

Year 2025

GHG emissions report

Hightower®



5/25/2026

Foreword

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

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

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

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

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



Alexis Normand

CEO of Greenly

A handwritten signature in black ink, which appears to be 'Alexis'.

Overview

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About Greenly

- Our vision & team

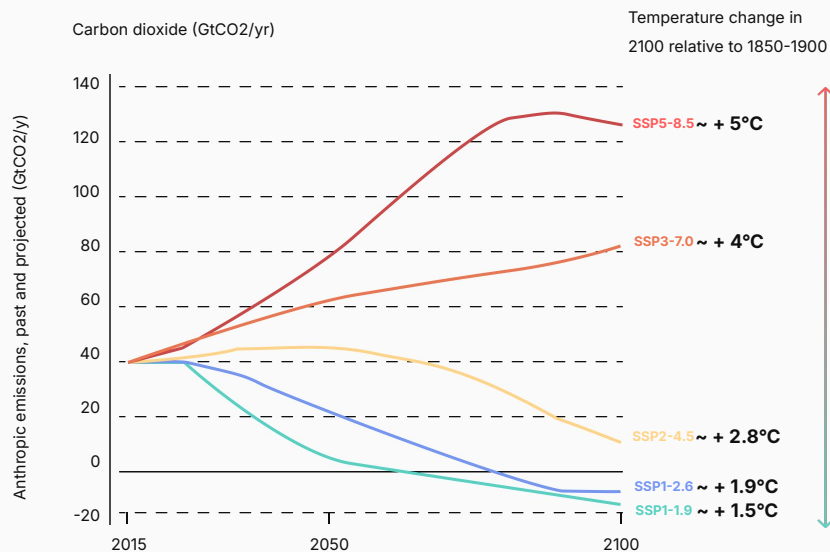
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Appendix

- 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.



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



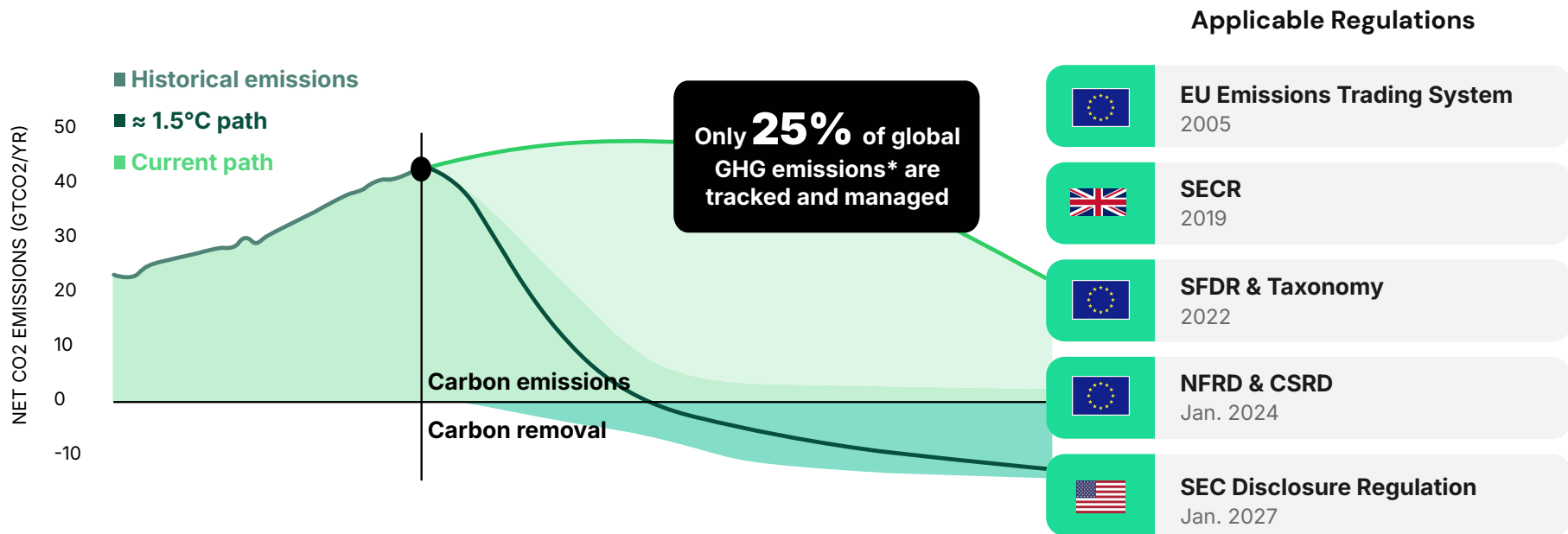
Shifting employee mindsets and expectations regarding the environmental reputation of their employer

| 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

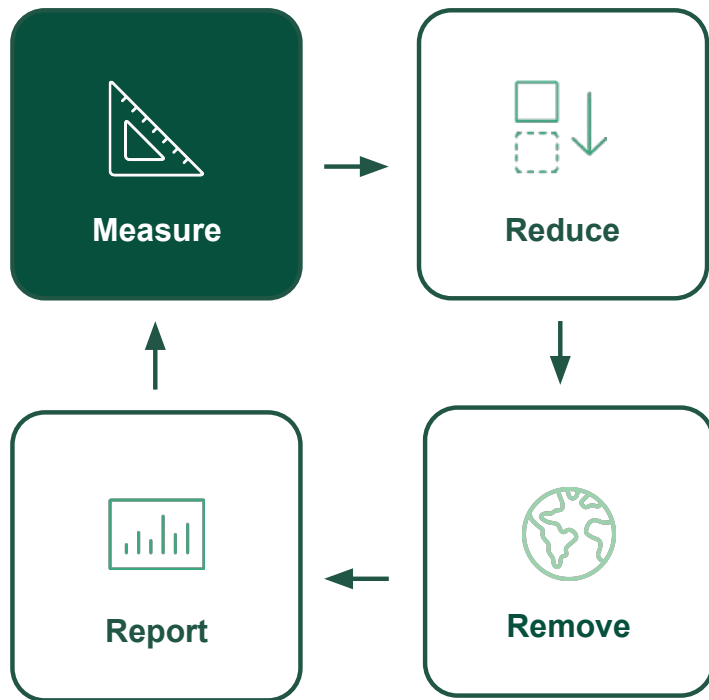
REACHING PLANETARY DECARBONIZATION GOALS IMPLIES THAT ALL BUSINESSES TRACK THEIR EMISSIONS, REGULATIONS ARE KICKING IN



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

70% of your emissions of 2025 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 km

0.2 kgCO2e/km

120 kgCO2e



Total Fuel
40 liters

2.8 kgCO2e/liters

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

Hightower®

From January 2025 to December 2025

–

Primary data

Accounting data

Employee survey

Buildings data

Activity data from the following modules: Business travel and vehicle fuel consumption, Freight, Products, Raw Materials & Packaging Inventory, Mobile fuel consumption, Waste | GHG P | Short ton

Methodology

Official and approved GHG Protocol methodology; GWP 100

Location-based approach

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

General overview

KEY RESULTS – 2025

Absolute

3.4k
tCO₂e



Per employee

35
tCO₂e

Employee number : 98



Per revenue (M)

113
tCO₂e

Revenue : 30M\$



This report summarizes the results of Hightower®'s 2025 GHG emissions assessment based on the information collected and subject to its completeness, correct categorization and validation.

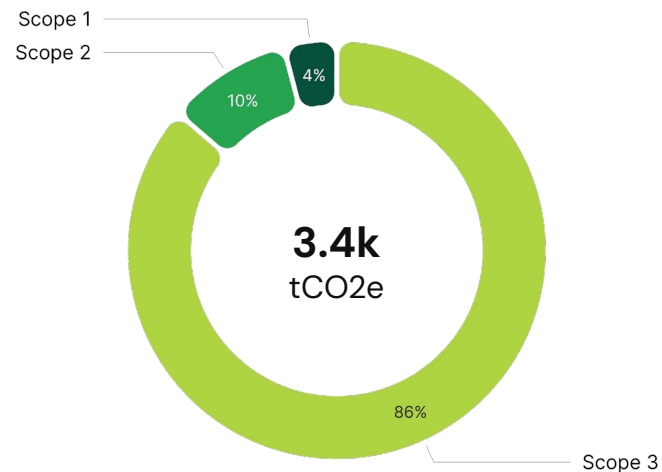


Emissions Report

General overview

BREAKDOWN BY SCOPE – 2025

	Scope 1	Scope 2	Scope 3
Absolute tCO ₂ e	138	325	2.9k
Employee tCO ₂ e/employee	1.4	3.3	30
Revenue tCO ₂ e/M\$	4.6	11	97

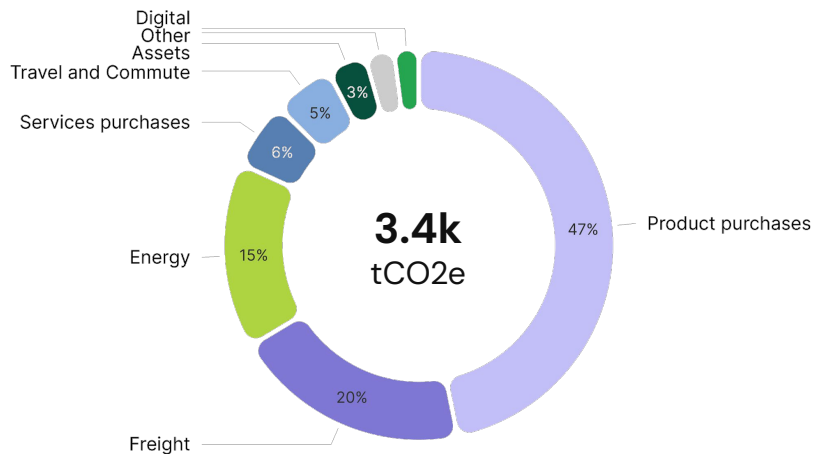


Results subject to the correct categorization and validation of expenses of Hightower®.

General overview

RESULTS BY ACTIVITY

Total emissions of Hightower®,
by activity (% tCO₂e)



Is equivalent to:



The amount of CO₂
sequestered annually by
**761 acres of growing
forest***



The annual
emissions of **147
Americans***



**1.9k Paris - New York
round trips***

	Absolute tCO ₂ e	Per employee tCO ₂ e/employee
Product purchases	1.6k	16
Freight	665	6.8
Energy	521	5.3
Services purchases	188	1.9
Travel and Commute	168	1.7
Assets	110	1.1
Others**	149	1.5

*Sources: Labos1Point5, ExioBase, French National Forests Office

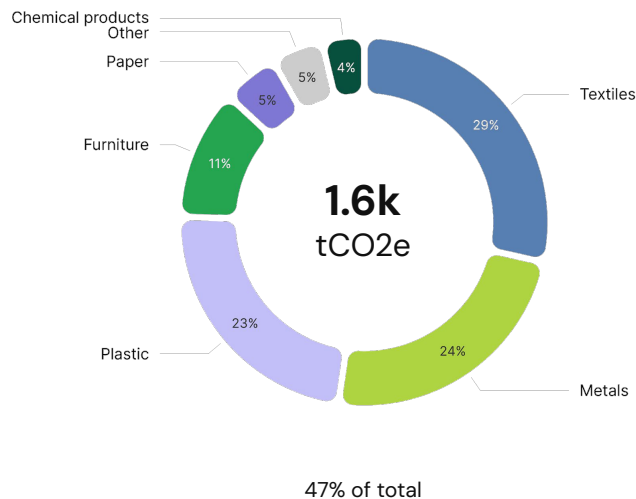
**Digital, Food and drinks, Waste, Activities and events

Focus on Product purchases

Activity data
1.1k tCO₂e (72%)

Expense data
445 tCO₂e (28%)

Product purchases emissions by category (% tCO₂e)



What is included in this category?

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



How to reduce the impact of this category?

You can adopt the following measures:

- Make your customers aware of the impact of your purchases
 - Buy recycled material – Cardboard
 - Choose packaging made from recycled raw materials – Cardboard
- See additional best practices in the action plans section

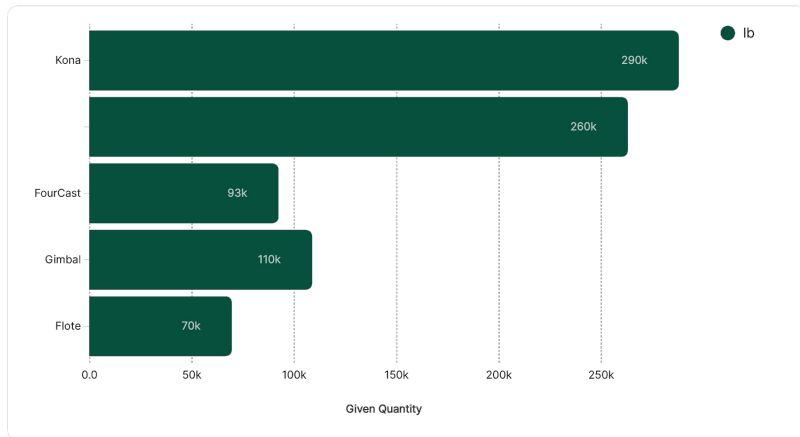
Methodology

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 Carbone Ademe 22.0, Base Empreinte Ademe 23.9, Base Empreinte Ademe 3.0, Company Report 1.0, Ecoinvent 3.12, Ecoinvent 3.7.1, 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.

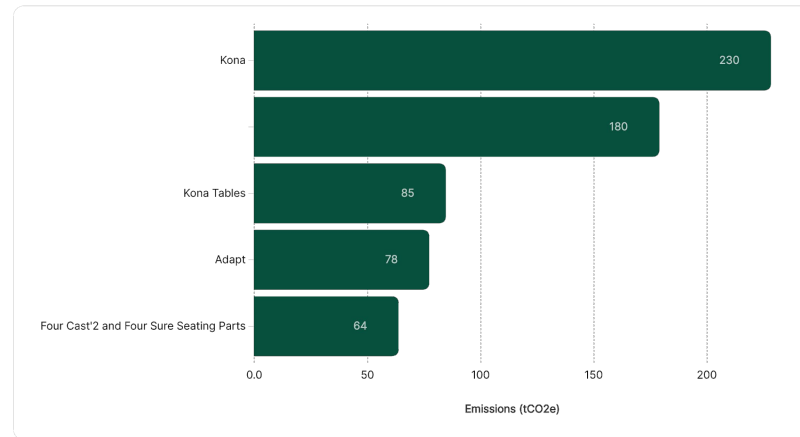
Focus on Product purchases

ACTIVITY DATA ANALYSIS: PRODUCTS, RAW MATERIALS & PACKAGING INVENTORY

Quantities



Emissions



This module covers 34% of total emissions.

This represents 1.1k tCO₂e.

Methodology

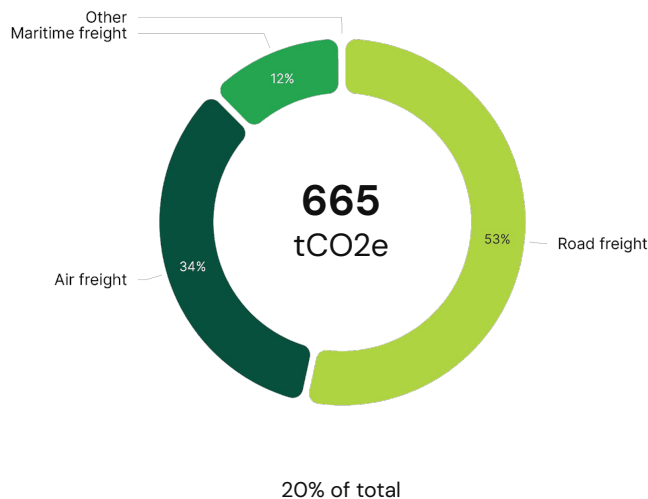
1. Emissions are computed by multiplying the physical data with emission factors (in kgCO₂e, for instance).
2. Emission factors used for this category come from the following databases: Base Carbone Ademe 22.0, Base Empreinte Ademe 23.9, Base Empreinte Ademe 3.0, Ecoinvent 3.12, Ecoinvent 3.7.1, Greenly 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.

Focus on Freight

Activity data
550 tCO₂e (83%)

Expense data
115 tCO₂e (17%)

Freight emissions by category
(% tCO₂e)



What is included in this category?

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



How to reduce the impact of this category?

You can adopt the following measures:

- Replace air freight with sea freight
- Implementation of an eco-driving program
- Improve consumption monitoring

See additional best practices in the action plans section

Methodology

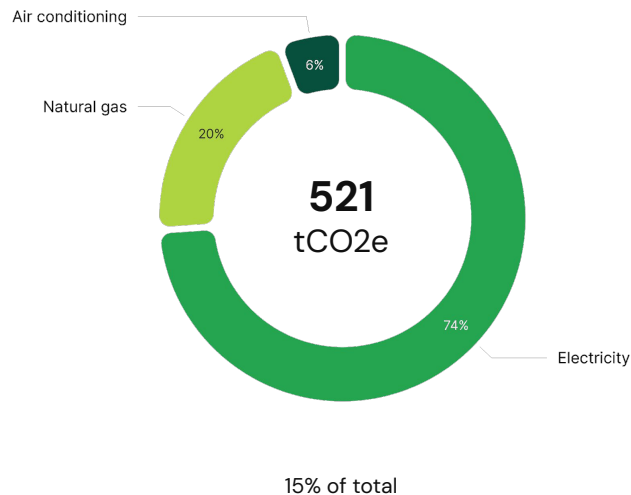
1. Emissions calculated using activity and expense data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Company Report 1.0, Exiobase 3.8.2, Greenly 1.0, Uk GHG Conversion Factor 2025
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Focus on Energy

Activity data
521 tCO₂e (100%)

Expense data
0 tCO₂e (0%)

Energy emissions by category (% tCO₂e)



What is included in this category?

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



How to reduce the impact of this category?

You can adopt the following measures:

- Improve the insulation of your buildings
- Improve insulation/efficiency in cold rooms

Methodology

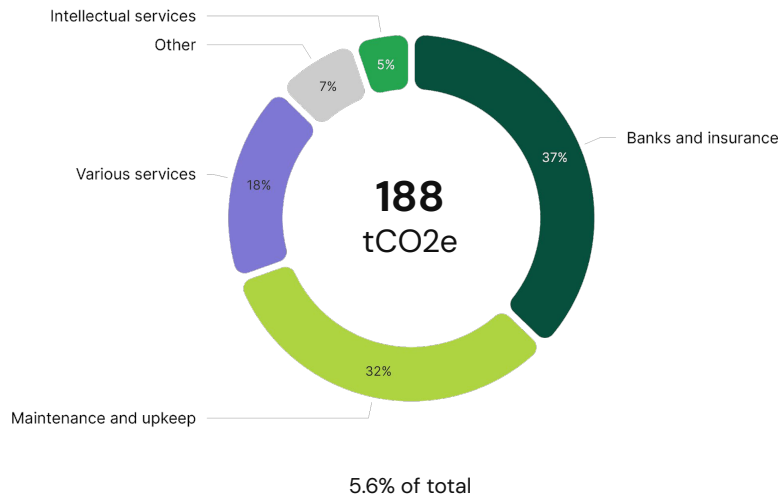
1. Emissions calculated using activity data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Base Empreinte Ademe 23.9, eGRID 2023, EPA GHG Emission Factor Hub 2025, Greenly 1.0
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Focus on Services purchases

Activity data
0 tCO2e (0%)

Expense data
188 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

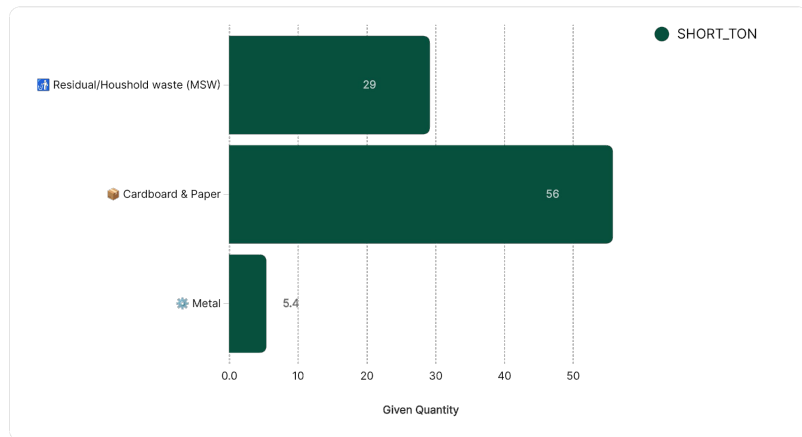
Methodology

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: 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.

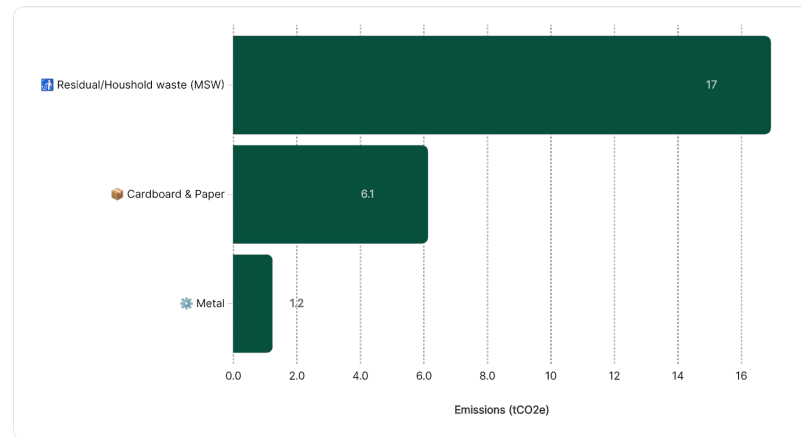
| Focus on Waste

ACTIVITY DATA ANALYSIS: WASTE | GHG P | SHORT TON

Quantities



Emissions



This module covers 0.7% of total emissions.

This represents 24 tCO2e.

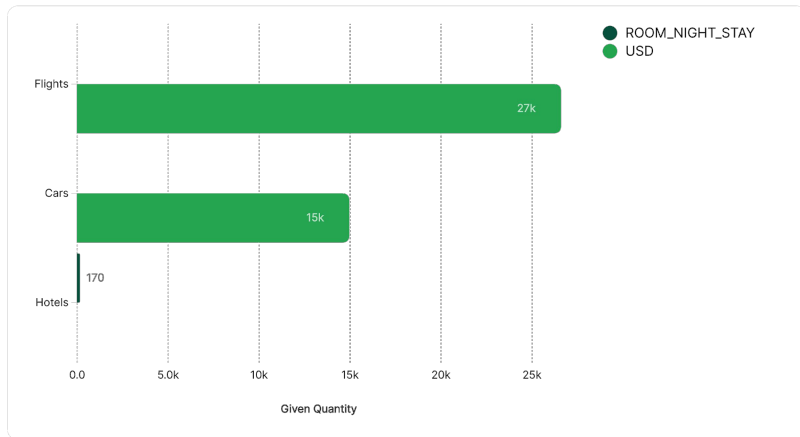
Methodology

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: EPA GHG Emission Factor Hub 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

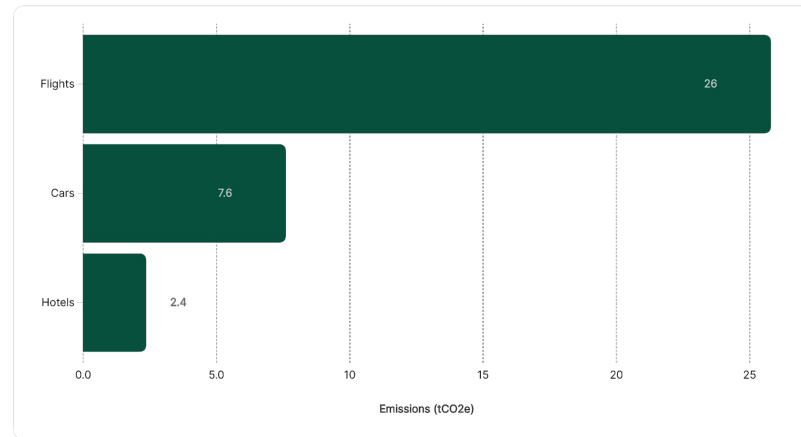
| Focus on Travel and Commute

ACTIVITY DATA ANALYSIS: BUSINESS TRAVEL AND VEHICLE FUEL CONSUMPTION

Quantities



Emissions



This module covers 1.1% of total emissions.

This represents 36 tCO2e.

Methodology

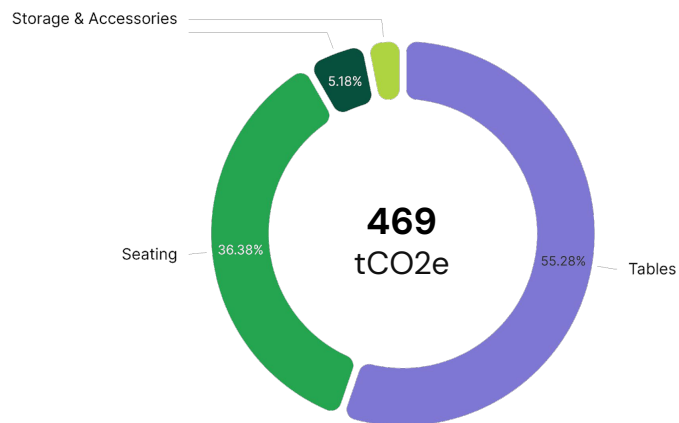
1. Emissions are computed by multiplying the physical data with emission factors (in kgCO2e, for instance).
2. Emission factors used for this category come from the following databases: Cornell Hotel Sustainability Benchmarking Index 2025, Exiobase 3.8.2
3. The specific steps involved in calculating 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

Emissions by analytic tags



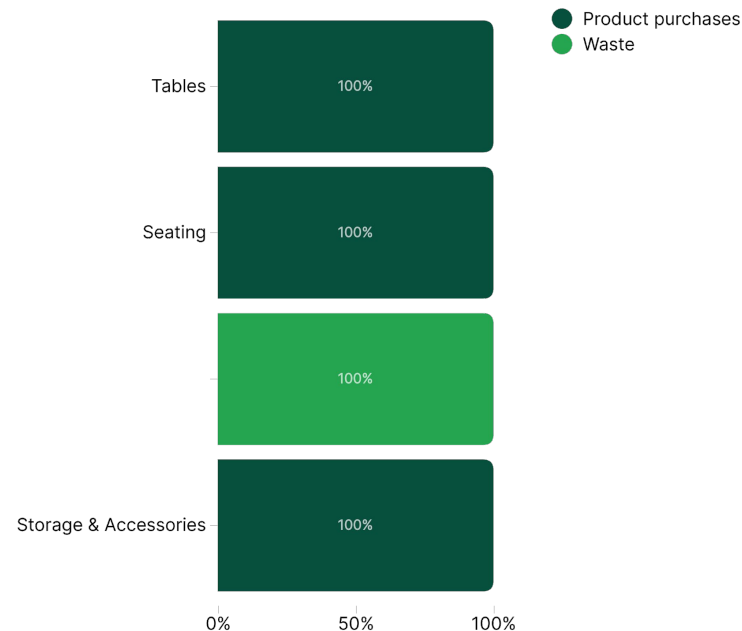
Emissions by Product Type

Breakdown by Product Type



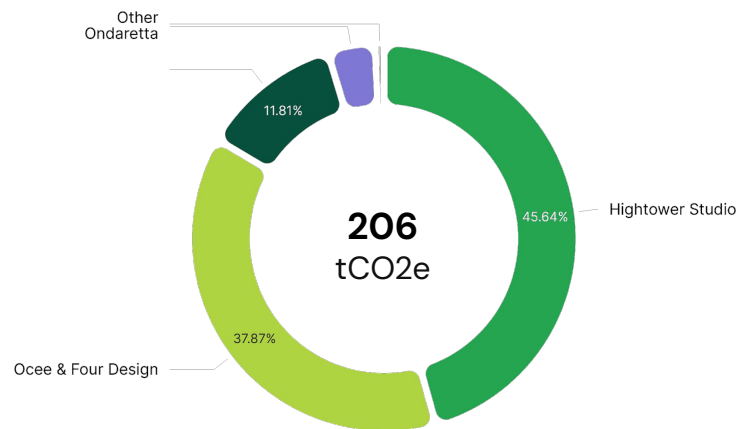
Emissions associated to a Product Type represent **14%** of total

Breakdown by category



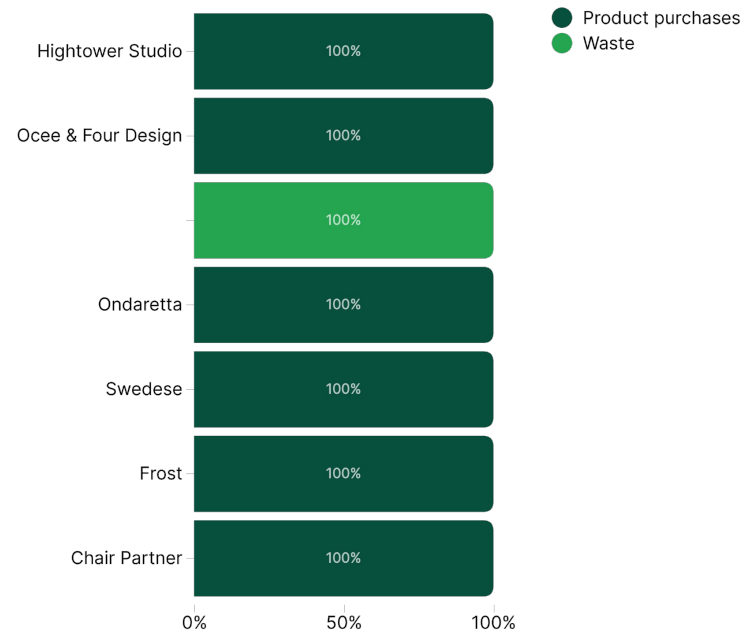
Emissions by Brand

Breakdown by Brand



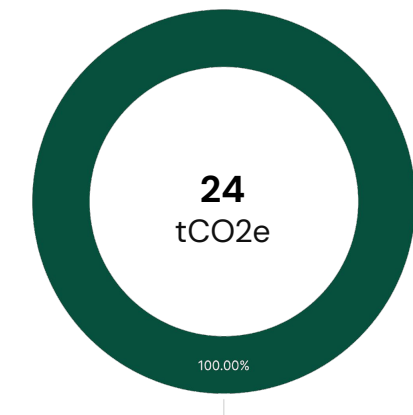
Emissions associated to a Brand
represent **6%** of total

Breakdown by category



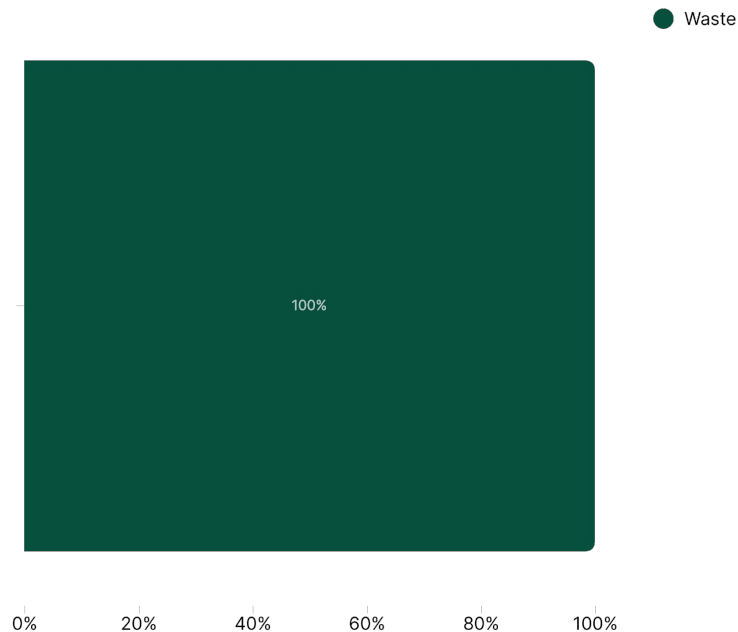
Emissions by Origin

Breakdown by Origin



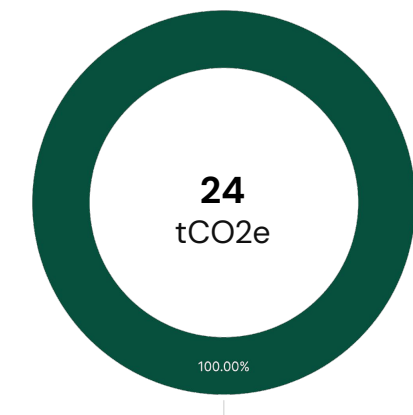
Emissions associated to a Origin
represent **1%** of total

Breakdown by category



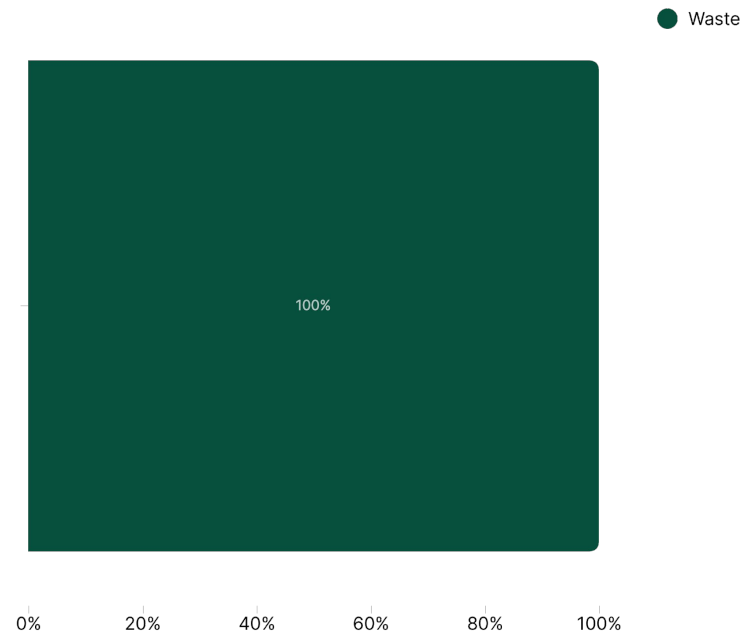
Emissions by Product Line

Breakdown by Product Line

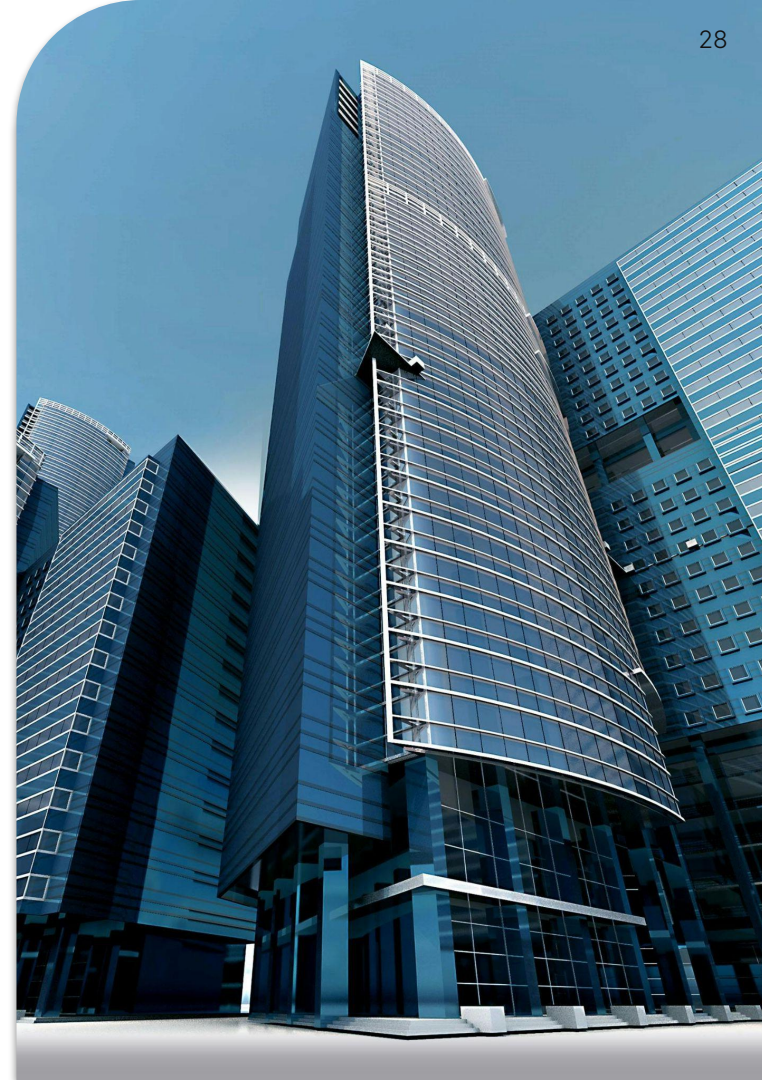


Emissions associated to a Product Line represent **1%** of total

Breakdown by category



Focus on buildings



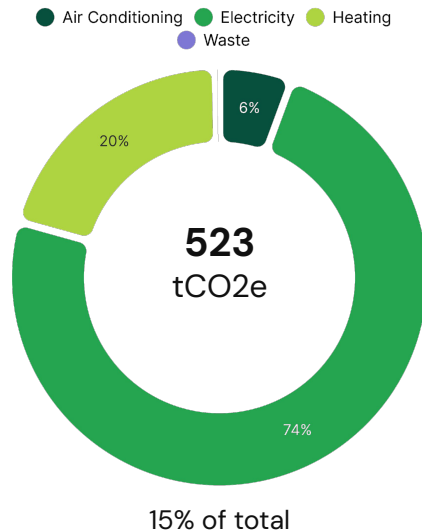
Focus on buildings

ACTIVITY ANALYSIS

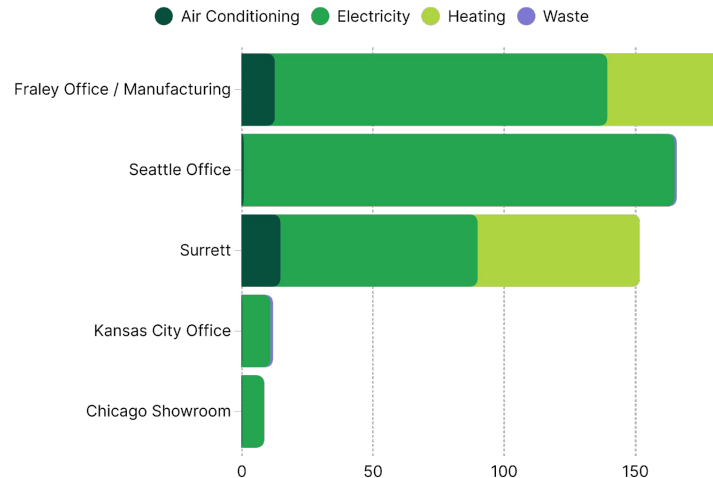
Activity emissions
310 tCO₂e (59%)

Estimated emissions
213 tCO₂e (41%)

Total emissions per category (tCO₂e)



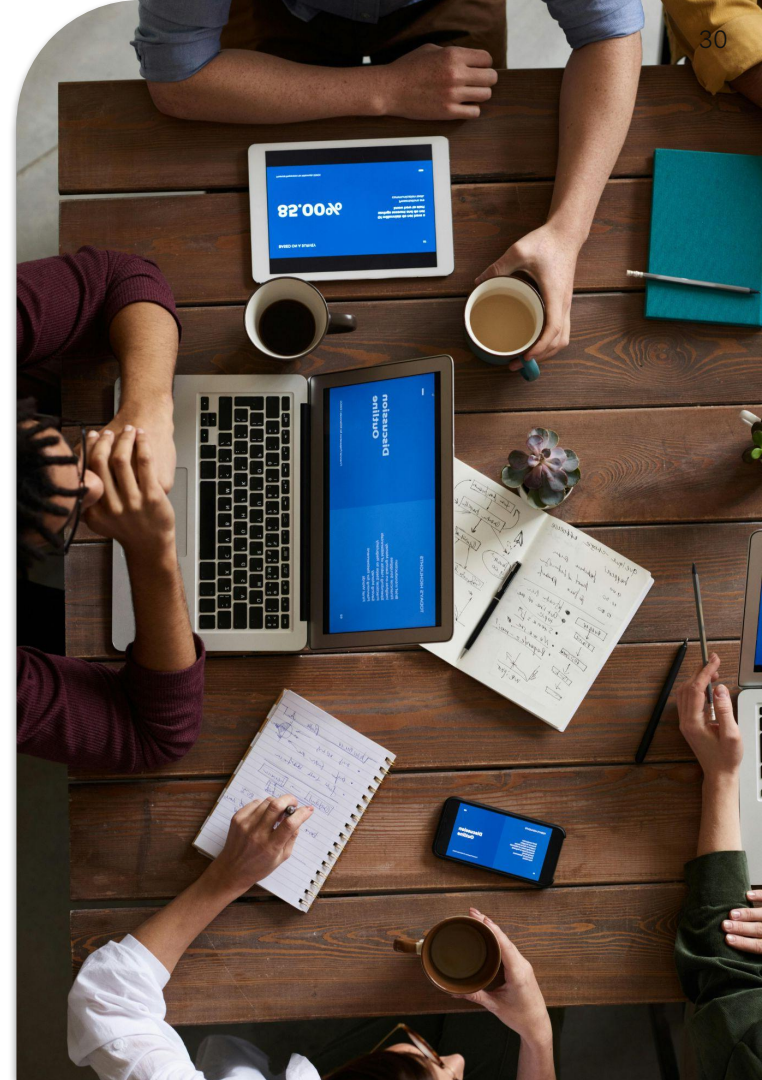
Total emissions per building (tCO₂e)



Methodology

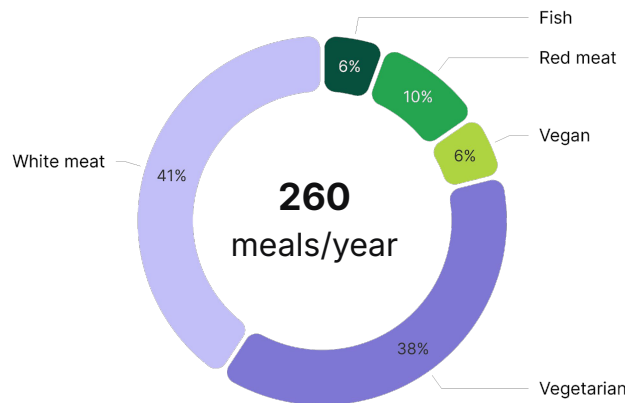
1. Emissions linked to heating and energy use are calculated by multiplying (where available) the building's electricity or gas consumption by an emission factor. Failing this, an estimate is calculated on the basis of building surface area, or even the number of employees when surface area is not provided.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

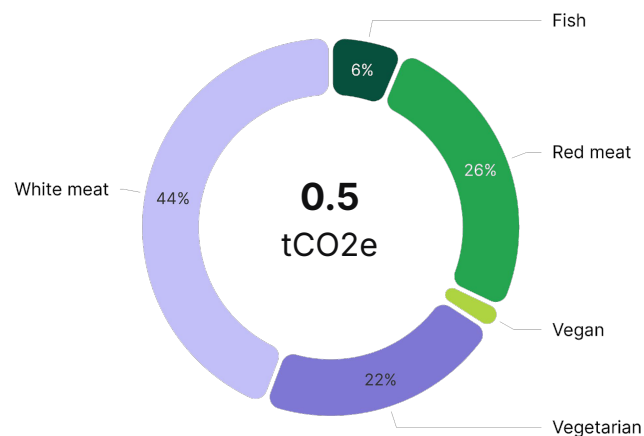


Focus on Employee Meals

Number of meals per employee per year
(per diet)



GHG emissions
(tCO2e / employee)



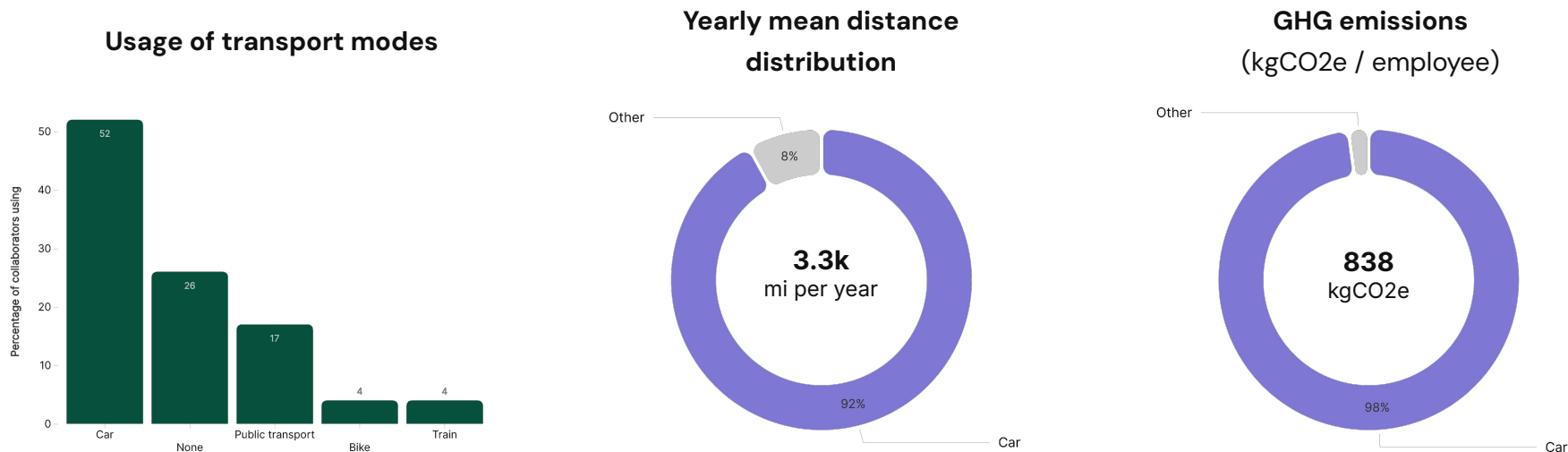
Methodology

Analysis is based on the employee survey, which obtained a 71% response from your employees to whom the questionnaire was sent (23 responses for meals section).

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.

Focus on Employee Commute



On average, your employees travel 3.3k mi each year, emitting 838 kgCO2e for home-work commuting.

Methodology

Analysis is based on the employee survey, which obtained a 71% response from your employees to whom the questionnaire was sent (23 responses for commute section).

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

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



Focus on Action Plans

| How can I implement effective reduction actions?

🔍 To meet global targets, emissions will have to fall by **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.

Product purchases



Make your customers aware of the impact of your purchases

Product purchases

The emissions linked to your purchases of products for resale are directly linked to your customers' demand. By highlighting items with a low carbon footprint, you can help your customers to choose the product with the lowest carbon footprint from two products with similar characteristics. To communicate effectively with your customers, you can use carbon scores or labels.

Benchmark

Mano Mano has set up a Carbon Score with Greenly, which was launched in April 2023. This is a major project in the DIY sector, covering products for both consumers and professionals.

The aim of this tool is to make it easier for customers to understand the carbon footprint of products.

Estimated Impact

The effectiveness of the impact will be contingent upon the disparity in emissions between the products available and their lower-emission alternatives. Several factors come into play, influencing the magnitude of this impact. These factors include the target audience - how receptive they are to environmentally conscious choices, the price of the products in question - where higher prices for eco-friendly options might affect consumer decisions, and the effectiveness of marketing strategies in conveying the environmental benefits of opting for lower-emission alternatives.

Estimated Cost

The cost of this action can vary depending on various factors such as the size of your company, the communication channels you use, the scope of your awareness campaign, and the resources you devote to this initiative.

Recommended Service Providers

Welow
Greenly

Implementation

1

COMPLETE a Life Cycle Assessment (LCA) of your products or the products you use most.

2

DISPLAY the results on your website or platform to raise customer awareness of the carbon impact of your products.

3

MONITOR the associated emissions. This will help in setting targeted emission reduction goals, and in communicating progress to stakeholders.

Buy recycled material – Cardboard

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.

Choose packaging made from recycled raw materials – Cardboard

Product purchases

Choosing packaging from recycled materials offers key environmental benefits. It conserves natural resources by reducing the need for raw materials, cuts energy use in manufacturing, and lowers greenhouse gas emissions. It also helps reduce waste by diverting materials from landfills, supports recycling infrastructure, and meets consumer demand for eco-friendly products. This sustainable choice boosts a company's reputation and fosters a more circular, environmentally conscious economy.

Benchmark

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

Estimated Impact

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

Estimated Cost

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

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

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.

Freight



Replace air freight with sea freight

Freight

Sea freight, while still emitting CO₂, offers a lower carbon footprint per ton of transported goods compared to air freight. This is due to the higher transportable load on ships than on cargo planes. Air freight emits 1.08 kgCO₂e/t.km, whereas sea freight emits only 0.008 kgCO₂/t.km.

Benchmark

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

Estimated Impact

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

Estimated Cost

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

Recommended Service Providers

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

Implementation

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

3

Implementation of an eco-driving program

Freight

The main aim of an eco-driving program is to change drivers' behavior so that they adopt fuel-efficient driving habits in the long term. An eco-driving program can take several forms: initial training in eco-driving principles (initial training), regular updating of this training (regular training), and finally the integration of eco-driving objectives into the driver management system (eco-driving management system).

Benchmark

Michelin: Michelin has initiated eco-driving training programs for its drivers to reduce fuel consumption and emissions.

Estimated Impact

According to an ADEME study:
Initial eco-driving training: 3%.
Regular training in eco-driving: 6%.
Eco-driving performance management system: 10%

Estimated Cost

A return on investment of less than 1 year.

Recommended Service Providers

Consult professional associations in the transport or logistics sector in your country. They may have lists of suppliers or recommendations.

Implementation

- 1 Identify drivers' current driving behaviors.
- 2 Organize initial and regular eco-driving training courses.
- 3 Integrate an eco-driving management system for continuous monitoring.

Improve consumption monitoring

Freight

Knowing how to precisely measure and monitor fuel consumption (by vehicle and by driver) enables the company to define an initial inventory and set a realistic, quantified reduction target, as well as targeted actions (anything that can be measured can be improved!). Three solutions are proposed: the collection of consumption data, on-board telematics (which is a specific type of data collection) and the management and use of consumption data.

Benchmark

DHL: DHL uses advanced telemetry to monitor the fuel consumption of its fleet, enabling them to identify fuel-saving opportunities.

Estimated Impact

According to an ADEME study:
Information gathering: Indirect
On-board telematics: 5%
Management and use of information: Indirect

Estimated Cost

A return on investment of less than 1 year for on-board telematics.

Recommended Service Providers

Consult professional associations in the transport or logistics sector in your country. They may have lists of suppliers or recommendations.

Implementation

- 1 Set up detailed monitoring of consumption per vehicle and per driver.
- 2 Collect and analyze data using tools such as on-board telemetry.
- 3 Implement targeted actions to reduce consumption based on the information gathered.

Ensure optimal routing and loading of your trucks

Freight

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

Benchmark

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

Estimated Impact

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

Estimated Cost

Reduction in average cost of freight of 10%.

Recommended Service Providers

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

Implementation

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

Raise awareness among road subcontractors

Freight

The aim of this action is twofold: to provide road subcontractors with the information, tools and methods that will enable them to reduce their fuel consumption and CO2 emissions on a long-term basis. Reduce the overall CO2 emissions of subcontracted services, in order to improve the company's overall environmental performance vis-à-vis its customers (particularly with a view to CO2 labelling of transport services).

Benchmark

Apple: Apple works closely with its suppliers and subcontractors to ensure compliance with environmental standards, including the reduction of emissions when transporting components.

Estimated Impact

According to an ADEME study:
Inform subcontractors about best practices: 1% to 2%.

Estimated Cost

Variable

Recommended Service Providers

Consult professional associations in the transport or logistics sector in your country. They may have lists of suppliers or recommendations.

Implementation

1

Identify current road subcontractors and their practices.

2

Organize workshops to educate on best practices and available tools.

3

Monitor and evaluate progress to ensure emissions reduction.

Energy



Improve the insulation of your buildings

Energy

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

Benchmark

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

Estimated Impact

Reduce emissions by up to 20% by reducing heating and cooling needs using regular renovation.

If you reach a passive building standard, emissions from heating can be reduced by up to 100%. The impact of materials used during the renovation is negligible when compared to the impact of overall energy savings.

Estimated Cost

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

Recommended Service Providers

Home Isolation
Recticel
Solar Paint
Knauf insulation

Implementation

1

ESTABLISH and start monitoring your KPIs (ex. percentage change in heating consumption in kWh).

2

FIND a supplier to conduct an energy audit of the building and identify areas of heat loss and energy inefficiencies.

3

SELECT insulation materials (per energy audit, local regulations) with supplier recommendations and oversee installation.

Improve insulation/efficiency in cold rooms

Energy

Enhancing insulation and efficiency in cold storage facilities is a key strategy for companies seeking to reduce their carbon footprint. These spaces are vital in various industries, but their energy-intensive operations contribute significantly to greenhouse gas emissions. Improvements here not only cut energy costs but also align with sustainability goals and regulatory requirements, improving product quality and corporate reputation in the process.

Benchmark

Coca-cola: In addition to having phased-out the use of HFCs as a natural refrigerant for its dispensers, vending machines and coolers, it has improved its cooling equipment energy efficiency by 40 percent since 2000 by transitioning to HFC-free insulation foam for new equipment.

Estimated Impact

Reduced energy consumption by 15% on average.
Improved food safety.

Estimated Cost

Variable depending on the changes needed. Many improvements can be done at low cost.

Recommended Service Providers

Armacell
INTARCON
Local service providers

Implementation

- 1 ESTABLISH and start monitoring your KPIs (example: percentage change in electricity consumption in kWh).
- 2 CONDUCT an energy audit of the cold rooms (in order to identify areas where energy loss occurs, to measure the energy consumption and efficiency of the cold rooms to establish a baseline for future comparisons, to analyze and assess the insulation materials currently in use).
- 3 DEVELOP an implementation strategy (invest in high-quality insulation material, train staff on best maintenance practices, incorporate strip curtain in the door or equipment with air curtain...)

Travel and Commute



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 vehicle. To check the carbon intensity of electricity in your country, use the website [electricity maps](#). Hybrid vehicles can be an option too, under the condition that their electric functionalities are used as much as possible in a country with a low carbon energy mix: otherwise, they can actually have higher emissions than their thermal counterparts.

Benchmark

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

Estimated Impact

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

Estimated Cost

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

Implementation

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

Activities and events



Select a venue well served by public transportation

Activities & event

Choose a venue for your events with easy access to trains, buses, or subways. This not only reduces the environmental impact of the event, but also greatly improves convenience and accessibility for attendees.

Benchmark

Incisive Media established a Sustainability Policy for Events, committing to favor venues that are local to attendees, accessible by public transport, and encouraging guests to travel by bicycle or on foot. Furthermore, they actively seek out venues with suitable in-house audiovisual and other required equipment to reduce shipping needs.

Estimated Impact

Reduces emissions associated with attendee transportation.
To maximize the impact, combine this with raising awareness among event participants about the positive environmental effects of using public transportation and highlight your efforts in selecting a venue that is easily accessible by public transit.

Estimated Cost

Lower cost of public transportation compared to individual cars.
Potentially higher venue cost due to its well-connected location.

Recommended Service Providers

Check venues available around your location.

Implementation

- 1 ANALYSE the accessibility and convenience of public transit options for each venue. You can use the checklist of Adelaide for guidelines.
- 2 ESTABLISH and monitor KPIs (ex. percentage of attendees who utilize public or low carbon transport).
- 3 USE attendees feedback to gain insights into the convenience and satisfaction of using public transportation to reach the venue.

Waste



Conduct awareness campaigns on waste impact for employees

Waste

Raising awareness about the environmental impact of waste empowers employees to adopt more sustainable practices, leading to a reduction in waste generation and promoting a culture of environmental responsibility.

Benchmark

Danone has set up an awareness programme in its factories, reducing waste by 15%.

IKEA ran workshops and informational sessions for employees, leading to significant reductions in plastic waste.

Estimated Impact

An awareness-raising campaign, if it leads to changes in employee behaviour, could reduce the amount of waste generated in the workplace by 5 to 10%.

Estimated Cost

The cost of an awareness-raising session using an external service provider can vary depending on the size of your company

Recommended Service Providers

Zero Waste France

TerraCycle

Implementation

1

IDENTIFY target behaviours and define waste reduction targets.

2

ORGANISE workshops and distribute educational material. Use various media (posters, videos) to reach all employees.

3

MEASURE the impact of actions on waste reduction. Adjust the awareness programme according to the results.



Conclusion

Conclusion

The GHG assessment made it possible to identify Hightower®'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 6.7% reduction in emissions within one year (-226 tCO₂e).

The recommended next steps in Hightower®'s carbon strategy are:

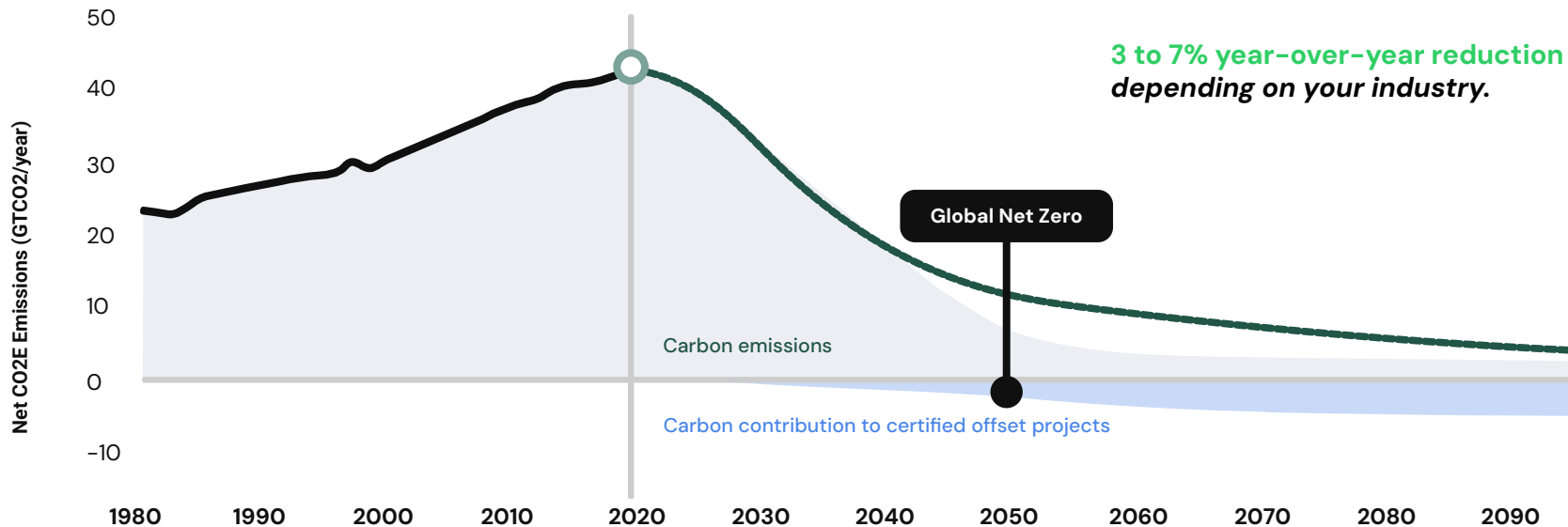
- 1 **Study key emission sources in greater depth**, if you opt for that. Your Climate Expert can help you decide between the different options available!
- 2 **Establish GHG emission reduction targets and implement an action plan** in order to achieve these targets.
- 3 **Engage your suppliers** using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



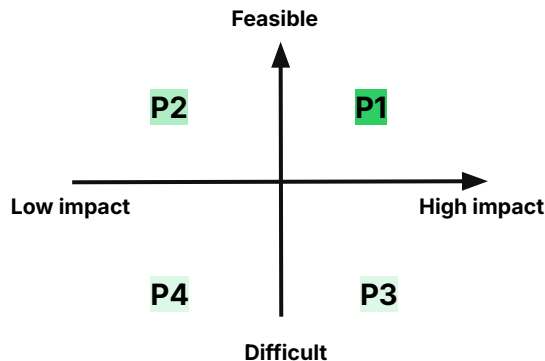
How can I build my reduction trajectory?

THE 4 KEY STAGES IN DEFINING AND FOLLOWING YOUR TRAJECTORY

Refine your greenhouse gas emissions assessment

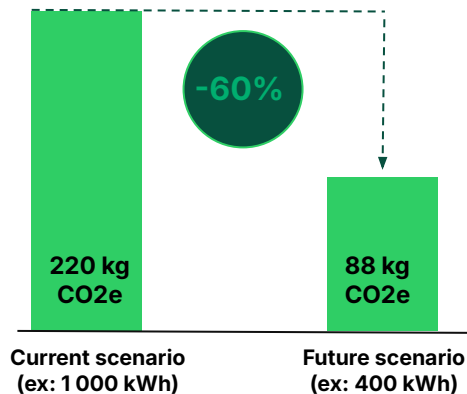
Your 2025 assessment is based on **70%** of physical data, the rest being financial data. We recommend that you regularly improve the accuracy of your greenhouse gas assessment by adding more physical data. You will be able to quantify and monitor your reductions with precise targets in km, kg, kWh, etc.

Prioritize your actions



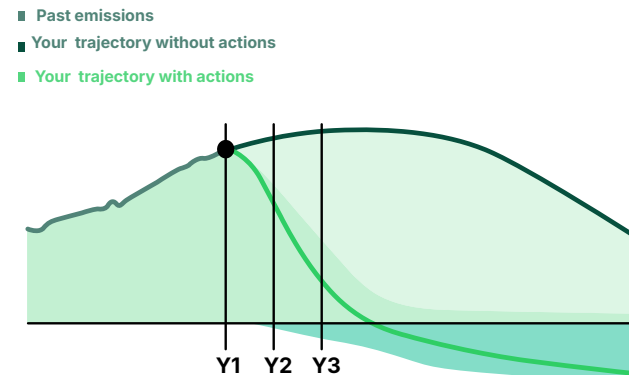
Place your actions on the matrix after identifying operational constraints in consultation with your teams.

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



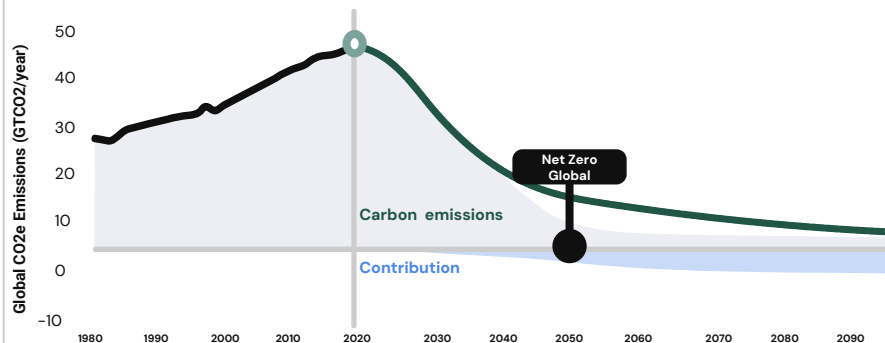
[Carbon contribution](#)

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

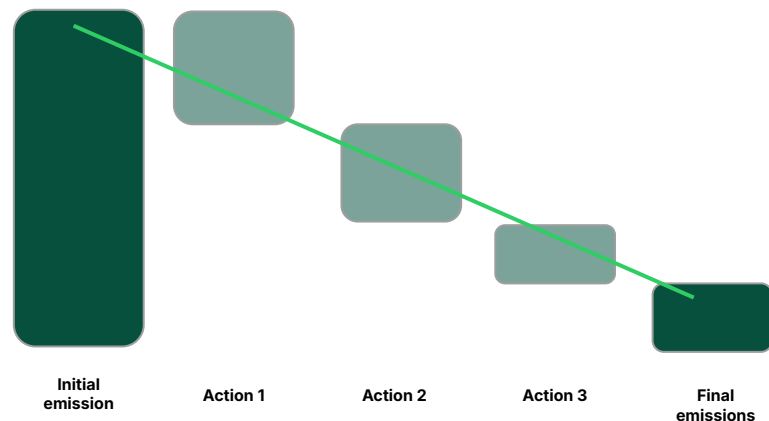
Paris Agreement Objective

-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

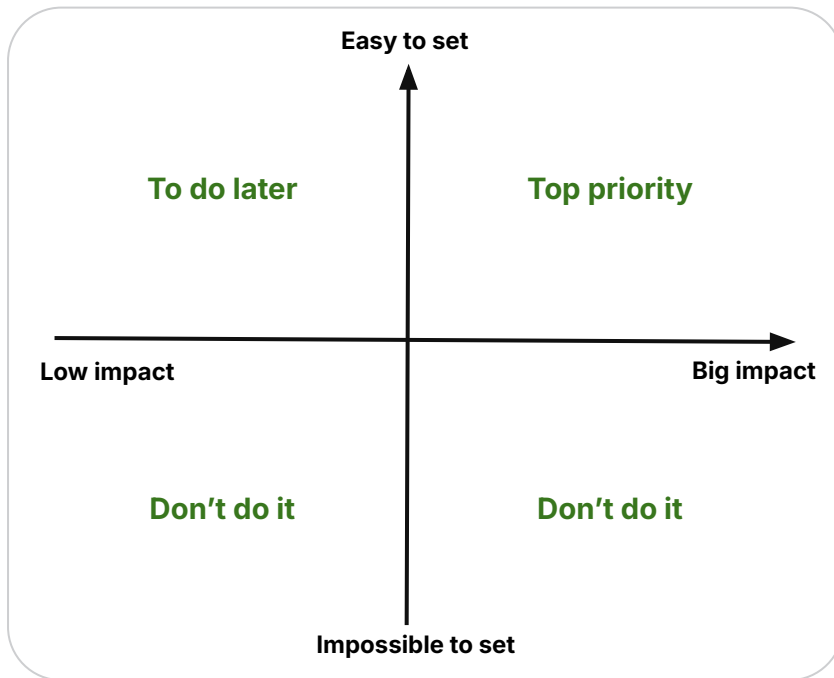
Bring together the stakeholders in your climate strategy

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



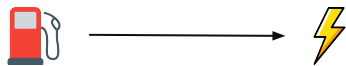
Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

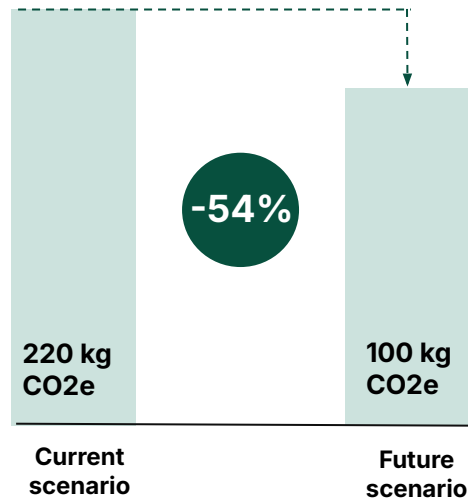
Calculate their reduction potential

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



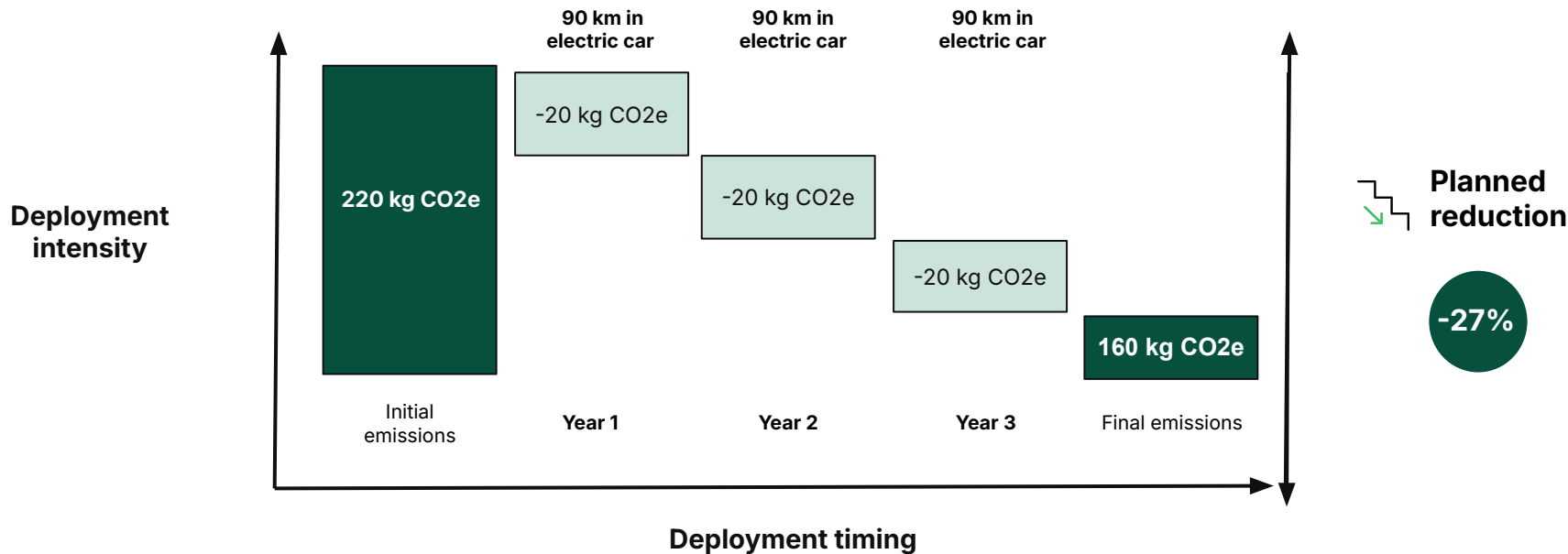
Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

Calculate their reduction potential

Optimize your trajectory

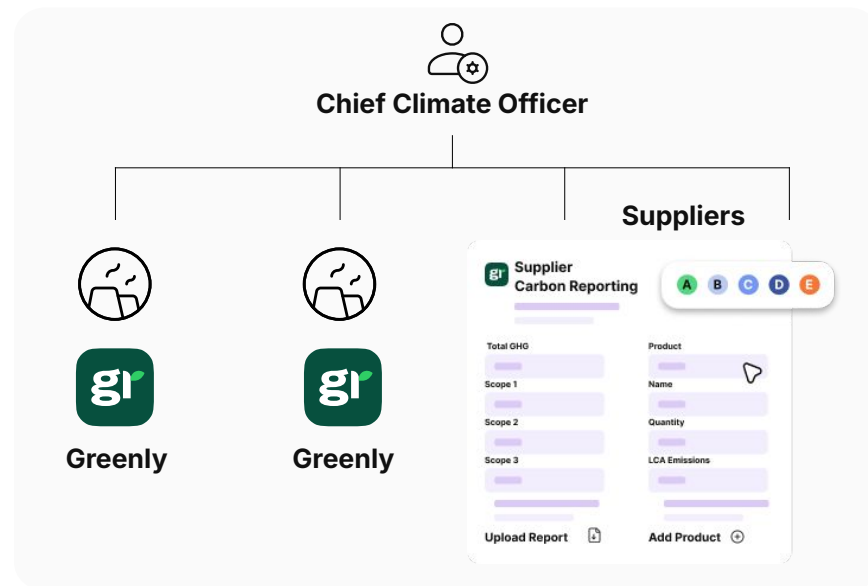
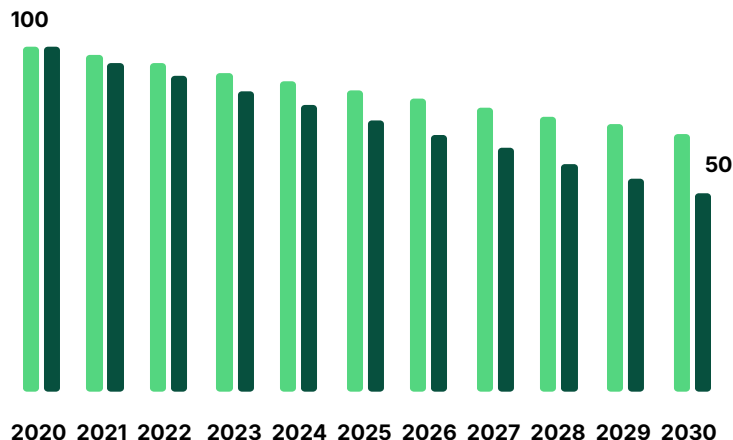


Engaging suppliers to align with the company's Net Zero targets

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 ≥ 85)



Responsible companies

5% of companies (Score 60 - 84)



Building a company in transition

15% of companies (Score 35 - 59)



Beginners committed to the transition

30% of companies (Score 5 - 34)

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 Hightower® is 28 points

Points are distributed as follows:

Measure: **26/40**

Reduce: **0/50**

Raise awareness : **2/20**

Commit : **0/20**

Contribute: **0/5**

Bonus : **0/20**

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

Statistics were computed on the Greenly supplier database



Appendix

Disclaimer

These quality controls were not automatically passed by the current carbon footprint. However, Hightower® 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	Building emissions should be based on actual consumption data	No data available
No	Ensure the accuracy of your top 5 emission sources	
No	No sub-category should exceed 10% of total emissions	Justification is too long and can be seen in the platform.
No	Non-validated emission categories in financial data	These categories are a very low proportion of our entire report.
No	Outbound weight should be at least 75% of inbound weight	Unable to provide all outgoing freight data
No	The Employee Questionnaire Should Reach All Employees	We have both manual and employee survey data entered, so this should work out.

Scope 1&2



Scope	Name	tCO2e	
1.1	Generation of electricity, heat or steam	92	
1.2	Transportation of materials, products, waste, and employees	17	
1.3	Physical or chemical processing	-	EXCLUDED : Category is not relevant for the company
1.4	Fugitive emissions	29	
2.1	Electricity related indirect emissions	325	
2.2	Steam, heat and cooling related indirect emissions	-	EXCLUDED : Emissions are not significant

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	1852	
3.2	Capital goods	126	
3.3	Fuel- and energy- related activities not included in Scope 1 or Scope 2	79	
3.4	Upstream transportation and distribution	646	
3.5	Waste generated in operations	26	
3.6	Business travel	41	
3.7	Employee commuting	121	
3.8	Upstream leased assets	34	
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	-	EXCLUDED : Emissions are not significant
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	

Scope 1&2

Grow clean, grow sure



Greenleaf

Scope	tCO ₂ e	tCO ₂ b	CO ₂ f*	CH ₄ f*	CH ₄ b*	N ₂ O*	Other GHGs*
1.1	92	0	87	5	0	0.04	0
1.2	17	0	11	2	0.4	3	0
1.3	-	-	-	-	-	-	-
1.4	29	0	0	0	0	0	29
2.1	325	0	276	17	16	16	0
2.2	-	-	-	-	-	-	-

* Results expressed in tons of CO₂e

Scope 3



Scope	tCO2e	tCO2b	CO2f*	CH4f*	CH4b*	N2O*	Other GHGs ²
3.1	1852	0.00001	1605	163	0	61	24
3.2	126	0	124	0.8	0	0.3	0.1
3.3	79	0	58	16	0.7	4	0
3.4	646	0	561	44	0	41	0
3.5	26	0	19	2	0	5	0
3.6	41	0	35	3	0.08	3	0
3.7	121	0	105	8	0	8	0
3.8	34	0	34	0.02	0	0.006	0.002
3.9	-	-	-	-	-	-	-
3.10	-	-	-	-	-	-	-
3.11	-	-	-	-	-	-	-
3.12	-	-	-	-	-	-	-
3.13	-	-	-	-	-	-	-
3.14	-	-	-	-	-	-	-
3.15	-	-	-	-	-	-	-
4.1	0	0	0	0	0	0	0



Contact us

support@greenly.earth

www.greenly.earth