

Year 2023

GHG emissions report

Zeus Packaging Group Limited.



13/06/2024

Foreword

Congratulations on pursuing your climate journey. Greenly is proud to contribute to Zeus Packaging Group Limited's climate strategy, and support you on a path towards Net Zero.

This report synthesizes the results of your greenhouse gas (GHG) emissions assessment. It is a first step toward identifying reduction actions and helping you plan for the energy transition.

While offering some benchmarks to compare with other companies, a GHG emissions assessment is mainly used to identify ways to improve your global impact and to help you define a reduction trajectory. Achieving your decarbonization targets involves engaging your ecosystem of employees, customers and suppliers who will need to align with your new targets.

The evaluation of your emissions is in line with carbon accounting international standards as standardized by the GHG Protocol.

We are happy to support you on your journey. The entire Greenly team would like to thank you for your outstanding commitment.



Alexis Normand

CEO of Greenly

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

Overview

1

Introduction

- Carbon accounting methodology
- GHG emissions assessment parameters
- Executive summary

2

Emissions report

- Results by scope
- Results by activity
- Focus by activity

3

Focus on action plans

- Estimated impact
- Estimated costs
- Implementation step by step

4

Conclusion – What's next?

- Summary of reduction actions
- Next steps

5

About Greenly

- Our vision & team

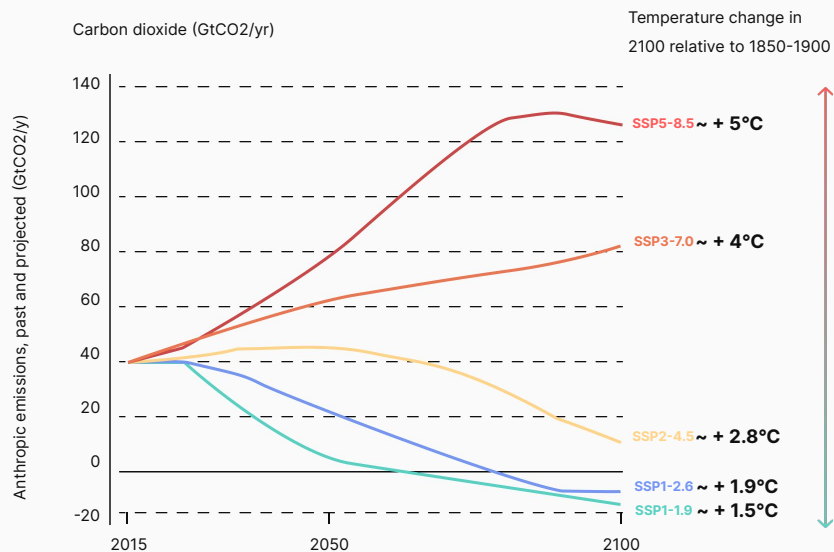
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Appendix

- Scope 1-2 details
- Scope 3 details

Why care about the energy transition

Regardless of our management of the environmental crisis, organizations and individuals are heading towards major upheavals that will affect entire ecosystems.



Source: Carbone 4

Two types of disruptions



Physical risks and constraints



Transition risks and opportunities

Impacted sectors



Production



Supply chain



Market



Infrastructure



HR



Legislation

| Physical risks...

Definition

Risks related to exposure to the physical consequences of global warming



Average temperature increase and more extreme fluctuation



Intensification of extreme weather events (rain, heat waves/droughts, etc.)



Sea level rise



Scarcity of resources (especially energy), food and water insecurity



Biodiversity collapse

| What are the consequences if I don't commit?

- 1 Deterioration of infrastructure, value chain losses
- 2 Direct economic consequences
- 3 Low resilience to future events and physical constraints (e.g. natural disaster)
- 4 Dependence on an increasingly fragile supply chain (availability and cost of resources, flexibility, fluctuation of fossil fuels)
- 5 Disruptions in living conditions (housing, food, health, transport, etc.)

I Transition risks (and opportunities)

Definition

Risks related to the transition to a low-carbon economy



Regulatory developments and mitigation policies



Markets and sectors migrating towards promoting low-carbon value creation:
Opportunities to seize
Associated market risks



Growing stakeholder demands on environmental commitments



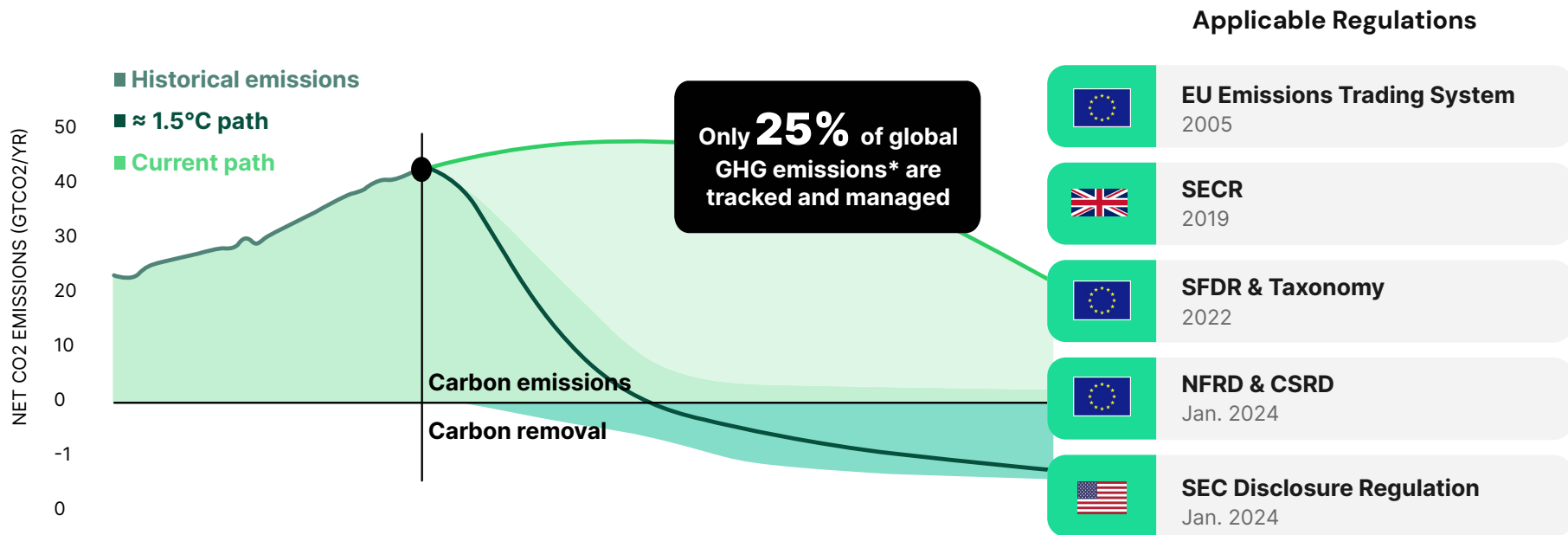
Shifting employee mindsets and expectations regarding the environmental reputation of their employer

What are the opportunities if I commit?

- 1 Optimization of flows and costs
- 2 More sustainable business activity and corporate strategy
- 3 Increased competitiveness within my ecosystem
- 4 Resilience and autonomy of activities in the face of the new socio-economic paradigm
- 5 Lower exposure to legal and financial constraints and sanctions

It is critical to set a course for Net Zero

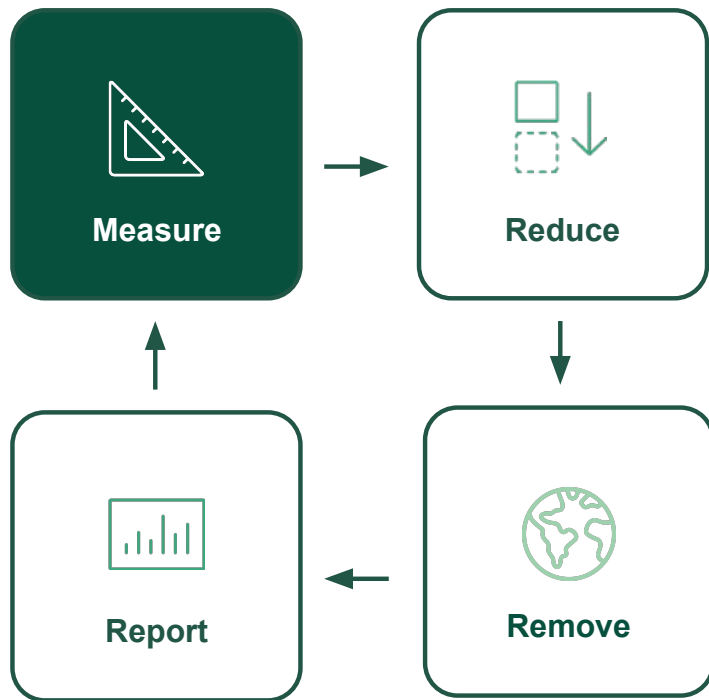
REACHING PLANETARY DECARBONIZATION GOALS IMPLIES THAT ALL BUSINESSES TRACK THEIR EMISSIONS, REGULATIONS ARE KICKING IN



Source: *Carbon Pricing Leadership Report

Solving the Climate Equation

MEASURING EMISSIONS IS THE FIRST STEP TO SETTING A PATH TOWARDS NET ZERO



| Carbon accounting methodology

Scope 1 | Direct emissions

GHG emissions generated directly by the organization and its activities.

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

Scope 2 | Indirect emissions related to energy consumption

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

Example: electricity consumption, etc.

Scope 3 | Other indirect emissions

Emissions related to the organization's upstream and downstream operations and activities

Example: transportation, purchased goods and services, sold products, etc.



GREENHOUSE
GAS PROTOCOL

How are emissions computed?

ANALYZING EMISSIONS, AUTOMATING TRACKING

Expense
based

Increasing
Accuracy*

Activity
based

Activity metrics x Emissions factors = CO2 Eq. Emissions



Total Expense
80 dollars

1.75 kgCO2e/\$

140 kgCO2e



Total Distance
700 miles

0.2 kgCO2e/mile

140 kgCO2e



Total Fuel
50 gallons

2.8 kgCO2e/gallon

140 kgCO2e

*depending on the availability of data

4% of your emissions of 2023 are calculated using activity data

Emission Factor
Sources



exiobase



Fraunhofer



European
Commission
JOINT RESEARCH CENTRE



Department for
Business, Energy
& Industrial Strategy

| GHG emissions assessment scopes

Entity

Zeus Packaging Group Limited
Year 2023

Measurement scope

All emissions under operational control

Scope 1
Scope 2
Scope 3

Emissions generated in and outside the country of operation are accounted for.

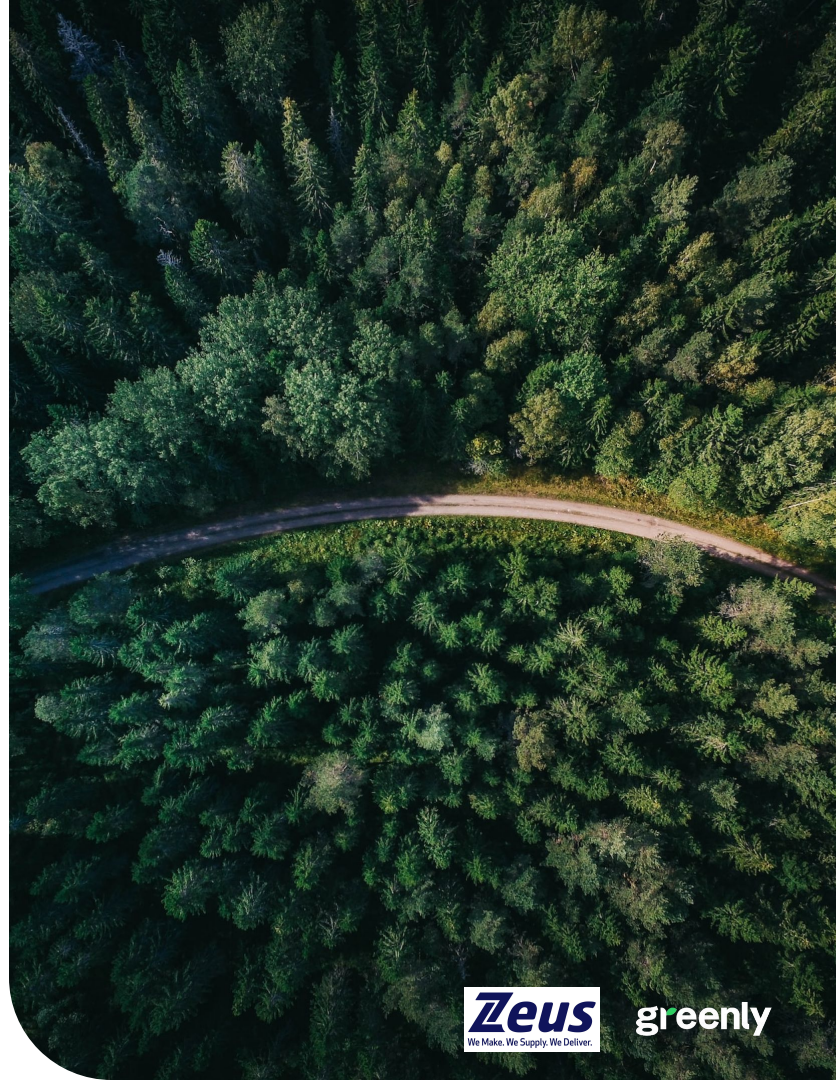
Primary data

Accounting files
Employee survey
Activity data for some key emission sources - energy consumption

Methodology

Official and approved GHG Protocol methodology; GWP 100

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



Executive summary

This report summarizes the results of Zeus Packaging Group Limited's 2023 GHG emissions assessment based on the information collected and subject to its completeness, correct categorization and validation. **This assessment is useful in identifying the main areas for mitigating your environmental impact.**



GHG emission assessment result : comparison between 2022 and 2023

Scope 1	2.9ktCO ₂ e	-2%	2.7t/employee	-28%	6.6t/M€	-10%
Scope 2	4.9ktCO ₂ e	+50%	4.5t/employee	+10%	12t/M€	+38%
Scope 3	190ktCO ₂ e	+276%	178t/employee	+177%	439t/M€	+247%
Total	198ktCO₂e	+249%	185t/employee	+156%	456t/M€	+222%

Sector Benchmark

Wrapping & Packaging
107tCO₂e/employee
Scope 1, 2 & 3

Based on 10 companies in the sector

Results subject to the correct categorization and validation of expenses of Zeus Packaging Group Limited – categorization score of 98% on this report. Base year emissions are updated using the current year's methodologies, emission factors, and boundaries. When historical data updates are not feasible, adjustments or acknowledgments are clearly documented..

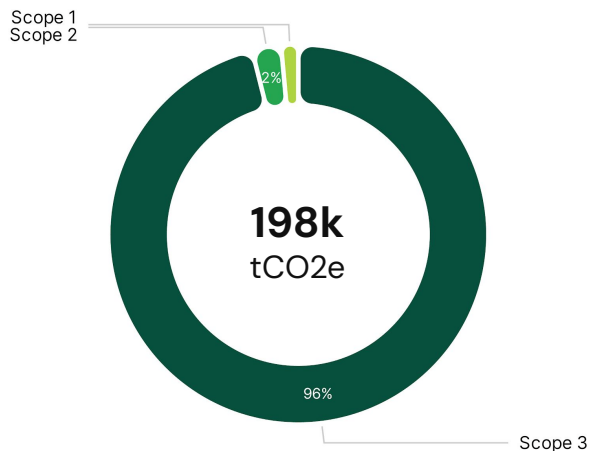


Emissions Report

General overview

RESULTS BY SCOPE

Total emissions of Zeus Packaging Group Limited,
by scope (% tCO₂e)



	Zeus Packaging Group Limited tCO ₂ e/employee		Potential for reduction
Scope 1	2.7	-28%	<div><div></div></div>
Scope 2	4.5	+10%	<div><div></div></div>
Scope 3	178	+177%	<div><div></div></div>

198ktCO₂e is equivalent to

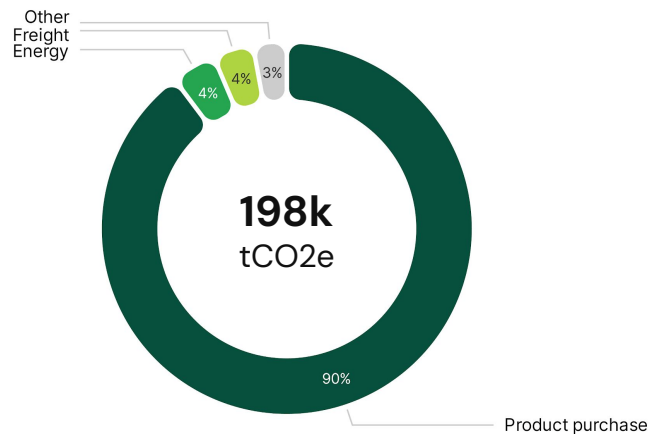
- 110k Paris - New York round trips*
- The annual emissions of 20.8k French Residents*
- The amount of CO₂ sequestered annually by 18k hectares of growing forest*

*Sources: [Labos1Point5](#), [ExioBase](#), French National Forests Office

General overview

RESULTS BY ACTIVITY

Total emissions of Zeus Packaging Group Limited,
by activity (% tCO₂e)



2022 vs 2023

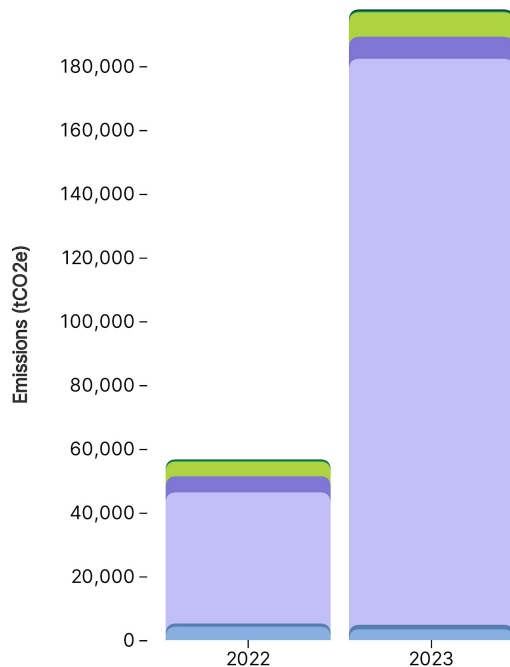
	Zeus Packaging Group Limited tCO ₂ e		Per employee tCO ₂ e/employee	
Product purchase	177k	+332%	166	+217%
Energy	7.6k	+68%	7.1	+23%
Freight	6.9k	+36%	6.5	+0%
Travel and Commute	3.3k	-20%	3.1	-41%
Services purchase	1.4k	+41%	1.4	+3%
Assets	635	+64%	0.6	+20%
Others*	344		0.3	

* Digital, Waste, Without Impact

General overview

EVOLUTION BY ACTIVITY

Evolution of total emissions of Zeus Packaging Group Limited, by activity (tCO₂e)



	2022		2023
Absolute emissions	56.7k	→ +249%	198k
Employees	787	→ +36 %	1.1k
Emissions per employee tCO ₂ / employee	73	→ +156%	185
Revenue M€	400	→ +8 %	434
Emissions per revenue tCO ₂ e / M€	142	→ +222%	456

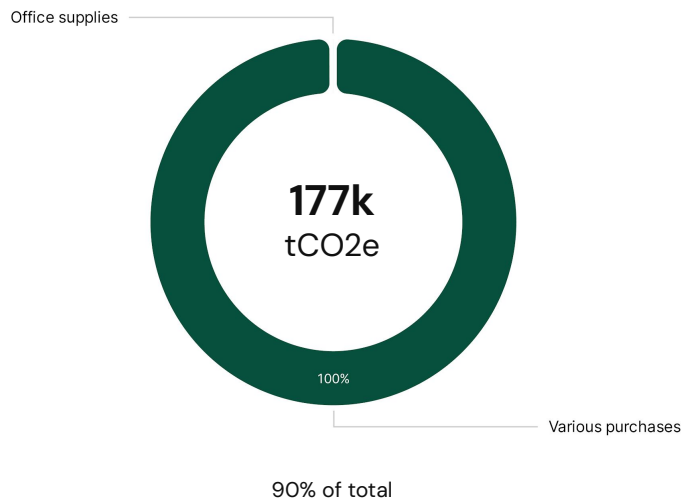
To meet the 2015 Paris Agreement target of a 50% reduction in GHG emissions between 2020 and 2030, we need to achieve a 5.9% reduction in emissions within one year (-11.6k tCO₂e).

Focus on Product purchase

Activity data
tCO₂e (0%)

Expense data
177k tCO₂e (100%)

Product purchase emissions by category (% tCO₂e)



What is included in this category?

CO₂ emissions from purchased products, covering raw material extraction and manufacturing. Excludes transport and end-of-life emissions.



How to reduce the impact of this category?

You can adopt the following measures :

- Implement carbon impact conditions in your purchase policy
- Make your customers aware of the impact of your purchases
- Reduce the weight of your packaging

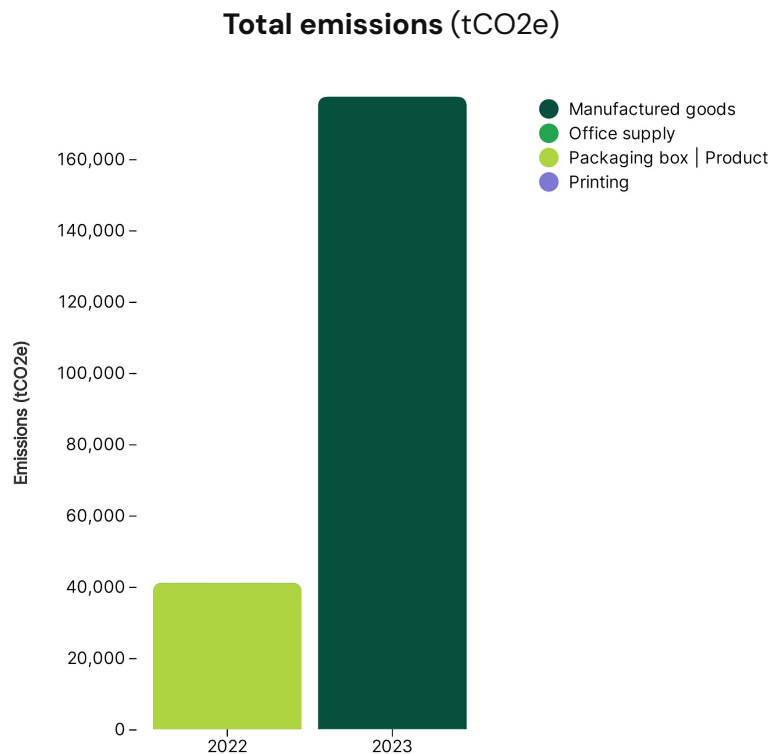
See additional best practices in the action plans section

Methodology

1. Emissions calculated using expense data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Base Empreinte Ademe 23.2, Exiobase 3.8.1
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Focus on Product purchase – Comparison

Overall comparison : **+332%**



Comparison by category – 2022 vs 2023

Manufactured goods : **New emission source**

Office supplies : **+4%**



Analysis

Between 2022 and 2023 the categorization of expenses in product purchases changed and went from packaging box to manufactured goods which has a higher emission factor.

Indeed as about 52% of product purchases are made of cardboard, and the rest being made of plastic, the manufactured goods category appears to be a better choice of categorization.

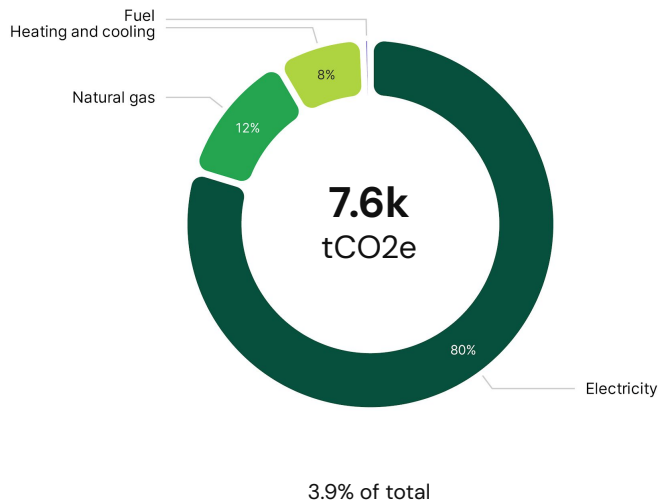
Furthermore the expenses in this category greatly increased. In the span of a year product purchases went from €316M to €309M, this added to the higher emission factor chosen for 2023, lead to an increase in GHG emissions from 41.1k to 177.38 ktCO₂e.

Focus on Energy

Activity data
7.6k tCO₂e (100%)

Expense data
tCO₂e (0%)

Energy emissions by category (% tCO₂e)



What is included in this category?

CO₂ emissions from energy production and consumption, covering fossil fuels and renewables. Varies by energy source type, efficiency, and carbon intensity.



How to reduce the impact of this category?

You can adopt the following measures :
No actions selected for this category

Methodology

1. Emissions calculated using activity data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Base Carbone Ademe 22.0, Base Empreinte Ademe 23.1, Base Empreinte Ademe 23.2, Electricity Maps 2022, IEA 2023, UK GHG Conversion Factor 2023
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

| Focus on Energy : 4 actions already put in place

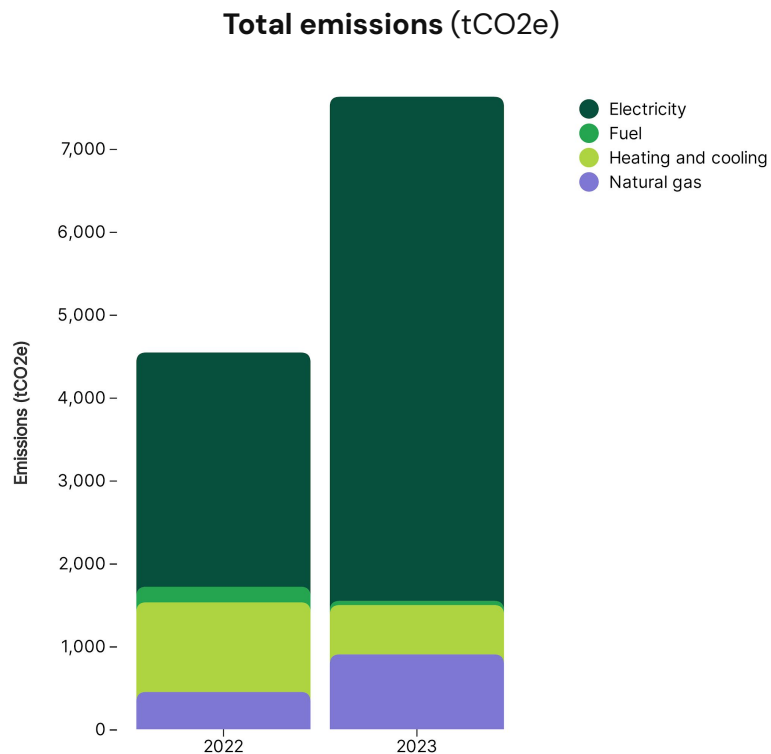
Title	Initial Situation	Final Situation	Status
Purchase renewable electricity	Currently purchasing energy from providers, some provide renewable some not	Move all entities onto a CPPA with a plan to supplement this with Solar on site	In Progress
Turn off the lights at night	Start with an inhouse policy and procedure for staff, educate first followed by timers in some areas	Lights will be off in buildings when not in use for X amount of time	Planned
Replace fossil fuel systems with electric heaters	Currently using gas to heat but we have standalone aircon units in all office spaces which can heat and cool	Utilising the already in place air con unit to heat and cool, this will be powered through the CPPA	Planned

| Focus on Energy : 4 actions already put in place

Title	Initial Situation	Final Situation	Status
Implement an energy savings program	Lights not switched off, PC's and monitors left on 24/7	Our Green Teams to implement education and procedures to educate staff on why it is important to switch off	Completed

Focus on Energy – Comparison

Overall comparison : **+68%**



Comparison by category – 2022 vs 2023

Electricity : **+115%**

Natural gas : **+100%**

Heating and cooling : **-45%**

Fuel : **-73%**



Analysis

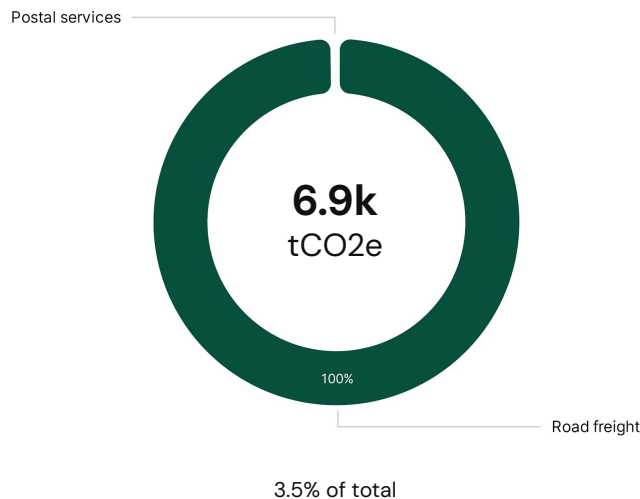
Between 2022 and 2023 emissions linked to energy rose from 4544 to 7627 tCO₂e showing a 68% in GHG emissions. This trend is due to an increase in electricity and natural gas consumption in Zeus Packaging buildings despite a decrease in Heating and cooling.

Focus on Freight

Activity data
tCO2e (0%)

Expense data
6.9k tCO2e (100%)

Freight emissions by category (% tCO2e)



What is included in this category?

CO2 emissions from freight transport, covering shipping, trucking, rail, and air cargo. Includes emissions from fuel combustion and production.



How to reduce the impact of this category?

You can adopt the following measures :
No actions selected for this category

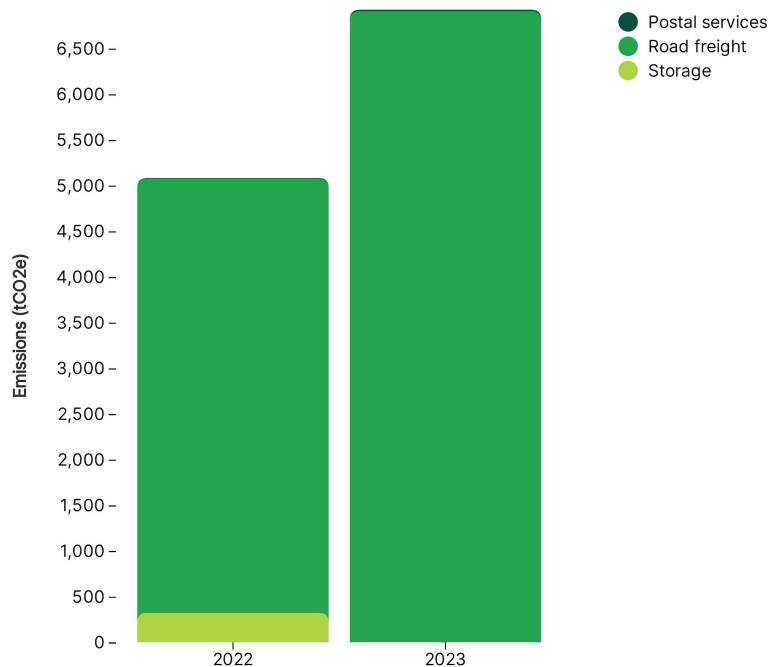
Methodology

1. Emissions calculated using expense data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Base Empreinte Ademe 23.1, Company Report 1.0, Exiobase 3.8.1, Greenly 1.0
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Focus on Freight – Comparison

Overall comparison : **+36%**

Total emissions (tCO₂e)



Comparison by category – 2022 vs 2023

Road freight : **+45%**

Postal services : **+118%**



Analysis

Between 2022 and 2023 freight expenses rose, leading to a 36% increase in GHG emissions from 5.08k to 6.93 ktCO₂e.

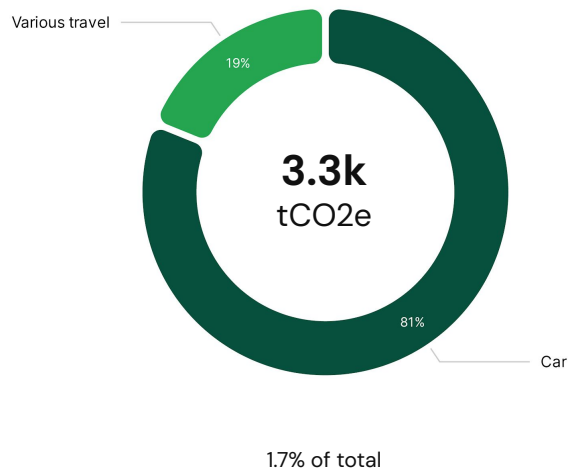
This trend was particularly pronounced for the emissions linked to road freight whose expenses and therefore carbon footprint make up for most of the freight emissions.

| Focus on Travel and Commute

Activity data
293 tCO2e (9%)

Expense data
3k tCO2e (91%)

Travel and Commute emissions by category (% tCO2e)



What is included in this category?

CO2 emissions from travel and commuting, covering various transportation modes. Includes direct fuel combustion and indirect fuel production emissions.



How to reduce the impact of this category?

You can adopt the following measures :
No actions selected for this category

Methodology

1. Emissions calculated using activity and expense data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Exiobase 3.8.1, Greenly 1.0
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

| Focus on Travel and Commute : 11 actions already put in place

Title	Initial Situation	Final Situation	Status
Reduce fleet emissions	Currently all owned transit and sales vehicles are run on diesel	Owned Transit fleet will be moved to HVO, sales reps vehicles will be moved to either hybrid or fully electric	In Progress
Favor direct flights	Business Travel	Optimise business travel	In Progress
Favor the train for regional or national travel of employees	Travel to meetings	Encourage all staff to use public transport when attending meetings - Train - Bus - Taxi	In Progress

See all actions [here](#)

| Focus on Travel and Commute : 11 actions already put in place

Title	Initial Situation	Final Situation	Status
Promote low carbon commuting means	We know that the majority of our employees are based on site	Promote public transport options, use tax incentive schemes, allow for some flexibility with start and finish times to accommodate employees who may be on difficult routes	Planned
Favor flights in economy	The carbon footprint per passenger of a flight increases when the occupancy rate of the plane decreases. The larger the seat, the more space it takes up in the aircraft cabin, contributing to a decrease in the number of passengers allowed on a plane. Additionally, direct flights emit less carbon than flights with stopovers because they don't require the plane to take off and land multiple times.	Create a sustainable travel policy which address this issue and put KPIs in place to monitor and ultimately tract change	In Progress
Promote teleworking and carpooling	We know from our employee survey that the majority of our staff work full time on site	To create an environment which promotes carpooling, create a system which enables in house carpooling, sign up sheets	Planned

| Focus on Travel and Commute : 11 actions already put in place

Title	Initial Situation	Final Situation	Status
Stop air travel when a 6 hours train alternative is available	No policy in place	Conduct An Assessment Of All Existing Air Travel Routes Within Your Organization Identify Those That Have A Train Alternative Of Less Than 6 Hours And Evaluate The Feasibility Of Replacing Air Travel With Train	Planned
Implement a Mobility Plan within your company	Currently not done or in place	Using the data from the employee survey we can create a MP	Planned
Use of accessories to reduce aerodynamic drag	This is not considered	a move towards using accessories and designs that minimize air resistance, thus increasing fuel efficiency	Planned

See all actions [here](#)

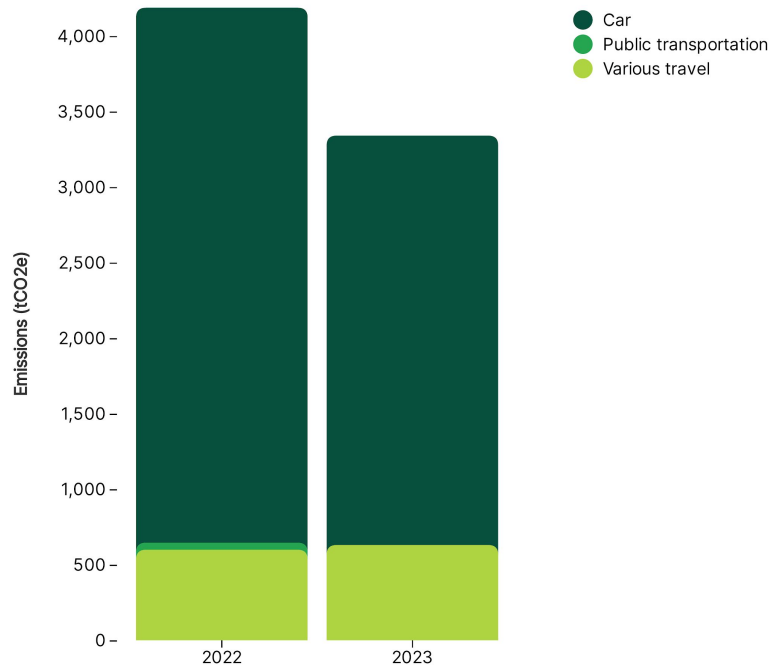
| Focus on Travel and Commute : 11 actions already put in place

Title	Initial Situation	Final Situation	Status
Replace part of your business travel with video conferencing	No official policy in place	This already forms a major part of our business, we need to formalise it	Planned
Reduce fleet emissions	Currently all owned transit and sales vehicles are run on diesel	Owned Transit fleet will be moved to HVO, sales reps vehicles will be moved to either hybrid or fully electric	In Progress

Focus on Travel and Commute – Comparison

Overall comparison : -20%

Total emissions (tCO₂e)



Comparison by category – 2022 vs 2023

Car : -23%

Various travel : +5%



Analysis

Between 2022 and 2023 expenses in travel and commute declined from 4.8M to €3.7M, leading to a 20% decrease in the GHG emissions from 3.94 to 3.05 ktCO₂e.

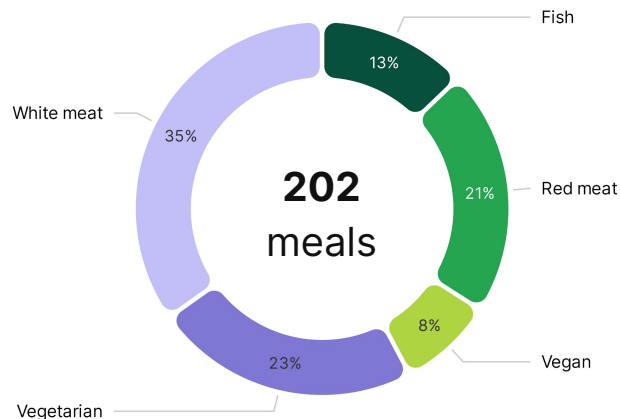
This trend car particularly visible in car related emissions such as the fuel consumption which decreased from 2.94 to 2.5 ktCO₂e.



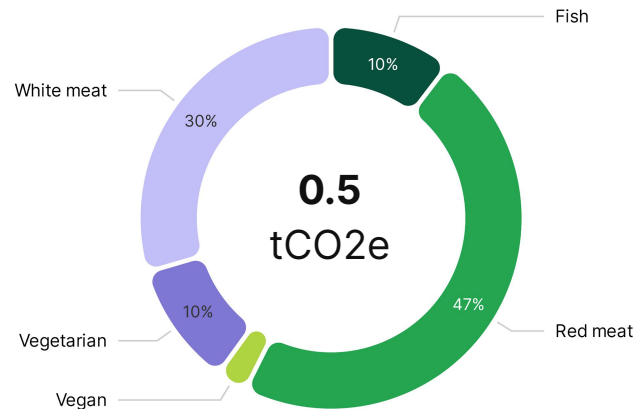
Focus on Employees

| Focus on Employee Meals – *not included in the calculation*

Number of meals per collaborators
(per diet)



GHG emissions
(tCO2e / collaborator)



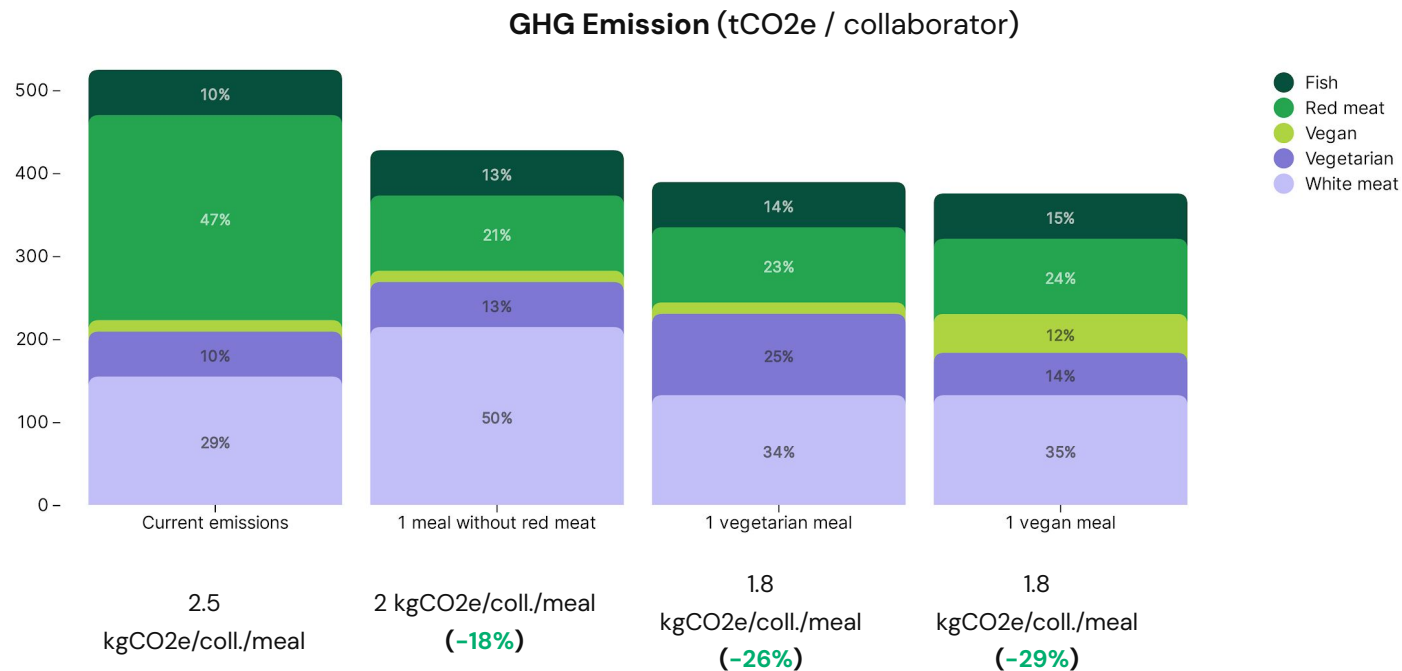
| Methodology

Physical consumption data is based on the employee survey, which got a 64% response from your employees (475 responses).

The data used to calculate meals-related emissions are from the French Agency for Ecological Transition (ADEME).

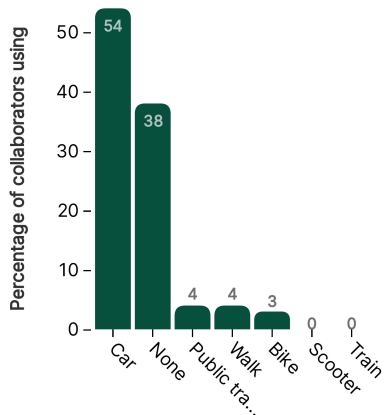
| Focus on collaborators : possible improvement scenarios

Once a week, each member of staff replaces their most emissive meal with ...

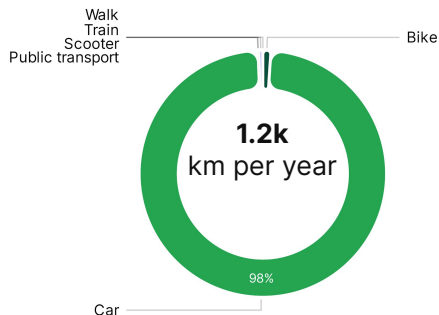


Focus on Employee Commute

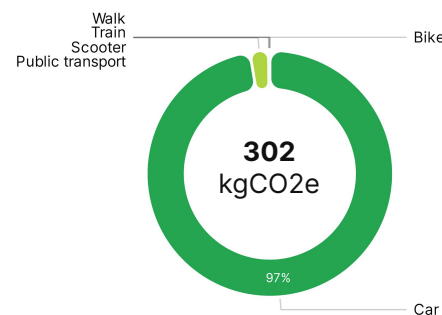
Distribution of users
by means of transports



Yearly mean distance
distribution



GHG emissions
(tCO2e / collaborator)



On average, your employees travel 1.2k kilometers each year, emitting 302 kgCO₂e for home-work commuting.

Methodology

Physical consumption data is based on the employee survey, which got a 64% response from your employees (475 responses).

The data used to calculate commute-related emissions are from the French Agency for Ecological Transition (ADEME).

More details on the [employees page](#) of Greenly

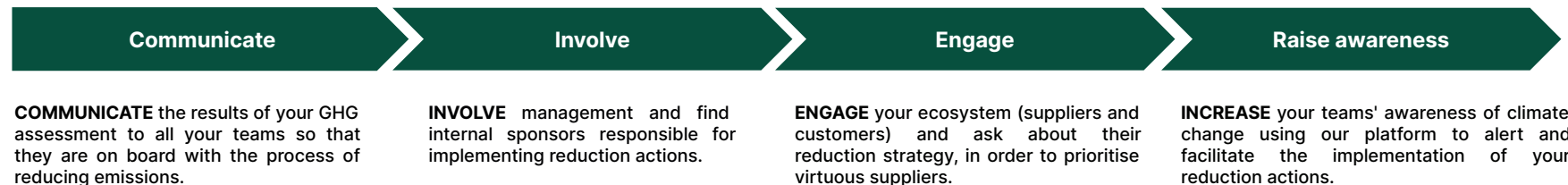


Focus on Action Plans

| How can I implement effective reduction actions?

🔍 To meet global targets, emissions will have to fall by **4 to 6% per year***. It's a tough target, but a necessary one!

WHAT ARE THE BEST PRACTICES FOR ACHIEVING THESE OBJECTIVES?



These first steps will enable you to maximise your chances of success in implementing reduction actions.

WHAT REDUCTION MEASURES CAN MY COMPANY TAKE?

The reduction actions we recommend are selected with :

AMBITION

Some actions involve major changes, but they will bring you closer to achieving the global climate targets.

REALISM

The action plans are based on practical examples already implemented in other pioneering companies.

EFFICIENCY

Implementing them will have a real impact on your emissions in the short and long term.

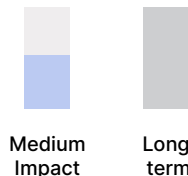
Product purchases



Implement carbon impact conditions in your purchase policy

PRODUCT PURCHASE

Procuring products and services often contributes to a significant portion of a company's emissions, with supply chains accounting for over 80% in the consumer goods sector. To effectively address this issue, incorporating eco-conditions into your company's purchasing policy is a direct and efficient approach. Consider establishing requirements like the use of recycled materials and conducting a GHG assessment to ensure quantifiable environmental impact. These measures can be applied both with existing providers and during the contract awarding process.



Benchmark



In 2020, several companies joined forces to launch the 1.5°C Supply Chain Leaders with the Exponential Roadmap initiative. It involves management commitment to work with suppliers to halve their GHG emissions before 2030, establishing public targets, and supply chain GHG mapping and prioritization. Livent emphasizes the monitoring and reduction of GHG emissions by its suppliers. As part of the pre-qualification process, Livent assesses suppliers' willingness and ability to meet their requirements through a questionnaire, and reviews answers periodically to ensure adherence.

Estimated Impact

Increased visibility into the carbon footprint of your suppliers and the ability to implement diverse eco-conditions within your purchasing policy can yield a significant impact on your scope 3 emissions in the long run. Can serve as a catalyst to encourage other industries to embark on decarbonization efforts.

Estimated Cost

Variable depending on the resulting changes in the supply chain.

Recommended Service Providers

Greenly sustainable procurement module automates this process.

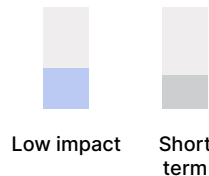
Implementation

- 1 **ESTABLISH** and start monitoring your KPIs (ex. percentage of suppliers that have completed a carbon footprint assessment, percentage of suppliers with a roadmap aligned to the goals of the Paris Agreement for 2030, ex. SBTi certification, etc)
- 2 Based on your goals and KPIs, **IDENTIFY** the eco-conditions you want to implement in your purchase policy. Clearly define them, ensuring they are specific, measurable, attainable, relevant, and time-bound (SMART).
- 3 **SUPPORT** and recognize suppliers' efforts. If possible, provide them tools, trainings, and resources to help them achieve the objectives. Follow and report suppliers' progress.

| Choose packaging made from recycled raw materials

PRODUCT PURCHASES

Choosing packaging made from recycled materials offers significant environmental advantages. This decision helps conserve natural resources by decreasing the demand for raw materials, leading to lower energy consumption during manufacturing and reduced greenhouse gas emissions. Moreover, it contributes to waste reduction by diverting materials from landfills, supports the development of recycling infrastructure, and aligns with consumer preferences for eco-friendly products. This sustainable approach not only enhances a company's reputation but also promotes a more circular and environmentally conscious economy.



Benchmark

This outdoor clothing company uses recycled materials for its packaging to minimize environmental impact. IKEA strives to use renewable and recycled materials in its packaging, and they aim to use 100% renewable or recycled materials by 2030.

Estimated Impact

Up to 90% of the packaging related emissions depending on the materials and the maturity of their current recycling chain (loss rates, energy inputs).

Estimated Cost

The cost of recycled materials compared to raw ones can be higher due to a limited supply. Price differences is dropping as the markets develop and recycling processes mature.

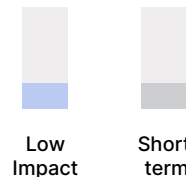
Implementation

- 1 EVALUATE the raw materials used in your packaging. Take into account their volume, the associated emissions and the possible impact on market.
- 2 CONDUCT a study to see which materials you can replace according to your current operational constraints.
- 3 LOOK for sustainable suppliers that could supply you with the corresponding raw materials and meet your needs.

Buy recycled or second-hand material

PRODUCT PURCHASE

Buying recycled or second-hand material allows you to give those a second life. By doing that, you prevent the extraction/production of new raw materials which is usually a significant part of the impact throughout the value chain.



Benchmark



patagonia

The computer technology company, has launched a program called "Closed Loop Recycling" to recover plastics from recycled electronics. These plastics are then used to make new computers and other electronic products.

This outdoor clothing and gear company is known for its commitment to sustainability. They use recycled materials, such as recycled polyester, in their products.

Estimated Impact

Up to 90% depending on the materials and the maturity of their current recycling chain (loss rates, energy inputs).

Estimated Cost

The cost of recycled materials compared to raw ones can be higher due to a limited supply. Price differences is dropping as the markets develop and recycling processes mature.

Recommended Service Providers

Get in touch with your current material providers or other local providers to scout for options.

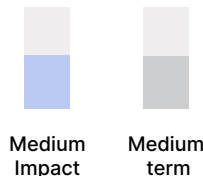
Implementation

- EVALUATE** the raw materials used in your products. Take into account their volume, the associated emissions and the market sensitivity to sustainability issues.
- CONDUCT** a study to see which materials you can replace according to your current operational constraints.
- LOOK** for sustainable suppliers that could supply you with the corresponding raw materials and meet your needs.

Optimize use of materials & reduce offcuts

PRODUCT PURCHASE

The processes involved in manufacturing, modifying or assembling products can lead to the generation of waste, material offcuts and over-consumption of resources, all of which contribute to CO2e emissions. It is therefore essential to rethink these processes to minimize their impact on the environment. This can involve identifying more sustainable practices, such as using recycled or reclaimed materials, adopting more efficient technologies, or optimizing production flows.



Benchmark

Interface

Interface is a flooring manufacturer that has implemented a sustainable development strategy called "Mission Zero". Through initiatives focused on waste reduction and materials optimization, Interface has succeeded in significantly reducing its CO2e emissions while improving profitability. By rethinking its manufacturing processes, the company has succeeded in eliminating production waste and reducing the consumption of raw materials. [See related article](#)

Estimated Impact

The reduction in carbon impact can vary according to the extent of the changes made to design and manufacturing processes. However, case studies have shown that this action can deliver significant reductions in CO2e emissions, typically ranging from 10% to 30%, and up to 90% with the Interface company case study.

Estimated Cost

The cost of implementing this action may also vary according to the size and complexity of the company. It is important to note that initial investments can be partly offset by the savings generated by this action.

Recommended Service Providers

[Groupe Suez](#)

[Veolia](#)

[EcoDDS](#)

[Récylum](#)

Implementation

- 1 ANALYZE** current processes by identifying key stages, materials used and quantities, then find opportunities for improvement to optimize material use and reduce offcuts.
- 2 DEVELOP** and implement solutions: draw up a detailed action plan defining concrete measures to be implemented, responsibilities and KPIs.
- 3 MONITOR** and measure KPIs. Analyze data to assess the effectiveness of actions taken. Continuously improve design and manufacturing processes.

Reduce the weight of your packaging

PRODUCT PURCHASE

Reducing the weight of your packaging will have a relevant impact on your emissions. Not only the use of raw materials will be reduced, but it will also reduce waste and freight-related emissions. The goal is to aim for minimalism while preserving the packaging's functionality.



Medium
Impact

Medium
term

Benchmark



Seventh Generation, a company specializing in eco-friendly household and personal care products, has prioritized lightweight packaging. They have made efforts to reduce the weight of their packaging materials while maintaining product integrity, resulting in lower carbon emissions.

LUSH

FRESH
HANDMADE
COSMETICS

Lush is a cosmetics company known for its commitment to sustainability. They have introduced "naked packaging," where products like shampoo bars and solid shower gels are sold without any packaging or with minimal packaging.

Estimated Impact

The impact of this option depends on your current packaging and its potential for weight reduction. Usually, reduction opportunities range for 5 to 20% of the total packaging's impact.

Estimated Cost

This action typically results on in cost savings as less material is purchase.

Implementation

1

ASSESS the current packaging system, identify areas of inefficiency and importance, and analyze the carbon emissions associated with packaging waste.

2

STREAMLINE packaging to minimize weight, volume, and material usage while ensuring product protection and integrity.

3

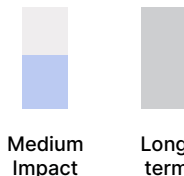
INVOLVE internal and external stakeholders, raise awareness about the project's goals, and communicate the importance of sustainable packaging practices in reducing carbon emissions.

Ecodesign your product by conducting comparative LCAs

PRODUCT PURCHASE

The goal of ecodesign is to create products that are more environmentally friendly, energy-efficient, and resource-efficient, while still meeting functional and aesthetic requirements. This involves taking into account factors such as materials selection, energy consumption, waste generation, recyclability, and product lifespan.

Conducting life cycle assessments (LCAs) allows you to understand where most of the emissions come from in a product's design and avoid/reduce them while keeping up with your operational constraints.



Benchmark



The well-known denim and apparel company has used LCA to evaluate the environmental impact of their products. They conducted an LCA study to assess the water and energy footprint of their jeans and identified opportunities to reduce water consumption, energy use, and CO2 emissions in their manufacturing processes.



The multinational electronics company, has integrated LCA into their product development process. They use LCA to assess the environmental impacts of their products and identify areas for improvement. For example, they conducted LCAs for their LED light bulbs to optimize energy efficiency and reduce carbon emissions throughout the product's life cycle.

Estimated Impact

Highly variable depending on the action implemented and the product.

Estimated Cost

The cost of such a study highly depends on the product, its complexity, the available data, the expertise needed, and the level of detail.

It can go from a few thousand dollars to tens of thousand of dollars.

Recommended Service Providers

Greenly can perform dynamic comparative LCAs on your products and provide specific reduction recommendations.

Implementation

- 1 **CHOOSE** the products you want to assess based on the results of your GHG Assessment and your customer's sensitivity to sustainability issues.
- 2 **PERFORM** the LCA, and order reduction actions based on their potential impacts and their compatibility with the current product requirements and production methods.
- 3 **IMPLEMENT** the action and communicate to your customer the new design choices and their benefits.

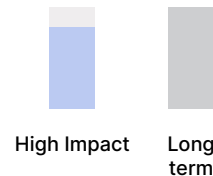
Energy



Expand product portfolio to include less carbon intensive products

ENERGY - ENERGY TRANSITION

Diversify your energy portfolio by investing in renewable energy sources like wind, solar, and hydropower, as well as low-carbon technologies such as renewable natural gas (RNG) and hydrogen. This can help reduce reliance on fossil fuels and lower emissions while giving a competitive advantage during the energy transition.



Benchmark



By 2040, Ørsted aims to achieve net-zero emissions throughout its entire value chain. A comprehensive plan is already in motion to gradually phase out fossil fuels from their business operations and significantly expand production of green energy. They have reduced GHG emissions by 83% since 2006, and by 2025 they will adhere to the requirements for emission reductions in a 2°C scenario.

Estimated Impact

On average, coal-to-gas switching reduces emissions by 50% when producing electricity and by 33% when providing heat (IEA). The substitution of natural gas by second-generation biomethane can lead to an 80% reduction* in GHG emissions for heating (IEA).

Estimated Cost

The costs vary and ultimately depend on the successful sale of different energy sources. According to the IEA, upfront investments totalling USD 600 billion would be required to halve the emissions intensity of oil and gas operations globally by 2030.

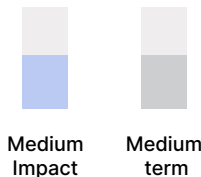
Implementation

- 1 CONDUCT a product market fit of low-carbon offerings. Identify high potential products.
- 2 DEFINE targets and measure your global performance improvements when launching new product line.
- 3 INVESTIGATE the financial mechanisms to support transition costs, e.g., grants, subsidies, tariffs, tax incentives, etc.

Improve the insulation of your buildings

ENERGY - Heating

Thermal insulation reduces heat loss through the roof, walls, windows and floors; and thus allows you to reduce your total energy bill. The latest standard aims for almost complete passive thermal insulation, meaning the energy intake of the building for heating purposes is close to zero.



Benchmark



Crunchy carrots, a digital media company, improved insulation to reduce energy cost and improve employees' comfort.

Estimated Impact

- Reduce emissions by up to 20% by reducing heating and cooling needs using regular renovation.
- If you reach a passive building standard, emissions from heating can be reduced by up to 100%.
- The impact of materials used during the renovation is negligible when compared to the impact of overall energy savings.

Estimated Cost

In the range of \$3/sqft for a regular thermic renovation, up to \$30/sqft to reach passivity.

Recommended Service Providers

[Home Isolation](#)

[Recticel](#)

[Solar Paint](#)

[Knauf insulation](#)

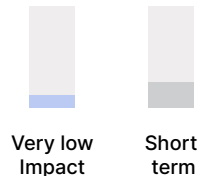
Implementation

- 1** **ESTABLISH** and start monitoring your KPIs (ex. percentage change in heating consumption in kWh).
- 2** **FIND** a supplier to conduct an energy audit of the building and identify areas of heat loss and energy inefficiencies.
- 3** **SELECT** appropriate insulation materials (based on the building's characteristics, energy audit findings, and local regulations) with your supplier's recommendations and supervise the installation.

Maintain air conditioning and refrigeration systems on a regular basis

ENERGY - Air conditioning refrigerant leaks & electricity, refrigeration systems

Air conditioning systems are a common source of GHG emissions due to refrigerant leaks. Gas leaks at a rate from 7% to 80% per year depending on the type of appliance considered and its age. To mitigate this environmental impact, you can implement measures to limit refrigerant emissions from existing equipment. This can be achieved through regular monitoring, proper maintenance, and ensuring that refrigerant is recovered at the end of the equipment's life. This includes simple steps like replacing dirty or clogged filters can significantly improve the energy efficiency of your air conditioning system.



Benchmark



In 2010, Walmart launched a sustainability initiative to reduce GHG emissions and improve energy efficiency across its stores. As part of this initiative, the company implemented a comprehensive program to monitor, maintain, and optimize the performance of its refrigeration and air conditioning systems and trained its technicians to perform regular leak detection and repair activities.

Estimated Impact

Limiting leaks of refrigerant systems keeps yearly leaks at a minimum, and thus reduce direct emissions from 20 to 80% depending on the system.
Switch from a dirty filter to a clean one is probably the most efficient action with up to a 15% emissions reduction on emissions linked to AC electricity consumption.
Proper end-of-life recovery avoids leakage of the entirety of the gas in the machine.

Estimated Cost

Renewed parts cost typically below 50 dollars per year. A maintenance contract typically costs 150 dollars per AC unit. Energy and cost savings can significantly outweigh this investment cost.

Recommended Service Providers

Train your own technicians

Contact your A/C manufacturer or local A/C companies

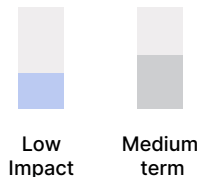
Implementation

- 1 CONSULT** the U.S. Energy Government's website page and / or contact your A/C manufacturer for advice on how to maintain your A/C.
- 2 CHOOSE** a service provider or train your internal technicians to perform this task.
- 3 ESTABLISH** and monitor your KPI (ex. A/C Maintenance frequency, yearly amount of gas leakage).

Sublease the office space you are not using

ENERGY - Heating, Electricity

Excessive office space per employee results in higher GHG emissions from energy consumption, including heating and electricity. With the rise of teleworking, office spaces often exceed the necessary capacity for employees present on a daily basis. By optimizing the amount of office space per employee through subleasing vacant areas, emissions associated with energy consumption can be effectively reduced.



Benchmark

econocom

As part of their SBTi strategy, the international IT management solution Econocom aims to reduce their scope 1&2 emissions by cutting down on unused office space by renting it out. This could result in a 20% reduction of their direct and energy related emissions.

Estimated Impact

Particularly impactful if your building electricity and heat is carbon intensive (reliance on carbon-intensive sources like natural gas).

Estimated Cost

Additional revenue generated from subletting vacant office space.
Reduction in energy costs due to the rationalization of office space per employee.

Implementation

1

ESTABLISH and start monitoring your KPIs (ex. percentage reduction in energy consumption per occupant).

2

DETERMINE the amount of space that can be subleased given remote work policies. This may involve readjusting the configuration of office space.

3

ESTABLISH subleasing procedure to find tenants that align with your company's culture and habits.

Implement an energy efficiency program

ENERGY - Heating

Quick and low-cost actions, such as closing doors to prevent heat loss or gain, reducing the use of air conditioning units and heating system by setting their command levels to 66°F and 79°F when the building is occupied, reducing AC and heating to a minimum when the building is empty, maintaining your heat pump or reversible air conditioning (RAC) will allow an immediate reduction of your energy consumption and expenditure.

Benchmark



implemented sufficiency actions for their heating systems. For example, the indoor temperature in buildings has been reduced a few degrees, with ventilation and heating start times adjusted. They also maintain their heating systems regularly to ensure that they are operating efficiently.

Estimated Impact

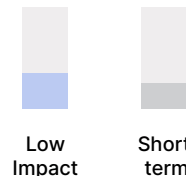
Emissions from heating represent roughly 40% of a typical office building consumption. Each action (closing doors, adjusting temperature by programming equipment, maintaining your heat pump or RAC) can help you save up to 20% of your emissions from heating.

Estimated Cost

Savings typically outweigh investment costs thanks to lower electricity bills. Ex. save up to 100 \$ / year by closing windows and doors, insulating pipes and draught-proof around windows, chimneys and other gaps.

Useful Links & Sources: <https://www.iea.org/topics/saving-energy>

Recommended Service Providers



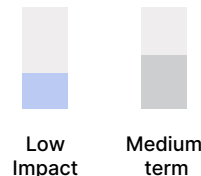
Implementation

- 1 **CONDUCT** an energy audit of the heating system to quantify energy usage and areas for improvements / potential savings
- 2 **DEVELOP** a heating plan and KPIs such as heating consumption (kWh) per square foot or average inside temperature
- 3 **IMPLEMENT** the plan and follow the KPIs as well as the returns on investment

Substitute refrigerant gases with lower impact ones

ENERGY - Air conditioning, Refrigeration

Conventional refrigerants used in air conditioning and refrigeration systems (HFCs, CFCs, HCFCs) are very potent greenhouse gases and have a high global warming potential (GWP), which means they are a strong contributor to climate change. They leak at a rate between 7% to 80% per year depending on the type of appliance considered and its age. To reduce emissions, replace these conventional refrigerants with natural refrigerants (isobutane, HC-600a, propane, HC-29). This might require you to change appliances.



Benchmark



In 2010, the company committed to phasing out the use of HFCs and by 2015, it had successfully replaced all HFCs in new equipment with natural refrigerants such as carbon dioxide and hydrocarbons, reducing the equipment's direct GHG emissions by 99 percent.

Estimated Impact

- Energy savings of up to 20% associated with higher energy efficiency of natural refrigerants.
- Emission savings of up to 90% associated with lower GWP of natural refrigerants.
- Depreciated emission impact of new equipment on emissions to be considered.

Estimated Cost

The cost of implementing natural refrigerants will vary based on the need for equipment changes and the specific type of natural refrigerant chosen. Natural refrigerants are not necessarily more expensive than natural refrigerants.

Recommended Service Providers

Koma

SWEP

Implementation

- 1** **ESTABLISH** and start monitoring your KPIs (ex. percentage change in electricity consumption).
- 2** **FIND** a service supplier specialized in A/C and natural gases, and / or contact your current A/C supplier.
- 3** **DETERMINE** with your service supplier the type of natural refrigerant you want to install and whether you have to change your current equipment and proceed to the installation.

Freight





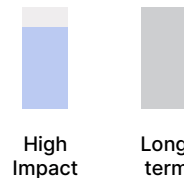
Replace your thermal truck freight by other sustainable road options

FREIGHT - road freight

Thermal truck freight has a less emitting road freight alternatives like electrical, biogas, or hydrogen-powered trucks. In the long term, electrical freight is far less emitting than thermal's even though the manufacturing part is more emitting. The retrofit technology (replacement of thermal motor by electrical one) allows for even lower emissions as the trucks' frames are preserved.

Biogas is another option. It has a longer distance range and is usually less emitting than electrical-powered freight as carbon intensity of electricity is, on average, still high. Finally, hydrogen is still a new technology that isn't quite mature yet but will also be a much more sustainable way to freight.

Currently, the supply of any of these freight options is low. Expressing interest in your freight supplier can contribute to accelerating its availability.



Benchmark



The global logistics company, has been actively adopting alternative fuels and technologies. They have incorporated electric vehicles, hydrogen-powered trucks, and biogas-powered vehicles into their delivery fleet in various regions.

The multinational retail corporation Carrefour has been adopting electric and hydrogen-powered vehicles for their transportation operations. They aim to have a fully electric delivery fleet by 2030.

Estimated Impact

Biogas-powered trucks show an emissions reduction of 75% compared to diesel-powered trucks. Electrical-powered trucks show an emissions reduction of 60% to 85% reduction compared to diesel-powered trucks, depending on the countries' electricity mix.

The impact of hydrogen technology is still uncertain due to the limited supply of green hydrogen.

Estimated Cost

It's challenging to provide a specific cost estimate without knowing the specific details of operations, such as the number of trucks, distance traveled, and the existing infrastructure. Your suppliers might help you get a better understanding of your options.

Recommended Service Providers

Get in touch with your current freight providers to learn about what they can offer.

Implementation

- 1 COLLABORATE** with suppliers, logistics providers, and technology partners to facilitate a smooth transition.
- 2 DEVELOP** a robust infrastructure, such as charging stations or refueling facilities, to support the new form of truck freight.
- 3 ENSURE** a smooth transition by planning and implementing the necessary measures, such as training staff, optimizing routes, and managing logistics, to minimize disruptions during the shift.

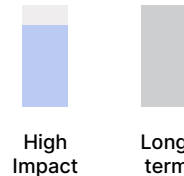


Replace your thermal truck freight by rail or fluvial freight

FREIGHT - road freight

By utilizing rail or fluvial freight, carbon emissions can be significantly reduced, contributing to a more sustainable transportation system. Indeed, trains and river barges can transport larger volumes of goods, requiring fewer trips and reducing overall energy consumption and emissions. Also, trains and river transportation are more fuel-efficient than trucks, resulting in lower carbon emissions. Finally, trains and river freight are particularly effective for long-distance transport, maximizing energy efficiency and emissions reduction.

Currently, the supply of any of these freight options is low. Expressing interest to your freight supplier can contribute to accelerating its availability.



Benchmark



Unilever, a consumer goods company, has incorporated train transportation as part of their sustainable logistics strategy. They have utilized rail freight to transport products between manufacturing facilities and distribution centers, reducing both emissions and transportation costs.



Colgate-Palmolive, a global consumer products company, has implemented intermodal solutions involving both rail and barge transportation. By shifting a portion of their freight to trains and waterways, they have achieved significant emissions reductions and cost savings.

Estimated Impact

Train and fluvial freight are approximately 80% less emitting than truck freight.

Estimated Cost

Cost may vary depending on the weight of the shipment, distance to cover, and location in the world. However, train and fluvial freight are usually cheaper much than truck freight. Get in touch with your freight provider from more precise estimations.

Recommended Service Providers

Get in touch with your current freight providers to learn about what they can offer.

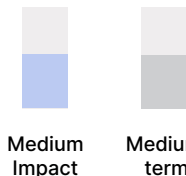
Implementation

- 1 ANALYSE** which of your truck freight road can be replaced with train or fluvial freight.
- 2 COLLABORATE** with suppliers, logistics providers, and technology partners to facilitate a smooth transition.
- 3 ENSURE** a smooth transition by planning and implementing the necessary measures, such as training staff, optimizing routes, and managing logistics, to minimize disruptions during the shift.

Decarbonize the last-mile freight

FREIGHT - road freight

Globally, the last-mile accounts for up to half of total delivery carbon emissions. Decarbonizing last-mile freight aims to address the environmental impact of goods transportation in urban areas by implementing low-carbon alternatives. These include electric or bike freight solutions. Mutualizing delivery at parcel reception stores can also help avoid emissions by simplifying logistic flows - you can encourage your clients to choose this option!



Benchmark



Evri : Evri is exploring active delivery models for final-mile delivery solutions, particularly in urban and congested areas, resulting in an increase in productivity of around 13% and an 89% reduction in CO2 emissions.



Amazon : Amazon has been piloting e-bike delivery programs in urban areas where the distance between distribution centers and customers is relatively short. On top of environmental advantages, Amazon found that E-bikes offer advantages in terms of maneuverability and efficiency compared to larger vehicles, enhancing the overall efficiency of the delivery process.

Estimated Impact

A scenario built by the WEF (including EV usage for inner-city areas, pre- and post-working hours and nighttime deliveries, effective data-based connectivity solutions such as dynamic rerouting and load-pooling, and multi-brand parcel lockers and boxes) estimated a 30% reduction in last-mile emissions.

Estimated Cost

Cost of e-bike last mile delivery service vary greatly from region to region and are available mostly in bigger urban areas. Overall, service quality is improved: bike services are less likely to get stuck in the traffic and have capacities similar to trucks.

Recommended Service Providers

Velove

E-cargobike

Écoflotte

Finmile

Implementation

1

ESTABLISH and start monitoring your KPIs (ex. percentage reduction in carbon emissions from last-mile delivery).

2

CONDUCT an assessment of your current last-mile freight operations, including size of your fleet, vehicle types, delivery routes, and associated emissions. Evaluate the feasibility and potential impact of different decarbonization strategies. You can get ideas from the different transition scenarios built by the WEF.

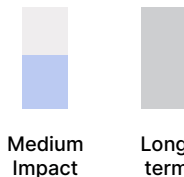
3

SET clear goals, targets, stakeholders, and timelines for each initiative.

Select local suppliers

FREIGHT - Product purchase

By sourcing from local suppliers, the transportation distance for goods is typically shorter, reducing carbon emissions associated with transportation. In addition, collaborating with local suppliers often offers better visibility and control over the supply chain and better communication. It becomes easier to ensure compliance with environmental regulations (ex. Implementing a sustainable purchasing policy).



Benchmark



Danone prioritizes local sourcing, obtaining over 90% of fresh milk and more than 50% of plant-based ingredients within the country of product sales. They are actively expanding local sourcing, particularly for plant-based items, fruits & vegetables, and ingredients like sugar beet. This approach not only reduces carbon impact but also enhances transparency by informing consumers about the origins, producers, and manufacturing processes of their ingredients.

Estimated Impact

The carbon impact associated with freight varies depending on the distance and freight mode used by current suppliers compared to target suppliers. Sourcing locally may have an additional environmental impact beyond delivery. Different countries have varying levels of environmental regulations. Opting for local suppliers may enable adherence to more stringent environmental standards, positively influencing the way the product is produced. This can lead to reduced emissions and a lower overall environmental footprint.

Estimated Cost

When implementing this action, keep an eye on the potential price differences in goods, and the reduction of delivery costs.

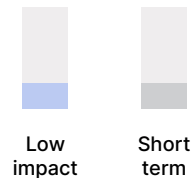
Implementation

- 1 **ESTABLISH** and start monitoring your KPIs (ex. percentage of local suppliers in your procurement portfolio, percentage reduction in transportation emissions).
- 2 **CONDUCT** an assessment of your current supplier network and evaluate the feasibility of sourcing locally for different categories of goods.
- 3 **START** collaboration with local suppliers.

Ensure optimal routing and loading of your trucks

FREIGHT - road freight

Ensuring optimal routing allows for reducing of traveled distance for freight, therefore reducing the carbon emissions of fuel combustion. Further, the optimization in loading your truck can have a significant impact on your emissions, as the truck also has to transport its own weight. Avoiding empty returns and making sure to load the truck at its maximal capacity are thus also important criteria to take into account. This can be facilitated by the mutualization of freight services between services, and the lengthening of delivery periods (empowered by differentiated pricing or new agreements between you and your clients).



Benchmark



IKEA, the furniture retailer, has implemented routing and loading optimization measures to reduce carbon emissions in their delivery operations. They use advanced routing algorithms and loading optimization techniques to minimize the number of trips, maximize truck capacity, and reduce fuel consumption.

Estimated Impact

Typically, 25% to 30% of reduction in emissions. However, this depends highly on the initial loading rates and routings.

Estimated Cost

Reduction in average cost of freight of 10%.

Recommended Service Providers

Get in touch with your current freight provider to understand how advanced they are and what your action levers are.

Implementation

- 1 **IMPLEMENT** advanced route planning software to optimize delivery routes based on factors like distance, traffic, and fuel efficiency.
- 2 **OPTIMIZE** load consolidation techniques to maximize the use of available space in the truck, minimizing empty space and reducing the number of trips required.
- 3 **COLLECT** and analyze data on fuel consumption, delivery times, and vehicle performance to identify areas for improvement and continuously optimize your routing and loading processes.



Conclusion

Summary of best practices in reduction actions



Consult the Greenly platform to explore, launch and track your reduction actions !

Product purchase

90% of total

Energy

3.9% of total

Freight

3.5% of total

Travel and Commute

1.7% of total

- 1 Implement carbon impact conditions in your purchase policy
- 2 Choose packaging made from recycled raw materials
- 3 Expand product portfolio to include less carbon intensive products
- 4 Improve the insulation of your buildings
- 5 Replace your thermal truck freight by other sustainable road options

Conclusion

The GHG assessment made it possible to identify Zeus Packaging Group Limited's main GHG emission sources so as to frame the company's carbon strategy and identify the items that need to be studied in greater depth with the aim of continuously improving the company's environmental impact.

This report assesses the company's direct emissions (Scope 1) and indirect energy-related emissions (Scope 2). These represent a small part of your company's impact, making it essential to tackle Scope 3 emissions by engaging your service providers, employees and portfolio.

To meet the 2015 Paris Agreement target of a 50% reduction in GHG emissions between 2020 and 2030, we need to achieve a 5.9% reduction in emissions within one year (-11.6k tCO₂e).

The recommended next steps in Zeus Packaging Group Limited's carbon strategy are:

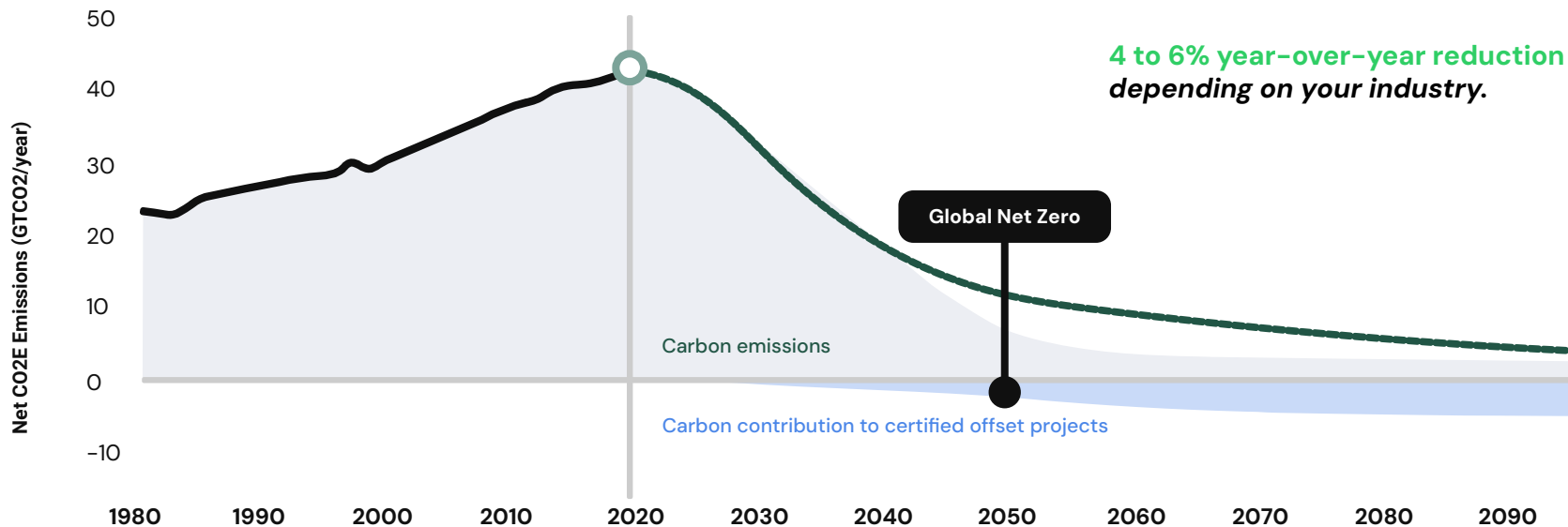
- 1 **Study key emission sources in greater depth**, if you opt for that. Your Climate Expert can help you decide between the different options available!
- 2 **Establish GHG emission reduction targets and implement an action plan** in order to achieve these targets.
- 3 **Engage your suppliers** using the Greenly supplier engagement tool.
- 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 Greenly platform.



What's next?

Committing to a multi-year decarbonization strategy

A SUSTAINED EMISSIONS REDUCTION BASED ON THE LEVELS REQUIRED BY THE PARIS AGREEMENT



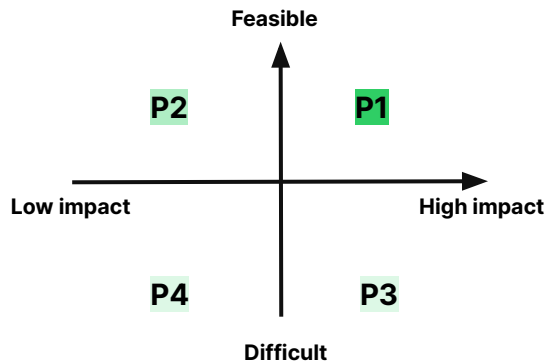
How can I build my reduction trajectory?

THE 4 KEY STAGES IN DEFINING AND FOLLOWING YOUR TRAJECTORY

Refine your greenhouse gas emissions assessment

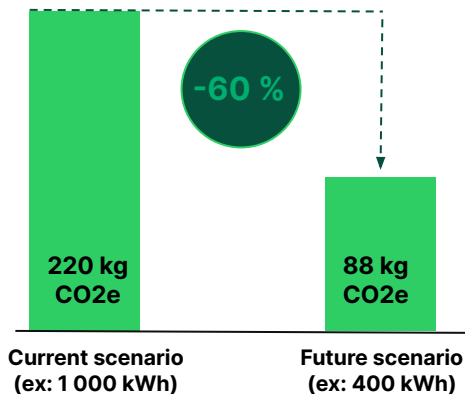
Your assessment 2023 is based on **4%** of physical data, the rest being financial data. We recommend that you regularly improve the accuracy of your greenhouse gas assessment by adding more physical data. You will be able to quantify and monitor your reductions with precise targets in km, kg, kWh, etc.

Prioritize your actions



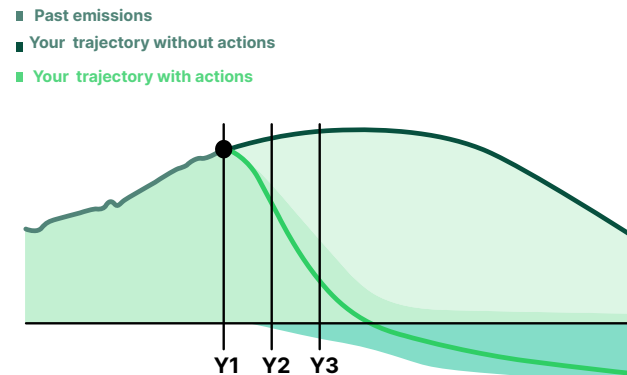
Place your actions on the matrix after identifying operational constraints in consultation with your teams.

Calculate their reduction potential



Select the right KPIs before you start, then calculate the reduction potential.

Monitor your results



Monitor your progress regularly and measure your results during your annual GHG assessment.

The 5 pillars of a climate strategy

DISCOVER THE 5 PILLARS BASED ON THE NET ZERO INITIATIVE

1. Measure

- Track emissions annually
- Go deeper in the analysis of your main emission sources



Carbon data analysis



CSR



LCA

2. Reduce

- Choose an action plan in line with the Paris agreements
- Quantify your action plan to build a carbon trajectory



Action Plan Tab

3. Educate

- Engage your suppliers in your strategy
- Train your employees



Supplier engagement



Employee training

4. Commit

- Commit to an objective
- Communicate transparently



Communication kit

5. Contribute

- Contribute in carbon sequestration & avoidance projects to cover non compressive emissions



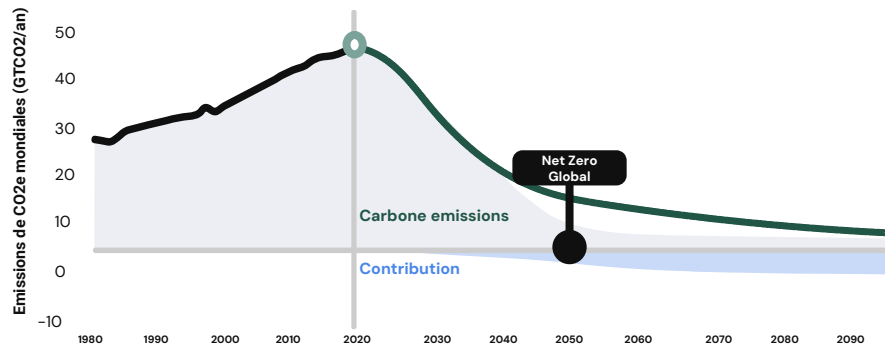
Carbon contribution

Commit to a multi-year carbon trajectory

A LONG-TERM REDUCTION IN EMISSIONS IN LINE WITH THE OBJECTIVES OF THE PARIS AGREEMENTS OR YOUR PERSONAL OBJECTIVES

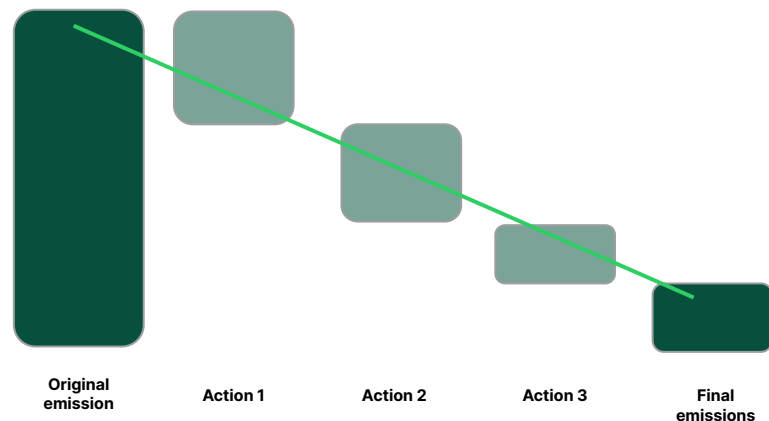
Paris agreement objective 1.5°C

-4% to -6% reduction year on year



Objective based on your actions

Define your reduction objective based on facilitating actions



Build your carbon reduction trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

Calculate their reduction potential

Balance your trajectory

1

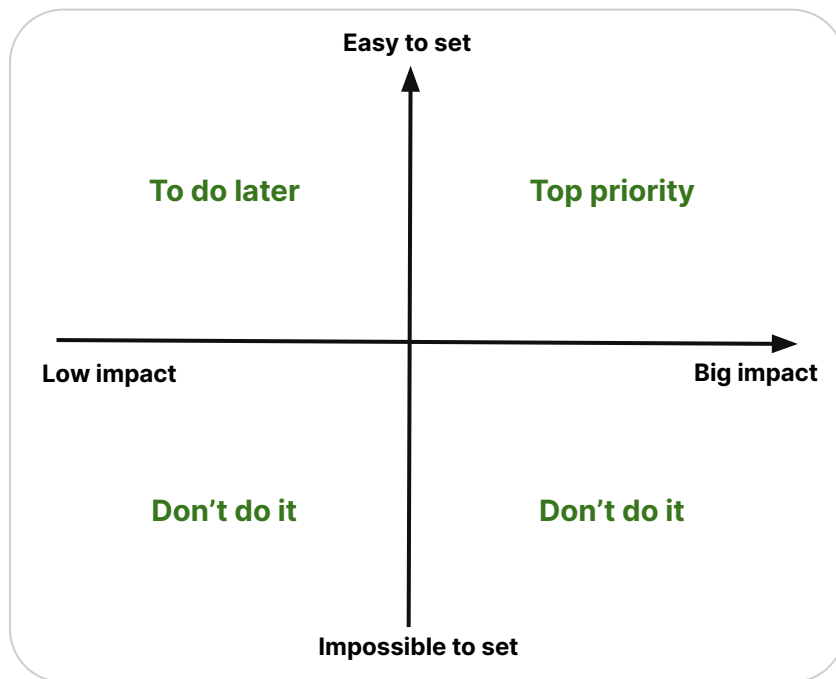
Bring together the stakeholders in your climate strategy

2

Place the suggestions for action from the Greenly report on the matrix after identifying their constraints

3

Keep all feasible actions and prioritise those with the greatest impact



Build your carbon reduction trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

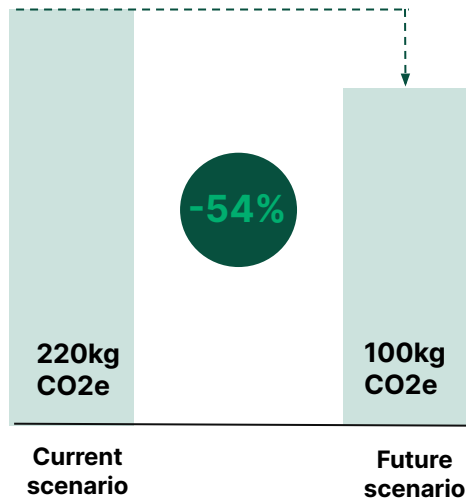
Calculate their reduction potential

Optimize your trajectory



Current scenario	1000 km per year with thermal cars	1000 km per year with electric cars	Future scenario
Emission Factor	0,22 kg CO2e/km	0,1 kg CO2e/km	Emission Factor
Total Emissions	220 kg CO2e	100 kg CO2e	Total emissions

Reduction potential



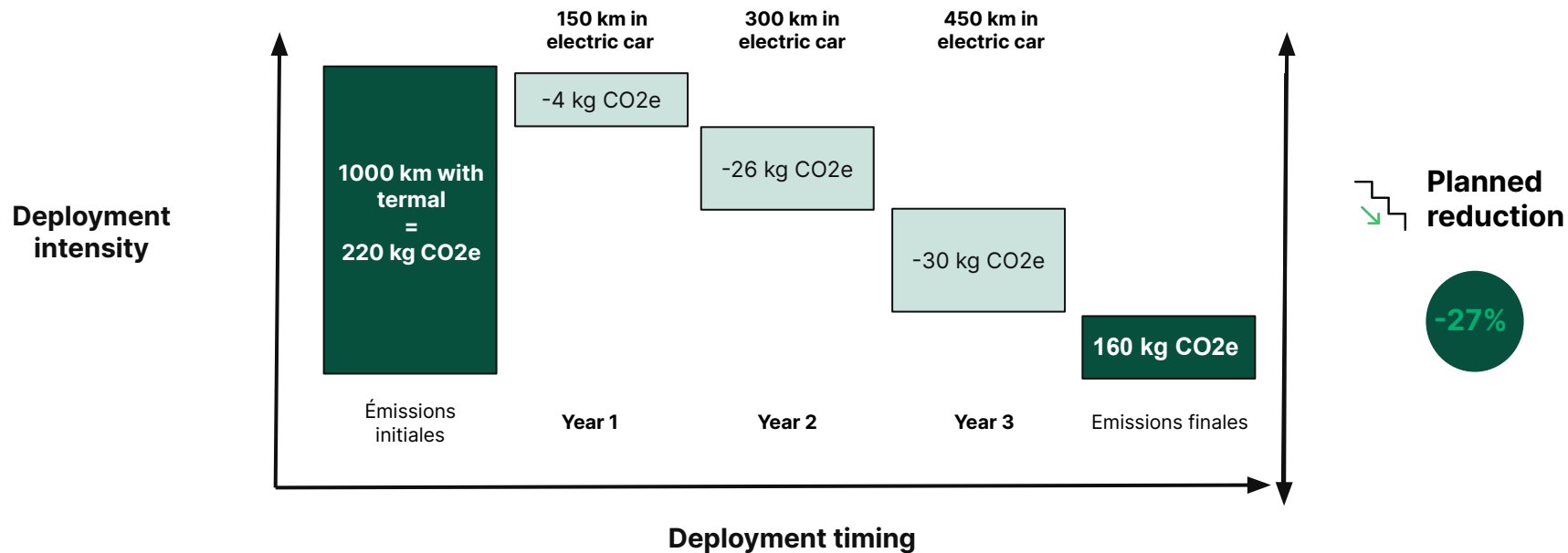
Build your carbon reduction trajectory

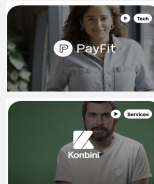
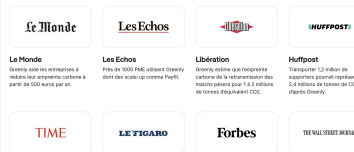
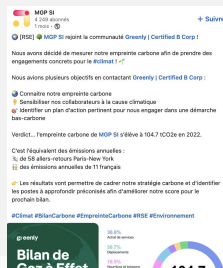
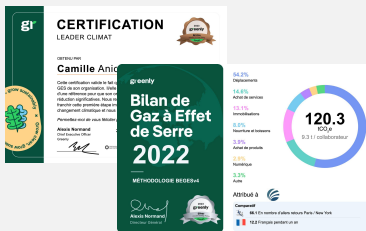
3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

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Optimize your trajectory

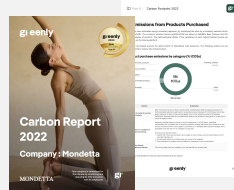
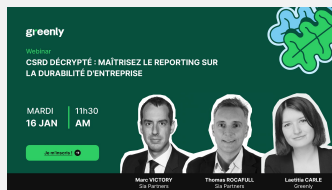
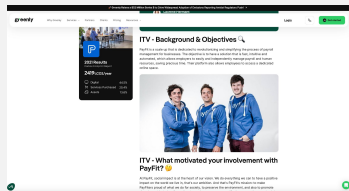




Premium

350k
Members
As of August 2023

10+ Countries
including USA, UK,
France, Australia etc.

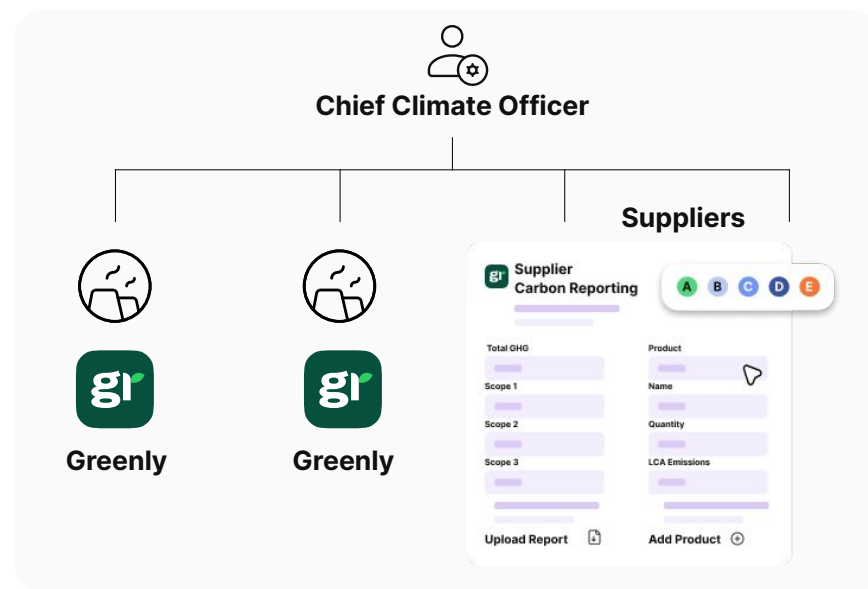
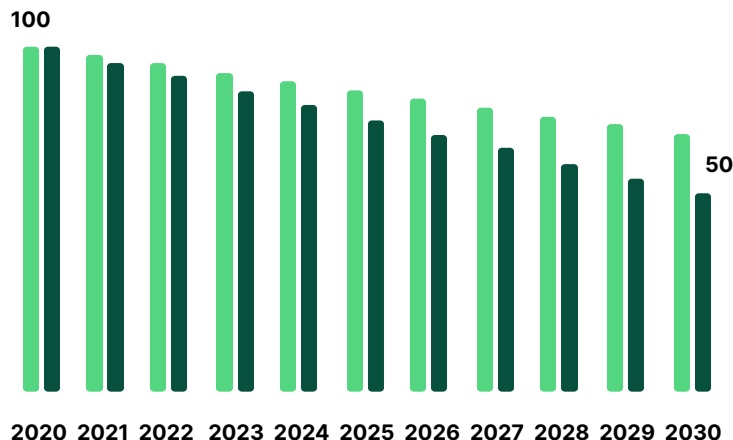


Engaging suppliers to align with the company's Net Zero targets

ENGAGE SUPPLY CHAIN VIA A DEDICATED SUSTAINABLE PROCUREMENT STRATEGY



Reduction Trajectory Science Based Targets Aligned with 1.5°C & Well below 2.0°C



Maturity of climate strategy

YOUR GREENLY CLIMATE SCORE

Greenly score criteria



Pioneers in the climate transition

< 1% of companies (Score ≥ 75)



Responsible companies

5% of companies (Score 55 - 74)



Building a company in transition

10% of companies (Score 30 - 54)



Beginners committed to the transition

30% of companies (Score 5 - 29)

Enthusiasts to awaken

10% of companies (Score 0 - 4)

Lack of interest in the climate

50% of companies

The intermediate Greenly Climate Score of Zeus Packaging Group Limited is 27 points



Points are distributed as follows:

Creating & fine-tuning the Greenhouse Gas report: **23/40**

Action plans: /36

Climate targets: **4/4**

Involving your teams: /10

Carbon contributions: /10

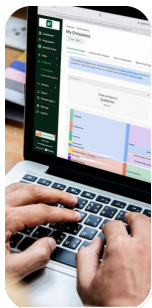
The Score will be updated at the Climate Strategy follow-up meeting.

More information on the Score calculation method [here](#)

Statistics were computed on the Greenly supplier database

Engaging employees on Climate Change

OUR MONTHLY TRAININGS



Month 1

Onboarding



Month 2

Quiz 1
Climate
Science



Month 3

Quiz 2
IT



Month 4

Quiz 3
Food



Month 5

Quiz 4
Transport



Month 6

Quiz 5
Energy



Month 7

And more..

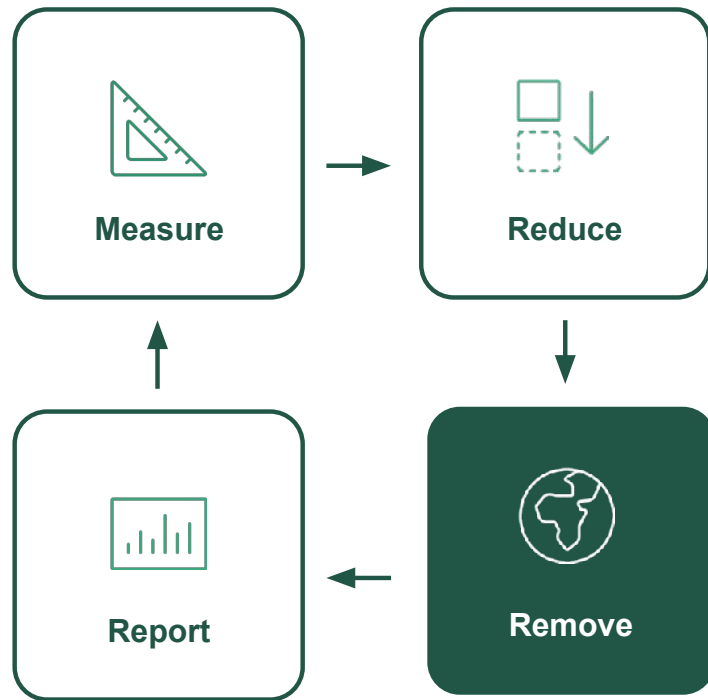


Month 12

A look back
on the year

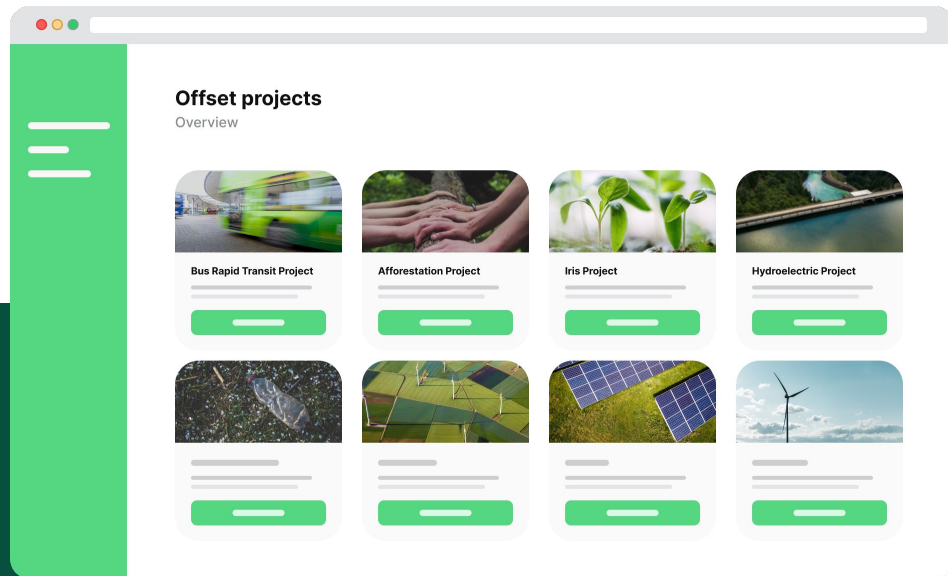
Solving the Climate Equation

KEY ELEMENTS TO BUILDING A PATH TOWARDS NET ZERO



Net Zero Contribution – What to Expect

SOURCING ONLY VERIFIED & CERTIFIED PROJECTS



Ensure projects are certified

We source projects that meet criteria of additionality, permanence, auditability and measurability

Contribute to Net Zero

Ensure you are responsible for more emissions capture than what your organization is emitting

LABEL BAS
CARBONE

VERRA

Gold Standard

Zeus
We Make. We Supply. We Deliver.

greenly

| Next steps: support

CLIMATE STRATEGY PROGRESS REPORT MEETING



When?

- | 1 week after the Carbon Journey Overview Meeting: 15 min
- | 1 month after the Carbon Journey Overview Meeting: 45 min



Why?

- | Review of your action plan
- | Update your Greenly Score
- | In-depth review of your climate engagement



Questions?

- | Let's chat and get you answers!



Become a Referral Partner

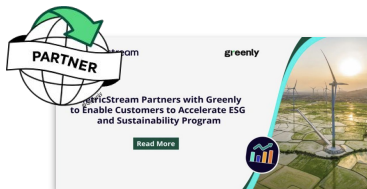
Refer customers to Greenly and use your commissions to reduce the cost of your future GHG reports.

~~10%~~ **15%**
Commission or partner discounts directly more advantageous for Greenly customers.

1

COMMUNICATE

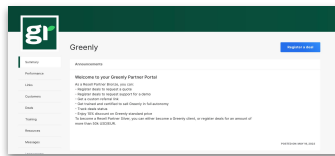
Leverage our resources to communicate to your network



2

REFER LEADS

Send leads to the Greenly Sales Team



3

EARN REVENUE

Receive quarterly payments for your business and amortize the cost of your future reports





About Greenly

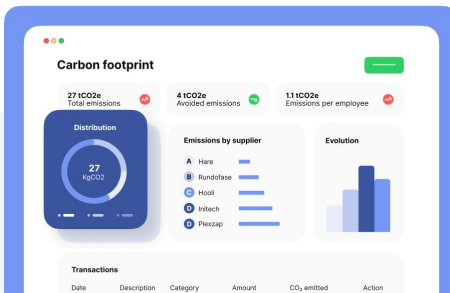
The Greenly Vision

MAKING CARBON ANALYTICS UNIVERSAL



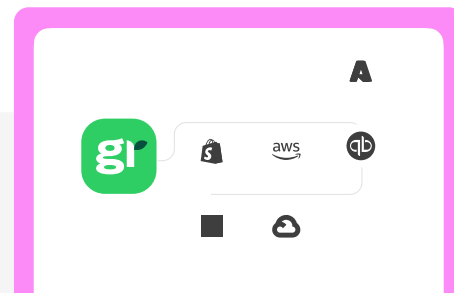
CARBON FOOTPRINT APP & API

First carbon fintech app launched



CARBON ACCOUNTING SOFTWARE

Launch B2B SaaS for SME Carbon Footprint (GHG Protocol)



CLIMATE APP STORE

Introducing the first Climate App Store in 2023

Building up a global tech leader to scale carbon accounting

FOUNDER VISION: HELPING ALL COMPANIES START THEIR CLIMATE JOURNEY TO FAST-TRACK THE ENERGY TRANSITION



Arnaud Delubac
CMO & Co-Founder

INSEEC, Essec - Centrale
Digital Comm at Prime Minister
Office, & Ministry of Digital



2018-2019



Alexis Normand
CEO & Co-Founder

HEC, Sciences-Po
Ex Head of B2B & Boston
Office at Withings, Techstar
w/Embleema

withings 2013-2018



Matthieu Vegreville
CTO & Co-Founder

Ecole Polytechnique -
Telecom
Ex Data Science
& B2B SaaS at Withings

techstars 2018-2019

Everyone should strive to achieve Net-Zero, not just the elite.
Consumers want all companies to implement sustainable changes

Greenly is instigating a bottom-up climate revolution making it simple for all companies & employees to start their climate journey

Working with our initial 1,000 customers, we see that early adoption of carbon initiatives boosts growth and profitability, while helping companies start their climate journey

As regulations make carbon disclosure mandatory, Greenly is building highly-scalable tech to address the enormous influx of mid-market businesses joining the energy transition.

Greenly's product-led growth rests on three pillars: 1- a tech-enabled end-to-end carbon platform ; 2- an outstanding UX to cultivate a growing community of climate leaders: 3- Lastly, a global ecosystem of partners who leverage Greenly to scale carbon accounting over their network.

| Greenly is the world's fastest growing carbon management platform

WE ARE SCALING OUR TECH, OUR CUSTOMERS BASE & CLIMATE TEAM

150+

Team with Climate Experts Data Scientists, Data analysts, Data Engineers, DevOps Engineers

1000+

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

50k

Emissions sources aggregated from customers & industry databases

10+

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

These companies are tracking their carbon footprint with Greenly

Industries

faurecia HUTCHINSON RENAULT TEVVA Schlumberger

Tech

alma ZOOPLA TripAdvisor PayFit swile Konbini

Retail

bel for all good COURIR LVMH PETRUS Pernod Ricard

Services

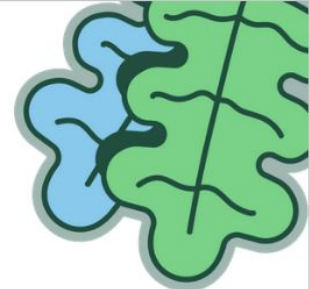
ACCOR Capgemini Kéa Mediametrie econocom

Finance

COATUE Shell Ventures AXA EIFFEL INVESTMENT GROUP UNP PARIBAS

Scientific council

INDUSTRY, AI & EXPERTS CLIMAT



**Pr. Michel
BAUER**

Sociologist
HEC
–
Corporate
organisation



**Nicolas
HOUDANT**

CEO
Énergies demain
Ex
GreenNext



**Peter
FOXPENNER**

Professor
BU University
–
Electricity grids
& Carbon expert



**Pr. Yann
LEROY**

Professeur
Centrale-Supelec
–
Carbon Product
Life-Cycle



**Pr. Antoine
DECHEZLEPRÊTRE**

Professeur
LSE
–
Climate change
policies



**Pr. Rodolphe
DURAND**

Professeur
HEC
–
Corporation
transformation



Appendix

Scope 1&2



Scope	Name	tCO2e	
1.1	Generation of electricity, heat or steam	798	
1.2	Transportation of materials, products, waste, and employees	2023	
1.3	Physical or chemical processing	-	EXCLUDED : Category is not relevant for the company
1.4	Fugitive emissions	53	
2.1	Electricity related indirect emissions	4348	
2.2	Steam, heat and cooling related indirect emissions	530	

To see more details of the methodology for each reglementary entry please visit [Greenly](#) !

Scope 3

100% accounted



Scope	Name	tCO2e	
3.1	Purchased goods and services	179448	
3.2	Capital goods	635	
3.3	Fuel- and energy- related activities not included in Scope 1 or Scope 2	2366	
3.4	Upstream transportation and distribution	6926	
3.5	Waste generated in operations	49	
3.6	Business travel	339	
3.7	Employee commuting	304	
3.8	Upstream leased assets	0	
3.9	Downstream transportation and distribution	-	EXCLUDED : Data not available
3.10	Processing of sold products	-	EXCLUDED : Data not available
3.11	Use of sold products	-	EXCLUDED : Data not available
3.12	End-of-life treatment of sold products	-	EXCLUDED : Data not available
3.13	Downstream leased assets	-	EXCLUDED : Category is not relevant for the company
3.14	Franchises	-	EXCLUDED : Category is not relevant for the company
3.15	Investments	-	EXCLUDED : Category is not relevant for the company
4.1	Other emissions - Emissions from biomass (soil and forests)	-	EXCLUDED : Category is not relevant for the company

Scope 1&2



Scope	tCO2e	tCO2b	CO2f*	CH4f*	CH4b*	N2O*	Other GHGs*
1.1	798	0	545	21	21	182	0
1.2	2023	0	1386	47	47	394	0
1.3	-	-	-	-	-	-	-
1.4	53	0	0	6	6	47	0.2
2.1	4348	0	3695	217	217	208	0
2.2	530	0	450	26	26	25	0

* Results expressed in tons of CO2e

Scope 3



Scope	tCO2e	tCO2b	CO2f*	CH4f*	CH4b*	N2O*	Other GHGs*
3.1	179448	0	155322	0	0	5904	2306
3.2	635	0	635	0	0	0	0
3.3	2366	0	1635	33	33	229	0
3.4	6926	0	6013	0	0	438	0
3.5	49	0	36	0	0	9	0
3.6	339	0	294	0	0	21	0
3.7	304	0	226	0	0	17	0
3.8	0	0	0	0	0	0	0
3.9	-	-	-	-	-	-	-
3.10	-	-	-	-	-	-	-
3.11	-	-	-	-	-	-	-
3.12	-	-	-	-	-	-	-
3.13	-	-	-	-	-	-	-
3.14	-	-	-	-	-	-	-
3.15	-	-	-	-	-	-	-
4.1	-	-	-	-	-	-	-

* Results expressed in tons of CO2e



Contact us

support@greenly.earth

www.greenly.earth