Year 2024

Climate strategy report

Following GHGProtocol methodology

iMEDicare

25/06/2025

Foreword

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

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

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

We are delighted to support you throughout this process, and thank you for your commitment.

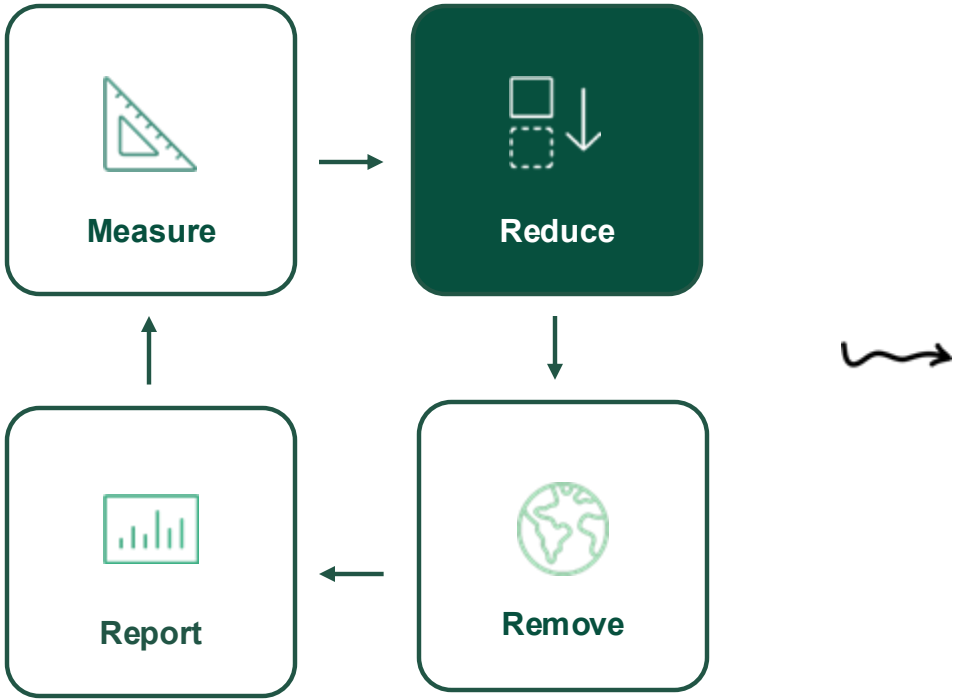
Alexis Normand

CEO of Greenly

Overview

Solving the Climate Equation

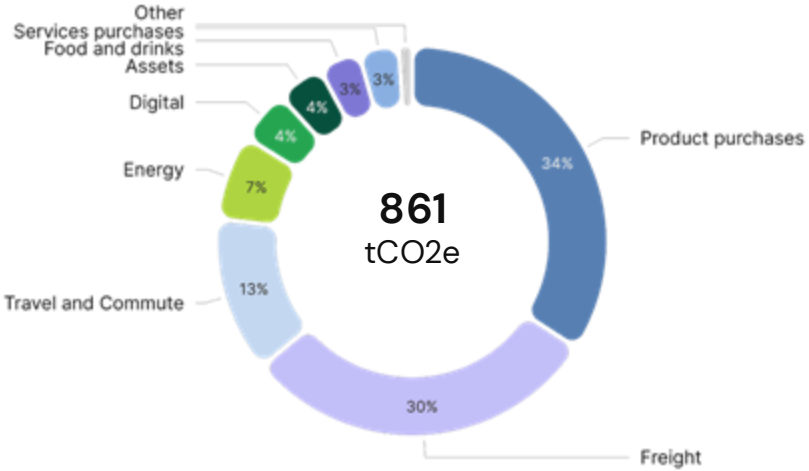
MEASURING EMISSIONS IS THE FIRST STEP TO SETTING A PATH TOWARDS NET ZERO



Reminder of general overview

RESULTS BY ACTIVITY

Total emissions of iMEDicare,
by activity (% tCO2e)



	iMEDicare tCO2e	Per employee tCO2e/employee
Product purchases	294	14
Freight	256	12
Travel and Commute	111	5.3
Energy	61	2.9
Digital	37	1.8
Assets	33	1.6
Others**	68	3.2

Is equivalent to:

The amount of CO2 sequestered annually by **78 hectares of growing forest***

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

500 London - New York round trips*

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

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

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Decarbonization strategy

Reduction action selection to reduce your emissions

To meet global targets, emissions will have to fall by **3 to 7% per year***. It's a tough target, but a necessary one!

WHAT ARE THE BEST PRACTICES FOR ACHIEVING THESE OBJECTIVES?

Communicate → **Involve** → **Engage** → **Raise awareness**

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

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

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

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

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

WHAT REDUCTION MEASURES CAN MY COMPANY TAKE?

The reduction actions we recommend are selected with:

AMBITION

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

REALISM

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

EFFICIENCY

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

*Source: IPCC

Scope 1 Focus: Reduction pathway

SBTi Objective: -58.8% tCO2e

By 2034 based on 2024

Your total Scope 1 emissions in 2024 were 81 tCO2e. Your objective is to reduce your emissions to 33.3 tCO2e.

5

Planned actions

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

Location-Based

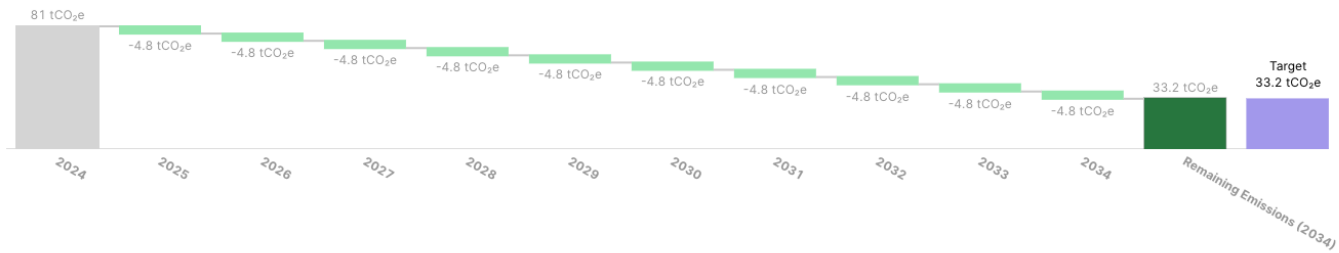
Calculation methodology

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

Projected growth not included

Scope 1 carbon trajectory

Emissions per year (tCO2e)



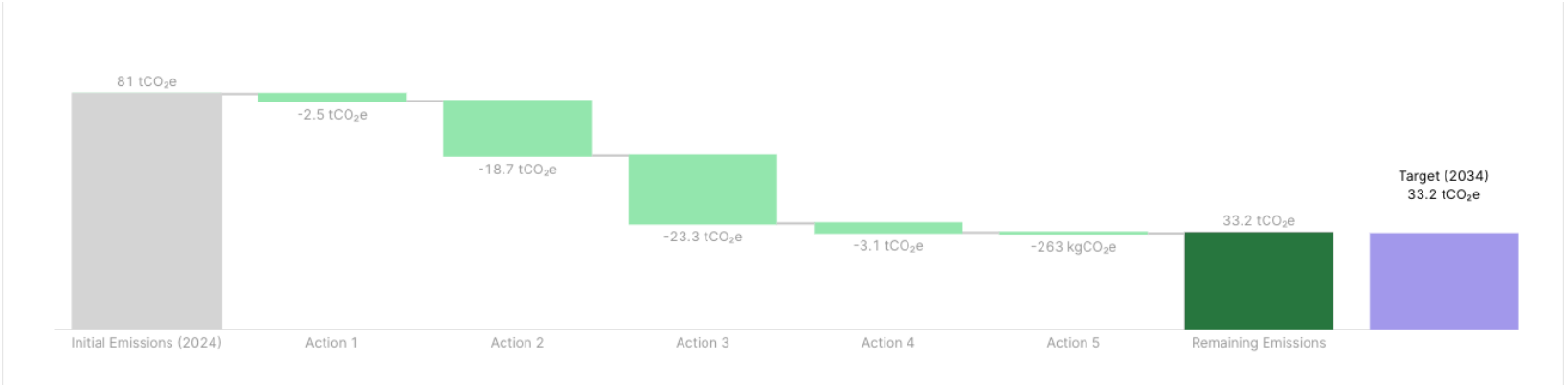
Filter by category | Filter by scope | Sort by application order

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

Projected growth not included

Scope 1 reduction per actions

Details of reductions for each action



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

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

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

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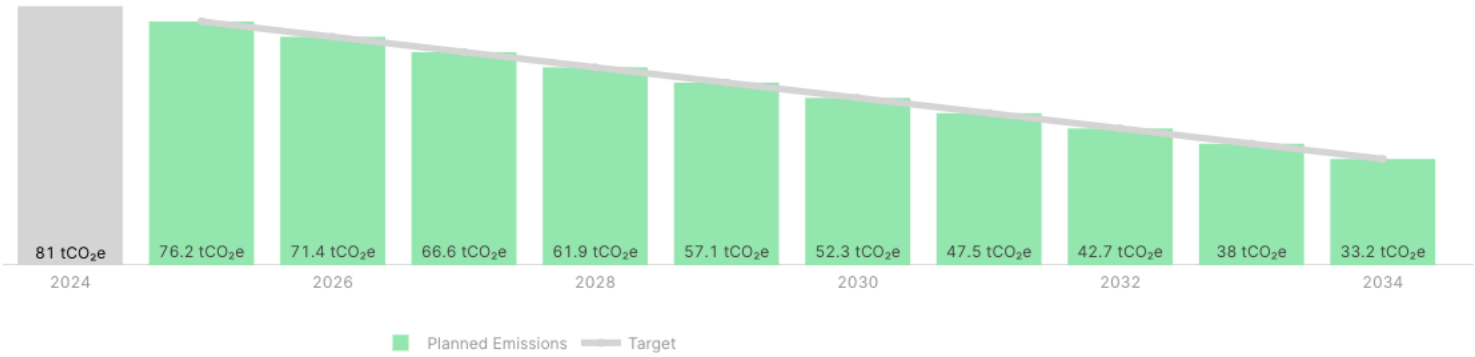
Projected growth not included

Scope 1 reduction per year

Details of reductions for each year (tCO2e)



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

Reduction target: -58.8% by 2034
Actual reduction: -59%

Scope 2 Focus: Reduction pathway

SBTi Objective: -58.8% tCO2e

By 2034 based on 2024

Your total Scope 2 emissions in 2024 were 2.4 tCO2e. Your objective is to reduce your emissions to 0.99 tCO2e.

Market-Based

Calculation methodology

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

1

Planned action

iMEDicare purchases 100% renewable electricity and therefore under the market-based methodology, Scope 2 emissions are 0 tCO2e.

The transition to electric vehicles will increase Scope 2 emissions by ~1.7 tCO2e (This is fine as long as the cars are charged with renewables or RECs are purchased for these additional emissions).

All reduction actions overview

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

Total reduction

- 45 % tCO2e (excluding projected growth)

	Actions	Scopes	Implementation level	Estimated impact - tCO2e saved	Application period
1	Buy recycled material - Plastic	Scope 3	100%	-224 tCO2e ie. -26% of total emissions	2025 - 2034
2	Replace air freight with sea freight	Scope 3	40%	-101 tCO2e ie. -12% of total emissions	2025 - 2034
3	Renew your gas vehicle fleet with electric vehicles	Scope 1, Scope 2, Scope 3	43%	-26 tCO2e ie. -3.0% of total emissions	2025 - 2034
4	Replacing the vehicle fleet with hybrid vehicles	Scope 1, Scope 3	57%	-23 tCO2e ie. -2.7% of total emissions	2025 - 2034
5	Implement an energy savings program	Scope 1, Scope 2, Scope 3	100%	-5 tCO2e ie. -0.64% of total emissions	2025 - 2034

Projected growth not included

Reduction actions overview

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

Total reduction

- 45 % tCO2e (excluding projected growth)

	Actions	Scopes	Implementation level	Estimated impact - tCO2e saved	Application period
6	Replace fossil fuel systems with electric heaters	Scope 1, Scope 3	100%	-4 tCO2e ie. -0.43% of total emissions	2025 - 2034
7	Substitute refrigerant gases with lower impact ones	Scope 1	100%	-2 tCO2e ie. -0.28% of total emissions	2025 - 2034
8	Purchase renewable electricity	Scope 2	100%	-2.4 tCO2e ie. -0.33% of total emissions	2025 - 2034

Projected growth not included

Focus on reduction actions

Product Purchases

Buy recycled material – Plastic

Product purchases

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

Benchmark

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

Estimated Impact

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

Estimated Cost

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

Recommended Service Providers

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

Implementation

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

Energy

Implement an energy savings program

Energy

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

Benchmark

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

Estimated Impact

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

Estimated Cost

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

Implementation

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

Purchase renewable electricity

Energy

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

Benchmark

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

Estimated Impact

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

Estimated Cost

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

Recommended Service Providers

Ekwateur
Eneercoop

Implementation

1. BENCHMARK the different energy providers to determine which offers the most interesting offer from a techno-economic perspective.
2. DEVELOP a comprehensive implementation strategy (detailed plan with steps, timelines, resource allocation, relevant stakeholders).
3. IMPLEMENT monitoring solutions to track green energy consumption and cost / CO2e savings.

Substitute refrigerant gases with lower impact ones

ENERGY - Air conditioning, Refrigeration

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

Low impact | Medium term

Benchmark

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

Estimated Impact

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

Estimated Cost

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

Recommended Service Providers

Koma
SWEP

Implementation

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

Useful Links & Sources: https://www.epa.gov/sites/default/files/documents/ASHRAE_PD_Natural_Refrigerants_2011.pdf

Freight

Replace air freight with sea freight

FREIGHT - Air 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.

High impact | Short term

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 significative disruption in your activity.

Recommended Service Providers

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

Implementation

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

Travel and Commute

Renew your gas vehicle fleet with electric vehicles

TRAVEL AND COMMUTE

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

Medium impact | Long term

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.

Useful Links & Sources: https://www.transportenvironment.org/discover/does-electric-vehicle-emit-less-petrol-or-diesel/ https://greenly.earth/fr-fr/blog/actualites-ecologie/empreinte-carbone-voiture-electrique

Conclusion

How to take ownership of the action plan

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

1 Allocate coordinators or coordinating teams for each action

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

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

Different strategies...

Quantitative KPIs	Qualitative KPIs	Continuing research and restructuring the organisation
For critical actions and those for which the data are sufficiently detailed	For actions for which it's hard to find appropriate KPIs	For initiatives with a low level of maturity in terms of internal management, knowledge and processes.

3 Getting stakeholders to implement a more operational plan

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

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

Next steps

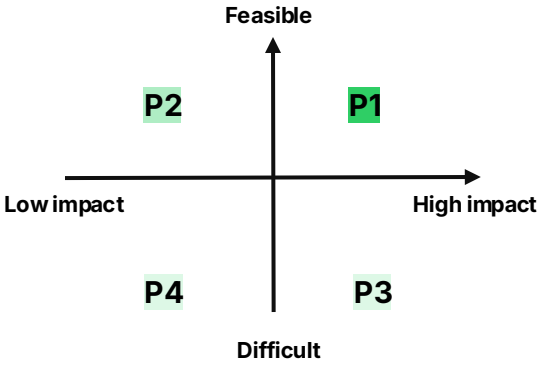
How can I build my reduction trajectory?

THE 4 KEY STAGES IN DEFINING AND FOLLOWING YOUR TRAJECTORY

Refine your greenhouse gas emissions assessment

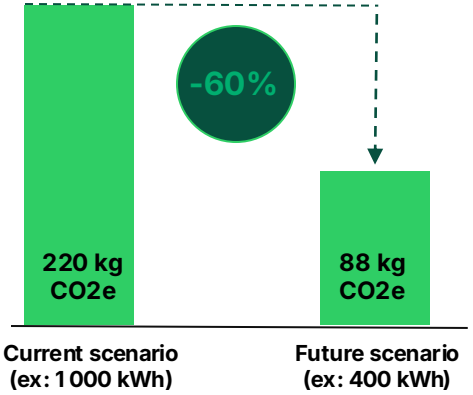
Your assessment 2024 is based on **83%** of physical data, the rest being financial data. We recommend that you regularly improve the accuracy of your greenhouse gas assessment by adding more physical data. You will be able to quantify and monitor your reductions with precise targets in km, kg, kWh,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

Prioritize your actions ✅



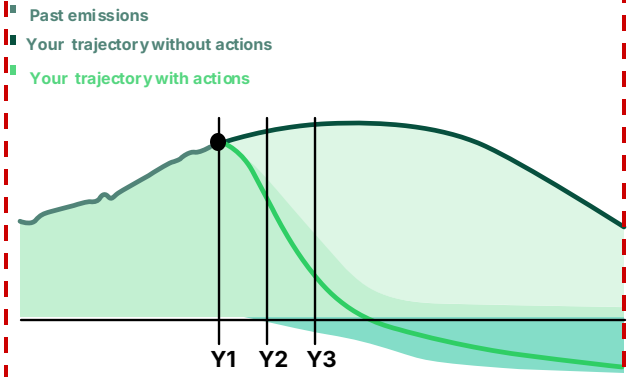
Place your actions on the matrix after identifying operational constraints in consultation with your teams.

Calculate their reduction potential ✅



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

Monitor your results



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

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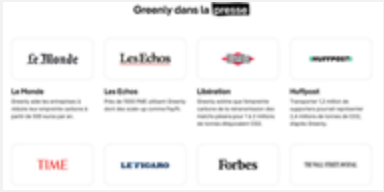
Greenly's communication support to highlight commitment

Company & Personal Certificates

Social Networks

PR

Communicate on media



Customer Video Testimonials

Testimonials showcasing the work done with Greenly

Premium

Join our community: ESG Connect

Slack Channel, afterwork, Events, Webinars

350k Members
As of August 2023

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

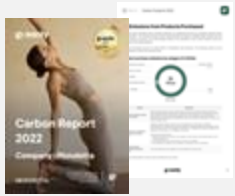
Case studies

Webinar

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

Extended Report

Get your report formatted by our marketing team



About Greenly

Building up a global tech leader to scale carbon accounting

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

Arnaud Delubac
CMO & Co-Founder

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

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, TEVA, Schlumberger
Tech	alma, ZOOPLA, Tripadvisor, PayFit, Konbini
Retail	bel for all the good, COURIR, LVMH, Pernod Ricard
Services	ACCOR, Capgemini, Kéa, Mediametrie, econocom
Finance	COATUE, Shell Ventures, AXA, EIFFEL, BNP PARIBAS

Scientific council

INDUSTRY, AI & EXPERTS CLIMAT

Pr. Michel BAUER

Sociologist
HEC
-
Corporate organisation

Nicolas HOUDANT

CEO
Énergies demain
Ex
GreenNext

Peter FOXPENNER

Professor
BU University
-
Electricity grids & Carbon expert

Pr. Yann LEROY

Professeur
Centrale-Supelec
-
Carbon Product Life-Cycle

Pr.Antoine DECHEZLEPRÊTRE

Professeur
LSE
-
Climate change policies

Pr. Rodolphe DURAND

Professeur
HEC
-
Corporation transformation

Contact us

support@greenly.earth

www.greenly.earth