



Man  
Bites  
Dog.

Year 2023

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# GHG emissions report

## Man Bites Dog – The Strategic Ideas Company



30/10/2024



# Foreword

Congratulations on pursuing your climate journey. Greenly is proud to contribute to Man Bites Dog – The Strategic Ideas Company'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

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

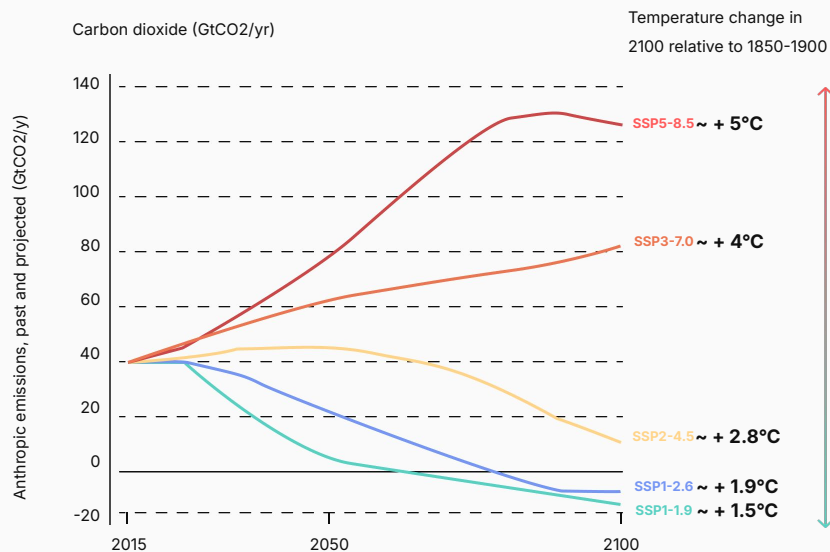
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## Appendix

- 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.)

# | 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



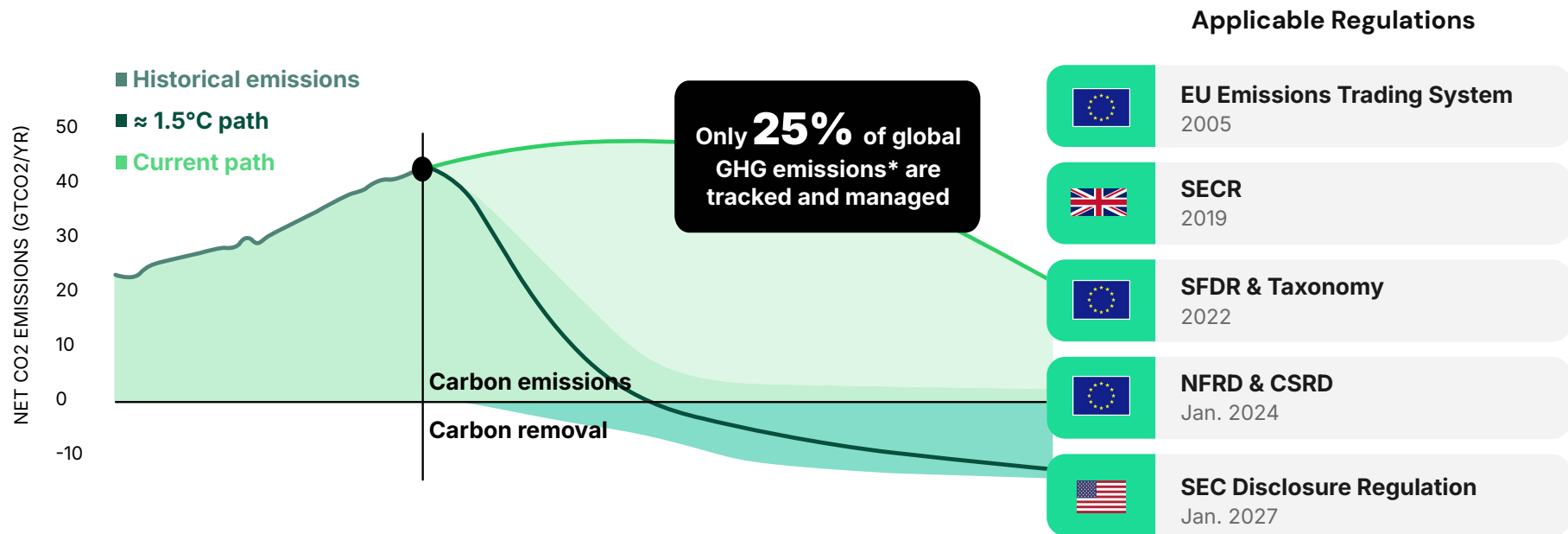
Shifting employee mindsets and expectations regarding the environmental reputation of their employer

## | 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

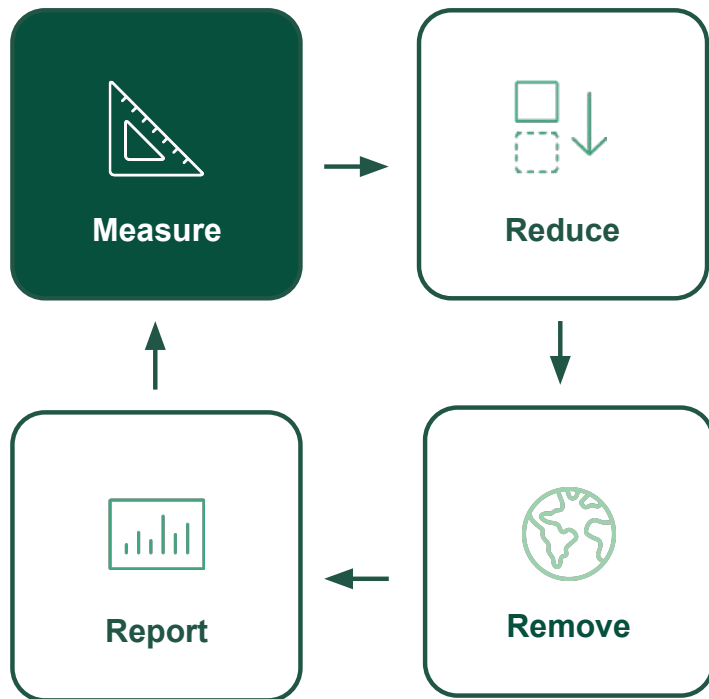
REACHING PLANETARY DECARBONIZATION GOALS IMPLIES THAT ALL BUSINESSES TRACK THEIR EMISSIONS, REGULATIONS ARE KICKING IN



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.



# How are emissions computed?

ANALYZING EMISSIONS, AUTOMATING TRACKING

18% of your emissions of 2023 are calculated using activity data

Expense  
based

Increasing  
Accuracy\*

Activity  
based

Activity metrics x Emissions factors = CO2 Eq. Emissions



**Total Expense**  
80 £

1.75 kgCO2e/£

140 kgCO2e



**Total Distance**  
600 miles

0.2 kgCO2e/mile

120 kgCO2e



**Total Fuel**  
40 gallons

2.8 kgCO2e/gallon

112 kgCO2e

\*depending on the availability of data

Emission Factor  
Sources



exiobase



Fraunhofer



European  
Commission  
JOINT RESEARCH CENTRE



Department for  
Business, Energy  
& Industrial Strategy

# | GHG emissions assessment scopes

## Entity

Man Bites Dog – The Strategic Ideas Company  
From January 2023 to December 2023

–

## Primary data

Accounting data  
Employee survey  
Buildings data  
Activity data from the following module: 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

#### 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

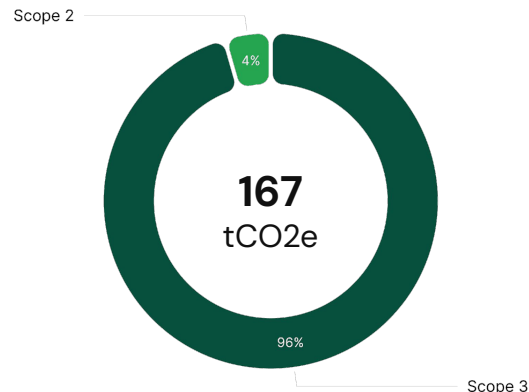
# Executive summary

This report summarizes the results of Man Bites Dog – The Strategic Ideas Company'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

|              |                            |                      |               |
|--------------|----------------------------|----------------------|---------------|
| Scope 1      | 0tCO <sub>2</sub> e        | 0t/employee          | 0t/M€         |
| Scope 2      | 7.4tCO <sub>2</sub> e      | 0.2t/employee        | 2t/M€         |
| Scope 3      | 160tCO <sub>2</sub> e      | 5t/employee          | 42t/M€        |
| <b>Total</b> | <b>167tCO<sub>2</sub>e</b> | <b>5.2t/employee</b> | <b>44t/M€</b> |



Results subject to the correct categorization and validation of expenses of Man Bites Dog – The Strategic Ideas Company - categorization score of 98% on this report

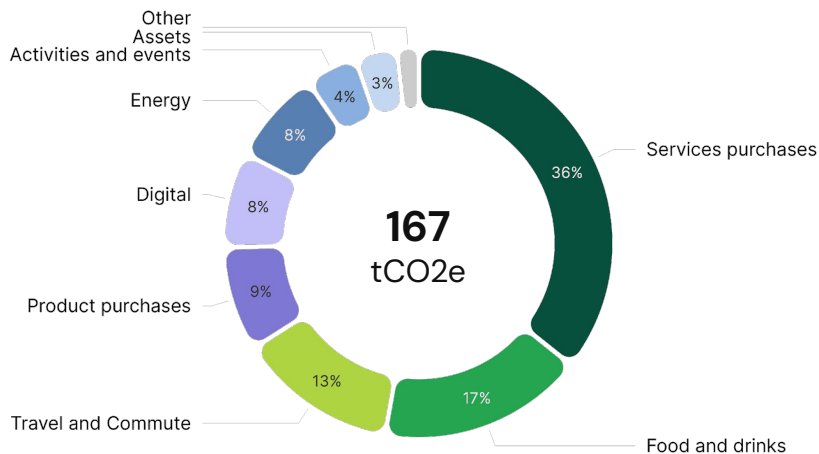


# Emissions Report

# General overview

## RESULTS BY ACTIVITY

**Total emissions of Man Bites Dog – The Strategic Ideas Company,**  
by activity (% tCO<sub>2</sub>e)



**Is equivalent to:**



The amount of CO<sub>2</sub> sequestered annually by 15 hectares of growing forest\*



The annual emissions of 14 British people\*



97 London - New York round trips\*

|                    | Absolute<br>tCO <sub>2</sub> e | Per employee<br>tCO <sub>2</sub> e/employee |
|--------------------|--------------------------------|---------------------------------------------|
| Services purchases | 60                             | 1.9                                         |
| Food and drinks    | 29                             | 0.9                                         |
| Travel and Commute | 22                             | 0.7                                         |
| Product purchases  | 15                             | 0.5                                         |
| Digital            | 13                             | 0.4                                         |
| Energy             | 13                             | 0.4                                         |
| Others**           | 16                             | 0.5                                         |

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

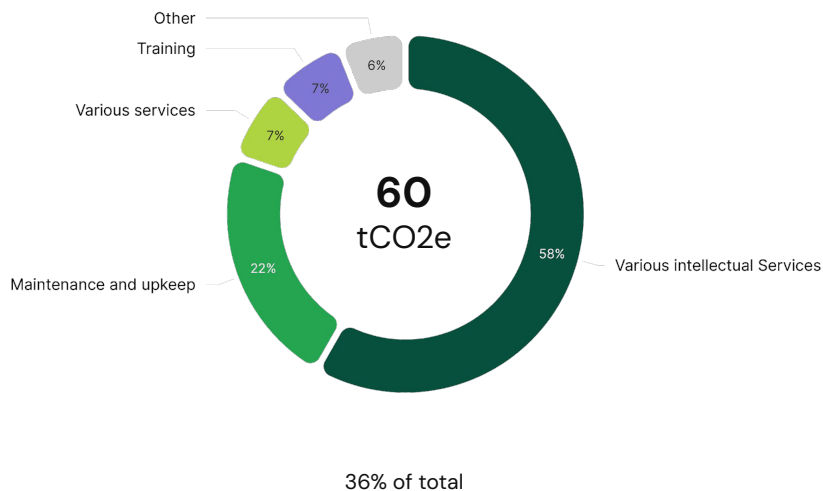
\*\*Activities and events, Assets, Waste, Freight

# Focus on Services purchases

Activity data  
0 tCO2e (0%)

Expense data  
60 tCO2e (100%)

Services purchases emissions by category  
(% tCO2e)



## 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:  
No actions selected for this category

## Methodology

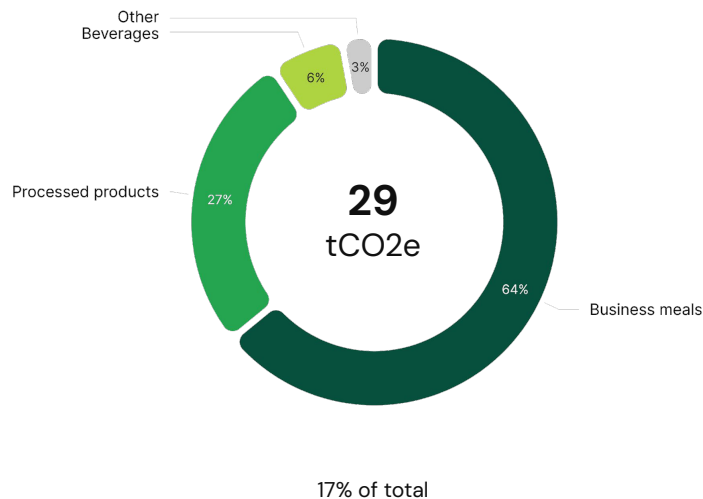
1. Emissions calculated using expense data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Company Report 1.0, Exiobase 3.8.1
3. Details of the methodology used to calculate each carbon footprint source are available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

# Focus on Food and drinks

Activity data  
0 tCO2e (0%)

Expense data  
29 tCO2e (100%)

Food and drinks emissions by category  
(% tCO2e)



## What is included in this category?

CO2 emissions from food and drinks, covering production, processing, transportation, and consumption. Includes agricultural practices and food waste management.



## How to reduce the impact of this category?

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

## Methodology

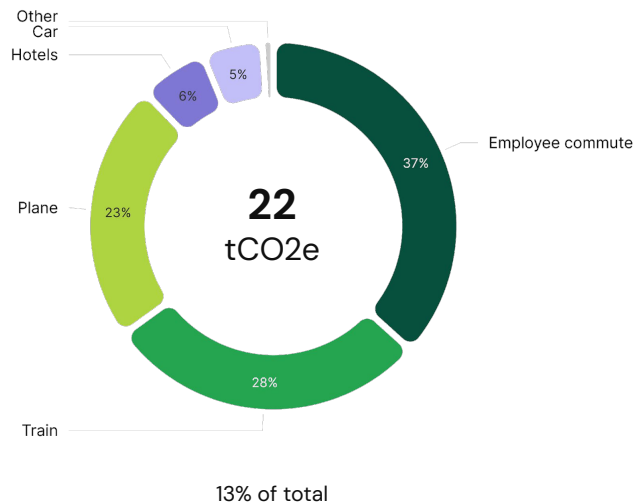
1. Emissions calculated using expense data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Exiobase 3.8.1, Greenly 1.0
3. Details of the methodology used to calculate each carbon footprint source are available on the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

# Focus on Travel and Commute

Activity data  
8.1 tCO<sub>2</sub>e (37%)

Expense data  
14 tCO<sub>2</sub>e (63%)

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



## What is included in this category?

CO<sub>2</sub> 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:

- Promote low carbon commuting means

## Methodology

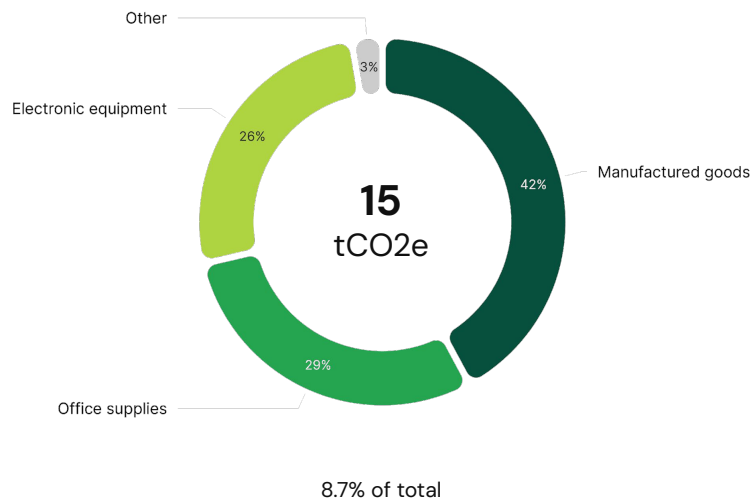
1. Emissions calculated using activity and expense data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Company Report 1.0, Exiobase 3.8.1, Greenly 1.0, UK GHG Conversion Factor 2024
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

# Focus on Product purchases

Activity data  
0 tCO<sub>2</sub>e (0%)

Expense data  
15 tCO<sub>2</sub>e (100%)

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



## What is included in this category?

CO<sub>2</sub> 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:

- Set up a system for recovering and reusing used work equipment.

## 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, Greenly 1.0
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

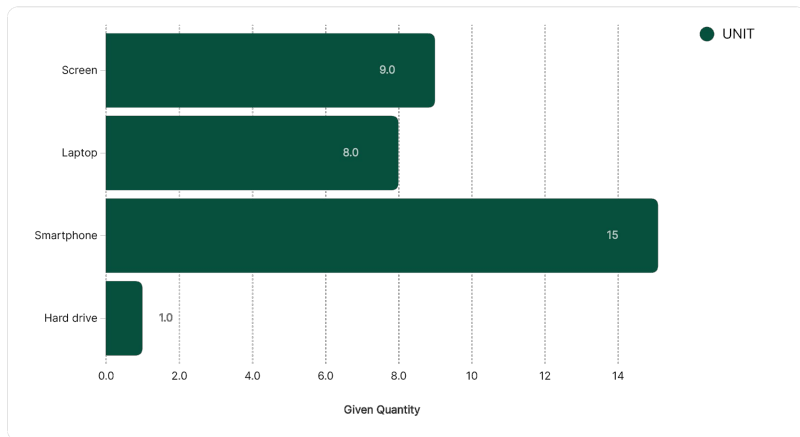


# Focus on IT Inventory

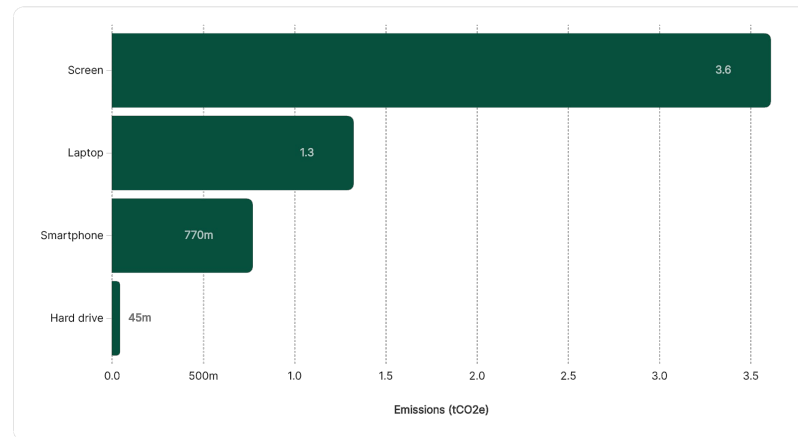
# | Focus on Assets

## ACTIVITY DATA ANALYSIS: IT INVENTORY

### Quantities



### Emissions



**This module covers 3.4% of total emissions.**

**This represents 5.8 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. To see more visualisations visit Greenly's platform



# Focus on Buildings

# Focus on buildings

## ACTIVITY ANALYSIS

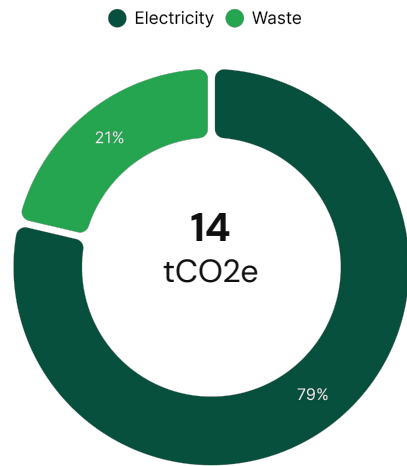
Activity emissions

14 tCO<sub>2</sub>e (100%)

Estimated emissions

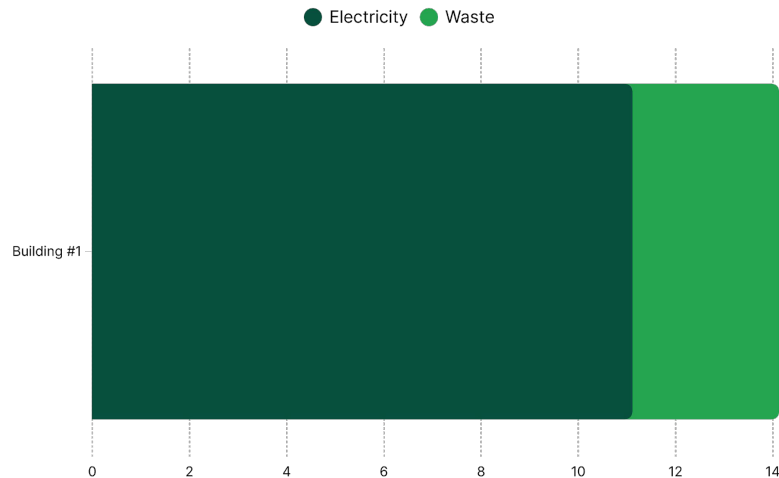
0 tCO<sub>2</sub>e (0%)

Total Emissions per Category



8% of total

Total Emissions per Building



## 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).



# 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?



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.

# Services Purchases



# 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.*



High impact

Medium  
term

### 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.

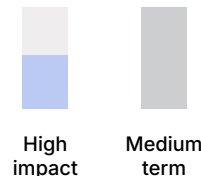
### Implementation

- 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

# Implement carbon impact conditions in your service purchase policy

## SERVICE PURCHASE

*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 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.

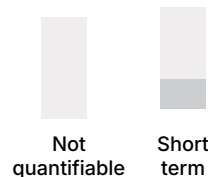
# Food and Drinks



# Raise employees awareness on the carbon impact of different foods

## FOOD AND DRINKS

*Raising awareness is essential for changing habits and reducing emissions. Awareness can motivate individuals to take action. It also creates a ripple effect by influencing not just individual behavior but also social norms and collective action. In the long run, the action plans you implement may be more easily supported by the employees.*



### Benchmark



92% of IKEA's employees have gone through a sustainability training, focusing on how to live a more sustainable life as a human being, and what, as a company, they are doing to contribute to a better world.

### Estimated Impact

If the impact of raising awareness is not direct, it allows other action plans to be more easily and effectively implemented.

### Estimated Cost

Overall, the cost is low, and depends on the type of actions taken.

### Implementation

- 1 **DEVELOP** educational resources that explain the carbon footprint of various foods (infographics, brochures, presentations, interactive online modules...).
- 2 **ORGANIZE** educational events, such as workshops, vegetarian cooking sessions, and lunch-and-learn sessions. Highlight success stories, interesting facts, and tips for making sustainable food choices.
- 3 **ENCOURAGE** participation and **MEASURE** and **CELEBRATE** progress. Create incentives or challenges to encourage employees to actively engage employees. For example, you could implement a "Meatless Monday" campaign and provide small rewards or recognition for participation.

# Choose vegetarian meal in restaurants

## FOOD AND DRINKS - Restaurants

*At the restaurant, opting for vegetarian option. Choosing labelled establishments allows you to verify their dedication to sustainable practices, including the use of seasonal and local ingredients, provision of vegetarian options, and implementation of measures to reduce energy consumption and waste. International labels are listed in the Recommended service providers section of this slide.*



Medium  
impact



Medium  
term

### Benchmark



Google's Food@Work program includes partnerships with local and sustainable food providers. Many other companies gradually shift towards labelled restaurant options, especially when it comes to business events.

### Estimated Impact

Variable carbon impact depending on the resulting changes in practices (percentage increase in vegetarian and locally-sourced meals consumed by employees, and other environmental measures applied by the restaurant).

### Estimated Cost

Labelled restaurants are not necessarily more expensive than conventional ones, but this depends on the restaurants available locally.

### Recommended Service Providers

The  
sustainable  
restaurant  
association  
Zerofoodprint  
Ecocook

### Implementation

- 1 **ESTABLISH** and start monitoring your KPIs (ex. percentage of restaurant meals consumed in partnered or labelled establishments).
- 2 **SELECT** and partner with labelled establishments that align with your sustainability goals. You can use our non-exhaustive service provider list.
- 3 **PROMOTE** these establishments among your employees and favour them when organizing company events.

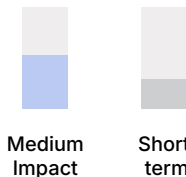
# Travel and Commute



# Replace part of your business travel with video conferencing

## TRAVEL AND COMMUTE

*By promoting the use of video conferencing instead of direct travel, your business travel CO2 emissions will be significantly reduced. This is the main reason why overall emissions were particularly low during the COVID period!*



### Benchmark



accenture

Microsoft has been actively promoting the use of video conferencing and reducing business travel. In a blog post, they shared that they have saved millions of dollars in travel expenses and reduced carbon emissions by using Microsoft Teams for meetings and collaborations instead of travelling to different locations.

Accenture, a global professional services company, has recognized the environmental impact of business travel and actively encourages the use of virtual meetings.

### Estimated Impact

While the costs of these meeting forms depend on many factors such as distance travelled, meeting duration, and the technologies used, we find that video conferencing takes at most 7% of the energy/carbon of an in-person meeting. Emissions are thus reduced by more than 90%.

### Estimated Cost

Given online meeting solutions are already in place for most companies, no additional cost comes from this measure.

### Recommended Service Providers

Your current video conferencing provider

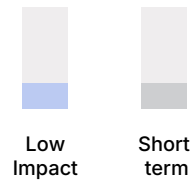
### Implementation

- 1 **IDENTIFY** the routes that can be avoided and agree with the different actors of the meetings on a video conferencing solution.
- 2 **ESTIMATE** the carbon and monetary savings from avoiding transportation.
- 3 **AGREE** with partners/colleagues who usually meet in person to schedule the video conference meeting.

# Favour direct flights in economy

## PURCHASE CATEGORY - specific emissions

*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.*



### Benchmark



The sustainable travel policy of the United Nations outlines sustainable travel measures for their employees, including choosing the most direct route with no stop-over and systematically choosing economy class for employees for trips of less than 9 hours.

### Estimated Impact

Reduction of emissions by a factor of 3 when travelling in economy rather than business class, and by a factor of 6 when travelling in economy rather than in first class  
Reduction of emissions by roughly 10% when comparing flights with a stop-over and direct flights.

### Estimated Cost

This action plan only results in cost savings, as direct, economy class ticket are usually less expensive and more time-efficient.

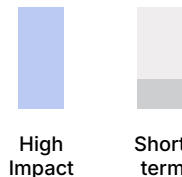
### Implementation

- 1 **DEVELOP** a Sustainable Travel Policy in which you include guidelines and criteria for selecting direct flights and for employees to travel in economy class.
- 2 **PROMOTE** awareness and employee engagement on the importance of sustainable travel and the rationale behind favouring direct flights and economy class travel.
- 3 **ESTABLISH** and monitor your KPIs (example: Percentage of flights booked as direct flights, Economy class travel rate, GHG emissions per employee or per kilometre travelled). Regularly communicate progress and achievements.

# Favour the train for regional or national travel of employees

## TRAVEL AND COMMUTE

Regional trains emit 3.6 times less CO<sub>2</sub> than internal combustion cars. High-speed trains emit 45 times less CO<sub>2</sub> 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 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

3

**RAISE** awareness of the environmental impact of different means of transport among the various stakeholders

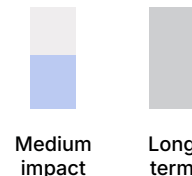
# Product purchases



# Implement carbon impact conditions in your product 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 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.



# Conclusion

# Conclusion

The GHG assessment made it possible to identify Man Bites Dog – The Strategic Ideas Company's main GHG emission sources 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), indirect energy-related emissions (Scope 2) and other indirect emissions (Scope 3). As Scope 1&2 represent a small part of your company's impact, it is essential to tackle Scope 3 emissions by engaging your service providers 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 5.9% reduction in emissions within one year (-10 tCO<sub>2</sub>e).

## The recommended next steps in Man Bites Dog – The Strategic Ideas Company's carbon strategy are:

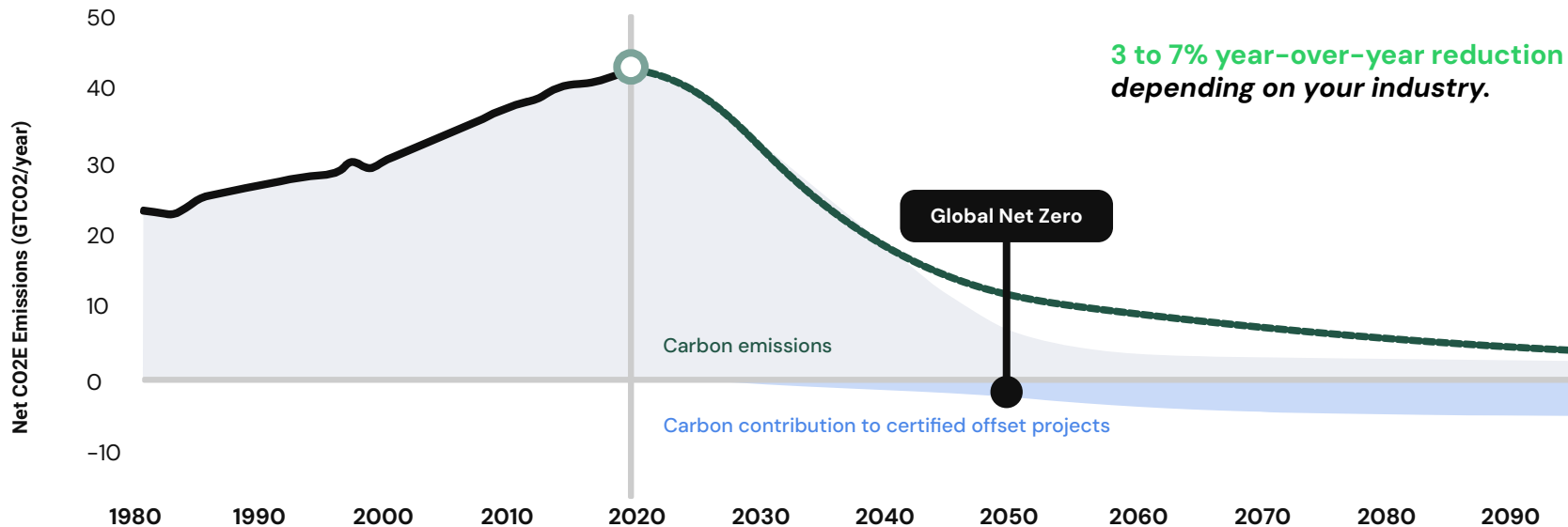
- 1 **Study key emission sources in greater depth**, if you opt for that. Your Climate Expert can help you decide between the different options available!
- 2 **Establish GHG emission reduction targets and implement an action plan** in order to achieve these targets.
- 3 **Engage your suppliers** using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



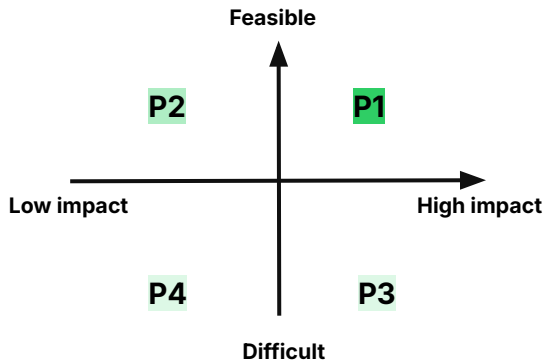
# How can I build my reduction trajectory?

THE 4 KEY STAGES IN DEFINING AND FOLLOWING YOUR TRAJECTORY

## Refine your greenhouse gas emissions assessment

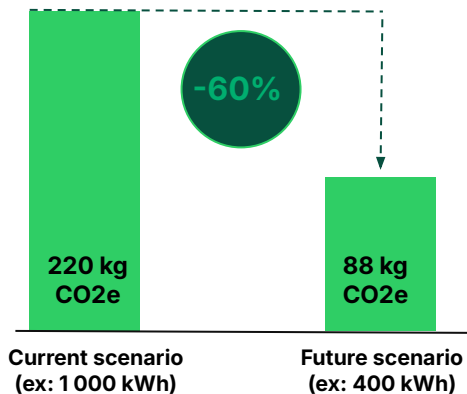
Your 2023 assessment is based on **18%** of physical data, the rest being financial data. We recommend that you regularly improve the accuracy of your greenhouse gas assessment by adding more physical data. You will be able to quantify and monitor your reductions with precise targets in km, kg, kWh, etc.

### Prioritize your actions



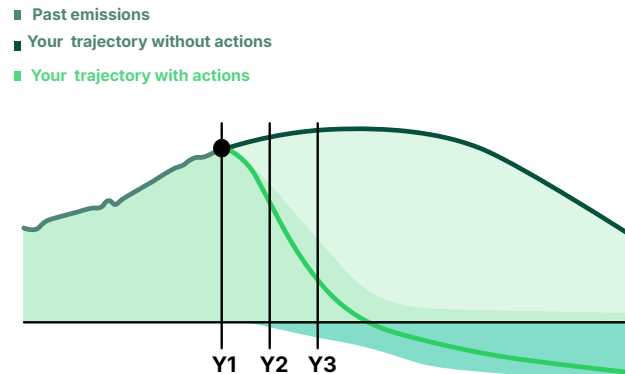
Place your actions on the matrix after identifying operational constraints in consultation with your teams.

### 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 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



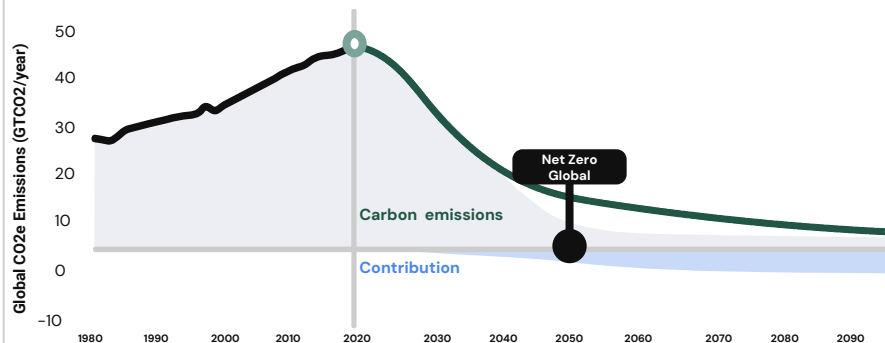
[Carbon contribution](#)

# 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

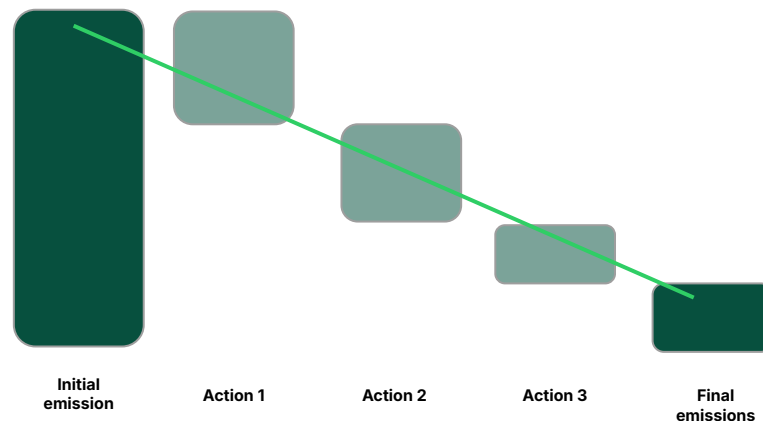
## Paris Agreement Objective

-3% to -7% reduction annually



## 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

### Optimize your trajectory

1

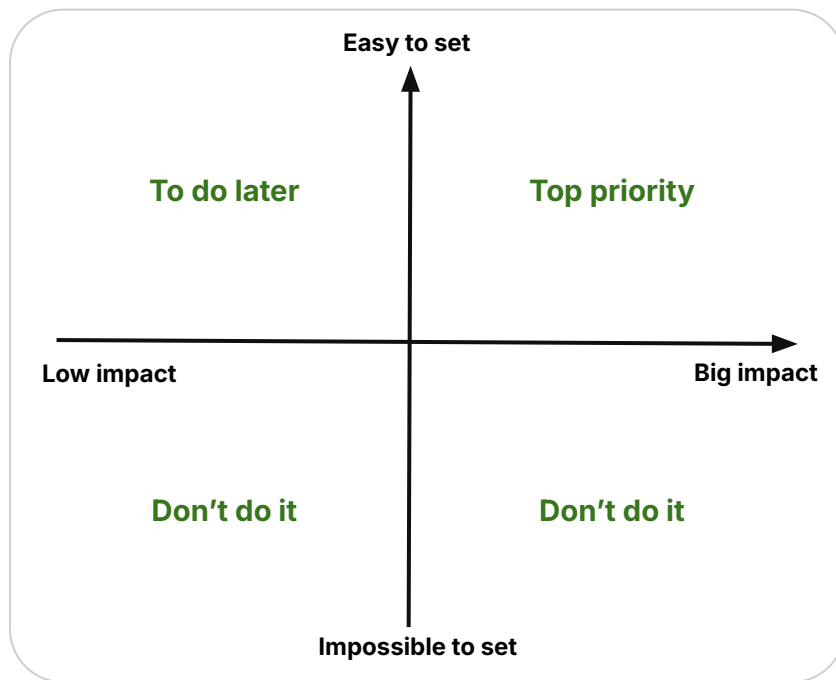
Bring together the stakeholders in your climate strategy

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



# Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

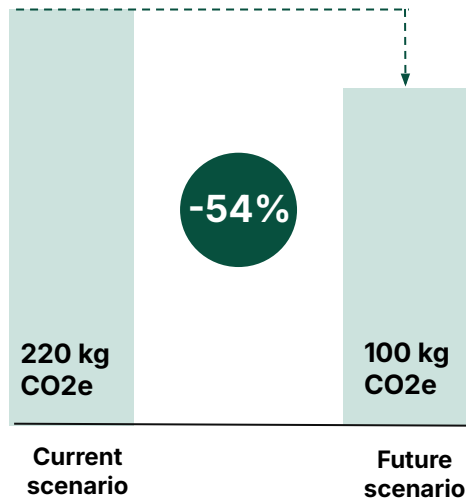
Calculate their reduction potential

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



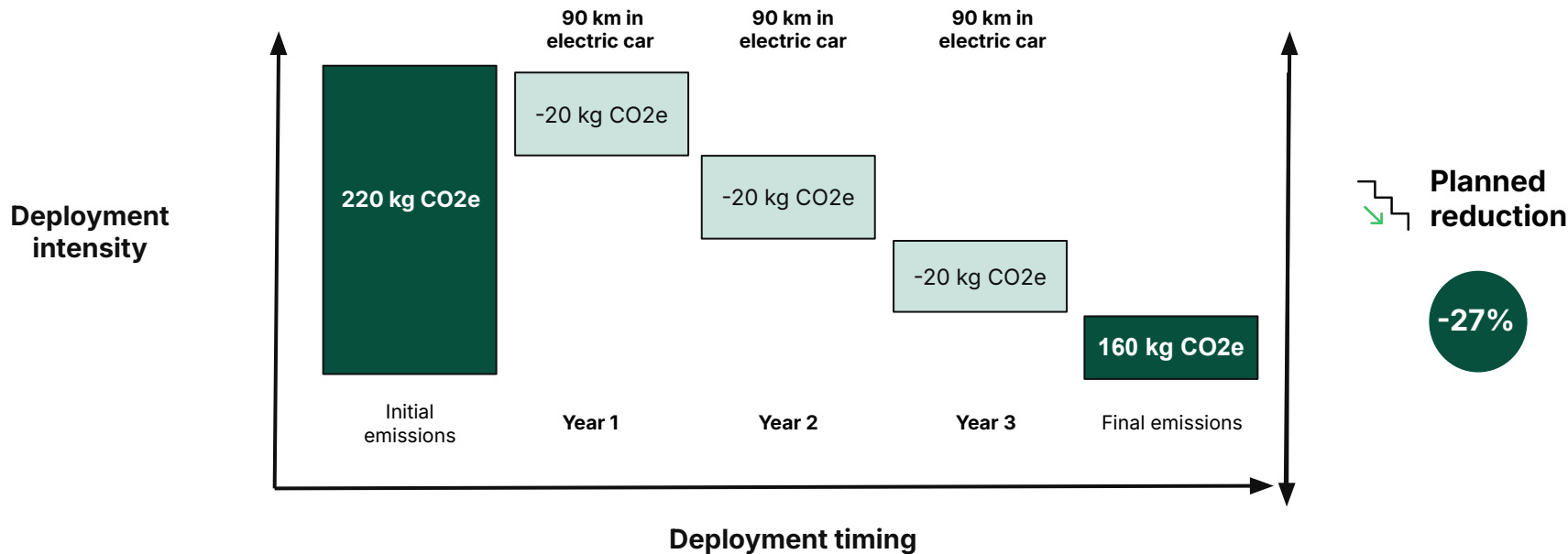
# Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

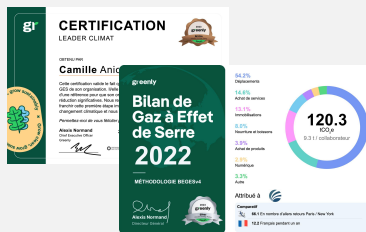
Calculate their reduction potential

Optimize your trajectory

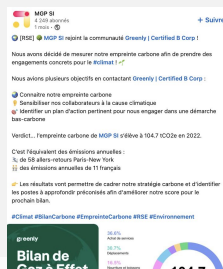


# Greenly's communication support to highlight commitment

## Company & Personal Certificates

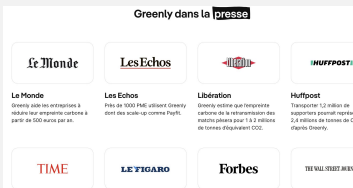


## Social Networks



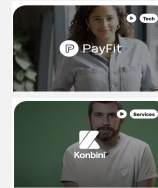
## PR

Communicate on media



## Customer Video Testimonials

Testimonials showcasing the work done with Greenly



Premium

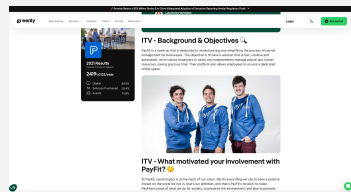
## Join our community: ESG Connect

Slack Channel, afterwork, Events, Webinars

350k  
Members  
As of August 2023

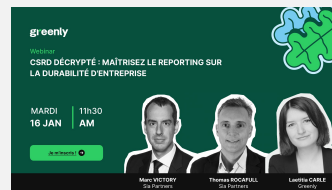
10+  
Countries  
including USA, UK,  
France, Australia etc.

## Case studies



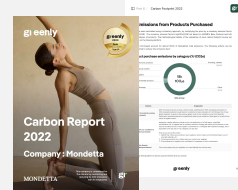
## Webinar

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



## Extended Report

Get your report formatted by our marketing team

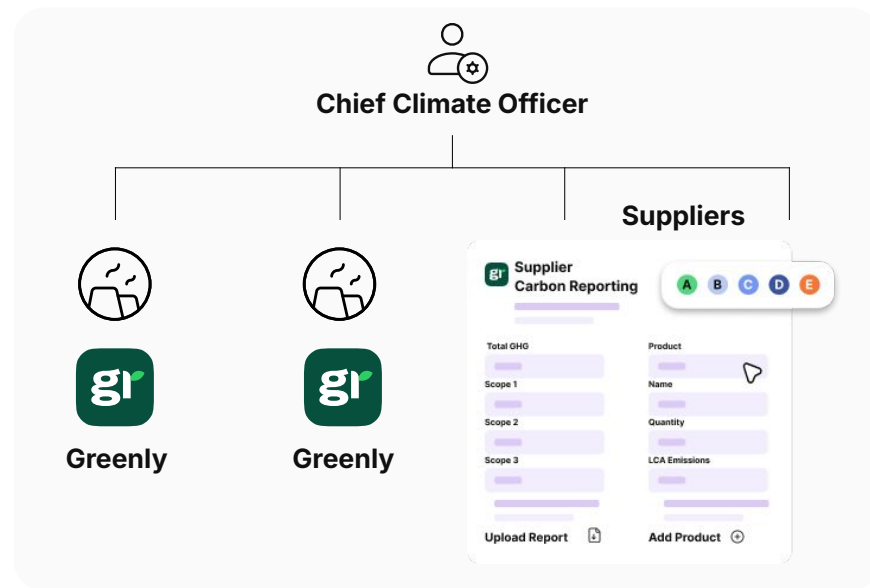
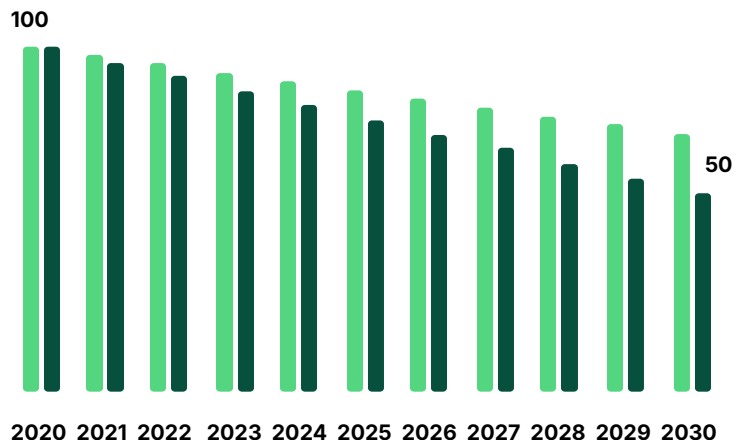


# Engaging suppliers to align with the company's Net Zero targets

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 Man Bites Dog – The Strategic Ideas Company is 36 points**

Points are distributed as follows:

Creating & fine-tuning the Greenhouse Gas report: **32/40**

Action plans: **4/36**

Climate targets: **0/4**

Involving your teams: **0/10**

Carbon contributions: **0/10**

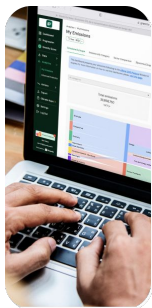
**The Score will be updated at the Climate Strategy follow-up meeting.**

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

Statistics were computed on the Greenly supplier database

# 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..

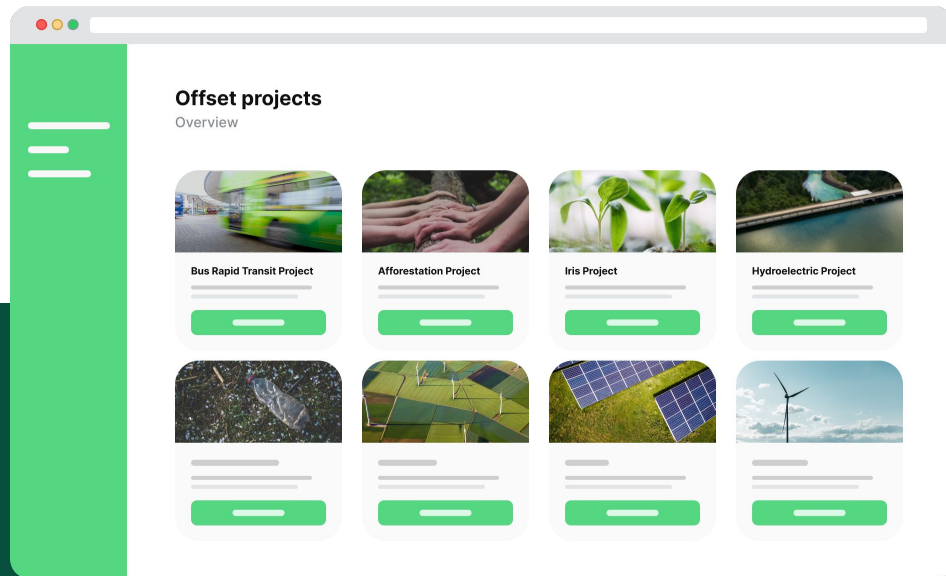


Month 12

A look back  
on the year

# 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**  
CARBON

**reverse**

**Gold Standard**

Man  
Bites  
Dog

**greenly**

# Become a Referral Partner

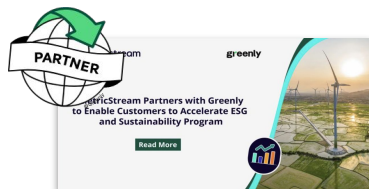
Refer customers to Greenly and use your commissions to reduce the cost of your future GHG reports.

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

1

## COMMUNICATE

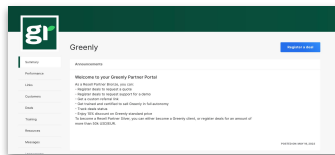
Leverage our resources to communicate to your network



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

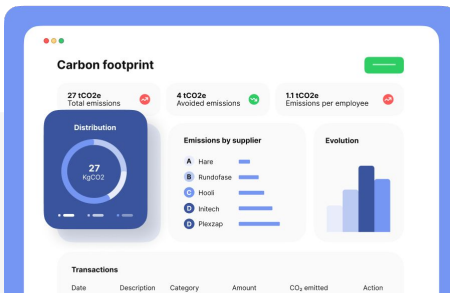
# The Greenly Vision

MAKING CARBON ANALYTICS UNIVERSAL



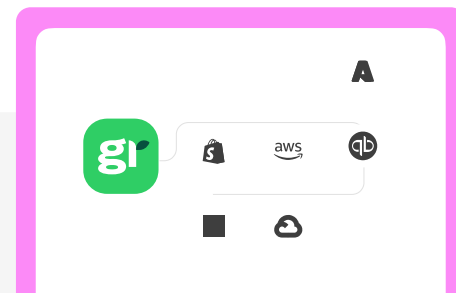
## CARBON FOOTPRINT APP & API

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

 **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

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 Konbini

## Retail

bel for all good COURIR LVMH PETRUS PERNOD Ricard

## Services

ACCOR Capgemini Kéa Mediametrie econocom

## Finance

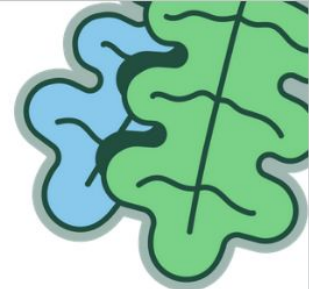
COATUE Shell Ventures AXA EIFFEL INVESTMENT GROUP BNP PARIBAS

Man  
Bites  
Dog.

greenly

# 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                    | -     | Data Source: Building utility consumption |
| 1.2   | Transportation of materials, products, waste, and employees | -     | Data not available                        |
| 1.3   | Physical or chemical processing                             | -     | Not relevant                              |
| 1.4   | Fugitive emissions                                          | -     | Data Source: Building utility consumption |
| 2.1   | Electricity related indirect emissions                      | 7     | Data Source: Building utility consumption |
| 2.2   | Steam, heat and cooling related indirect emissions          | -     | Not relevant                              |

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

# Scope 3

100% accounted



| Scope | Name                                                                    | tCO2e |                                           |
|-------|-------------------------------------------------------------------------|-------|-------------------------------------------|
| 3.1   | Purchased goods and services                                            | 123   | Data Source: Accounting data              |
| 3.2   | Capital goods                                                           | 6     | Data Source: Accounting data              |
| 3.3   | Fuel- and energy- related activities not included in Scope 1 or Scope 2 | 4     | Data Source: Building utility consumption |
| 3.4   | Upstream transportation and distribution                                | 0.009 | Data Source: Accounting data              |
| 3.5   | Waste generated in operations                                           | 3     | Data Source: Average waste data           |
| 3.6   | Business travel                                                         | 14    | Data Source: Accounting data              |
| 3.7   | Employee commuting                                                      | 10    | Data Source: Employee survey              |
| 3.8   | Upstream leased assets                                                  | -     | Not relevant                              |
| 3.9   | Downstream transportation and distribution                              | -     | Not relevant                              |
| 3.10  | Processing of sold products                                             | -     | Not relevant                              |
| 3.11  | Use of sold products                                                    | -     | Not relevant                              |
| 3.12  | End-of-life treatment of sold products                                  | -     | Not relevant                              |
| 3.13  | Downstream leased assets                                                | -     | Not relevant                              |
| 3.14  | Franchises                                                              | -     | Not relevant                              |
| 3.15  | Investments                                                             | -     | Not relevant                              |
| 4.1   | Other emissions - Emissions from biomass (soil and forests)             | -     | Not relevant                              |

# Scope 1&2



| Scope | tCO2e | tCO2b | CO2f* | CH4f* | CH4b* | N2O* | Other GHGs* |
|-------|-------|-------|-------|-------|-------|------|-------------|
| 1.1   | -     | -     | -     | -     | -     | -    | -           |
| 1.2   | -     | -     | -     | -     | -     | -    | -           |
| 1.3   | -     | -     | -     | -     | -     | -    | -           |
| 1.4   | -     | -     | -     | -     | -     | -    | -           |
| 2.1   | 7     | 0     | 6     | 0.4   | 0.4   | 0.4  | 0           |
| 2.2   | -     | -     | -     | -     | -     | -    | -           |

\* Results expressed in tons of CO2e

# Scope 3



| Scope | tCO2e | tCO2b | CO2f* | CH4f*  | CH4b* | N2O*   | Other GHGs* |
|-------|-------|-------|-------|--------|-------|--------|-------------|
| 3.1   | 123   | 0     | 106   | 11     | 0     | 4      | 2           |
| 3.2   | 6     | 0     | 6     | 0.008  | 0     | 0.003  | 0.001       |
| 3.3   | 4     | 0     | 3     | 0.9    | 0.04  | 0.2    | 0           |
| 3.4   | 0.009 | -     | 0.007 | 0.0006 | -     | 0.0005 | -           |
| 3.5   | 3     | 0     | 2     | 0.2    | 0     | 0.6    | 0           |
| 3.6   | 14    | 0     | 12    | 1      | 0     | 0.9    | 0           |
| 3.7   | 10    | 0     | 9     | 0.7    | 0.003 | 0.6    | 0.006       |
| 3.8   | -     | -     | -     | -      | -     | -      | -           |
| 3.9   | -     | -     | -     | -      | -     | -      | -           |
| 3.10  | -     | -     | -     | -      | -     | -      | -           |
| 3.11  | -     | -     | -     | -      | -     | -      | -           |
| 3.12  | -     | -     | -     | -      | -     | -      | -           |
| 3.13  | -     | -     | -     | -      | -     | -      | -           |
| 3.14  | -     | -     | -     | -      | -     | -      | -           |
| 3.15  | -     | -     | -     | -      | -     | -      | -           |
| 4.1   | -     | -     | -     | -      | -     | -      | -           |

\* Results expressed in tons of CO2e

Man  
Bites  
Dog.

greenly



Contact us

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

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