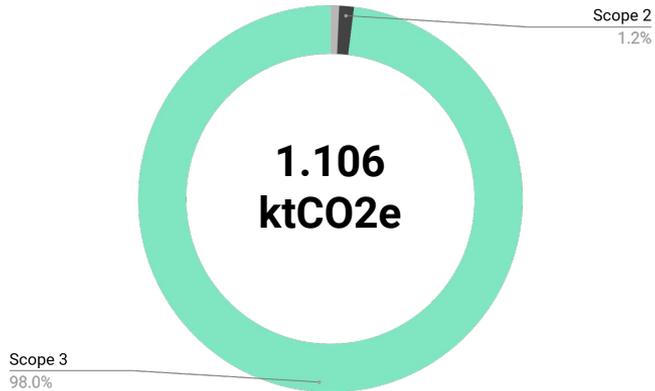
# Emissions report.

An aerial photograph of a dam and a river. The dam is a long, concrete structure with a walkway on top, spanning across a wide river. The water in the reservoir behind the dam is a deep blue-green color. The river flows through a lush, green forested area. The river's color changes to a lighter, milky turquoise as it flows through rapids. In the background, there are power lines and a transmission tower. The overall scene is a mix of natural beauty and industrial infrastructure.

# General overview

## Results by Scope

### Total emissions of Environmental Incentives, by Scope (% tCO<sub>2</sub>e)



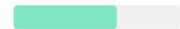
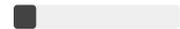
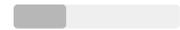
### Environmental Incentives tCO<sub>2</sub>e/employee

Scope 1 < 0.1

Scope 2 0.1

Scope 3 8.6

### Potential for reduction



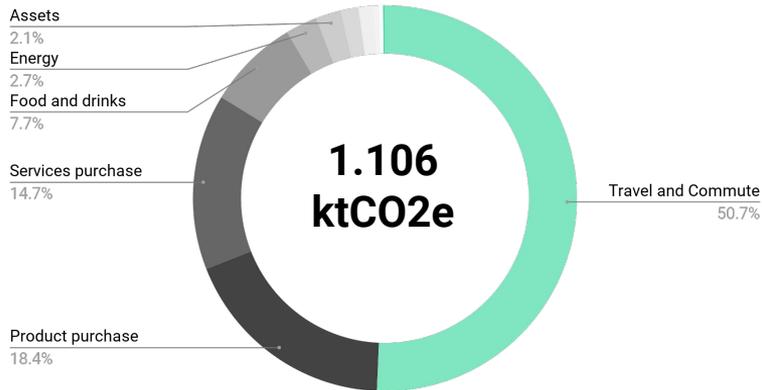
### 1.1 k tCO<sub>2</sub>e is equivalent to

- 630 Paris - New York round trips\*
- The annual emissions of **74 American people**\*
- The amount of CO<sub>2</sub> sequestered annually by **100 hectares of forest in growth**\*

# General overview

## Results by activity

**Total emissions of Environmental Incentives, by activity (% tCO<sub>2</sub>e)**

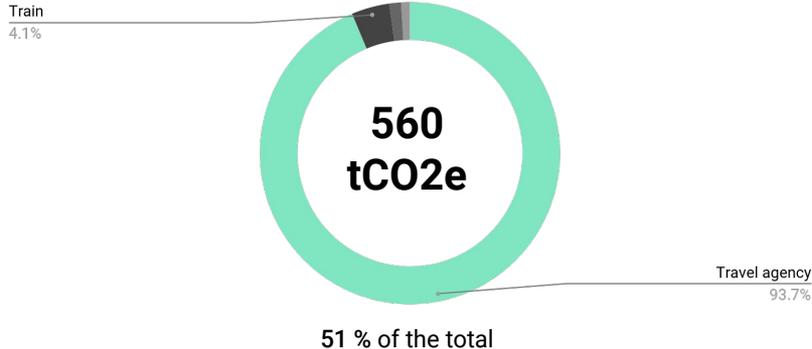


	Environmental Incentives tCO <sub>2</sub> e	Per employee tCO <sub>2</sub> e/employee
Travel and Commute	<b>560</b>	<b>4.4</b>
Product purchase	<b>203</b>	<b>1.6</b>
Services purchase	<b>163</b>	<b>1.3</b>
Food and drinks	<b>85</b>	<b>0.7</b>
Energy	<b>30</b>	<b>0.2</b>
Assets	<b>23</b>	<b>0.2</b>
Others*	<b>41</b>	<b>0.3</b>

\* Digital, Activities and events, Investments etc.

# Focus on Travel and Commute

## Travel and Commute emissions by category (% tCO<sub>2</sub>e)



## Reduction action suggestions:

- 1. Create a flight policy to reduce emissions from air travel**  
Discuss internally on a flying policy to reduce emissions. This policy could include the following rules:
  - **Reduce the number of flights** by replacing meetings with videoconferencing or by switching to another means of transportation when possible.
  - **Avoid flying in Business class:** Economy class emissions are lower because of the smaller space occupied in the plane ([source](#)).
  - **Choose direct flights:** a big part of the emissions of a flight happen during take-off. One transfer doubles take-off emissions.
  - **Choose airlines that offer emissions offsets** or contribute to offsetting projects yourself.
- 2. Switch to an activity approach to measure emissions from your main source of emissions**  
This emission category was measured using a generic monetary approach. Greenly recommends you opt for a physical approach for the next assessment.

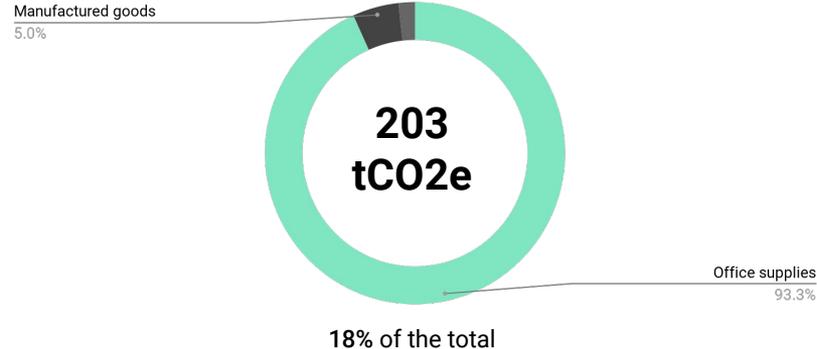
Consult your [Greenly platform](#) to discover, launch and follow all of your actions

## Methodology

- Emissions related to commuting are calculated using a physical approach, based on average data: mode of travel, distance, frequency. The emission factors (kgCO<sub>2</sub>e/passenger.km) come from ADEME's Base Carbone.
- Emissions related to business travel are calculated using a monetary approach, by multiplying the price by a monetary emissions factor (kgCO<sub>2</sub>e/\$) coming from ADEME's Base Carbone or studies conducted by Greenly.
- The methodological details of the calculation of each carbon footprint source are available on the Greenly platform.

# Focus on Product purchase

## Product purchase emissions by category (% tCO<sub>2</sub>e)



## Reduction action suggestions:

### 1. Implement eco-conditions in the purchasing policy

Implement supplier selection criteria such as the publication of a GHG report, quantified commitments, etc. A supplier with an emission reduction strategy will reduce your emissions on this item by the same amount. If the supplier is committed to a 1.5 degree SBTI reduction strategy, this is equivalent to 6% per year, if it is 2 degrees, 3% per year.

💡 How do you set up this action?

- **Identify the criteria you prioritize** in your suppliers: carbon impact, environmental impact, use of recycled materials, etc.
- **Communicate** about your criteria when you contact your suppliers
- **Favor suppliers** who are labeled or transparent in their commitments

### 2. Increase products lifespan

To lower product purchase-related emissions in 2023, Environmental Incentives can increase actual products lifespan and avoid buying new ones. 3 principles may be followed: **protect, repair, buy refurbished**.

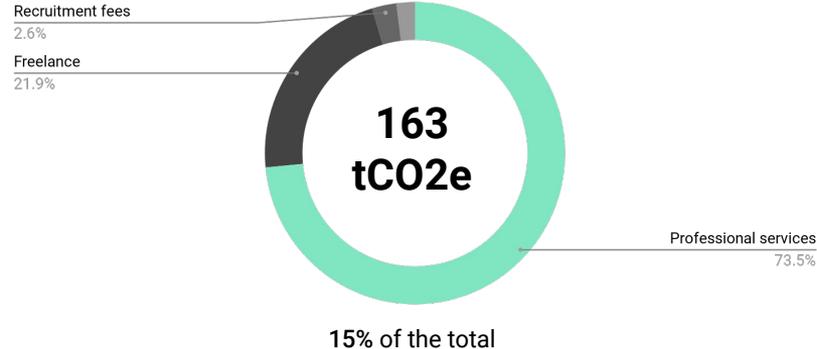
🔗 Consult your [Greenly platform](#) to discover, launch and follow all of your actions!

## Methodology

- Emissions calculated using a monetary approach, by multiplying the price by a monetary emission factor (kgCO<sub>2</sub>e/\$).
- The monetary emission factors (kgCO<sub>2</sub>e/\$) are based on ADEME's Base Carbone and Life Cycle Analyses of products.
- The methodological details of the calculation of each carbon footprint source are available on the Greenly platform.

# Focus on Services purchase

## Services purchase emissions by category (% tCO<sub>2</sub>e)



## Reduction action suggestions:

### 1. Deploy the Greenly supplier engagement questionnaire

A large part of your emissions are related to the emissions of your suppliers. The survey will allow you to refine your balance sheet by integrating the supplier's balance sheet if it has carried out the process.

In the event that the supplier has not carried out its assessment, the Greenly team can suggest that they carry out this exercise and implement a climate strategy that will reduce their emissions and therefore yours as well.

### 2. Build a climate strategy with your partners

Once Environmental Incentives' suppliers' carbon emissions have been calculated thanks to the supplier engagement questionnaire, it is possible to build a climate strategy with them:

- Align their objectives with yours;
- Lead working groups and share good practices;
- Track indicators and adjust objectives accordingly.

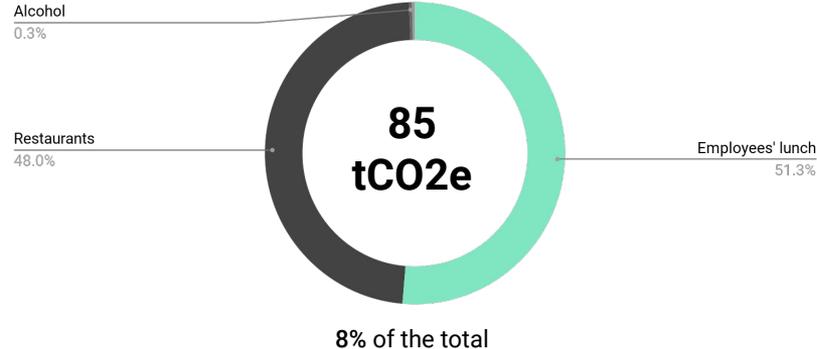
 Consult your [Greenly platform](#) to discover, launch and follow all of your actions!

## Methodology

- Emissions calculated using a monetary approach, by multiplying the price by a monetary emission factor (kgCO<sub>2</sub>e/\$).
- The monetary emission factors (kgCO<sub>2</sub>e/\$) are of three types: average carbon intensity per unit of revenue of a group of companies in the sector activity looked at; carbon intensity per unit of revenue of this sector of activity (ADEME's monetary emission factor); monetary emission factor derived from Greenly studies.
- The methodological details of the calculation of each carbon footprint source are available on the Greenly platform.

# Focus on Food and drinks

## Food and drinks emissions by category (% tCO<sub>2</sub>e)



## Reduction action suggestions:

### Raising awareness and training your employees on the impact of food

The impact of your employees' meals represents an important part of your emissions. The best way to reduce it is to raise awareness among individuals to encourage a change of habits towards more local and vegetarian menus. A vegetarian meal emits 3 times less CO<sub>2</sub>e than a meal with chicken and 12 times less than a meal with beef (source: Ademe)

💡 How to implement this action?

- **Assess the impact** of your employees' diet and their willingness to implement a more vegetarian diet in their daily lives.
- **Set up awareness actions**, giving concrete figures on the impact of food. For example, the Greenly training quizzes include a module on food and can be an element of this awareness.
- **Implement incentives** for employees to choose a vegetarian option for their meals. For example, choosing vegetarian restaurants or restaurants offering a wide range of vegetarian meals encourages their consumption and therefore a reduction in emissions. [Happycow](#) can help you find such restaurants.

🔍 Consult your [Greenly platform](#) to discover, launch and follow all of your actions!

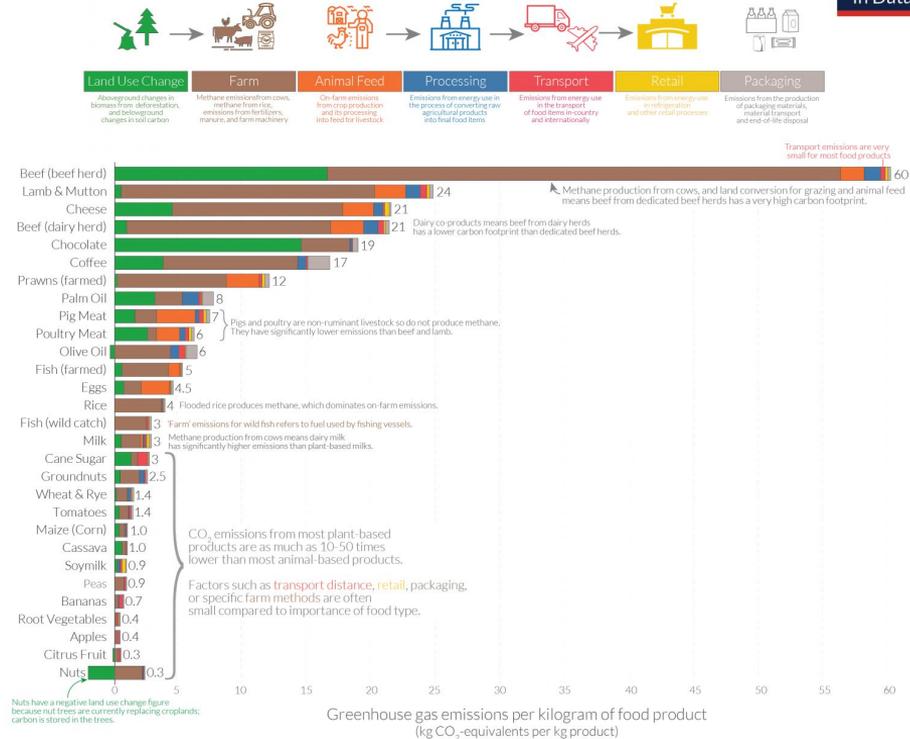
## Methodology

- Emissions due to employees lunch calculated from the answers to the employee survey (55% response rate).
- Emissions for restaurants calculated using a monetary approach, by multiplying the price by a monetary emission factor (kgCO<sub>2</sub>e/\$).
- The monetary emission factors (kgCO<sub>2</sub>e/\$) are based on ADEME's Base Carbone and the Agribalyse database.
- The methodological details of the calculation of each carbon footprint source are available on the Greenly platform.

# Focus: Food & Beverages

## Food: greenhouse gas emissions across the supply chain

Our World  
in Data



Note: Greenhouse gas emissions are given as global average values based on data across 38,700 commercially viable farms in 119 countries. Data source: Poore and Nemecek (2018). Reducing food's environmental impacts through producers and consumers. Science. Images sourced from the Noun Project.

OurWorldinData.org - Research and data to make progress against the world's largest problems.

Licensed under CC-BY by the author Hannah Ritchie.

According to the attached graph, a major portion of food emissions is related to the land conditioning steps for crops, farm operations, and animal feeding.

So whether one buys local or not, transportation is only a small part of the emissions in the supply chain of a food product.

**In the case of beef, transportation accounts for less than 1% of GHG emissions.**

It is not the locality that contributes the most to the carbon footprint of a meal, but **its constitution**.

Source: [Our World in Data](#)

[Introduction](#)

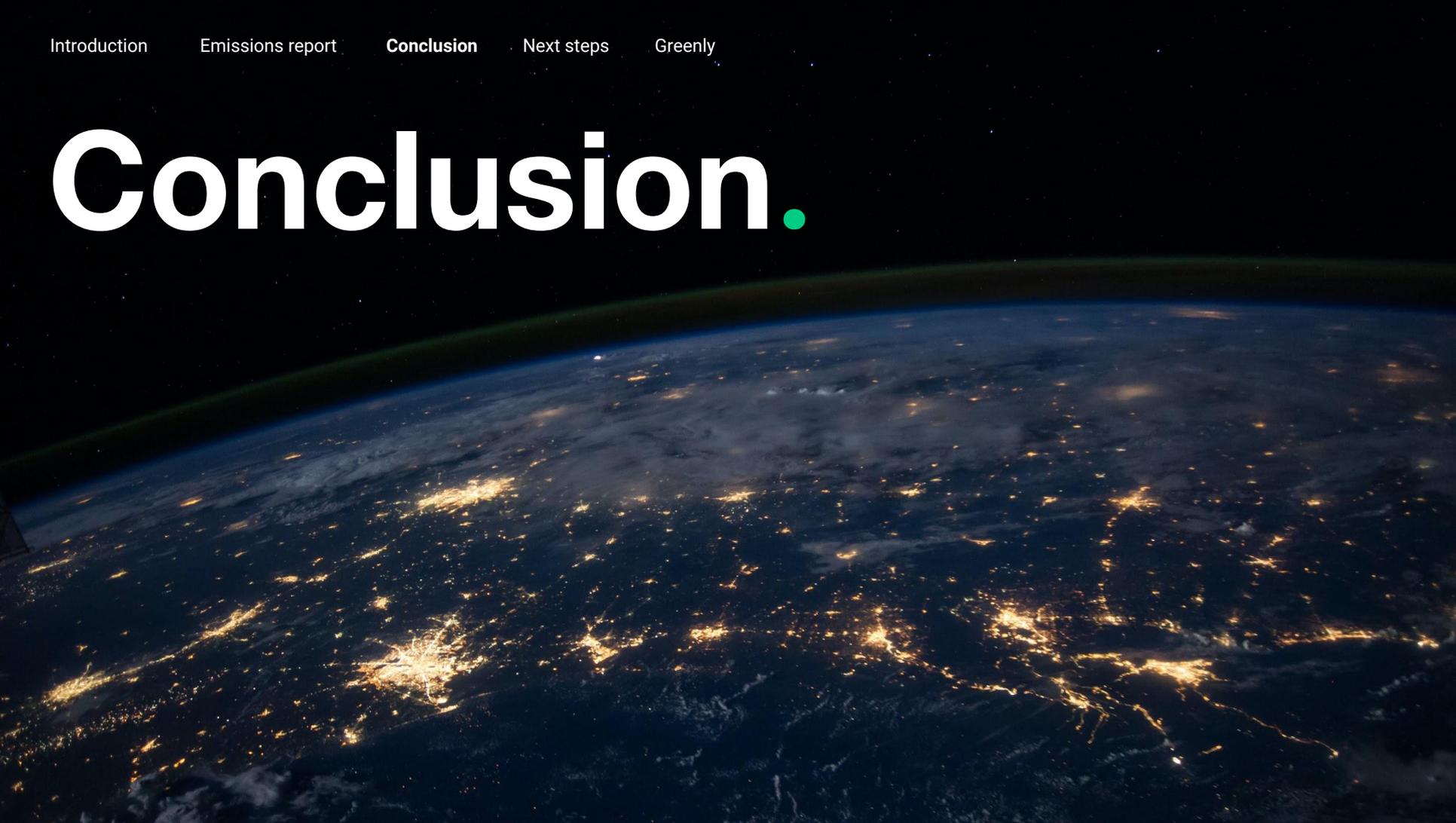
[Emissions report](#)

**[Conclusion](#)**

[Next steps](#)

[Greenly](#)

# Conclusion.



# Summary of reduction actions

## Corresponding categories

**Travel and Commute**  
50% of total

**Product purchase**  
18% of total

**Services purchase**  
14% of total

## Suggested reduction actions

- 1.** Create a flight policy to reduce emissions from air travel
- 2.** Switch to an activity approach to measure emissions from your core business
- 3.** Implement eco-conditions in your purchasing policy
- 4.** Deploy the Greenly supplier engagement questionnaire
- 5.** Build a climate strategy with your partners

# Conclusion

The studies carried out using the Greenly software have made it possible to identify **Environmental Incentives'** main GHG emission sources, enabling you to frame the company's carbon strategy and to identify the items that need to be studied in greater depth, with the aim of continuously improving the company's environmental impact.

We have identified that direct emissions (Scope 1) and indirect energy-related emissions (Scope 2) represent a small part of your company's impact, making it essential to mobilize service providers and company employees.

## The next steps in Environmental Incentives' carbon strategy are:

1. **Study key emission sources in greater depth:** business travels.
2. **Establish GHG emission reduction targets and implement an action plan** in order to achieve these targets.
3. **Engage your suppliers** thanks to the Greenly supplier survey.
4. **Engage your employees**, using the interactive Greenly training quizzes.
5. **Communicate with your stakeholders** about your commitment and carbon footprint, your reduction targets and the action plan considered.
6. **Contribute to certified GHG reduction / sequestration projects** available on the software.

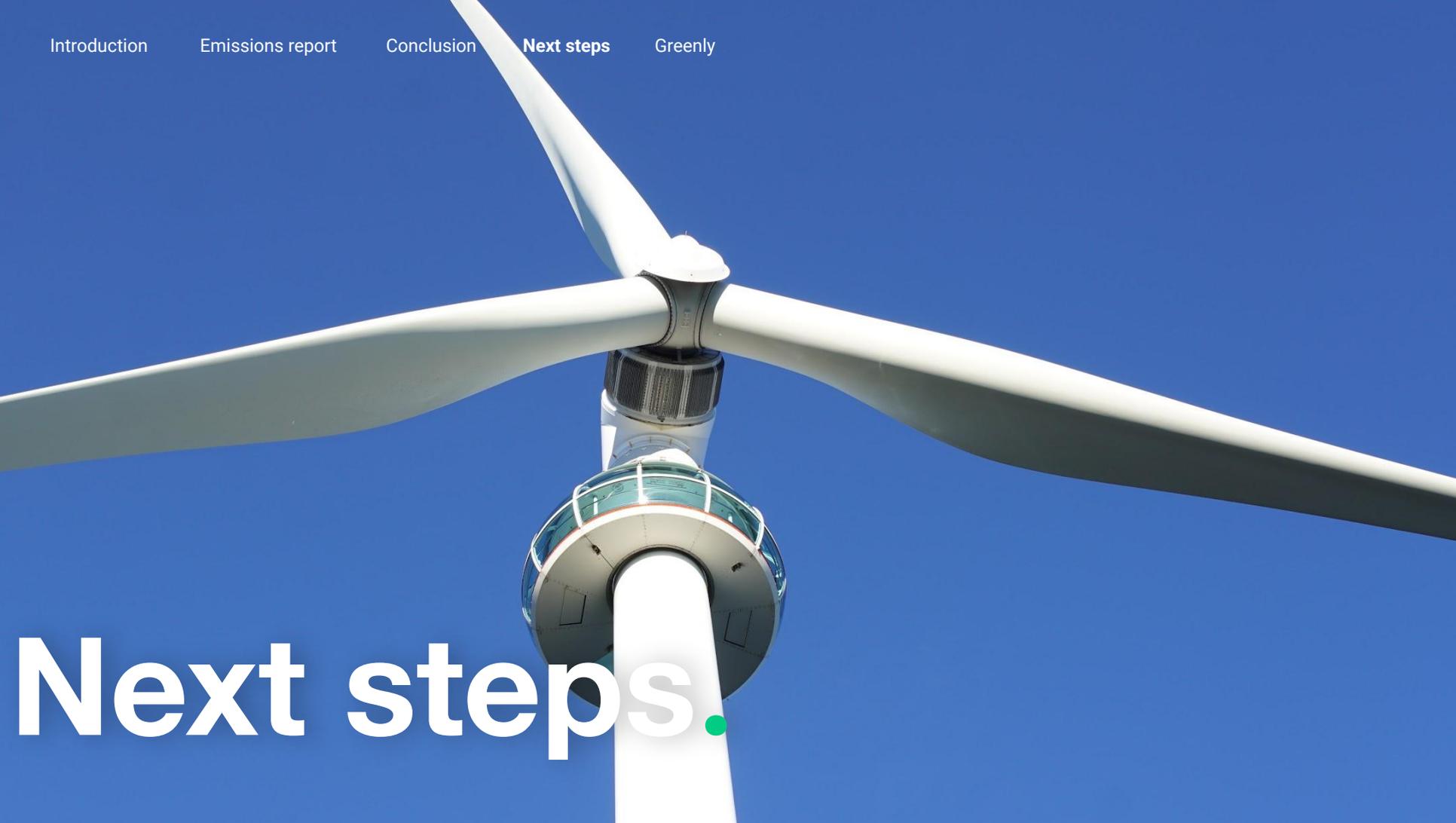
[Introduction](#)

[Emissions report](#)

[Conclusion](#)

**[Next steps](#)**

[Greenly](#)



# Next steps.

# Your Greenly Climate Score

A+

**Exemplary commitment (Score ≥ 90)**

< 1% of companies

A

**Excellent (Score 75 - 89)**

2% of companies

B

**Very Good (Score 55 - 74)**

3% of companies

C

**Good (Score 30 - 54)**

10% of companies

D

**Commitment initiated (Score 5 - 29)**

15% of companies

E

**Progress to be made (Score < 5)**

70% of companies

**Environmental Incentives' intermediate Greenly Climate Score is D (24 points).**

Points are distributed as follows:

- Creating & fine-tuning your Greenhouse Gas report:  
**24 / 40**
- Action plans:  
**0 / 36**
- Climate targets:  
**0 / 4**
- Involving your teams:  
**0 / 10**
- Carbon contributions:  
**0 / 10**

**Your Score will be updated at the Climate Strategy follow-up meeting.**

More information on the Score calculation method [here](#)  
Statistics were computed on the Greenly supplier database



# 4 pillars to improve your impact, your Greenly Score and certify your approach



**Net Zero Contributor**

Net Zero Aligned is a robust standard which guarantee to accelerate real changes.

1

Drive your impact

Annual emissions follow-up

Zoom on main sources

Avoided emissions

2

Implement impactful actions

Build an action plan

Employee training

Supplier engagement

3

Contribute to carbon capture projects

Scope 1

Scope 2

Scope 3

4

Commit to a trajectory and the [NZI principles](#)

Trajectory engagement

Read the NZI principles  
Sign the Greenly Charter

Communicate

# Certify your climate strategy

1

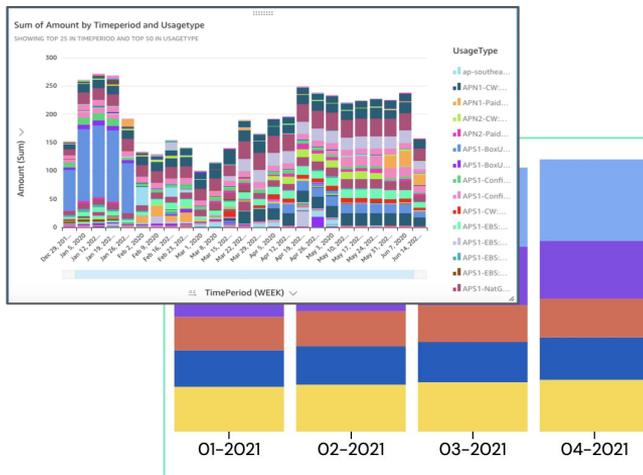
Drive your impact

Annual emissions follow-up

Zoom on main sources

Avoided emissions

## Annual follow-up



## Specific modules

### SOLAR PANEL EXAMPLE

### FLARING EXAMPLE

### O&G SCENARIO BUILDERS

### ASSET EMISSIONS

# Certify your climate strategy

2

Implement impactful actions

Build an action plan

Employees training

Supplier engagement

## Build an action plan



## Employees training



Carbon assessment quiz



Energy - climate quiz



IT quiz

# Certify your climate strategy

3

Contribute to carbon capture projects

Scope 1 - 100%

Scope 2 - 100%

Scope 3 - 10% mini



**Nepal High Efficiency Cookstoves**

Certified by Gold Standard

Reducing use of solid biomass fuel by distributing high efficiency cookstoves...

\$12,22k Nepal Improved Cookstoves



**CarbonBuilt Concrete Carbon Avoidance and Removal**

Certified by Carbonics

Replacing the cement in concrete with low-carbon, mostly waste materials fo...

20000 € / t United States Concrete Curing



**Rimba Raya REDD+ Forest Protection**

Certified by Verified Carbon Standard

Reducing Indonesia's emissions by preserving some 64,000 hectares of tropical pe...

\$14.6k Indonesia REDD+



**Topaiyo REDD+ Forest Protection**

Certified by Verified Carbon Standard

Working with traditional land owners to end logging-induced deforestation L...

1200 € / t Papua New Guinea REDD+

Verified Carbon Standard Forestry

**Rimba Raya REDD+ Forest Protection**



The Rimba Raya peat swamp forests are located in Central Kalimantan province on the island of Borneo. In Indonesia. Before the project was established, these immensely biodiverse tropical peatlands were scheduled for conversion into four palm oil estates by the provincial government.

The Rimba Raya Biodiversity Reserve protects 91,216 hectares of rich, tropical peat swamp forests which are monitored by local rangers as well as by satellite and aerial imagery. The reserve is adjacent to the world-renowned Tanjung Puting National Park and forms a physical buffer zone along the park's eastern border. As well as preserving ecosystem diversity and the habitat of endangered species like the Bornean orangutan, the project reduces emissions by avoiding the planned deforestation of over 47,000 hectares of forests for palm oil production.

Location



Any questions?

Talk with a climate expert to know which project best suits you.

Book a call

UN Sustainable Development Goals

2 Zero Hunger

End hunger, achieve food security and improved nutrition and promote sustainable agriculture

1 No Poverty

End poverty in all its forms everywhere

## CERTIFICATIONS



3

Contribute to carbon capture projects

### Your employees' favorite projects:

Your employees' favorite projects:

[Wildlife Works](#)

[Bosques Amazonicos](#)

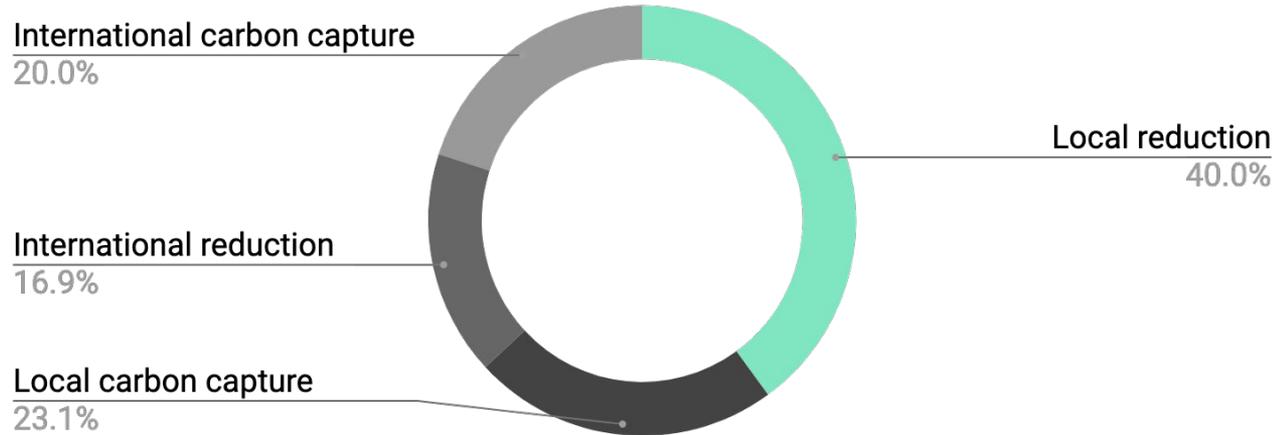
[Rainforest Foundation](#)

Northwind Bangui Bay project

401k Greenfund

## Certify your climate strategy

Your employees voted for their favorite contribution project in the Employees survey:



# Certify your climate strategy

4

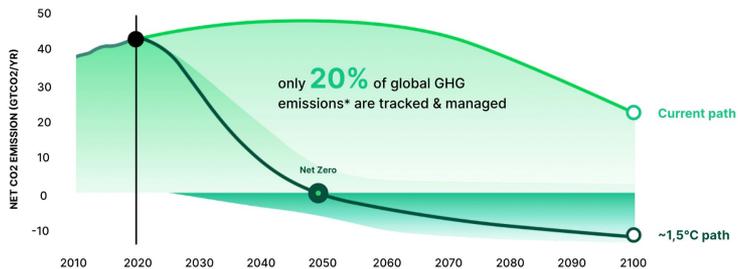
Commit to a trajectory and the [NZI principles](#)

Trajectory engagement

Read the NZI principles  
Sign the Greenly charter

Communicate

## Trajectory engagement



## Communicate on your engagement

10 principles for an ambitious climate strategy



GREENLY CERTIFICATION

7 CRITERIA TO CERTIFY YOUR APPROACH



1

Commit to a reduction trajectory

2

Determine an action plan

3

Publish your report every year and implement actions

4

Engage your suppliers

5

Employee training

6

Contribute a minimum of 10% of your emissions

7

Learn about NZI & sign the Greenly Charter



## Accompany you for the next steps



### When?

- 👉 1 week after the carbon assessment restitution: 15 min
- 👉 1 month after the carbon assessment restitution: 45 min



### Why?

- 👉 Review of your action plan
- 👉 To update your Greenly Score
- 👉 In-depth study of your climate engagement



### Questions?

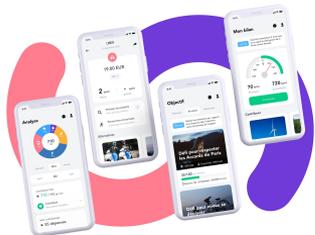
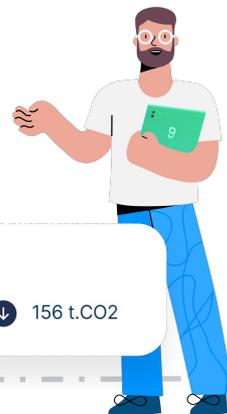
- 👉 Let's meet to give you answers!





**Greenly.**

# Democratising access to carbon analytics



## Carbon footprint app

First carbon fintech app launched



## Carbon accounting software

Launch B2B SaaS for Corporate Carbon Footprint (GHG Protocol)



## Carbon footprint calculator (API or Docker)

First Open Banking Carbon API with 8, Bank Partnerships

**GHG Report**

↑ 1234 t.CO2    ↓ 156 t.CO2

# We are scaling our tech, our customer base & climate team

Greenly is the world fastest growing carbon management platform



**+90**

Team with Climate Experts  
Data Scientists, Data  
analysts, Data Engineers,  
DevOps Engineers, growing  
to 150 by end of 2022



**600+**

Customers in Tech, Large & Small  
Industry, Energy, Logistics,  
Construction, Real Estate etc.



**+10**

Geographies covered with  
customers in US, UK, France,  
Italy, Germany, Nordics...

**5M**



Emissions factors  
aggregated from  
customers & industrie  
databases

**\$25M**



Raised in Equity, with Energy  
Impact Partners & XAnge - Sales  
Annual Growth Rate of 500%

## They are tracking their carbon Footprint with Greenly



# An outstanding team committed to tackling climate change

## Climate Engagement



**Alexis Normand**  
CEO, co-founder  
HEC, ScPo, ex Dir  
B2B Withings



**Capucine Cusinberche**  
Head of Sust.Finance  
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**Giulia Girardi**  
Internationalization,  
Bocconi University



**Matthieu Vegreville**  
CTO, co-fondateur  
X-Telecom, ex Data  
Science Withings



**Ferreol Juster**  
Product Mngnr.  
Ex Carbone 4  
IESEG



**Adrien Proby**  
Polytechnique L.  
Carbon Accounting  
Specialist



**Paul De Kerret**  
Lead Data-Scientist  
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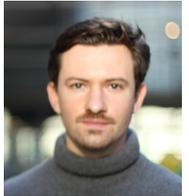
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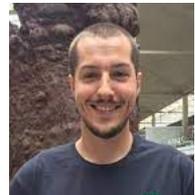
**Arnaud Delubac**  
CMO, Co-founder  
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**Pierre Levalet**  
Climate Engagement  
Manager, Kedge BS



**Theo Gendarme**  
Climate Engagement  
Manager, ESCP, LSE



**Octave Noisette**  
Data-Scientist  
CentraleSupélec



**Christy Simon**  
Brand Content  
Kedge Business



**George Petit**  
Climate Engt Mnr  
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**Amaury Schillio**  
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**Gabriel Totoliciu**  
Javascript Developer  
Fullstack



**Thibaut Roge**  
Climate Engt Mnr  
Euromed, Bremen H.



**Greenly**

# Our Scientific Council

## Industry, AI & Climate Experts



**Caroline  
Alazard**



CEO  
NewMeric

Ex CEO  
GreenNext



**Dr. Luc  
Julia**



Lab director  
Co-fondateur  
SIRI

AI expert



**Nicolas  
Houdant**



CEO  
énergies demain

Ex  
GreenNext



**Michel  
Bauer**



Chercheur  
CNRS

Économiste  
Sociologue



**Pr. Yann  
Leroy**



Professeur  
Centrale-Supelec

Carbon Product  
Life-Cycle



**Pr. Antoine  
Dechezleprêtre**



Professeur  
LSE

Climate change  
policies



**greenly**

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