



Year 2024

# Climate strategy report

Following GHGProtocol methodology

**iMEDicare**

25/06/2025



# Foreword

Greenly is proud to contribute to the development of the climate strategy of iMEDicare.

This report is based on the results of your greenhouse gas (GHG) emissions assessment and is designed to support your climate strategy. It highlights the actions you can take to reduce your global impact, and helps you define planned targets. This involves activating various internal levers and mobilizing your entire ecosystem, including your employees, suppliers and customers. All these actions are reviewed in a workshop with your teams, so as to adapt them as closely as possible to your needs and issues.

The evaluation of your emissions follows the methodology validated and published by the French Minister for the Environment, in association with ADEME. The results can be published at your discretion on the ADEME website, to ensure transparency.

We are delighted to support 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'.

# Overview

1

## Introduction

- Low-carbon approach
- Executive summary

2

## Decarbonization strategy

- Reduction objectives
- Roadmap
- Trajectories

3

## Focus on actions

- Reduction actions list
- Estimated impact
- Prioritization

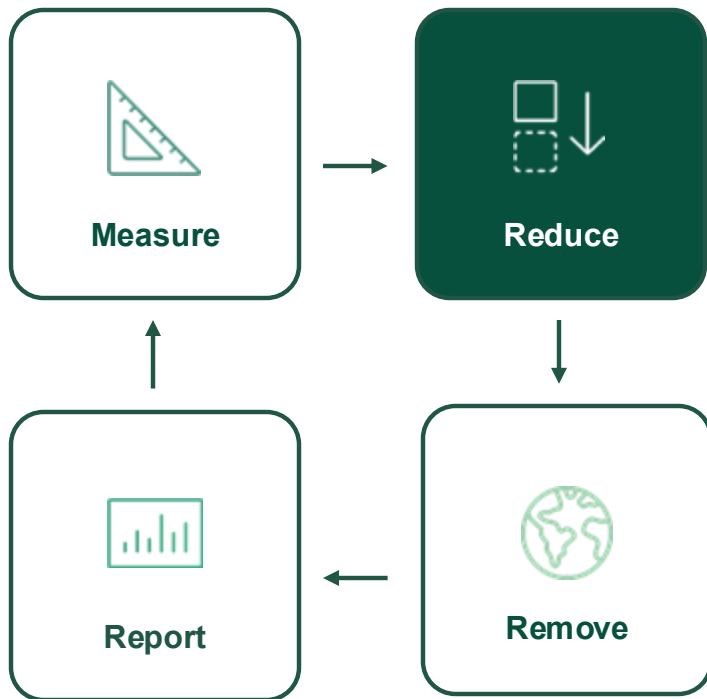
4

## Conclusion & next steps

- Next steps summary
- Greenly score

# Solving the Climate Equation

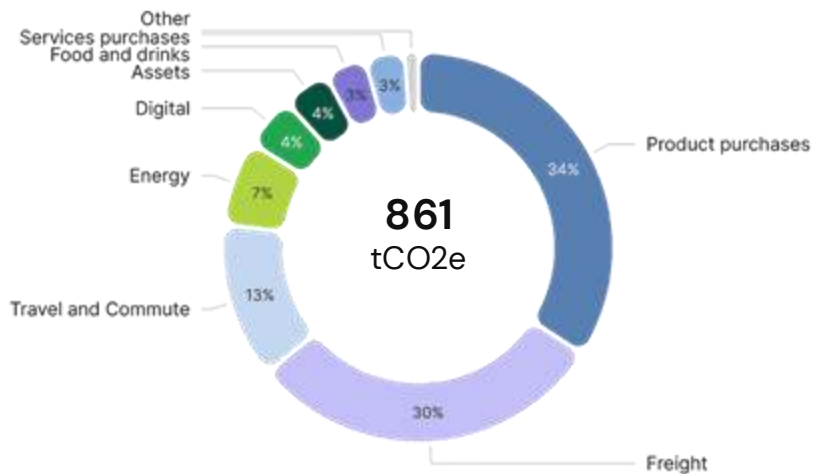
MEASURING EMISSIONS IS THE FIRST STEP TO SETTING A PATH TOWARDS NET ZERO



# Reminder of general overview

## RESULTS BY ACTIVITY

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



Is equivalent to:



The amount of CO<sub>2</sub>  
sequestered annually by  
**78 hectares of growing  
forest\***



The annual emissions  
of **71 British people\***



**500 London - New York  
round trips\***

|                    | iMEDicare<br>tCO <sub>2</sub> e | Per employee<br>tCO <sub>2</sub> e/employee |
|--------------------|---------------------------------|---------------------------------------------|
| Product purchases  | 294                             | 14                                          |
| Freight            | 256                             | 12                                          |
| Travel and Commute | 111                             | 5.3                                         |
| Energy             | 61                              | 2.9                                         |
| Digital            | 37                              | 1.8                                         |
| Assets             | 33                              | 1.6                                         |
| Others**           | 68                              | 3.2                                         |

\*Sources: Labos1Point5, ExioBase, French National Forests Office

\*\*Food and drinks, Services purchases, Waste,  
Activities and events



# Decarbonization strategy

# Reduction action selection to reduce your emissions

 To meet global targets, emissions will have to fall by **3 to 7% 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.

# | Scope 1 Focus: Reduction pathway

## SBTi Objective: -58.8% tCO<sub>2</sub>e

*By 2034 based on 2024*

Your total Scope 1 emissions in 2024 were 81 tCO<sub>2</sub>e. Your objective is to reduce your emissions to 33.3 tCO<sub>2</sub>e.

## 5

*Planned actions*

1. Substitute refrigerant gases with lower impact ones
2. Replacing the vehicle fleet with hybrid vehicles (~57%)
3. Replacing the vehicle fleet with electric vehicles (~43%)
4. Replace fossil fuel systems with electric heaters
5. Implement an energy savings program

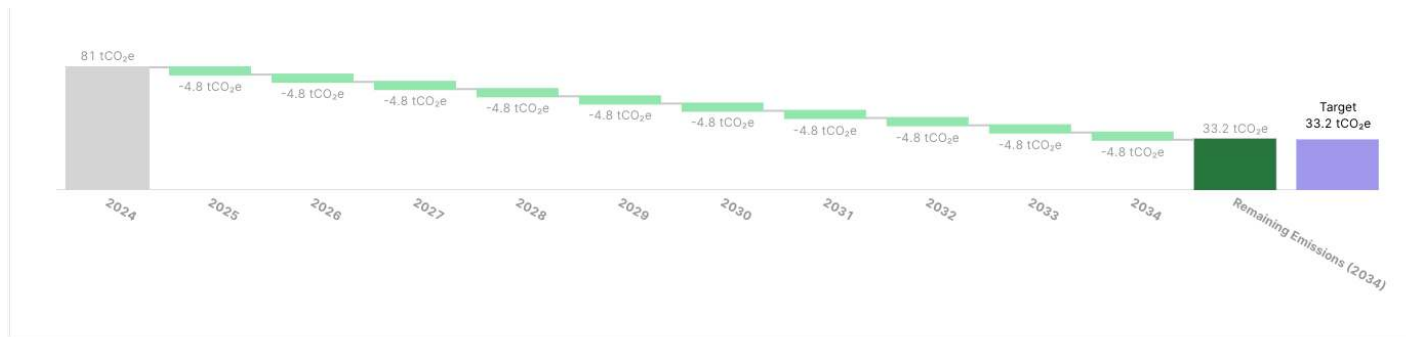
## Location-Based

*Calculation methodology*

Location-based emissions reflect the average emissions intensity of the electricity grid where consumption occurs, whereas Market-based emissions account for the specific electricity purchases made by the organization.

# Scope 1 carbon trajectory

Emissions per year (tCO<sub>2</sub>e)



Filter by category

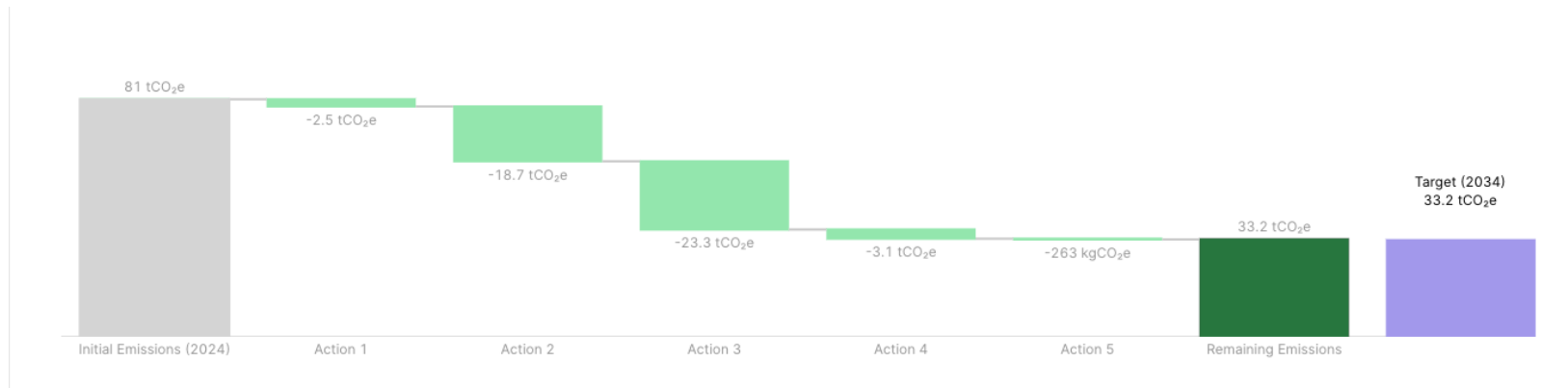
Filter by scope

Sort by application order

| Action # | Category     | Reduction actions                                               | Scopes | Emissions reduction | Period      | Metric value |      |
|----------|--------------|-----------------------------------------------------------------|--------|---------------------|-------------|--------------|------|
| 1        | Energy       | [iMEDicare] Substitute refrigerant gases with lower impact ones | 1      | -0.28%              | 2025 - 2034 | 100%         | Edit |
| 2        | Travel an... | [iMEDicare] Replacing the vehicle fleet with hybrid vehicles    | 1      | -2.17%              | 2025 - 2034 | 57%          | Edit |
| 3        | Travel an... | [iMEDicare] Renew your gas vehicle fleet with electric vehicles | 1      | -2.7%               | 2025 - 2034 | 43%          | Edit |
| 4        | Energy       | [iMEDicare] Replace fossil fuel systems with electric heaters   | 1      | -0.36%              | 2025 - 2034 | 100%         | Edit |
| 5        | Energy       | Implement an energy savings program                             | 1      | -0.03%              | 2025 - 2034 | 100%         | Edit |

# Scope 1 reduction per actions

Details of reductions for each action



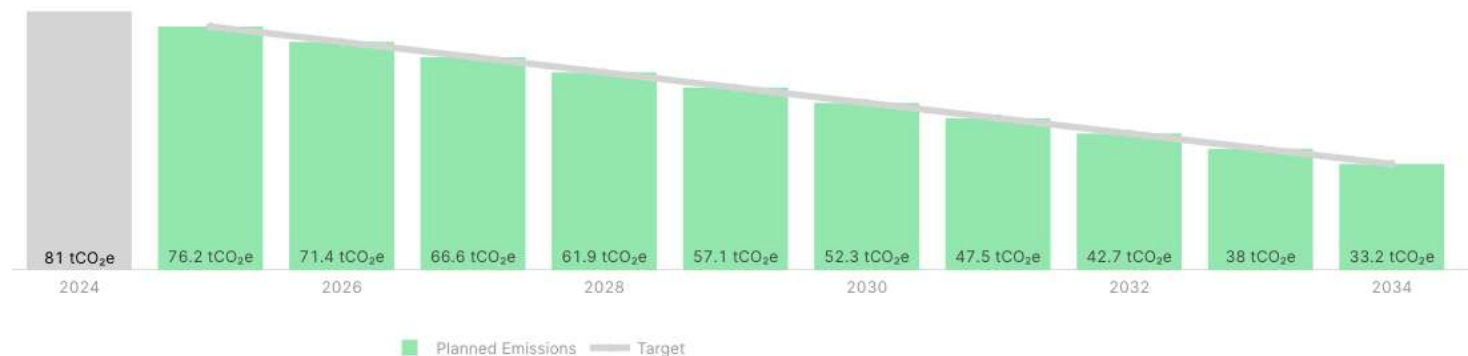
1. Substitute refrigerant gases with lower impact ones
2. Replacing the vehicle fleet with hybrid vehicles (~57%)
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4. Replace fossil fuel systems with electric heaters
5. Implement an energy savings program

This graph shows the individual impact of actions (without considering their timeframe).

We can see that the actions revolving around replacing combustion vehicles with electric/hybrid vehicles have the largest impacts. Those are the ones that iMEDicare should focus on.

# Scope 1 reduction per year

Details of reductions for each year (tCO<sub>2</sub>e)



This graph shows the reduction of your emissions year after year.

Reduction target: -58.8% by 2034

Actual reduction: -59%

## Scope 2 Focus: Reduction pathway

### SBTi Objective: -58.8% tCO<sub>2</sub>e

*By 2034 based on 2024*

Your total Scope 2 emissions in 2024 were 2.4 tCO<sub>2</sub>e. Your objective is to reduce your emissions to 0.99 tCO<sub>2</sub>e.

### Market-Based

*Calculation methodology*

Market-based emissions account for the specific electricity purchases made by the organization.

1

*Planned action*

iMEDicare purchases 100% renewable electricity and therefore under the market-based methodology, Scope 2 emissions are 0 tCO<sub>2</sub>e.

The transition to electric vehicles will increase Scope 2 emissions by ~1.7 tCO<sub>2</sub>e (This is fine as long as the cars are charged with renewables or RECs are purchased for these additional emissions).

# All reduction actions overview

A total of 8 actions to reduce the company's emissions, particularly in the context of iMEDicare activities.

## Total reduction

- 45 % tCO<sub>2</sub>e (excluding projected growth)

|   | Actions                                             | Scopes                    | Implementation level | Estimated impact - tCO <sub>2</sub> e saved         | Application period |
|---|-----------------------------------------------------|---------------------------|----------------------|-----------------------------------------------------|--------------------|
| 1 | Buy recycled material - Plastic                     | Scope 3                   | 100%                 | -224 tCO <sub>2</sub> e ie. -26% of total emissions | 2025 - 2034        |
| 2 | Replace air freight with sea freight                | Scope 3                   | 40%                  | -101 tCO <sub>2</sub> e ie. -12% of total emissions | 2025 - 2034        |
| 3 | Renew your gas vehicle fleet with electric vehicles | Scope 1, Scope 2, Scope 3 | 43%                  | -26 tCO <sub>2</sub> e ie. -3.0% of total emissions | 2025 - 2034        |
| 4 | Replacing the vehicle fleet with hybrid vehicles    | Scope 1, Scope 3          | 57%                  | -23 tCO <sub>2</sub> e ie. -2.7% of total emissions | 2025 - 2034        |
| 5 | Implement an energy savings program                 | Scope 1, Scope 2, Scope 3 | 100%                 | -5 tCO <sub>2</sub> e ie. -0.64% of total emissions | 2025 - 2034        |

Projected growth not included

# Reduction actions overview

A total of 8 actions to reduce the company's emissions, particularly in the context of iMEDicare activities.

## Total reduction

- 45 % tCO<sub>2</sub>e (excluding projected growth)

### Actions

### Scopes

### Implementation level

### Estimated impact - tCO<sub>2</sub>e saved

### Application period

6

Replace fossil fuel systems with electric heaters

Scope 1, Scope 3

100%

-4 tCO<sub>2</sub>e ie. -0.43% of total emissions

2025 - 2034

7

Substitute refrigerant gases with lower impact ones

Scope 1

100%

-2 tCO<sub>2</sub>e ie. -0.28% of total emissions

2025 - 2034

8

Purchase renewable electricity

Scope 2

100%

-2.4 tCO<sub>2</sub>e ie. -0.33% of total emissions

2025 - 2034

Projected growth not included



# Focus on reduction actions

# Product Purchases



# Buy recycled material – Plastic

## Product purchases

*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

Dell : 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.

### 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

**1**

EVALUATE the raw materials used in your products. Take into account their volume, the associated emissions and the market sensitivity.

**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.

# Energy



# Implement an energy savings program

## Energy

*Quick and without major investments, actions such as turning off lighting during periods of closure and improving lighting efficiency by deploying LED or low-energy lighting, as well as presence-based management, will allow for an immediate reduction of your electricity consumption and expenditure.*

### Benchmark

IKEA implemented a comprehensive lighting efficiency program in stores and distribution centers, including the use of LEDs, motion sensors, and daylight harvesting to reduce energy consumption and improve the shopping experience for customers. Hilton implemented both a lighting control system in hotels that automatically turns off lights in unoccupied rooms and LED lighting throughout their properties to reduce energy use.

### Estimated Impact

Lighting represents on av. 20% of the energy consumption of a typical office building.  
Turning-off lighting: impact equivalent to the % reduction in lighting time.  
Deploying LEDs: 50-70% emission reduction compared to traditional lighting technos.

### Estimated Cost

Average of 5 \$ per LED light bulb, save 10 \$ per LED light bulb per year, as savings typically outweigh investment costs (lower electricity bills). Presence-based light management: price can range between 100 to several K\$ depending on space covered. Energy savings help mitigating costs after a few years.

### Implementation

- 1** CONDUCT an energy audit of the lighting system to quantify energy usage and areas for improvements / potential savings
- 2** DEVELOP a lighting plan and KPIs such as Lighting hours per day and Number of LED lights / Total lights
- 3** IMPLEMENT the plan and follow the KPIs as well as the returns on investment

# Purchase renewable electricity

## Energy

*A Power Purchase Agreement (PPA) commits the buyer to purchase a specific amount of electricity from the producer over a set period at a fixed price. PPAs help finance renewable energy projects and reduce the carbon intensity of the supplied energy. Meanwhile, certificates of origin (RECs or GOs) certify the renewable source of electricity. They provide less stable revenue for suppliers and encourage renewable energy investments to a lesser extent.*

### Benchmark

Lidl : Since March 2018, Lidl Ireland and Northern Ireland converted to using only renewable electricity.  
Adobe : Adobe has committed to 100% of their operations with renewable electricity from 2035.

### Estimated Impact

PPAs or RECs allow you to reduce to the same extent as installing renewable energy sources on your premises, but only if you account energy related emissions using the market-based method.

### Estimated Cost

In the case of PPAs and RECs, energy prices might be higher than conventional electricity production. Contact a renewable energy provider to get a more precise quote.

### Recommended Service Providers

Ekwater  
Enercoop

### Implementation

1

BENCHMARK the different energy providers to determine which offers the most interesting offer from a techno-economic perspective.

2

DEVELOP a comprehensive implementation strategy (detailed plan with steps, timelines, resource allocation, relevant stakeholders).

3

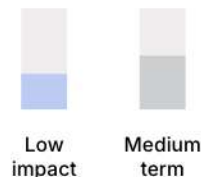
IMPLEMENT monitoring solutions to track green energy consumption and cost / CO2e savings.



# 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**

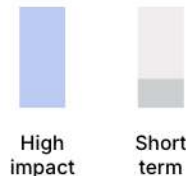




# Replace air freight with sea freight

## FREIGHT - Air freight

Sea freight, while still emitting CO<sub>2</sub>, offers a lower carbon footprint per ton of transported goods compared to air freight. This is due to the higher transportable load on ships than on cargo planes. Air freight emits 1.08 kgCO<sub>2</sub>e/t.km, whereas sea freight emits only 0.008 kgCO<sub>2</sub>/t.km.



### Benchmark



Unilever

In 2018, Ikea announced its decision to replace air freight with sea freight for transporting products from suppliers to stores.  
The multinational consumer goods company Unilever, has replaced air freight with sea freight for certain products as part of its sustainability efforts.

### Estimated Impact

90-95% reduction, depending on the precise initial route and its sea alternatives

### Estimated Cost

Sea freight is usually cheaper than air freight. However, shipping times are significantly extended, and this must be anticipated to avoid any significant disruption in your activity.

### Recommended Service Providers

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

### Implementation

- 1 **ANALYSE** your transportation needs (ex. volume, distances, frequency of deliveries, nature of the goods, required delivery times, etc.).
- 2 **MAKE** a benchmark of the different carriers offering the alternative of sea freight, and meeting your transport criteria.

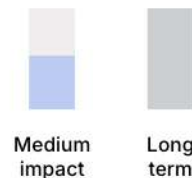
# Travel and Commute



# Renew your gas vehicle fleet with electric vehicles

## TRAVEL AND COMMUTE

*Even though the manufacturing of an electric vehicle causes more emissions than a thermal one, in the long term, the CO2 emitted by the combustion of fuel by thermal cars are significantly greater than those from the production of electricity for the electrical car. However, this conclusion depends on the carbon intensity of the country you're located in and the usage of the vehicle. To check the carbon intensity of electricity in your country, use the website [electricity maps](#). Hybrid vehicles can be an option too, under the condition that their electric functionalities are used as much as possible in a country with a low carbon energy mix: otherwise, they can actually have higher emissions than their thermal counterparts.*



### Benchmark



UPS has been transitioning its delivery fleet to electric vehicles. The company has set a target of having 40% of its ground fleet be electric by 2025 and aims to achieve 100% alternative fuel vehicles by 2040. UPS has communicated extensively about its EV adoption plans, highlighting the environmental benefits and showcasing its EV deployments in various cities.

### Estimated Impact

In the worst case; the battery is produced in China and is powered with a very emitting energy mix. It then can reduce emissions by 20 to 30% compared to an equivalent thermal model. In the best case, the battery is produced and powered using a green energy mix; emissions reduction over the complete lifecycle can then reach up to 80%.

### Estimated Cost

Although electric cars have a higher upfront cost, their recharging costs are far lower than those of a conventional car. Throughout their complete lifecycle, their costs become similar.

### Implementation

- 1 **IDENTIFY** the thermal vehicles that are used in a context where they can be gradually be replaced by electric vehicles.
- 2 **MAKE** a benchmark of the possible electrical vehicles to buy.
- 3 **ROLLOUT** the change progressively through your vehicle fleet, and gather feedback from end-users.



# Conclusion

# I How to take ownership of the action plan

Share with stakeholders and ensure that the group defines quantitative or qualitative targets for each initiative.

## 1 Allocate coordinators or coordinating teams for each action

Empower and give credit to the teams involved, getting them to question the plan with their own knowledge as part of their day-to-day activities.

## 2 Transforming climate objectives into more concrete and operational actions and data

Different strategies...

### Quantitative KPIs

For critical actions and those for which the data are sufficiently detailed

### Qualitative KPIs

For actions for which it's hard to find appropriate KPIs

### Continuing research and restructuring the organisation

For initiatives with a low level of maturity in terms of internal management, knowledge and processes.

## 3 Getting stakeholders to implement a more operational plan

Actions to be detailed, taking into account the realities of each entity and department, technical constraints, specific resources, etc.

## 4 Continuous improvement of the financial analysis and regular updating of the target



# Next steps

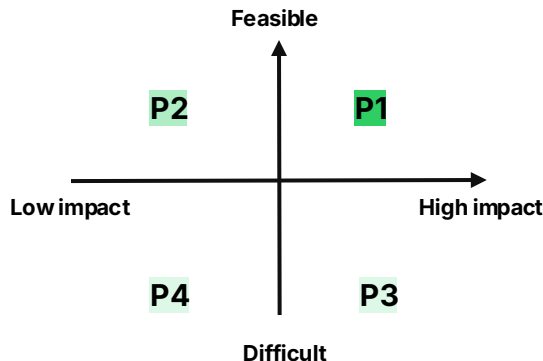
# How can I build my reduction trajectory?

## THE 4 KEY STAGES IN DEFINING AND FOLLOWING YOUR TRAJECTORY

### Refine your greenhouse gas emissions assessment

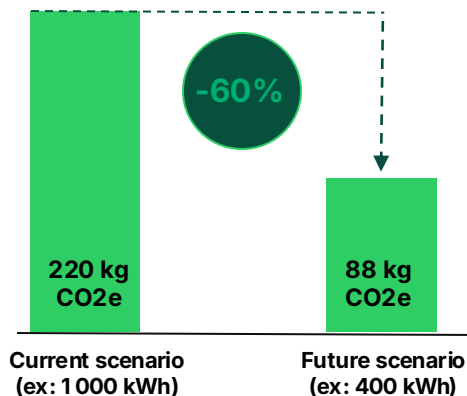
Your assessment 2024 is based on **83%** of physical data, the rest being financial data. We recommend that you regularly improve the accuracy of your greenhouse gas assessment by adding more physical data. You will be able to quantify and monitor your reductions with precise targets in km, kg, kWh, etc.

#### Prioritize your actions



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

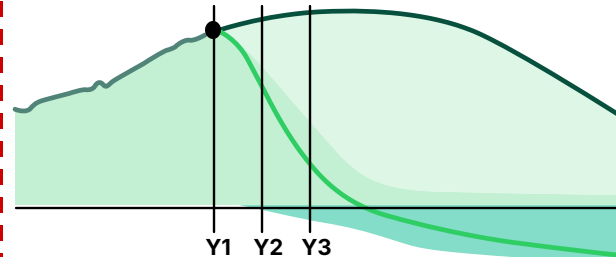
#### Calculate their reduction potential



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

#### Monitor your results

- Past emissions
- Your trajectory without actions
- Your trajectory with actions



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

# | Greenly's communication support to highlight commitment

## Company & Personal Certificates



## Social Networks



## PR

Communicate on media



## Customer Video Testimonials

Testimonials showcasing the work done with Greenly



Premium

## Join our community: ESG Connect

Slack Channel, afterwork, Events, Webinars

350k  
Members

As of August 2023

10+

Countries

including USA, UK,  
France, Australia etc.

## Case studies



## Webinar

Communicate on your results in a Webinar with a Greenly expert!



## Extended Report

Get your report formatted by our marketing team





# About Greenly

# 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



2013-2018



**Matthieu Vegreville**  
CTO & Co-Founder

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



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 TEVA Schlumberger

Tech

alma ZOOPLA TripAdvisor PayFit Korbell

Retail

bel for all the good COURIR LVMH HUGO BOSS PERNOD RICARD

Services

ACCOR Capgemini Kéa Mediametrie econocom

Finance

COATUE Shell Ventures AXA EIFFEL INVESTMENT GROUP SANP FAIRBAS

# | 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



Contact us

[support@greenly.earth](mailto:support@greenly.earth)

[www.greenly.earth](http://www.greenly.earth)