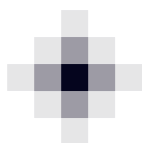
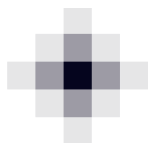


2023 CARBON REPORT

www.weareimpactplus.com





Introduction

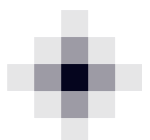
This is Impact Plus' third published carbon report since 2021. The company is continuing and accelerating its commitment to limiting its environmental impacts, by assessing its greenhouse gas (GHG) emissions using the GHG Protocol in relation to scopes 1, 2 and 3*. This ongoing commitment to reporting aligns with our mission of empowering the advertising industry and brands to evaluate and reduce the greenhouse gas emissions due to their media strategies.

Foreward from our CEO

“At Impact Plus we evaluate, measure, and minimise the environmental impacts of our clients' media campaigns. We are also committed to limiting our own carbon emissions as a company. Doing so is yet another step towards sustainability, one that our entire company is excited to take together. I feel very privileged to be part of a team that is so passionate about improving our industry's impact on our society and our planet”

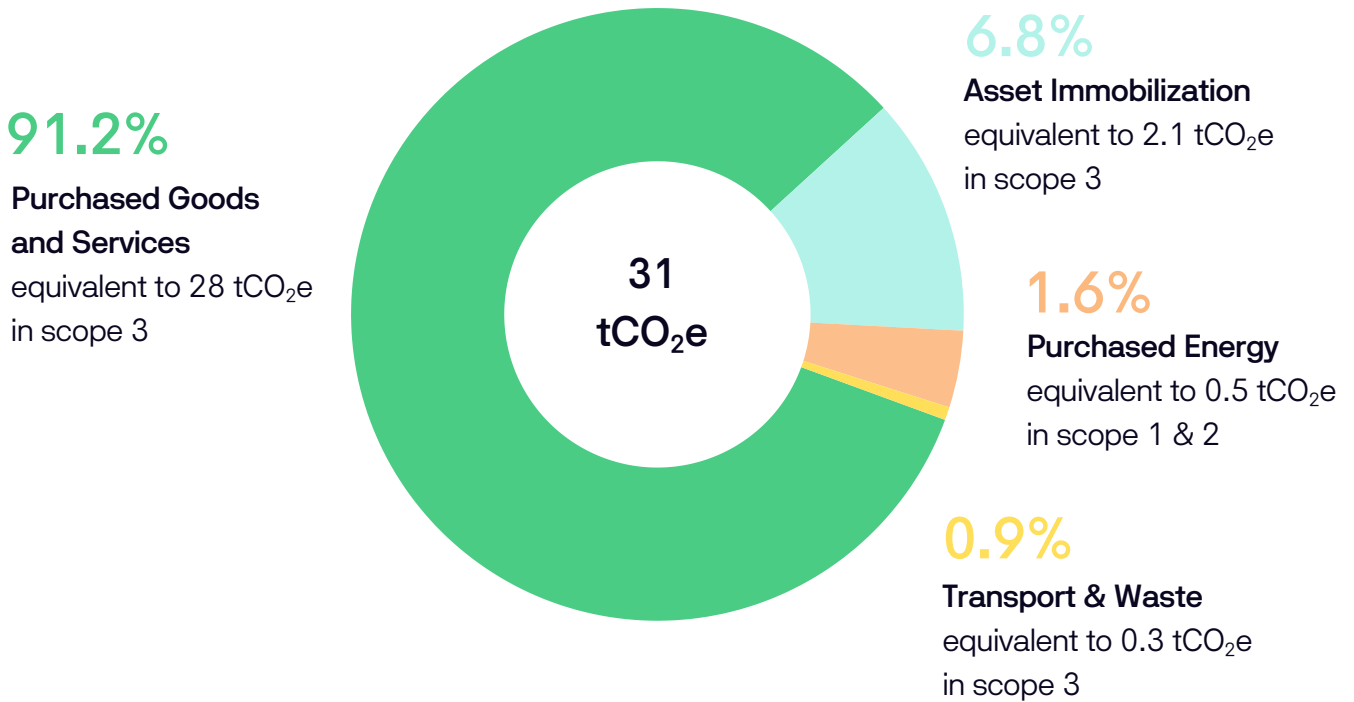
Vincent Villaret, CEO, Impact Plus

*Source: [definitions of scopes 1,2,3](#)



Impact Plus Emissions 2023

- The majority of Impact Plus' emissions are classed as scope 3
- Total GHG Emissions: 31 tCO₂e carbon generated for Impact Plus in the year 2023



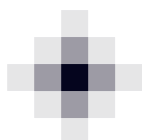
2.5
tCO₂e
per Impact
Plus employee
in 2022



1.1
tCO₂e
per Impact
Plus employee
in 2023



This significant decrease of carbon emissions is due to both our increased focus on mitigating our own emissions, and an increase in overall employee headcount.

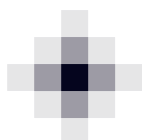
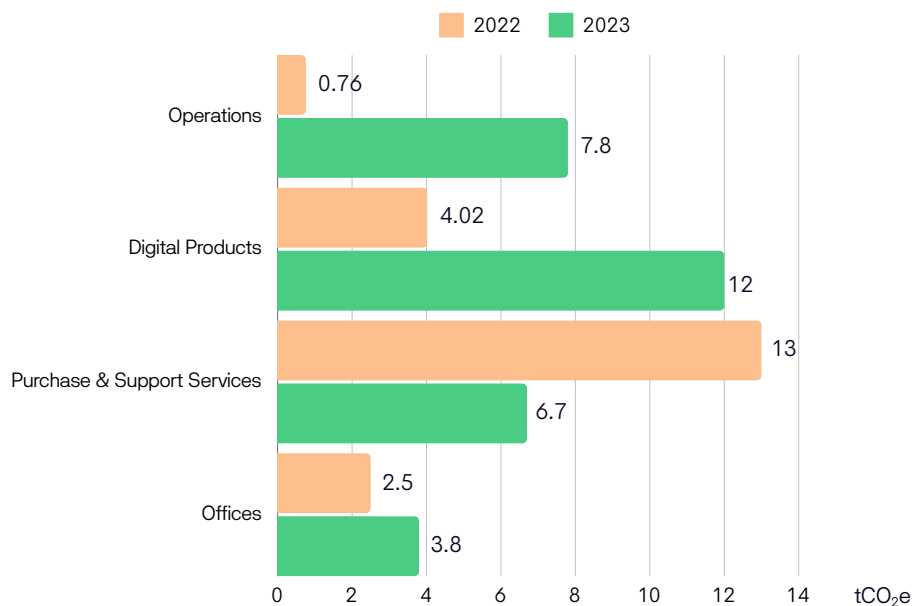


At Impact Plus, we take a comprehensive approach to measurement across our entire organisation. To achieve our aims, we pay close attention to the emissions generated by operations from the start of the process to the end. That entails:

- ✓ Working on improving our own operations, in particular by mitigating the increase of CO₂e emissions generated from the way we run our growing business.
- ✓ Evaluating, measuring and reducing CO₂e emissions from our clients' media campaigns through our Campaign Studies, Environmental Sustainability Platform (ESP) and Creative Optimizer solutions.
- ✓ Progressively and continually training all our team members to understand their own environmental impact, and how to make lifestyle and working decisions that align with sustainable practices. As an example, our team members take part in Climate Fresk, a workshop that teaches the fundamental science behind climate change.

Evolutionary figures from last year

Focusing on these 4 categories: **Digital Products, Operations, Purchase and Support Services, and Offices**



Learnings from 2023

– | – Operations: 7.8 tCO₂e

Total emissions from ongoing operations were up by 7 tCO₂e from 2022, with the majority of increase coming from our company's internal activities, primarily tech and product meetings in addition to corporate events. The higher employee headcount and our September Offsite are in part responsible for the measured increase of emissions.

The Impact Plus team works remotely for the large part. While this limits the emissions generated by our own office activities, we also prioritise our employee wellbeing and training, and regular in-person meetings contribute to that support. Our Offsite in 2023 was eco-designed to be as friendly to the environment as possible. That entailed:

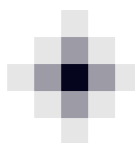
- The use of a eco-responsible site
- Exclusively serving vegetarian meals
- All long distance journeys to attend being made by train

– | – Digital Products: 12 tCO₂e

Maintaining a high-performing IT infrastructure is key to the success of our business: our IT team has been implementing sustainability best practices across our servers. We are conscious that, as our business grows, our emissions may increase in parallel. To account for that, Impact Plus' data servers are hosted in France, and are low carbon electricity intensity in line with Amazon Web Services (AWS) standards.

The bulk of our digital emissions are due to the servers we use. Of those, 60% of emissions are due to external services integrated into our tech stack, and 40% are attributable to our own servers.

These calculations are based on emission factors with between 70% to 80% incertitude (source: [here](#)) as verified by ADEME's Carbon Base (source: [here](#)).



An increase in the purchase volumes of external digital services in 2023 was responsible for a commensurate increase of digital services emissions. From 2024, we will require our external vendors to evaluate their own carbon footprints, including scope 3 emissions, in order to refine the evaluation of our own carbon emissions.

– | – **Purchase and Support Services: 6.7 tCO₂e**

As we focus on our core business and expertise as a sustaintech company, we engage external services in non-core areas of the company such as legal and finance. In 2022, Purchase and Support Services represented 65% of our global emissions. Examination suggested this was overestimated: this was due to an ADEME emission factor which could have skewed the results higher than our actual providers' carbon intensity.

As a result, in 2023, we encouraged our biggest vendors and suppliers to run their own annual carbon assessment on all scopes 1, 2 and 3. Impact Plus then used this emission factor in order to refine the ADEME default carbon emission estimation for Purchase and Support Services.

With that increased accuracy, Purchase and Support Services comprised 21.6% of our emissions (6.7 tCO₂e) in 2023.

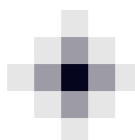
– | – **Offices 3.8 tCO₂e**

Impact Plus' offices are shared spaces within Station F coworking offices in Paris, where around 30% of our employees work.

Impact Plus employees can also choose to work remotely to cut down emissions generated from commuting and office activities. We also encourage everyone to take public transport or to cycle to work in service of that goal.

In the event that traveling is required within cities, public transport is the default option.

Source: <https://ghgprotocol.org/sites/default/files/2022-12/FAQ.pdf>



How do we assess our carbon footprint?

Impact Plus' carbon footprint is measured using the Carbo platform. The objective is to know the environmental impact of our activities — and those of our service providers — and in particular, to identify our main sources of emissions. This enables us to identify where to focus our reduction efforts, and to enable strategic decision-making around our activities and the environmental impact of our services.

Our activity data is collected annually and collaboratively by all employees.

Carbon impacts are subsequently calculated according to the global standards of carbon assessment — Global Greenhouse Gas Protocol & ADEME methodology for French based users including scopes 1, 2 and 3 of GHG Protocols.

**Our mission is to make advertising better,
by empowering marketers to develop, achieve and exceed
their sustainability goals.**

Contact

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