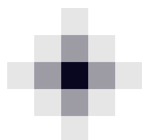
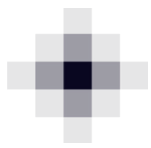


2024 CARBON REPORT

www.weareimpactplus.com





Introduction

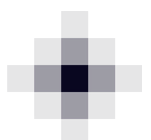
This is Impact Plus' third published carbon report since 2021. The company is continuing and accelerating its commitment to limiting its environmental impacts, by assessing its greenhouse gas (GHG) emissions using the GHG Protocol in relation to scopes 1, 2 and 3*. This ongoing commitment to reporting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

Foreword from our CEO

“2024 was a year of strong growth for Impact Plus, marked by the rapid scaling of our digital platforms. This evolution led to an increase in our carbon footprint, primarily driven by higher data volumes rather than changes in our internal practices. This report reflects our commitment to transparently measure, understand and structure the carbon impact of our activities, while laying the foundations for a more sustainable growth model. The actions initiated in 2024 represent an important first step toward better controlling and reducing our emissions in the years to come.”

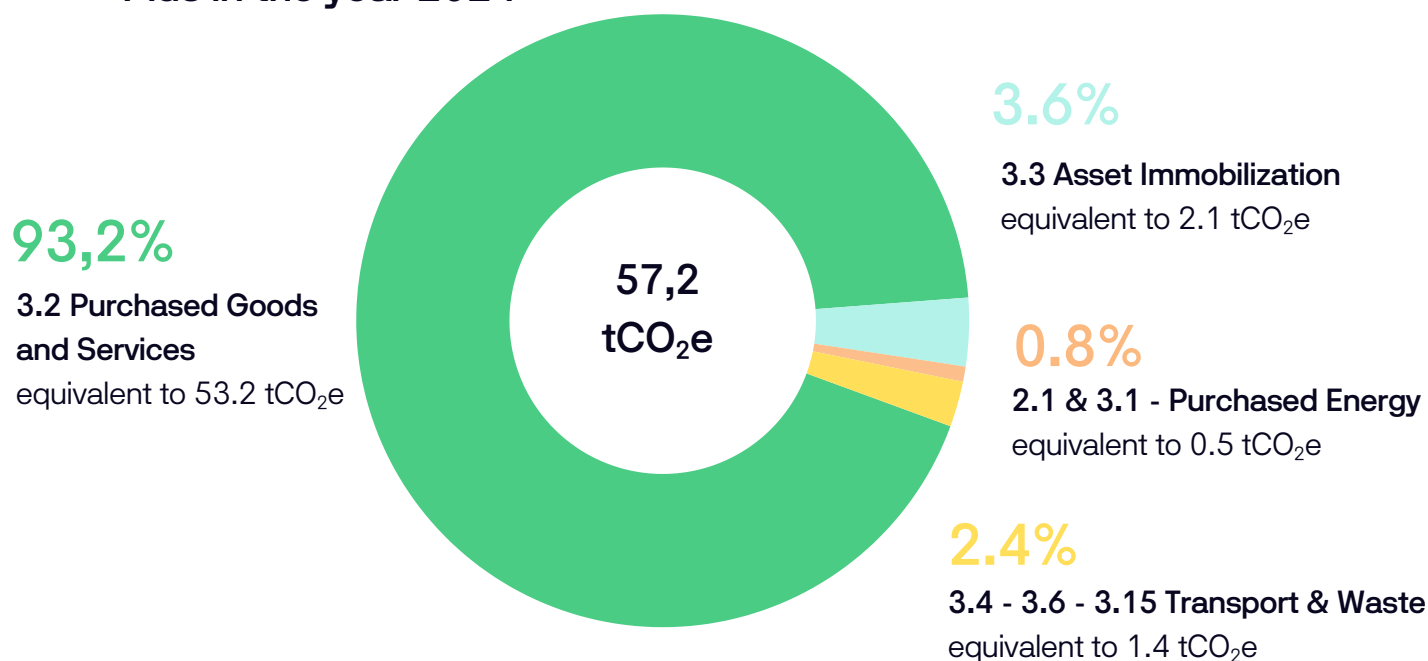
Vincent Villaret, CEO, Impact Plus

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

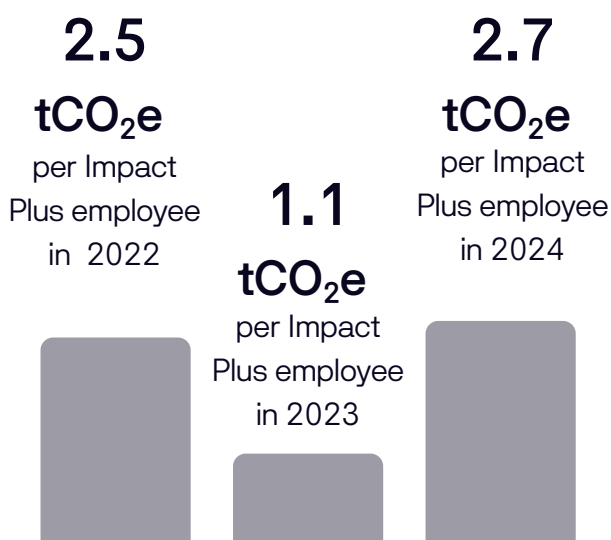


Impact Plus Emissions 2024

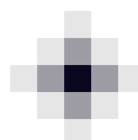
- The majority of Impact Plus' emissions are classed as scope 3
- Total GHG Emissions: 57,2 tCO₂e carbon generated for Impact Plus in the year 2024



Purchased Goods and Services include the majority of Impact Plus' operational activities, notably Digital Products, Purchases & Support Services, Offices and Operations, which are detailed in the following sections.



This increase in carbon emissions per employee reflects the rapid scaling of our digital platforms in 2024, rather than a deterioration of internal practices or employee-related activities.

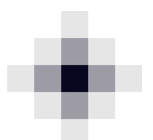
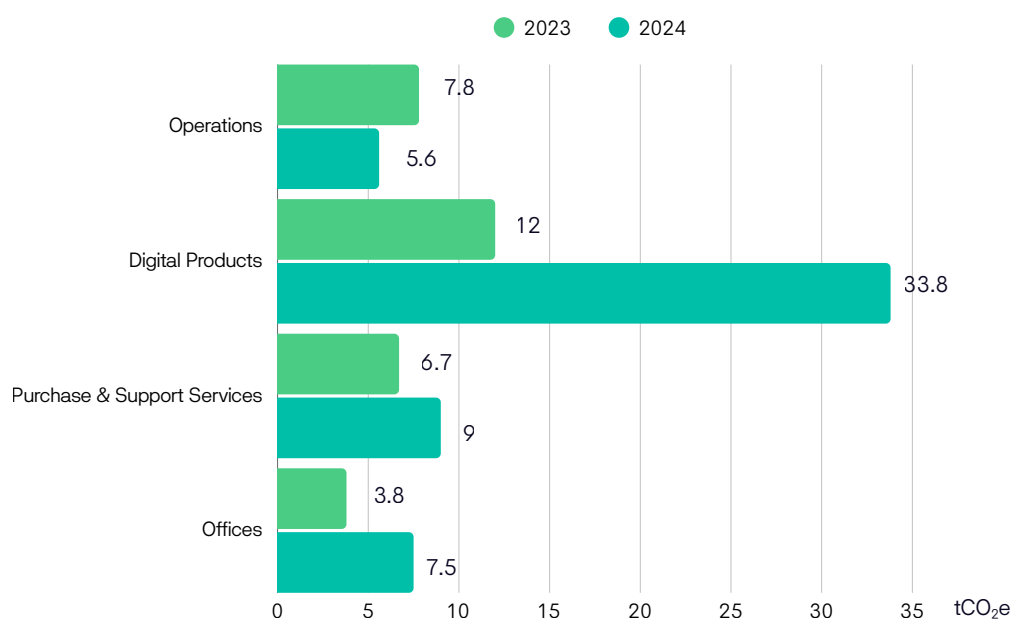


At Impact Plus, we take a comprehensive approach to measurement across our entire organisation. To achieve our aims, we pay close attention to the emissions generated by operations from the start of the process to the end. That entails:

- ✓ 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 2024

– | – Operations: 5.6 tCO₂e

Operational emissions accounted for 5.6 tCO₂e in 2024, or 10% of total emissions, and are predominantly linked to **the use of software and telecommunication tools**.

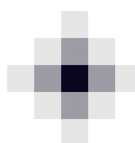
Despite continued business growth, emissions from operations remained relatively contained, reflecting more stable operational practices and mindful tool selection.

– | – Digital Products: 33.8 tCO₂e

In 2024, **Digital Products became Impact Plus' main source of emissions**, accounting for 59% of total GHG emissions. This increase is largely driven by the scaling of our ESP platform, which **now collects and processes significantly more data** to support our client's media decarbonization strategy.

In parallel, actions were initiated in 2024 to limit the increase of this emission source and to progressively decouple digital emissions from the volume of media measured. These measures are expected to deliver tangible results in 2025, supporting a more sustainable growth of our digital activities.

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



– | – Purchase and Support Services: 9 tCO₂e

Emissions from Purchases and Support Services reached 9 tCO₂e in 2024, representing 16% of total emissions. This category is **mainly driven by external service providers supporting non-core activities.**

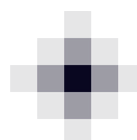
The evolution of this post reflects both the structuring of the company and improved accuracy in emission factors, allowing for a more reliable assessment of supplier-related emissions.

– | – Offices: 7.5 tCO₂e

In 2024, emissions related to Offices and Sites amounted to 7.5 tCO₂e (13% of total emissions). **This category is largely driven by employees' meals**, which represent the main source of emissions.

The increase compared to 2023 is mainly explained by a higher employee headcount in 2024. Despite a largely remote working model and shared office spaces, growth in team size mechanically leads to higher emissions linked to workplace meals.

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.**

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