

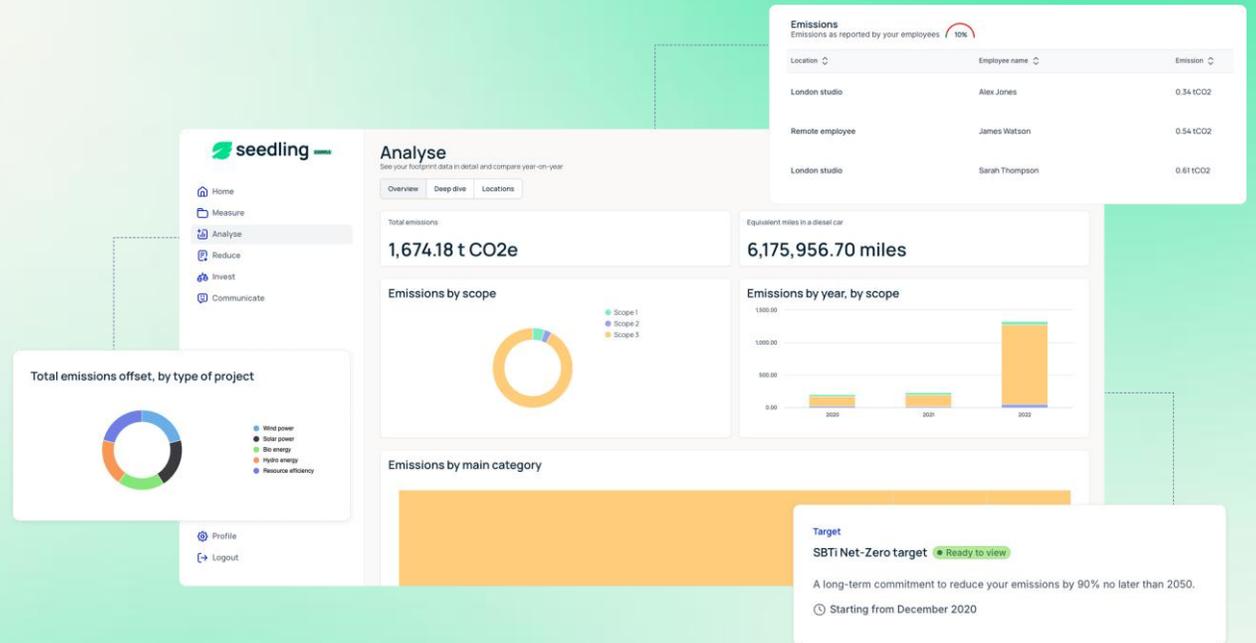


Your partner in climate action

Carbon footprinting software & expert support to get businesses on the path to Net Zero.



Watch a quick demo here!



Hi there,

This doc is a quick summary of:

- The case for managing your carbon footprint.
- Seedling's process – how we help, and what we help with.
- Some testimonials from other teams we support.

If you have any questions, please don't hesitate to get in touch!

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Why care...

As the planet continues to warm, sustainability expectations are quickly evolving. Every business can make a difference and benefit from taking climate action.

Make a genuine difference

50 %

of all UK business-driven emissions are from small and medium-sized businesses.



Attract and Retain talent

68 %

of job candidates are more likely to accept a role at an environmentally sustainable company.



Win more business

72 %

of purchasers consider sustainability when making decisions.



How we help

Seedling is a climate action platform helping businesses to build an impactful and trusted climate strategy in 4 key steps. We provide **one-to-one expert guidance throughout**.

01 Measure

A comprehensive footprint (scopes 1, 2 and 3) in line with the GHG Protocol.



02 Reduce

Set a Net Zero target, build a plan to reduce emissions, and track progress.



03 Invest

Offset unavoidable emissions and invest in communities through verified initiatives.



04 Engage

Share and report your impact to engage your team, customers and partners transparently.



05 Certify



01 Measure

Collect the operational data you need for a maximally accurate, compliant, full-scope footprint.

Work with a **Seedling adviser** to understand the information you need.

Energy usage

Vehicle mileage

Employee survey

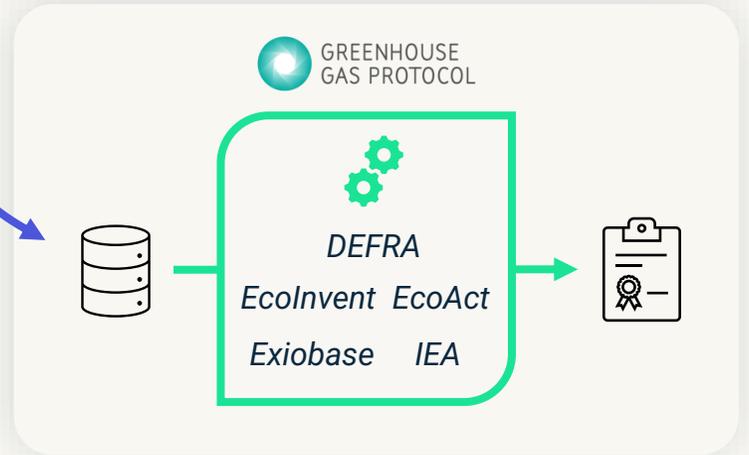
Distribution data

Supplier data

The screenshot shows a web interface for data collection. On the left is a sidebar menu with categories: Basic Information, Core emissions, and Additional emissions. The main content area is titled 'Locations' and contains a form for 'Location 01 - London'. Fields include Country (United Kingdom), Type (Office), and Employees (42). Under 'Electricity', there are options for 'Based on bill (tariffs)' and 'Based on floor space (m²)', with sub-fields for Date, Unit, Tariff name, and % renewable. A 'Fully remote workers' section asks for the number of employees, days worked per week, and days off per year. A 'Back to Measure' button is at the bottom left.

Collect your business data with our **intuitive carbon assessment**.

Built on the GHG Protocol, **Seedling's calculation engine** converts your inputs into emissions data using 1000s of authoritative emissions factors.



02 Reduce

We work with you to set SBTi-aligned Net Zero targets and build a data-backed plan to achieve them.

- ✓ **Get expert advice to reduce emissions.** Your Seedling advisor will conduct a hotspot analysis of your footprint and lean on our cross-sector experience with 250+ businesses.
- ✓ **Not just guesswork.** Quantify the impact of the changes you plan to make and build your pathway to target.
- ✓ **One-click reporting.** Easily and confidently share your plan to decarbonise.



The screenshot displays the 'Reduce' dashboard in the Seedling platform. It includes a sidebar with navigation options like Home, Measure, Analyse, Reduce, Invest, Engage, Certify, and Supplier marketplace. The main content area is titled 'Reduce' and contains a scenario configuration section with fields for Scenario (Realistic 2023-30 plan), Reference year (Jan 2023 - Dec 2023), and Target year (2030). A bar chart shows the emission reduction pathway from 2023 to 2030, with a total percentage reduction of 61.53% and an annual percentage reduction of 12.76%. A table lists selected actions, such as switching large cars to EVs and business-class flights to economy, with their respective emission categories, reduction amounts, and completion percentages.

Action	Emission category	Emission reduction	Percentage completion
Switch your large cars (2.0+ engine) to EVs	1.2 Company vehicles	36.78 tCO2e	100.00%
Switch business-class flights to economy	3.6 Business travel	33.20 tCO2e	100%

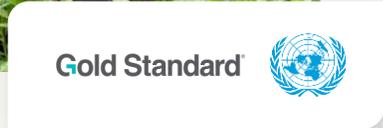


03 Invest

Where emissions are unavoidable, offset through verified initiatives.

Our project bundles are carefully curated to target broader impact for people and planet.

Invest only in projects that hold **internationally-recognised third-party accreditation.**



View example projects:
[Solar](#), [afforestation](#),
[energy efficiency](#)

Track your investment impact vs. the UN's SDGs. All our projects meet at least 3 objectives.

Dashboard

Measure

Analyse

Reduce

Invest

Communicate

SDG goals currently supported in the package

3 Good health and well-being

5 Gender equality

7 Affordable and clean energy

8 Decent work and economic growth

9 Industry, innovation and infrastructure

13 Climate action

15 Life on land

List of projects currently in the package

Wind power in Salk, Mongolia

Hydropower in Himachal Pradesh, India

Clean cookstoves in Malawi

Bio power in Chhattisgarh, India

SUSTAINABLE DEVELOPMENT GOALS



04 Engage: customers

Share your impact with full transparency through your **ready-made sustainability page**.

- ✓ Fully-branded and customisable.
- ✓ Share key data and emissions reduction initiatives.
- ✓ Tag key reports.
- ✓ Your high-integrity offsetting projects, fully traceable.



seedling

Your logo

CO2 Impact Summary

Our data at a glance

740.48 Total t CO2e measured	1.00 Total t CO2e offset	2024 Latest footprint	2050 Net Zero target year
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Our reports

Measuring our contribution to lower carbon emissions



Climate transition plan

Create a report setting out your roadmap to Net Zero

[View report](#)



04 Engage: your suppliers

From within Seedling, you can now:

- ✓ Send suppliers a clear, **straightforward data request form**, via email from the platform or via shareable link.
- ✓ Collect responses that **automatically pull through to your Seedling footprint**.
- ✗ No copying data between tools, or translating data into revenue-based metrics.

Learn more [here](#).

Hey there 🙌

Hello,

We're currently working with Seedling to measure our carbon footprint, which includes emissions within our supply chain. As one of our suppliers, we're requesting emissions data from you to help make our calculation more accurate.

If possible, please provide emission data using one of the methods below.

- Your emissions (in t CO2e) for the products / services provided to us ⓘ
- Your total company-level emissions (in t CO2e) and your total revenue ⓘ
- I'm not able to provide emissions data

[Complete](#)

Powered by
seedling
the carbon accounting platform

[See how it works](#) [View pricing](#)

Request CO2 data from this supplier

Share this survey link with your supplier

Copy link

<https://app.seedling.earth/supp...>

Or email them

Type here...

[Cancel request](#) [Email](#)



04 Engage: your team

Use our employee survey to:

- ✓ **Easily** capture **accurate** data on commuting habits and WFH behaviours.
- ✓ Drive **engagement** and **behaviour change** by bringing the emissions impact of behaviours to life.
- ✓ Educate employees on climate change with our [Climate School](#).

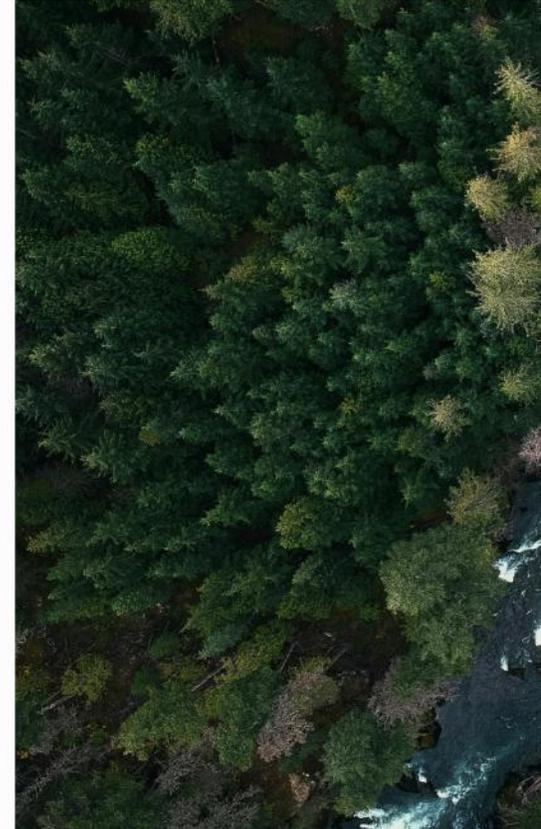
You are awesome 🌟

Thank you for completing the survey and helping us measure our carbon impact!

You can close the page now.

Your results

Emission type	Emission (in kg CO2)
Commuting (kg CO2)	318.73 kg CO2
Heating system (kg CO2)	103.17 kg CO2
Lighting (kg CO2)	3.93 kg CO2
Workstation (kg CO2)	19.66 kg CO2
Flights (kg CO2)	0.00 kg CO2
Public transport (kg CO2)	0.00 kg CO2
Hotels (kg CO2)	0.00 kg CO2



05 Certify

Showcase your business with Seedling's certification.

Seedling Certification recognises teams that have built a best-practice carbon management strategy expert-checked for credibility.

It provides a clear, consistent, and evidence-led way for customers, investors, and employees to understand how a business is measuring, managing, and reducing emissions.

Learn more [here](#).

- Measured ✓
- Assured ✓
- Trusted ✓

The image displays a central dashboard for 'Certification progress' with a '1/5 Steps achieved' indicator. The dashboard lists five steps: Measure (Not completed), Reduce (Not completed), Target (Completed), Share (Seedling verification), and Sign (Not completed). To the right, two certification badges are shown: 'seedling Certified • 2025 CLIMATE ACTION COMMITTED' and 'seedling Certified • 2025 CLIMATE ACTION LEADER'. A callout box for the 'Target' step shows 'SBTI Net-Zero target' as 'Ready to view' with details: 'A long-term commitment to reduce your emissions by 90% no later than 2050. Starting from December 2020'.

Certification progress 1/5 Steps achieved

Complete all steps below to achieve our Climate Committed certification

- Measure** Not completed
Complete your footprint and have this reviewed by your Seedling adviser.
- Reduce** Not completed
Sign off on your plan, with at least 10 carbon reduction initiatives.
- Target** Completed
Set an SBTi-compliant Net Zero target and near-term target.
- Share** Seedling verification
Share your climate action transparently, using your public page.
- Sign** Not completed
Sign your certificate to complete the certification.

Target
SBTI Net-Zero target Ready to view
A long-term commitment to reduce your emissions by 90% no later than 2050.
Starting from December 2020



Key reports

We make it easy for you to report to trusted carbon data to stakeholders.



SBTi aligned Net Zero targeting. Increasingly mandated by large orgs to suppliers.



Carbon Reduction Plans (PPN 006) for public sector procurement.



Emissions data, offsetting, and Climate Action / Transition Plans for B Corp (re)certification.



SECR mandatory reporting for UK-based businesses.

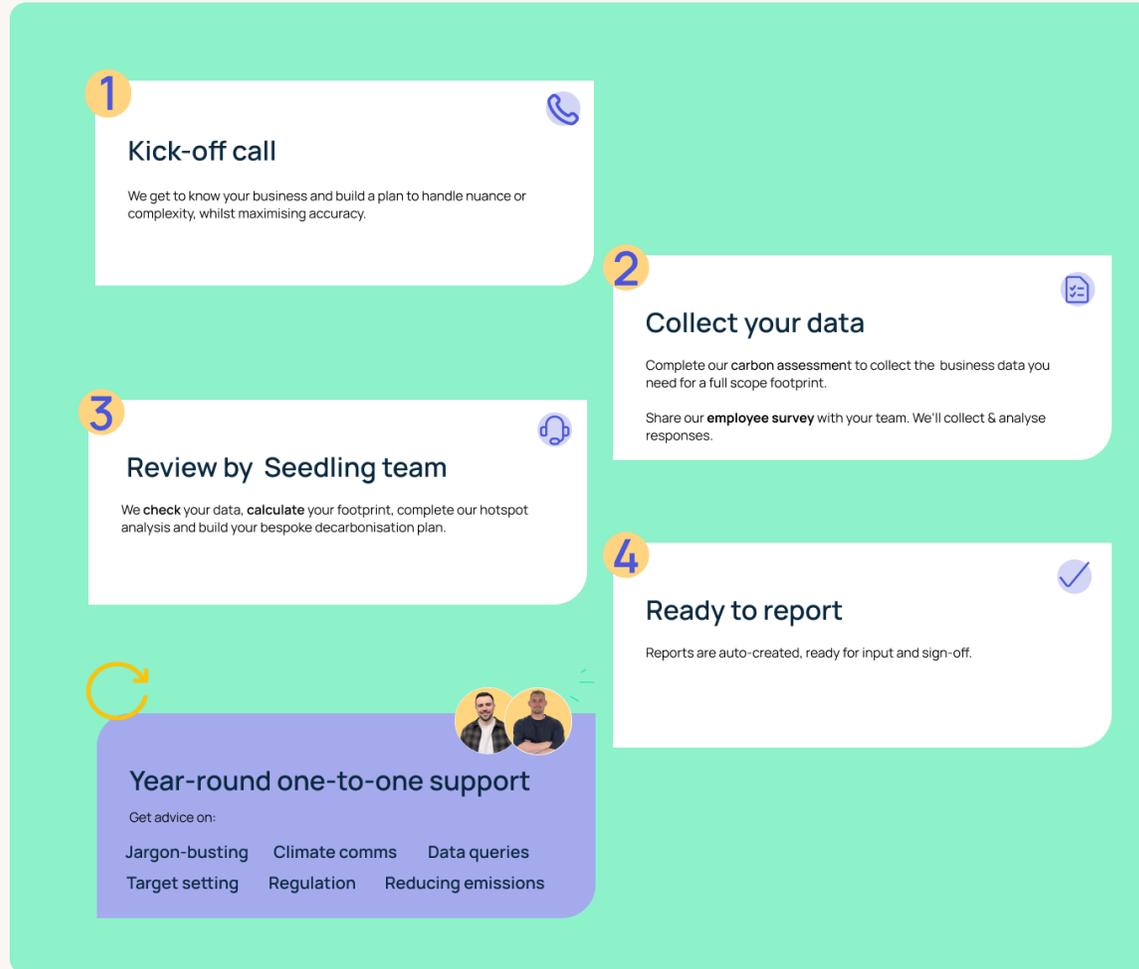


Assured GHG inventory for supplier assessments and accreditations.



Our process

A simple, streamlined journey to understand your footprint and how to reduce it, with support at every step.



- ✓ **½ - 1 day** of your time overall.
- ✓ Wrapped up in 2-4 weeks, though faster if you have a deadline. We move at your pace.
- ✓ Guidance throughout – from data collection to emissions reduction advice to reporting.
- ✓ Our time and expertise make the process straightforward for busy teams.



Our values...

As you'd expect, we're a purpose driven business. We have strong opinions about what makes up a good climate strategy.

We do	We don't
✓ Prioritise decarbonisation.	✗ Promote offsetting without a plan to reduce emissions.
✓ Flexible, accurate, insightful footprinting.	✗ Take a one-size fits all approach.
✓ Careful, considered use of terminology.	✗ Overstate impact. Mislead. Greenwash.
✓ Full information and transparency.	✗ Make claims that aren't backed.



What our clients say

An easy-to-use platform plus support from an expert.



nobody's
child

FASHION BRAND

"I love working with Seedling on our climate impact measurement and reduction plans. The team are **true experts in their field**, and this - combined with an amazing platform - makes impact measurement enjoyable and educational."

Sustainability Manager



400

BRAND AGENCY

"Any feelings of being overwhelmed by measuring and reporting our emissions were quickly overcome as a result of the **fantastic help and guidance from Seedling**. The whole process was really smooth, clearly explained and efficiently delivered."

Operations Director



SVBOTEUR

BRAND AGENCY

"We spoke to a few emission tracking partners before we spoke with Seedling, and Seedling's offer seemed too good to be true but it wasn't! **Super straight forward platform, able to get face to face advice when we needed it, not expensive.** Would definitely recommend."

Finance Director



Rationale

COMMS AGENCY

"Seedling guided us through the process every step of the way, their easy-to-use platform made collecting our business data straightforward, and the team gave us **tailored support to build an emissions reduction plan**. Thanks to Seedling, we've started our journey to Net Zero with confidence."

Senior Content Manager



CREATIVE AGENCY

"Seedling made a complicated process as simple and effective as possible. Their platform is thoughtfully designed and offers clear step by step guidance throughout the process. Their **customer service is also second to none**. They truly support you throughout the analysis and are always quick to respond to queries. I would not hesitate to recommend Seedling."

Director



What our clients say

An easy-to-use platform plus support from an expert.



FINANCIAL SERVICES

"As a recently certified B Corp, finding a way to measure and reduce our carbon emissions was a massive priority, but we weren't sure where to start. **Seedling have been fantastic from the start** at guiding us through the process, taking the time to explain and helping us improve our own knowledge, and their **software has made everything a breeze!**"

Operations Associate



CONSULTANCY

"We were guided through the process and it was simple for us to submit the required information. We also had transparency over our offsetting projects. **We now understand our footprint and how to reduce it.**"

ESG Lead



MARKETING AGENCY

"Seedling have been the **ultimate professionals and have created a system that is easy to use**, so now I have the knowledge to make informed decisions in line with our B Corp status."

Head of Ops



FINTECH

"As a start-up, I found it really hard to find a carbon accounting solution to suit. Along came Seedling. From the start, **I was impressed by their approach and knowledge, and the intuitiveness and agility of the platform.** They're always happy to respond to my endless questions and work to find a solution, for example helping quantify the carbon impact of our payments product."

Chief Sustainability Officer



CONSULTANCY

"Seedling proved to be an invaluable partner in developing a Carbon Reduction Plan. The tailored reduction measures not only aligned with goals but also ensured compliance with government standards. **Seedling's expertise and dedication made the entire process seamless – we'd highly recommend.**"

Head of Marketing





Your partner in climate action

Join Seedling to start making a difference.

Email: hello@seedling.earth

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