Year 2024

GHG emissions report
DMA Group

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2024
Silver
Climate Strategy Rating
TOP 15%

09/12/2025

Foreword

Congratulations on pursuing your climate journey. Greenly is proud to contribute to DMA Group'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

Overview

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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.

Carbon dioxide (GtCO2/yr)

Temperature change in 2100 relative to 1850-1900

SSP5-8.5 ~ + 5°C
SSP3-7.0 ~ + 4°C
SSP2-4.5 ~ + 2.8°C
SSP1-2.6 ~ + 1.9°C
SSP1-1.9 ~ + 1.5°C
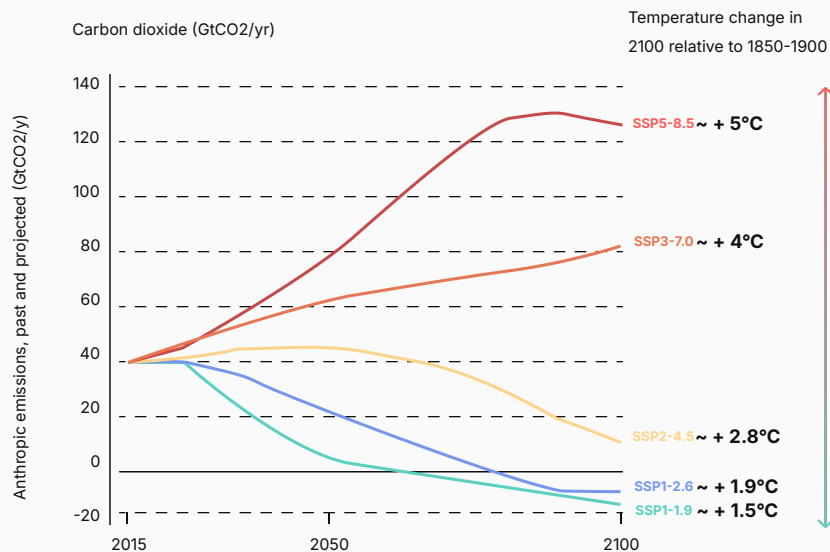
Source: Carbone 4

Two types of disruptions

Physical risks and constraints

Transition risks and opportunities

Impacted sectors

Production

Supply chain

Market

Infrastructure

HR

Legislation

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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.)

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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

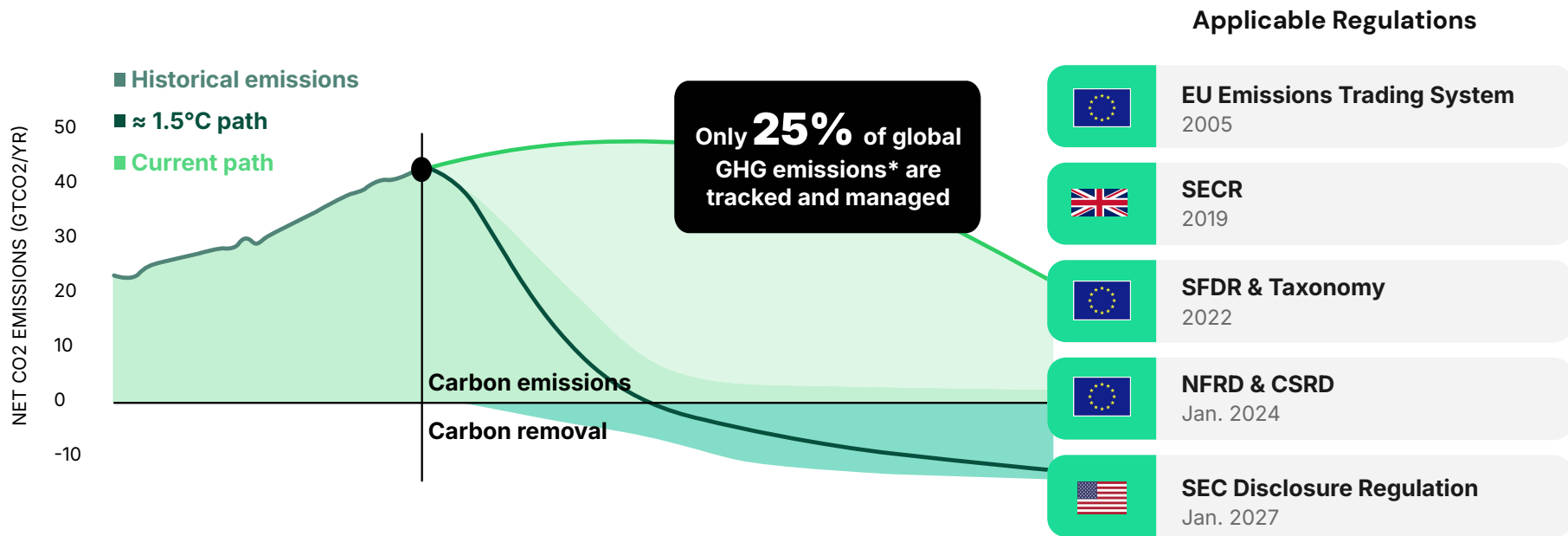Growing stakeholder demands on environmental commitments

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

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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

Applicable Regulations

- Historical emissions
- ≈ 1.5°C path
- Current path

NET CO2 EMISSIONS (GTCO2/YR)

50
40
30
20
10
0
-10

Carbon emissions

Carbon removal

Only **25%** of global GHG emissions* are tracked and managed

EU Emissions Trading System
2005

SECR
2019

SFDR & Taxonomy
2022

NFRD & CSRD
Jan. 2024

SEC Disclosure Regulation
Jan. 2027

Source: *Carbon Pricing Leadership Report

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Solving the Climate Equation

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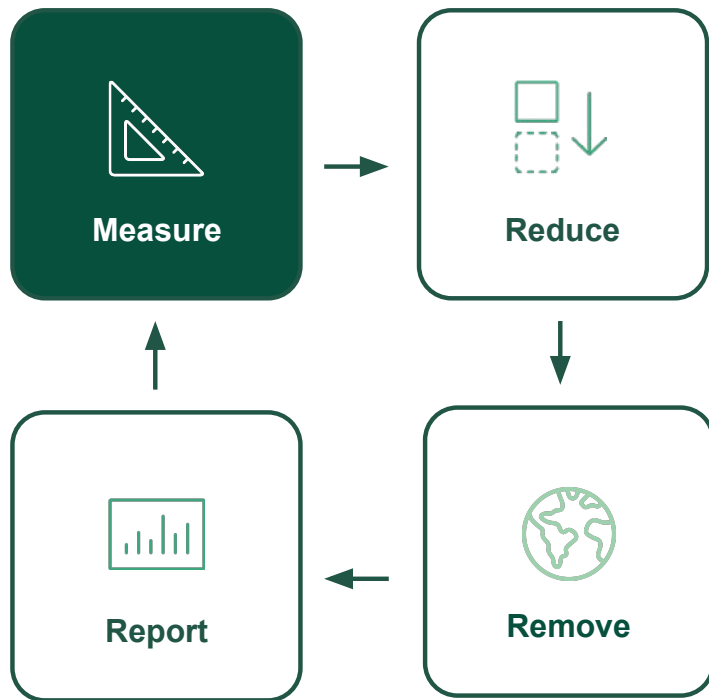
Carbon accounting methodology

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.

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How are emissions computed?

ANALYZING EMISSIONS, AUTOMATING TRACKING

3% of your emissions of 2024 are calculated using activity data

Activity metrics x Emissions factors = CO2 Eq. Emissions

Expense based

| | Total Expense 80€ | 1.75 kgCO2e/€ | 140 kgCO2e |

Increasing Accuracy*

| | Total Distance 600 km | 0.2 kgCO2e/km | 120 kgCO2e |

Activity based

| | Total Fuel 40 liters | 2.8 kgCO2e/liters | 112 kgCO2e |

*depending on the availability of data

Emission Factor Sources

ADEME · CDP · iea International Energy Agency

eurostat · AGRI BA LYSE · defra Department for Environment Food and Rural Affairs

exiobase · Fraunhofer

European Commission JOINT RESEARCH CENTRE · Department for Business, Energy & Industrial Strategy

Methodological reference: ADEME note on the use of accounting data for the GHG Accounting

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GHG emissions assessment scopes

Entity
DMA Group
From January 2024 to December 2024
–

Primary data
Accounting data
Employee survey
Buildings data
Activity data from the following modules: Business travel and vehicle fuel consumption, IT Inventory

Methodology
Official and approved GHG Protocol methodology; GWP 100

Emissions generated in and outside the country of operation are accounted for. The methodological details of the calculation of each carbon footprint source are available on the Greenly platform.

Measurement scope
All emissions under operational control

✔ Category included
○ Category excluded
✘ Category irrelevant

Scope 1
✔ 1.1 Generation of electricity, heat or steam
✔ 1.2 Transportation of materials, products, waste, and employees
✘ 1.3 Physical or chemical processing
○ 1.4 Fugitive emissions

Scope 2
✔ 2.1 Electricity related indirect emissions
○ 2.2 Steam, heat and cooling related indirect emissions

Scope 3
✔ 3.1 Purchased goods and services
✔ 3.2 Capital goods
✔ 3.3 Fuel- and energy- related activities not included in Scope 1 or Scope 2
✔ 3.4 Upstream transportation and distribution
✔ 3.5 Waste generated in operations
✔ 3.6 Business travel
✔ 3.7 Employee commuting
✔ 3.8 Upstream leased assets
○ 3.9 Downstream transportation and distribution
✘ 3.10 Processing of sold products
✔ 3.11 Use of sold products
○ 3.12 End-of-life treatment of sold products
✘ 3.13 Downstream leased assets
✘ 3.14 Franchises
✘ 3.15 Investments

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General overview

KEY RESULTS – 2024

Absolute	Per Revenue (M)	Per Employee	Per Number of clients
5.2k tCO2e	**228** tCO2e	**63** tCO2e	**26** tCO2e
	Revenue : 23M£	*Employee number : 82*	*Number of clients : 196*

This report summarizes the results of DMA Group's 2024 GHG emissions assessment based on the information collected and subject to its completeness, correct categorization and validation.
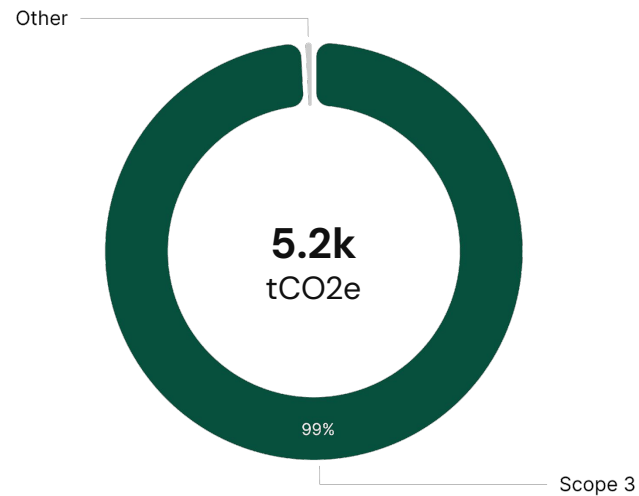
Emissions Report

General overview

BREAKDOWN BY SCOPE – 2024

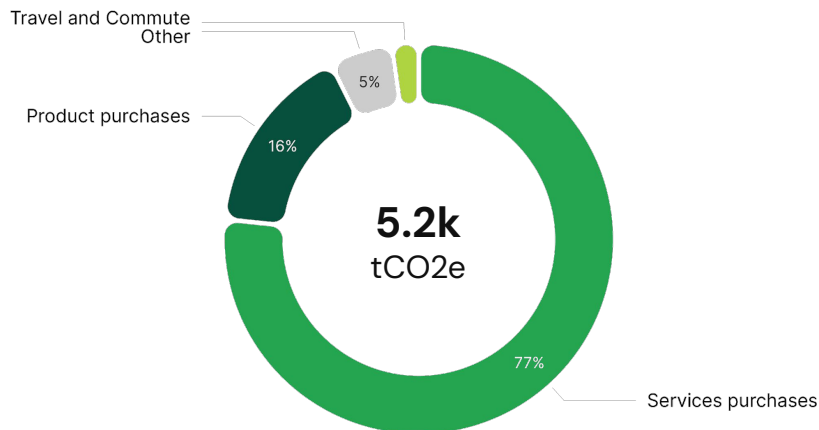|	Scope 1	Scope 2	Scope 3
Absolute tCO2e	35	7.5	5.1k
Employee tCO2e/employee	0.4	< 0.1	63
Revenue tCO2e/M£	1.6	0.3	227
Number of clients tCO2e/UNIT	0.2	< 0.1	26

Other

5.2k
tCO2e

99%

Scope 3

Results subject to the correct categorization and validation of expenses of DMA Group.

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General overview

RESULTS BY ACTIVITY

Total emissions of DMA Group,

by activity (% tCO2e)

Travel and Commute
Other

Product purchases

5%

16%

5.2k
tCO2e

77%

Services purchases

Is equivalent to:

The amount of CO2 sequestered annually by **472 hectares of growing forest***

The annual emissions of **426 British people***

3k London - New York round trips*

	Absolute tCO2e	Per employee tCO2e/employee
Services purchases	4k	49
Product purchases	829	10
Travel and Commute	115	1.4
Waste	86	1
Assets	78	1
Energy	64	0.8
Others**	41	0.5

Sources: Labos1Point5, ExioBase, French National Forests Office

**Digital, Freight, Activities and events, Food and drinks*

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Focus on Services purchases

Activity data	Expense data
0 tCO2e (0%)	4k tCO2e (100%)

Services purchases emissions by category
(% tCO2e)

Other — 4%
Maintenance and upkeep — 34%
Construction work — 62%

4k
tCO2e

77% of total
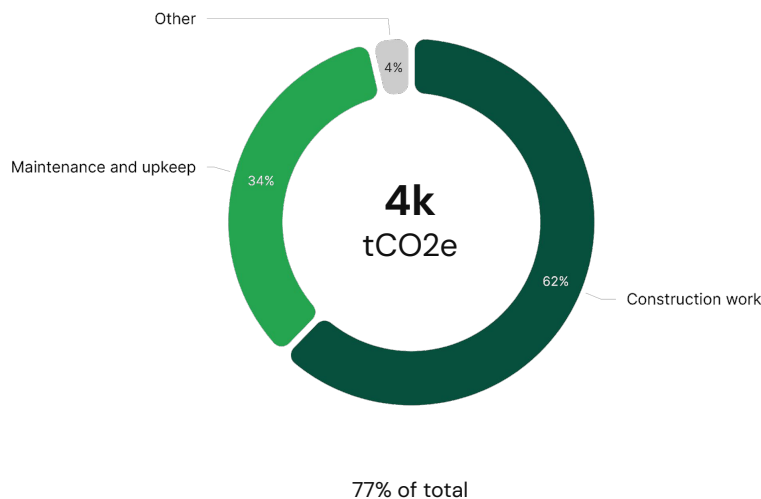
🔍 What is included in this category?

CO2 emissions from service purchases, covering professional services. Primarily from upstream energy/material use and energy consumed during service provision.

◎ How to reduce the impact of this category?

You can adopt the following measures:
• Implement carbon impact conditions in your purchase policy
• Precise scope 3 emissions with supplier-specific emission factors

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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 23.5, Company Report 1.0, Exiobase 3.8.2

3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.
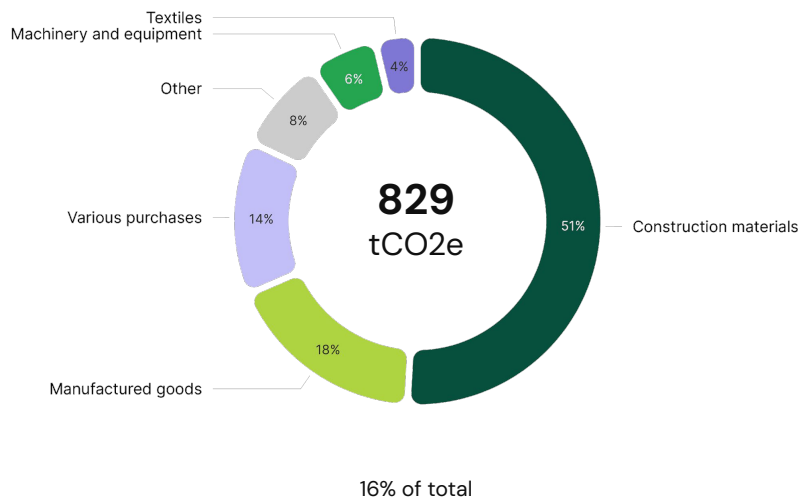
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Focus on Product purchases

Activity data	Expense data
0 tCO2e (0%)	829 tCO2e (100%)

Product purchases emissions by category
(% tCO2e)

829
tCO2e

- Construction materials 51%
- Manufactured goods 18%
- Various purchases 14%
- Other 8%
- Machinery and equipment 6%
- Textiles 4%

16% of total

🔍 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:
• Buy recycled material – Building material
• Implement carbon impact conditions in your product purchase policy
• Optimize use of materials & reduce offcuts
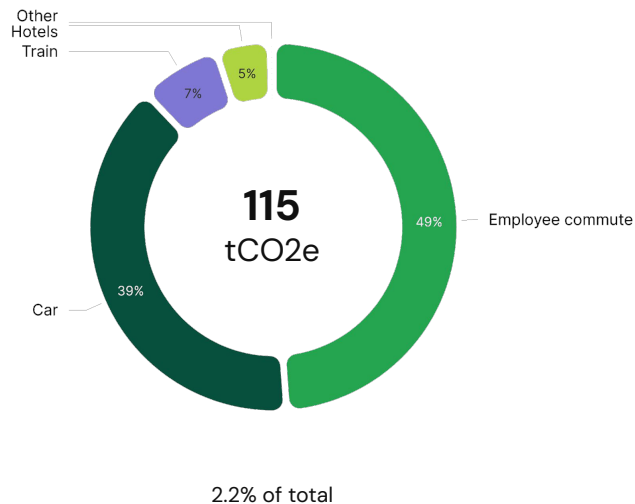
Methodology

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: Company Report 1.0, Exiobase 3.8.2, Greenly 1.0

3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

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Focus on Travel and Commute

Activity data	Expense data
94 tCO2e (82%)	21 tCO2e (18%)

Travel and Commute emissions by category
(% tCO2e)

Other
Hotels
Train

5%

7%

49%

115
tCO2e

39%

Employee commute

Car

2.2% of total

🔍 **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:
• Favor the train for national travel of employees instead of car travels
• Renew your gas vehicle fleet with electric vehicles

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: Base Empreinte Ademe 23.8, Company Report 1.0, Exiobase 3.8.2, Greenly 1.0, Uk GHG Conversion Factor 2025

3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.
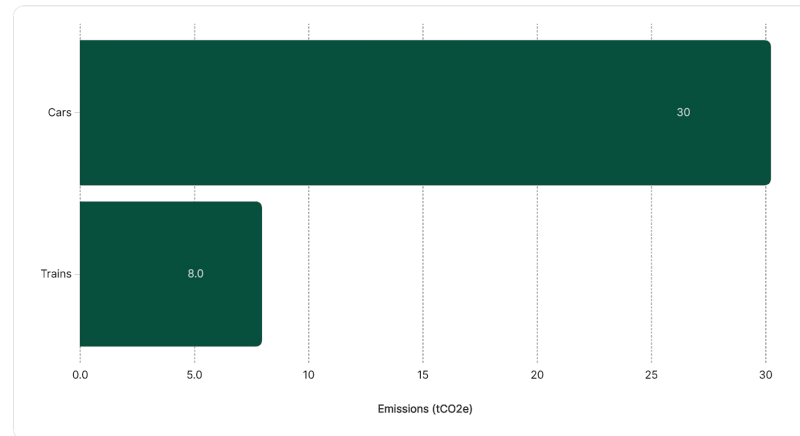
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Focus on Travel and Commute

ACTIVITY DATA ANALYSIS: BUSINESS TRAVEL AND VEHICLE FUEL CONSUMPTION

Quantities
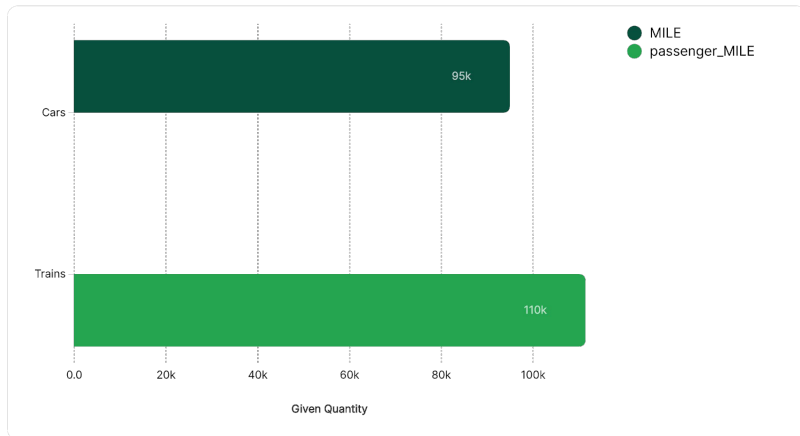
Emissions

This module covers 0.7% of total emissions.

This represents 38 tCO2e.
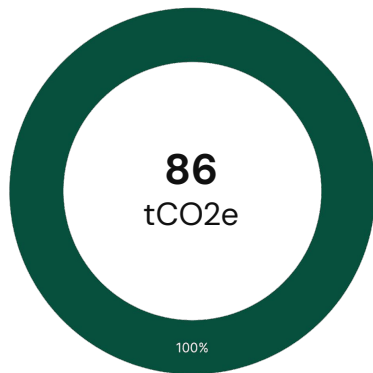
Methodology

1. Emissions are computed by multiplying the physical data with emission factors (in kgCO2e, for instance).

2. Emission factors used for this category come from the following databases: Base Empreinte Ademe 23.8, Uk GHG Conversion Factor 2025

3. The specific steps involved in calculating the carbon footprint for each source can be found in the methodological details provided on the Greenly platform.

4. To see more visualisations visit Greenly's platform

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Focus on Waste

Waste emissions by category
(% tCO2e)

86
tCO2e

100%

Collection and sorting

1.7% of total

What is included in this category?

CO2 emissions from waste management and disposal, covering collection, transportation, treatment, and disposal activities. Includes direct and indirect emissions.

How to reduce the impact of this category?

You can adopt the following measures:
• Implementing a comprehensive recycling program
• Reduce waste at the source

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: Company Report 1.0, Greenly 1.0

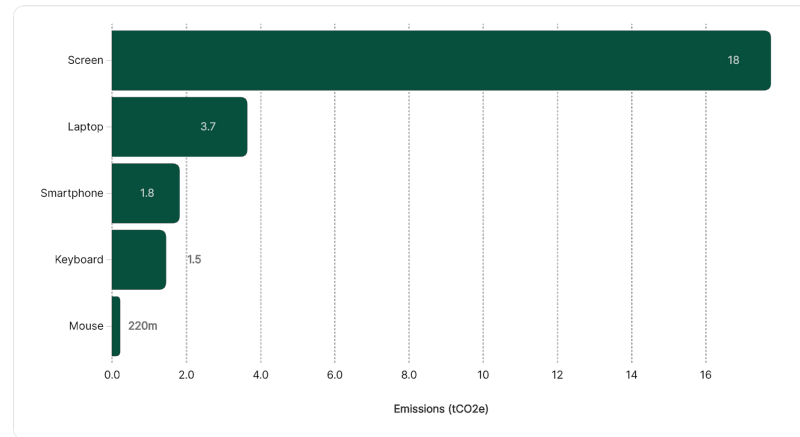3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

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Focus on Assets

ACTIVITY DATA ANALYSIS: IT INVENTORY

Quantities
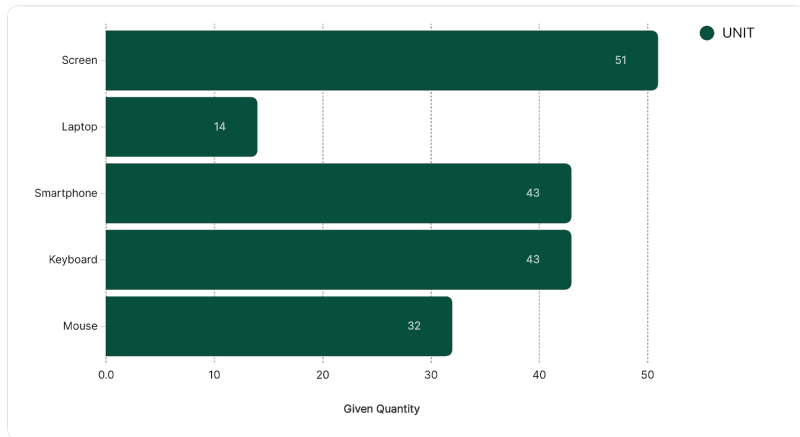
Emissions

This module covers 0.5% of total emissions.

This represents 25 tCO2e.

Methodology

1. Emissions are computed by multiplying the physical data with emission factors (in kgCO2e, for instance).

2. Emission factors used for this category come from the following databases: Greenly 1.0

3. The specific steps involved in calculating the carbon footprint for each source can be found in the methodological details provided on the Greenly platform.

4. Only the 5 most emissive categories are displayed. Visit Greenly's platform to view all results.

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Emissions by analytic tags

Emissions by Customer

Breakdown by Customer

Breakdown by category

0
No data
tCO2e

No data

Emissions associated to a
Customer represent **0%** of total

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NO DATA
NO DATA

Emissions by Project number

Breakdown by Project number
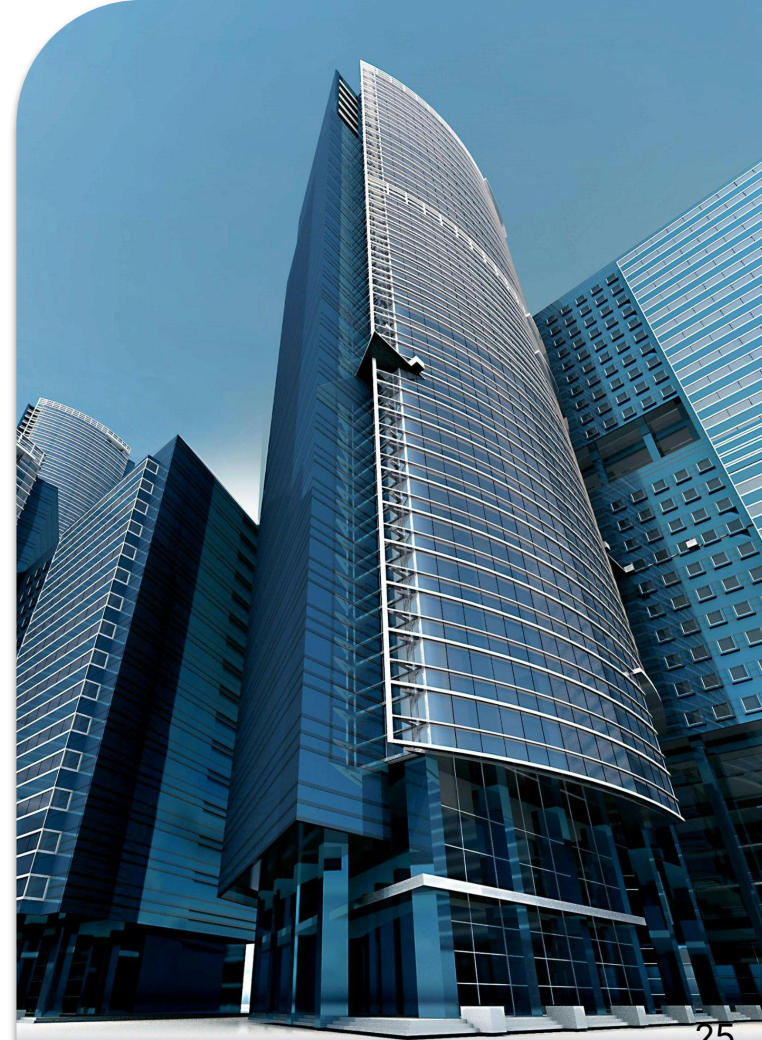
Breakdown by category

0
No data
tCO2e

No data

Emissions associated to a Project
number represent **0%** of total

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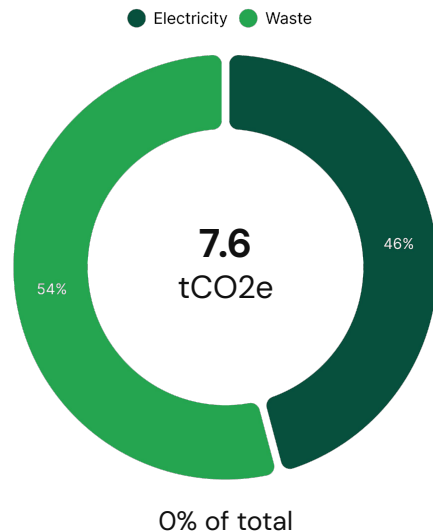**Focus on buildings**

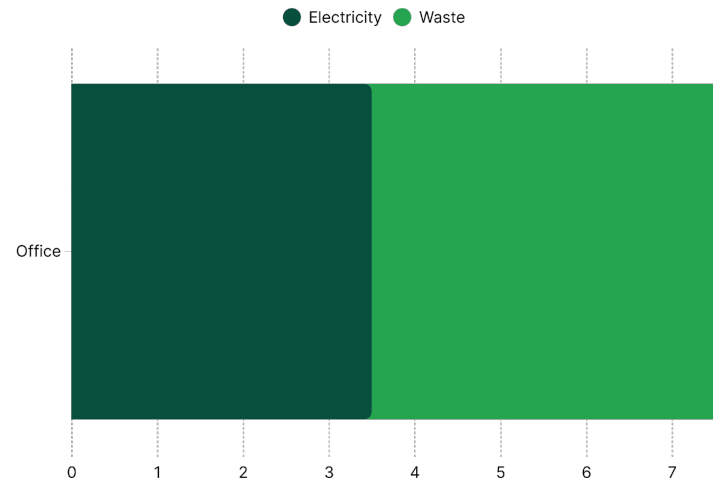# Focus on buildings

ACTIVITY ANALYSIS

Activity emissions	Estimated emissions
7.6 tCO2e (100%)	0 tCO2e (0%)

Total emissions per category (tCO2e)

● Electricity ● Waste

7.6
tCO2e

46%

54%

0% of total

Total emissions per building (tCO2e)

● Electricity ● Waste

Office

0   1   2   3   4   5   6   7

Methodology

1. Emissions linked to heating and energy use are calculated by multiplying (where available) the building's electricity or gas consumption by an emission factor. Failing this, an estimate is calculated on the basis of building surface area, or even the number of employees when surface area is not provided.

2. Waste-related emissions are estimated on the basis of the number of employees.

3. Air-conditioning emissions correspond to refrigerant leaks (average estimate).

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Focus on employees

Focus on Employee Meals

Number of meals per employee per year
(per diet)

- Fish 11%
- Red meat 19%
- Vegan 7%
- Vegetarian 28%
- White meat 36%

217 meals/year
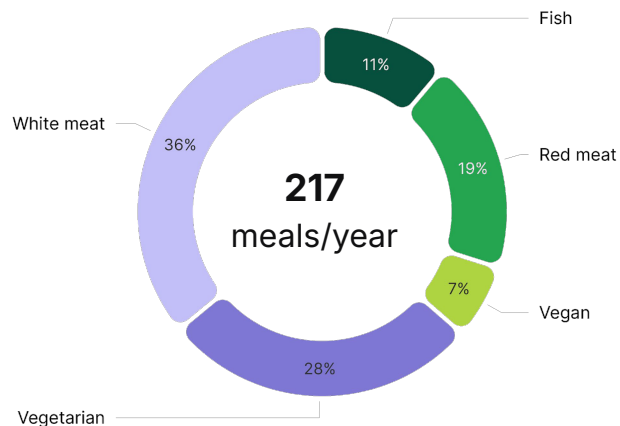
GHG emissions
(tCO2e / employee)
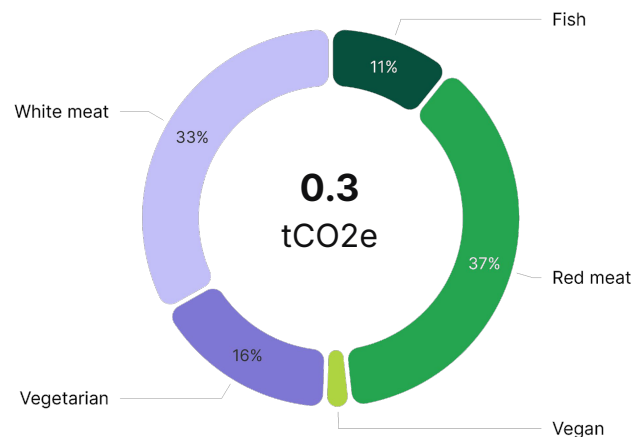
- Fish 11%
- Red meat 37%
- Vegan
- Vegetarian 16%
- White meat 33%

0.3 tCO2e

Methodology

Analysis is based on the employee survey, which obtained a 73% response from your employees to whom the questionnaire was sent (60 responses).

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

Meal emissions are not accounted for, this slide is only an analysis of the responses to the employee survey.

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Focus on Employee Commute

Usage of transport modes

Yearly mean distance distribution
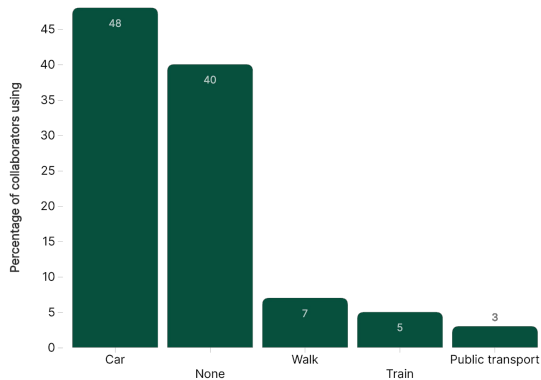

5.8k
mi per year

Walk
Public transport
16%
Train
46%
Car
38%
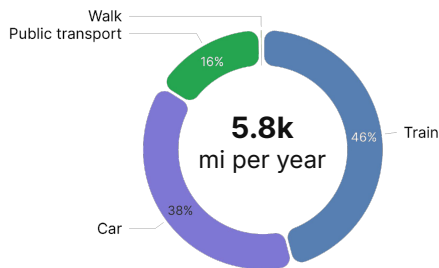
GHG emissions
(kgCO2e / employee)

861
kgCO2e

Other
Train
21%
79%
Car
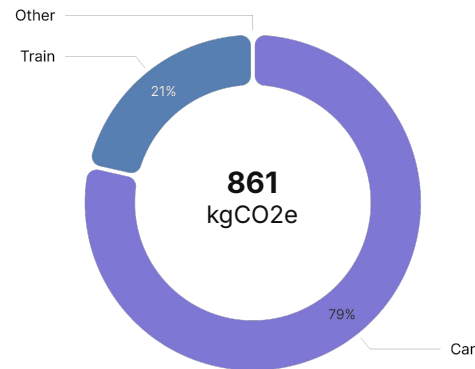
On average, your employees travel 5.8k mi each year, emitting 861 kgCO2e for home-work commuting.

Methodology

Analysis is based on the employee survey, which obtained a 73% response from your employees to whom the questionnaire was sent (60 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

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Focus on Action Plans

How can I implement effective reduction actions?

🔍 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?

Communicate	Involve	Engage	Raise awareness

COMMUNICATE the results of your GHG assessment to all your teams so that they are on board with the process of reducing emissions.

INVOLVE management and find internal sponsors responsible for implementing reduction actions.

ENGAGE your ecosystem (suppliers and customers) and ask about their reduction strategy, in order to prioritise virtuous suppliers.

INCREASE your teams' awareness of climate change using our platform to alert and facilitate the implementation of your reduction actions.

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.

*Source: IPCC

31

Services Purchases

Implement carbon impact conditions in your purchase policy

Services Purchases

Procuring products and services often contributes to a significant portion of a company's emissions, with supply chains accounting for over 80% in consumer companies. To effectively address this issue, incorporating eco-conditions criteria into your company's procurement policy offers a straightforward and efficient strategy. To ensure suppliers' climate maturity, engage them through the Greenly Feature, facilitating a comprehensive understanding of their Climate Maturity. These criteria can be implemented with current suppliers and incorporated into the supplier selection process for new contracts.

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.

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

Map the climate maturity of your Service Providers: Understand your supplier climate actions and maturity with the Greenly Procurement module

Implementation

1 LAUNCH the Greenly Sustainable Survey to assess suppliers' climate maturity and align their practices with your sustainability goals

2 SET and TRACK KPIs with Greenly dashboards: monitor suppliers' GHG emissions, Paris Agreement 2030 alignment, and SBTi certification.

3 SUPPORT and recognize suppliers' efforts. Offer tools, training, and resources to help them meet goals. Track and report their progress.

Precise scope 3 emissions with supplier–specific emission factors

Services Purchases

Enhancing GHG emission precision is crucial. By adopting supplier-specific emission factors and GHG transaction-based approaches, companies can accurately measure and reduce Scope 3 emissions. This method ensures detailed emission data, supporting informed decision-making and environmental accountability. Benefits include fostering sustainable practices, enhancing supply chain resilience, and bolstering corporate reputation. Use the Greenly tool to engage suppliers and obtain data for tailored emission factors. Precise GHG data empowers ambitious reduction targets, aligning with global climate goals, and leading in sustainability practices.

Benchmark

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 survey, and reviews answers periodically to ensure adherence.

Estimated Impact

Enhancing visibility into the carbon footprint of your suppliers and integrating diverse eco-conditions into your purchasing policy can significantly reduce Scope 3 emissions over time. This approach can also serve as a catalyst, encouraging other industries to embark on their own decarbonization efforts.

Estimated Cost

Variable depending on the resulting changes in the supply chain.

Recommended Service Providers

Map the climate maturity of your Service Providers: Understand your supplier climate actions and maturity with the Greenly procurement module

Implementation

1 USE Greenly's Sustainable Procurement Tool to IDENTIFY suppliers. Access our Supplier-Specific EF database for precise GHG Scope 3.

2 ENGAGE YOUR SUPPLIERS: If specific EFs aren't available, the tool helps request this crucial information (Exclusively for Service Providers).

3 VERIFICATION & AUDITABILITY: After obtaining supplier information, we conduct an audit to verify data. Approved audits integrate EF into the GHG

Product purchases

Buy recycled material – Building material

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.

Implement carbon impact conditions in your product purchase policy

Product purchases

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.

Optimize use of materials & reduce offcuts

Product purchases

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 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.

Travel and Commute

Favor the train for national travel of employees instead of car travels

Travel

Regional trains emit 3.6 times less CO2 than internal combustion cars. High-speed trains emit 45 times less CO2 than combustion cars. What's more, colleagues can work on their computers during the train journey, and generally arrive in the city centre, close to public transport.

Benchmark

SAP has implemented a comprehensive travel and transportation policy that encourages employees to use trains for regional and national travel. They provide tools and resources to help employees plan and book train journeys effectively to reduce emissions and promote sustainable travel practices.
Siemens, a global technology company, has actively promoted the use of trains for business travel. They encourage employees to choose trains over cars, especially for short- and medium-distance trips.

Estimated Impact

Up to a 75% reduction in emissions.

Estimated Cost

Although trains can currently be more expensive than individual cars, this balance might shift as fuel prices are expected to soar. Additionally, you need to incorporate the work time saved into the equation.

Implementation

1 SUBSTITUTE travel by teleconference meetings when conditions allow.

2 IDENTIFY routes that can be replaced by rail.

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Renew your gas vehicle fleet with electric vehicles

Travel

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 vehicule. 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.

41

Waste

Implementing a comprehensive recycling program

Waste

A comprehensive recycling program helps reduce the waste sent to landfills, thereby decreasing methane and CO2 emissions associated with waste decomposition.

Benchmark

Google has implemented a comprehensive recycling program in its offices, achieving a recycling rate of 91%. They have also partnered with local recycling companies to process their waste.
Starbucks has deployed recycling programs in its stores, focusing on recycling cups, cartons, and plastics, and collaborating with municipalities to improve recycling infrastructure.

Estimated Impact

A well-managed recycling program can reduce CO2 emissions by up to 60% compared to sending waste to landfills.

Estimated Cost

Costs vary depending on the size of the company and the types of materials recycled, but significant savings can be achieved on landfill fees.

Recommended Service Providers

Rubicon
Waste Management

Implementation

1 ANALYZE the types and volumes of waste produced by the company.

2 SELECT recycling service providers that meet the company's needs.

3 TRAIN employees on sorting and recycling practices, and implement tracking systems to ensure the program's success.

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Reduce waste at the source

Waste

Reducing waste at the source addresses the problem of waste generation directly, preventing the need for later stages of waste management such as collection, transportation, and disposal. This helps in significantly cutting down CO2 emissions and other environmental impacts. For instance, excessive packaging contributes to large amounts of waste and higher carbon footprints due to the energy required for its production and disposal. By implementing strategies like using minimal and sustainable packaging, encouraging reusable products, and optimizing manufacturing processes, companies can greatly reduce the volume of waste produced.

Benchmark

IKEA has implemented strategies to reduce packaging and promote reusable products. They have also optimized their supply chain to minimize waste at every stage.

Unilever has adopted a sustainable design approach, reducing packaging and increasing the use of recycled materials in their products.

Estimated Impact

Can reduce CO2 emissions by 20 to 50% depending on the effectiveness of waste reduction strategies.

Estimated Cost

Initial costs may include investments in production technologies and sustainable materials, but long-term savings on raw materials and waste management can offset these costs.

Recommended Service Providers

TerraCycle

Loop

Implementation

1 ANALYSE the waste flows. Identify the main sources of waste within the company.

2 IMPLEMENT strategies to reduce waste at the source, such as reducing packaging and using reusable materials.

3 EVALUATE the effectiveness of the implemented strategies and adjust processes for continuous reduction.

Energy

Implement energy saving trainings

Energy

People consumption has a great influence on the carbon footprint of a building. Therefore, using messages to influence residents. According to Pegels, Figueroa and Never, ""Using less energy" as such is hardly ever the main motivation for investing in new technology or engaging in energy-saving behavior. In contrast, if people are particularly motivated by competition, status, or helping others, they are likely to react favorably to respective interventions.".

Benchmark

Schneider electric implements various programs for its employees to limit their energy consumption.

Estimated Impact

According to Sun&Hung, in the US, the austerity behavior style employee consumes 17.8-32.1% less energy than the "normal" employee. The estimated CO2 impact will depend on the energy source and usual consumption

Estimated Cost

Prices depend on the length of the training, the number of employees.

Implementation

1 TRACK consumption of different items (water, electricity etc.).

2 IDENTIFY on which aspects employees might need training.

3 REQUEST training services from external provider.

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Conclusion

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Conclusion

The GHG assessment made it possible to identify DMA Group'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.
It has been established that direct emissions (Scope 1) and energy-related indirect emissions (Scope 2) represent a small part of a company's impact. It is therefore essential to mobilize our company's suppliers and employees.

To meet the 2015 Paris Agreement target of a 50% reduction in GHG emissions between 2020 and 2030, we need to achieve a 6.3% reduction in emissions within one year (-325 tCO2e).

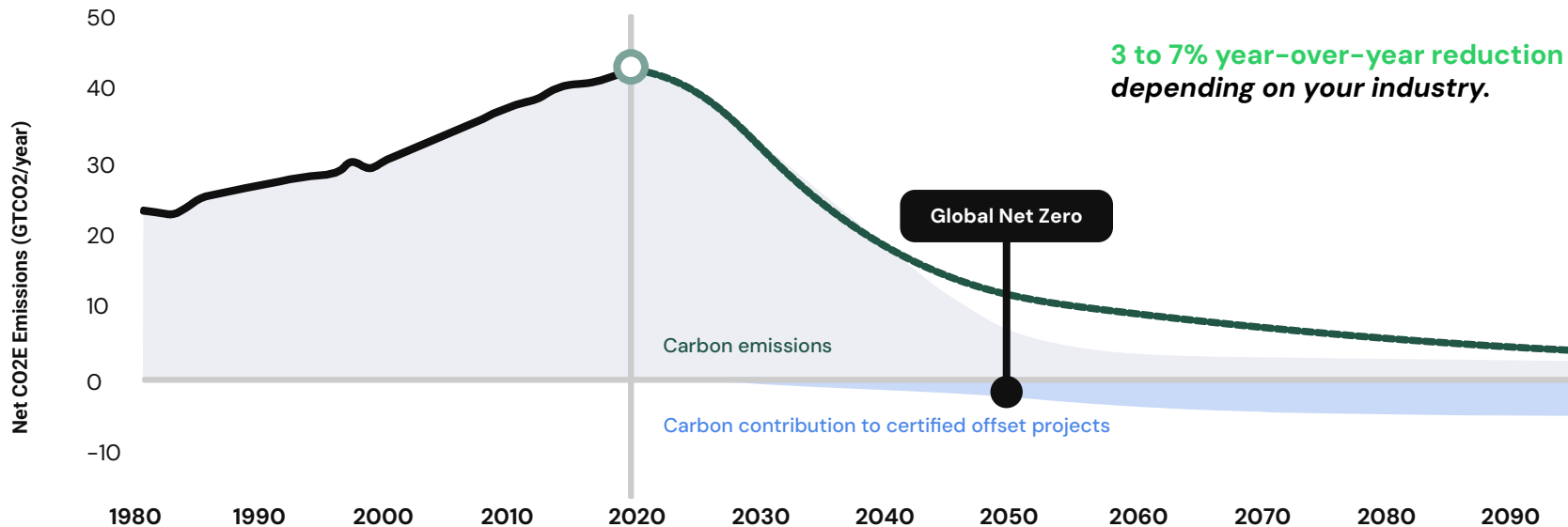**The recommended next steps in DMA Group's carbon strategy are:**

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.

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What's next?

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Committing to a multi-year decarbonization strategy

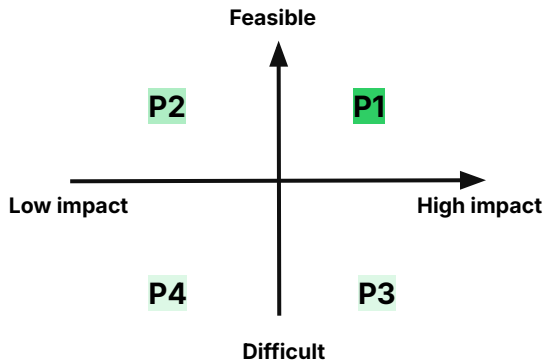## A SUSTAINED EMISSIONS REDUCTION BASED ON THE LEVELS REQUIRED BY THE PARIS AGREEMENT

3 to 7% year-over-year reduction *depending on your industry.*

Global Net Zero

Carbon emissions

Carbon contribution to certified offset projects

Net CO2E Emissions (GTCO2/year)

50
40
30
20
10
0
−10

1980 1990 2000 2010 2020 2030 2040 2050 2060 2070 2080 2090

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How can I build my reduction trajectory?

THE 4 KEY STAGES IN DEFINING AND FOLLOWING YOUR TRAJECTORY

Refine your greenhouse gas emissions assessment

Your 2024 assessment is based on **3%** 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	Calculate their reduction potential	Monitor your results

Prioritize your actions

Feasible

P2   P1

Low impact   High impact

P4   P3

Difficult

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

Calculate their reduction potential

-60%

220 kg CO2e

88 kg CO2e

Current scenario (ex: 1 000 kWh)

Future scenario (ex: 400 kWh)
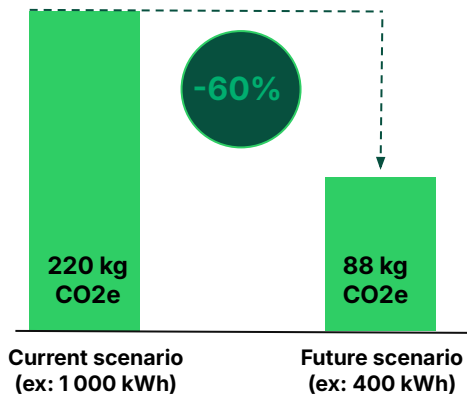
Select the right KPIs before you start, then calculate the reduction potential.

Monitor your results

■ Past emissions
■ Your trajectory without actions
■ Your trajectory with actions

Y1   Y2   Y3
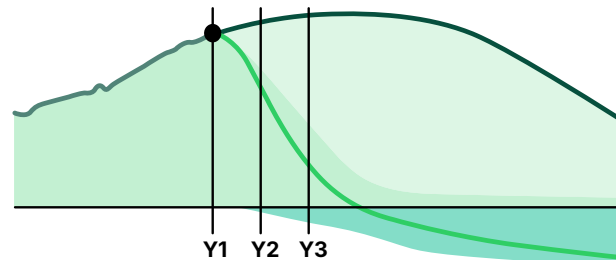
Monitor your progress regularly and measure your results during your annual GHG assessment.

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

CSRD

LCA

2. Reduce

- Choose an action plan in line with the Paris Agreement
- 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

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Commit to a Multi-year Carbon Trajectory

A LONG-TERM REDUCTION IN EMISSIONS IN LINE WITH THE OBJECTIVES OF THE PARIS AGREEMENT OR YOUR PERSONAL OBJECTIVES
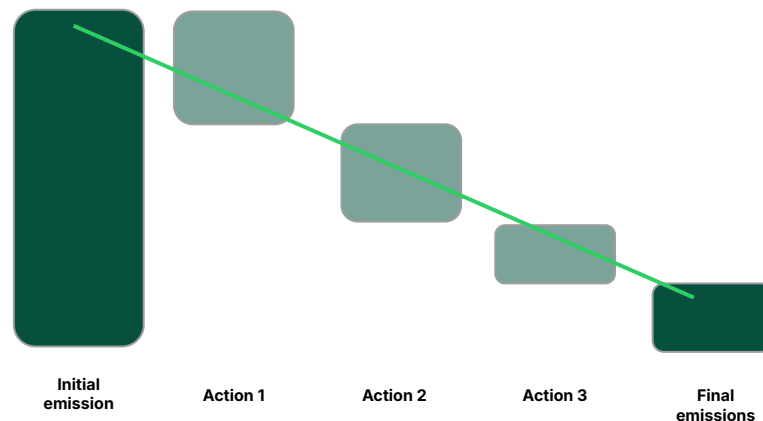
Paris Agreement Objective

-3% to -7% reduction annually

Global CO2e Emissions (GTCO2/year)

Carbon emissions

Net Zero Global

Contribution

1980 1990 2000 2010 2020 2030 2040 2050 2060 2070 2080 2090
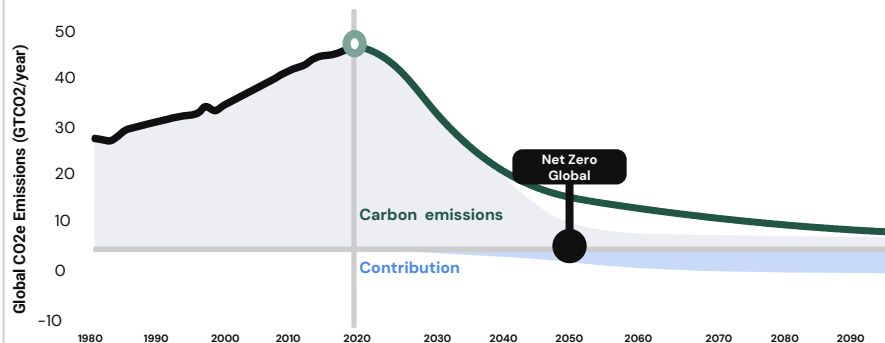
Objective Based on your Actions

Define your reduction objective based on facilitating actions

Initial emission — Action 1 — Action 2 — Action 3 — Final emissions

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Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

| Prioritize your actions | Calculate their reduction potential | Optimize your trajectory |

1   Bring together the stakeholders in your climate strategy

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

3   Keep all feasible actions and prioritize those with the greatest impact
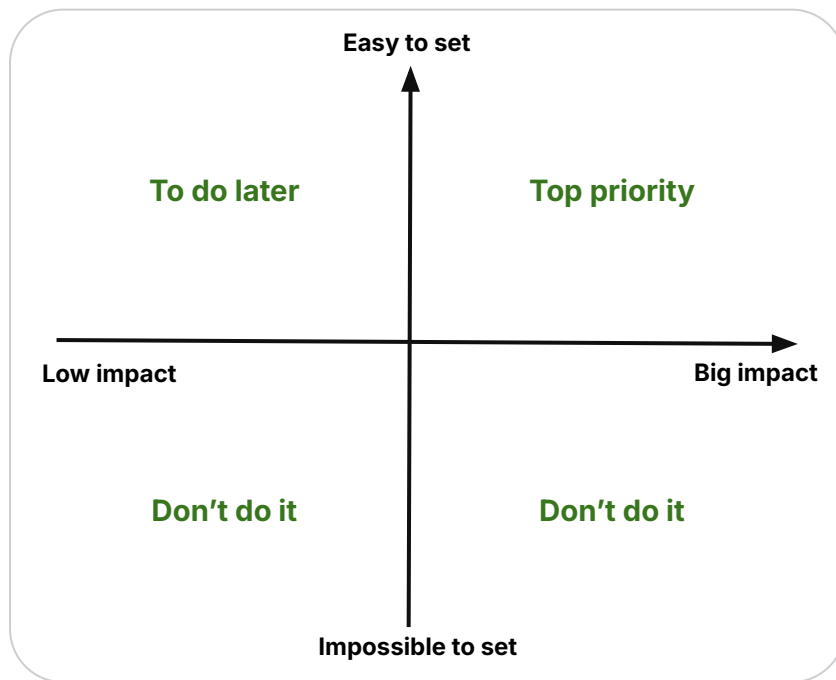
Easy to set

To do later

Top priority

Low impact

Big impact
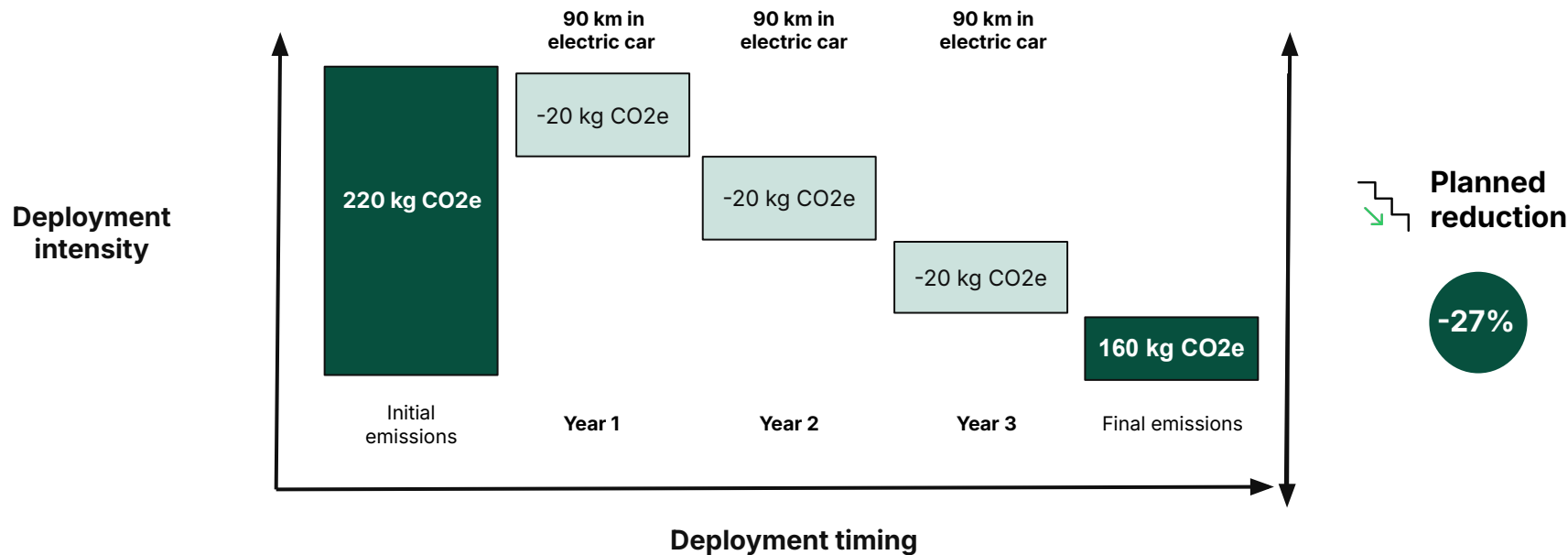
Don't do it

Don't do it

Impossible to set

Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

| Prioritize your actions | **Calculate their reduction potential** | Optimize your trajectory |

Current scenario	1,000 km per year with thermal cars	1,000 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

Potential reduction
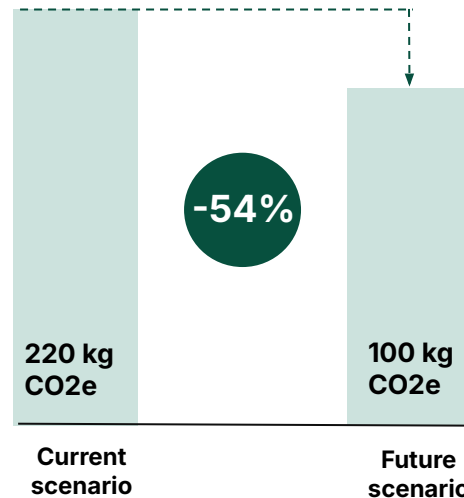
-54%

220 kg CO2e

100 kg CO2e

Current scenario

Future scenario

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Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

| Prioritize your actions | Calculate their reduction potential | **Optimize your trajectory** |

Deployment intensity

90 km in electric car

-20 kg CO2e

90 km in electric car

-20 kg CO2e

90 km in electric car

-20 kg CO2e

220 kg CO2e

160 kg CO2e

Initial emissions

Year 1

Year 2

Year 3

Final emissions

Deployment timing

Planned reduction

-27%

Greenly's communication support to highlight commitment

Company & Personal Certificates
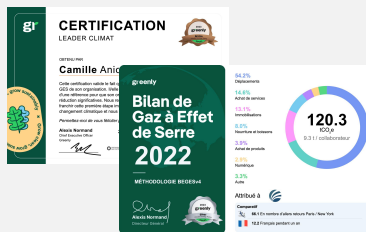
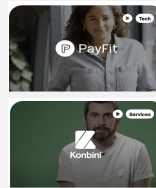### Social Networks
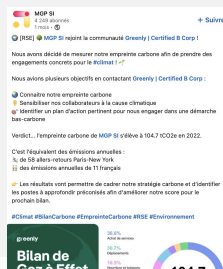
PR

Communicate on media
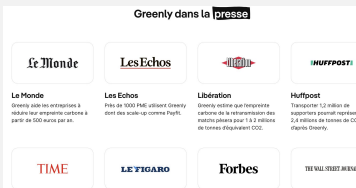
Customer Video Testimonials

Testimonials showcasing the work done with Greenly
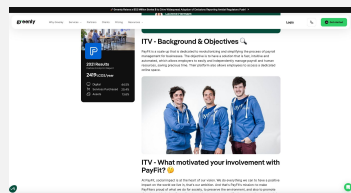

Premium

Join our community: ESG Connect

Slack Channel, afterwork, Events, Webinars
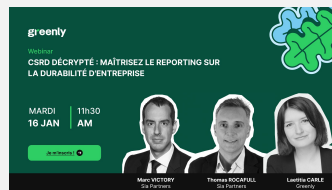
350k Members
As of August 2023

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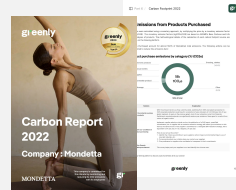including USA, UK, France, Australia etc.

Case studies

Webinar

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

Extended Report
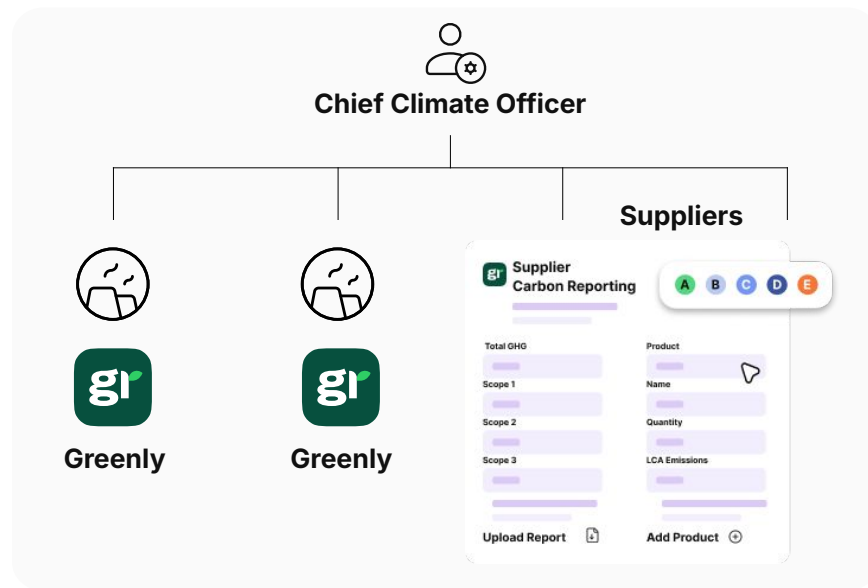
Get your report formatted by our marketing team
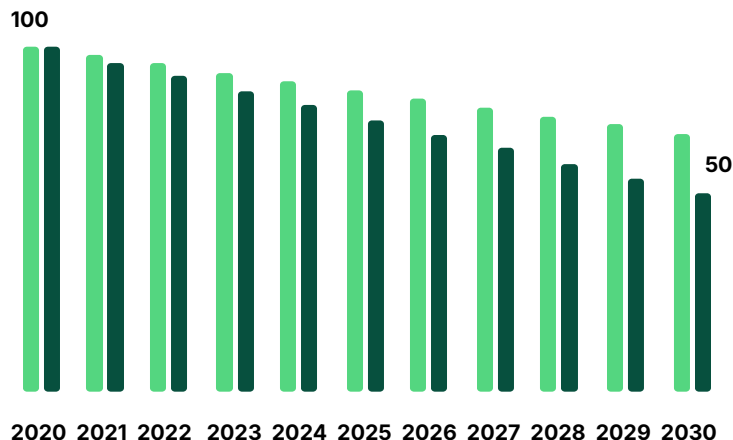

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Engaging suppliers to align with the company's Net Zero targets

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
15% 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
40% of companies

The statistics are drawn from the Greenly supplier and customer database, which includes several thousand companies of all sizes, sectors and geographies. For more similar statistics, consult the CDP corporate climate tracker.

The intermediate Greenly Climate Score of DMA Group is 34 points

Points are distributed as follows:

Creating & fine-tuning the Greenhouse Gas report: **34**/40
Action plans: **0**/36
Climate targets: **0**/4
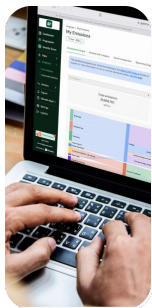Involving your teams: **0**/10
Carbon contributions: **0**/10

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

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Engaging employees on Climate Change

OUR MONTHLY TRAININGS

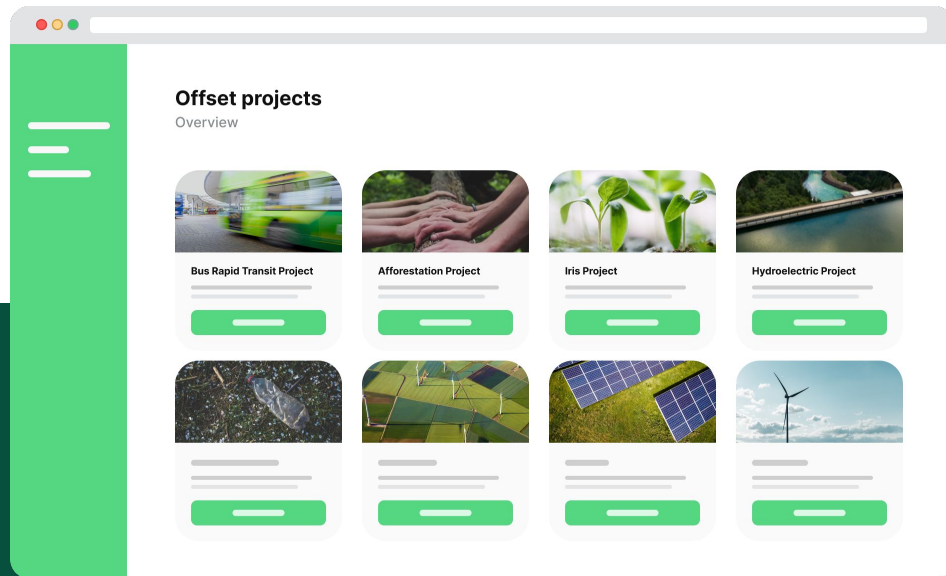| Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 12
Onboarding	Quiz 1 Climate Science	Quiz 2 IT	Quiz 3 Food	Quiz 4 Transport	Quiz 5 Energy	And more..	A look back on the year

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Net Zero Contribution – What to Expect

SOURCING ONLY VERIFIED & CERTIFIED PROJECTS

Offset projects
Overview

Bus Rapid Transit Project

Afforestation Project

Iris Project

Hydroelectric Project

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 that what your organization is emitting

LABEL BAS CARBONE

r:verse

Gold Standard

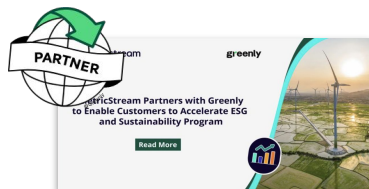greenly

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

2

3

COMMUNICATE

Leverage our resources to communicate to your network

REFER LEADS

Send leads to the Greenly Sales Team
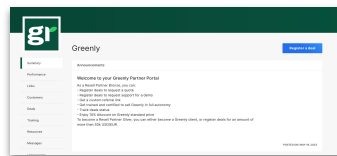
EARN REVENUE

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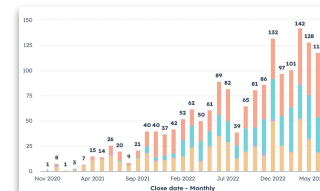
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About Greenly

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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

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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
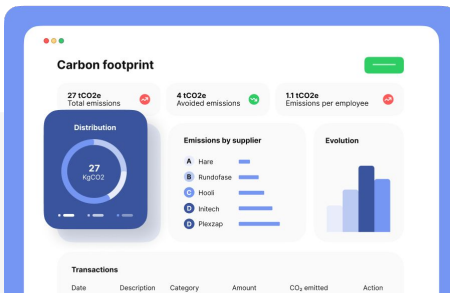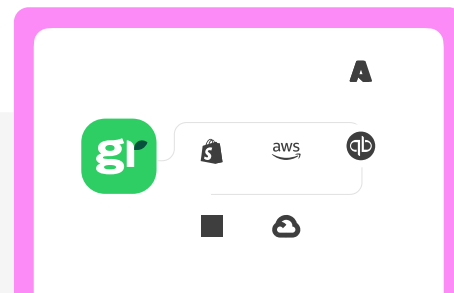Office, & Ministry of Digital

SECRÉTARIAT D'ÉTAT
CHARGÉ DE LA
TRANSITION NUMÉRIQUE   2018-2019

Alexis Normand
CEO & Co-Founder

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

wi+hings 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.

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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, Konbini

Retail — bel for all for good, COURIR, LVMH, PETRUS, Pernod Ricard

Services — ACCOR, Capgemini, Kéa Partners for transformation, Mediametrie, econocom

Finance — COATUE, Shell Ventures, AXA, EIFFEL INVESTMENT GROUP, BNP PARIBAS

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Scientific council

INDUSTRY, AI & CLIMATE EXPERTS
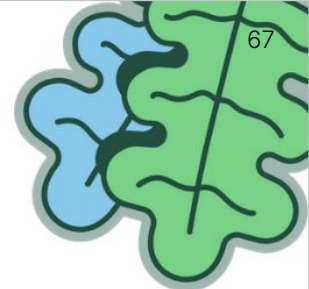
Pr. Michel BAUER	Nicolas HOUDANT	Peter FOXPENNER	Pr. Yann LEROY	Pr.Antoine DECHEZLEPRÊTRE	Pr. Rodolphe DURAND
Sociologist HEC – Corporate organisation	**CEO** Énergies demain **Ex** GreenNext	**Professor** BU University – Electricity grids & Carbon expert	**Professor** CentraleSupélec – Carbon Product Life-Cycle	**Professor** LSE – Climate change policies	**Professor** HEC – Corporation transformation

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Appendix

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Disclaimer

These quality controls were not automatically passed by the current carbon footprint. However, DMA Group reviewed them and decided to carry on with the generation of the carbon footprint. You can see the full detail on the platform.

Greenly expert requested changes	Quality check name	Justification
No	Emissions calculated with generic monetary factors should be limited	Justification is too long and can be seen in the platform.
No	Ensure the accuracy of your top 5 emission sources	Justification is too long and can be seen in the platform.
No	No sub-category should exceed 10% of total emissions	Justification is too long and can be seen in the platform.

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Scope 1&2

Scope	Name	tCO2e	
1.1	Generation of electricity, heat or steam	9	
1.2	Transportation of materials, products, waste, and employees	27	
1.3	Physical or chemical processing	-	EXCLUDED : Category is not relevant for the company
1.4	Fugitive emissions	-	EXCLUDED : Data not available
2.1	Electricity related indirect emissions	8	
2.2	Steam, heat and cooling related indirect emissions	-	EXCLUDED : Other

To see more details of the methodology for each regulatory entry please visit Greenly!

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Scope 3

100% accounted

Scope	Name	tCO2e	
3.1	Purchased goods and services	4880	
3.2	Capital goods	57	
3.3	Fuel- and energy- related activities not included in Scope 1 or Scope 2	11	
3.4	Upstream transportation and distribution	3	
3.5	Waste generated in operations	86	
3.6	Business travel	25	
3.7	Employee commuting	61	
3.8	Upstream leased assets	24	
3.9	Downstream transportation and distribution	-	EXCLUDED : Data not available
3.10	Processing of sold products	-	EXCLUDED : Category is not relevant for the company
3.11	Use of sold products	2	
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)	0	

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Scope 1&2

Scope	tCO2e	tCO2b	CO2f*	CH4f*	CH4b*	N2O*	Other GHGs*
1.1	9	0	6	0.8	0.2	2	0
1.2	27	0	18	3	0.6	5	0
1.3	-	-	-	-	-	-	-
1.4	-	-	-	-	-	-	-
2.1	8	0	6	0.7	0.3	0.4	0
2.2	-	-	-	-	-	-	-

Grow clean, grow sustainably ★

* Results expressed in tons of CO2e

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Scope 3

Scope	tCO2e	tCO2b	CO2f*	CH4f*	CH4b*	N2O*	Other GHGs*
3.1	4880	0	4224	433	0	161	63
3.2	57	0	57	0.05	0	0.02	0.007
3.3	11	0	8	1	0.3	2	0
3.4	3	0	3	0.2	0	0.2	0
3.5	86	0	63	7	0	16	0
3.6	25	0	21	2	0	2	0
3.7	61	0.08	52	4	0.1	4	0.2
3.8	24	0	24	0	0	0	0
3.9	-	-	-	-	-	-	-
3.10	-	-	-	-	-	-	-
3.11	2	0	2	0.2	0	0.08	0.03
3.12	-	-	-	-	-	-	-
3.13	-	-	-	-	-	-	-
3.14	-	-	-	-	-	-	-
3.15	-	-	-	-	-	-	-
4.1	0	0	0	0	0	0	0

* Results expressed in tons of CO2e

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