

Carbon Footprint

Report 2023

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1. Introduction

1.1 Purpose of the study

The purpose of this study is to determine the carbon footprint of Cynny Spa, i.e., the greenhouse gas emissions (measured in metric tons of CO₂ equivalent) that are generated directly or indirectly by the activities carried out by the company. Just about everything we do, from using electronic devices to taking public transportation, impacts the environment to a greater or lesser degree, in terms of higher or lower CO₂ emissions. While it is true that small changes must be made to reduce our environmental impact, it is also essential that those changes are quantified beforehand. A carbon footprint analysis (like the one in this document), also sometimes called a greenhouse gas (GHG) emissions assessment, makes it possible to determine the emissions of various activities, identify those with the greatest impact, promote the environmental programs already underway, and lay the groundwork for complete carbon neutrality.

Carbon neutrality is when the amount of CO₂ released into the air by certain activities is balanced by an equivalent offset (removal or avoidance), over a given period of time.

Through this procedure, Up2You will accompany Cynny Spa to the zeroing of its carbon footprint, making its activities carbon free. To do so, it will be necessary to implement a climate change mitigation strategy, supported by long-term decarbonization plans. Decarbonization via Up2You Neutral Company includes the following phases:

- **Calculation** of the emissions produced by the company and identification of the areas, industries and production phases that create the most greenhouse gases.

- **Reduction** of the overall emissions generated by the company's activities along the value chain with a view to the long-term strategy, while reinforcing the efforts that already exist.
- **Offsetting** of emissions that cannot be reduced by financing environmental protection projects certified by third parties that are specifically designed to capture CO₂.
- **Public declaration** of the above through official tools and certifications that attest to the company's commitment, thereby conveying the virtuous path taken in the name of protecting the planet.

By using Neutral Company, the company is joining a multitude of brands that have decided to go carbon neutral through certified tools. It's a goal that numerous international brands have already achieved or plan to achieve in the next few years, including: Patagonia, Microsoft, Google and many others.



1.2 About the authors of this report

Up2You is a greentech startup and a certified B Corporation that helps companies minimize their environmental impact through digital tools and products that measure, reduce and offset their emissions while also increasing employee engagement.



The goal of Up2You is to make sustainability simple, so that it's comprehensible and viable in everyday life.

We provide support for virtuous projects with elevated social and environmental impact that help capture CO₂, preserve forests, protect ecosystems and develop sustainable technologies.

We firmly believe that we all can make a difference for ourselves, for others, and for the planet, starting from small actions that can truly influence and be of value to the community.

The future is up to you.

2. Carbon Footprint

2.1 Key concepts

The carbon footprint of someone or something is the quantity of greenhouse gases that are released into the atmosphere. It can be associated to the creation of a product or an event, the provision of a service, or even an activity we all carry out each day.

The carbon footprint of a business is key to determining its environmental impact. It makes it possible to:

- identify the activities that contribute most to its carbon footprint and plan carbon reduction and carbon offsetting efforts aimed at a net-zero goal;
- improve corporate management and communications;
- engage consumers, who are increasingly interested in respecting the environment;
- promote its environmentally sustainable corporate virtues: the market demands that businesses adopt increasingly virtuous behaviors and rewards enterprises with a reduced carbon footprint;
- reinforce corporate social responsibility, i.e., the commitment made by businesses to act responsibly in relation to the environment and society.

As such, sustainability becomes a competitive edge for the business and also makes a significant contribution to the fight against climate change.

2.2 Why is it important to calculate a company's carbon footprint?

- To identify environmental impact in terms of corporate emissions;
- to identify ways to reduce environmental impact;
- to create and offer increasingly sustainable solutions;
- to enhance the brand and grow its environmental reputation;
- to achieve eco-efficiency and help develop a circular economy.

2.3 Calculating carbon footprint

To calculate the amount of CO₂ emitted by a specific activity, we use the standards presented in the Greenhouse Gas Protocol. A global reference point, these standards are used by 90% of all Fortune 500 companies that report on their corporate sustainability.



In general, every activity carried out by the company impacts the planet, and the first step towards carbon **neutrality** is to calculate the amount of CO₂ produced by said activities. To determine how much CO₂ a company emits and what the sources of those emissions are, it's best to start by figuring out if they fall under scope 1, 2, or 3.

Scope 1: emissions produced directly, deriving from sources owned or controlled by an organization. These emissions are generated by the use of fossil fuels and the release of greenhouse gases as defined by the Kyoto Protocol. The direct emissions category includes emissions deriving from the use of fossil fuels in heating systems, those linked to the consumption of fuel for company vehicles or generators, and those caused by leaks of fluorinated gases used in cooling systems.

Scope 2: indirect emissions deriving from the generation of electricity, heat and steam, which is purchased and consumed by the organization. These emissions are considered indirect in that the company is responsible for the use of that energy, but not for the emissions generated by the supplier in its production.

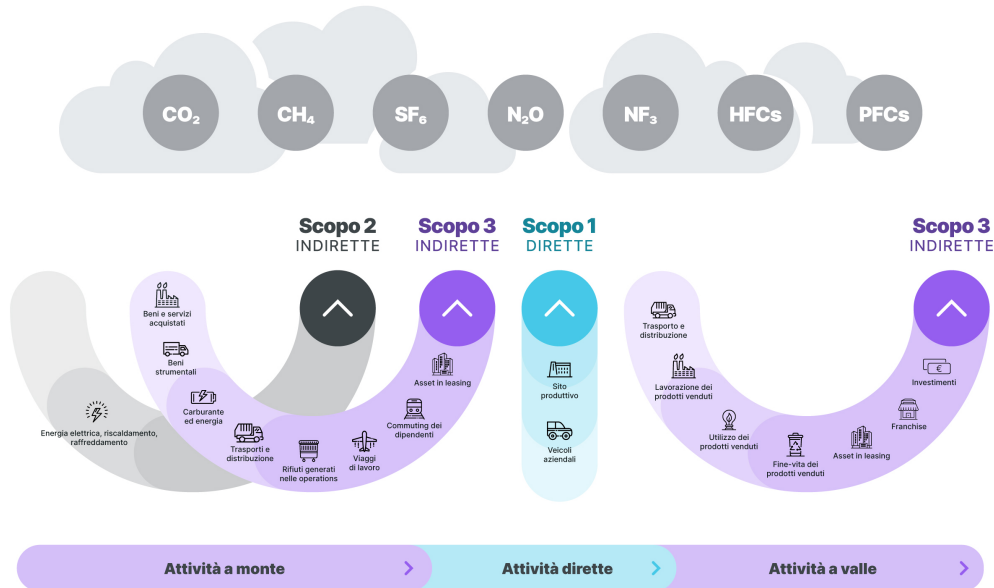
Scope 3: indirect emissions that take place along the company's value chain, not directly connected to company consumption but essential to the activities of the organization (e.g., employee transportation, provision of materials, etc.).

Carbon neutrality is effectively achieved by offsetting the emissions tied to scope 1 and scope 2. Virtuous companies also calculate and offset scope 3 emissions.

These indirect emissions, tied to the value chain, are harder to quantify. They make up 15 sub-categories of emissions and can compose up to 90% of the overall emissions of a company. For this reason, there are very few companies that are carbon neutral when considering scope 3. However, through its proprietary tools, Up2You helps companies achieve this ambitious goal, with this study representing a starting point to that end.

In this sense, the carbon footprint analysis carried out by Up2You, summarized here, includes scope 1 and 2 emissions, and the indirect emissions categories that Cynny Spa has the greatest control over (e.g., the use of consumables,

employee commutes, digital emissions, water use, waste, etc.). It should thus be highlighted that, in this phase, scope 3 isn't complete and, based on the results achieved, it can be a goal to pursue over time, if opportune.



There are many international standards that refer to the GHG Protocol to calculate the carbon footprint of a company. They include:

- those of a few international entities established with the goal of defining sustainability reporting standards for businesses and other organizations, such as: **GRI** (Global Reporting Initiative), **EFRAG** (European Financial Reporting Advisory Group), and **IASB** (International Accounting Standards Board);

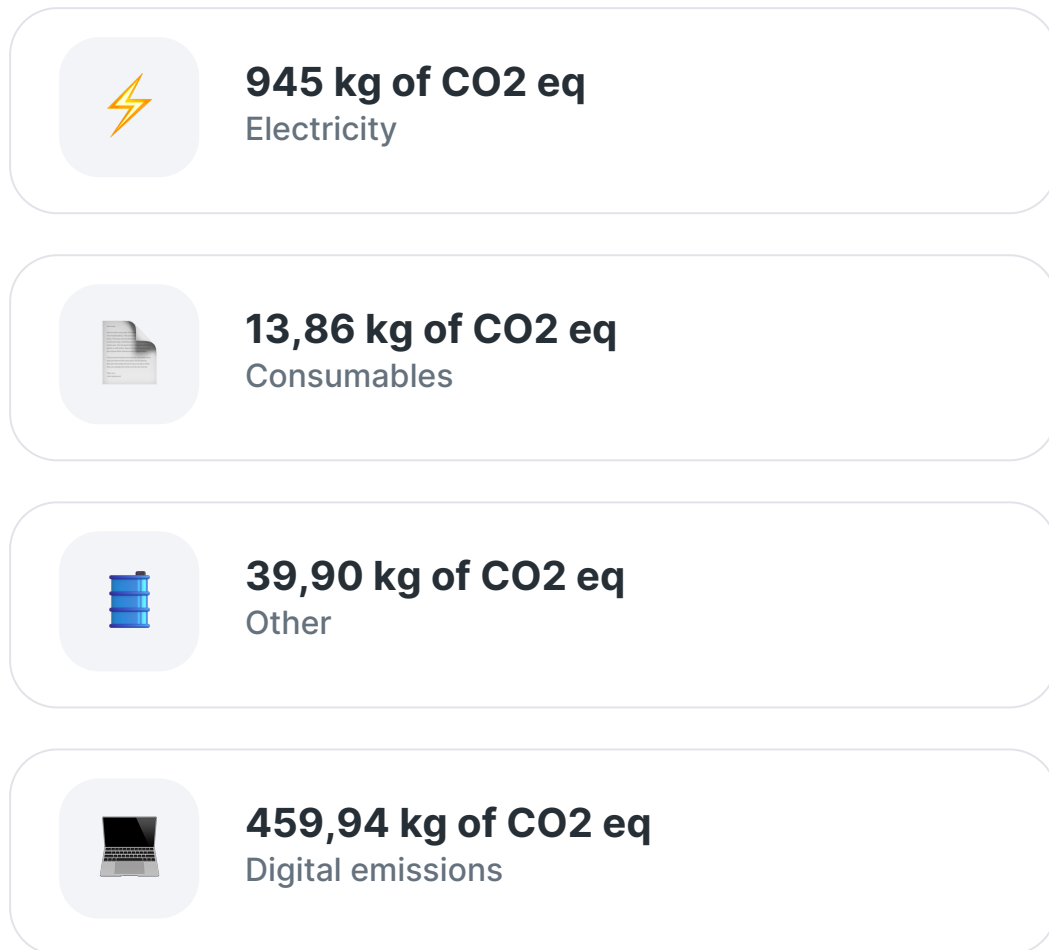
- various initiatives to encourage the definition of decarbonization targets and those that provide information about climate-related impact and financial reporting: **TCFD** (Task Force on Climate-related Financial Disclosures), **CDP** (ex Carbon Disclosure Project), and **SBTi** (Science Based Targets initiative);
- horizontally structured organizations with the goal of creating networks of businesses that adopt sustainable practices and diligently comply with corporate social responsibility: **B Corp** (B Corporation) and **UN Global Compact** (United Nations Global Compact).



3. Results

3.1 Main emission components

The main emission areas included in this study are:



3.2 Methodology

To collect the data and calculate the emissions produced by Cynny Spa, Up2You uses proprietary software that includes algorithms and calculation models that were developed in-house.

This tool, aligned with the calculation standards in the GHG Protocol, has been structured so as to consider the various corporate areas that create greenhouse gas emissions, such as electricity use, heating, transportation, digital emissions, and so on.

Moreover, the Carbon Footprint Calculator can take different variables into consideration, including the geographic location of the company, which influences CO₂ emission factors, the dimensions in terms of the spaces used and number of employees, the electricity consumed according to the relevant industry, etc.

All calculations are made using the calendar year as the time span. The results summarized below therefore refer to the average emissions of Cynny Spa over the span of 12 months, in light of the information provided via the questionnaire.


This process does not include a validation or verification of the data provided by the company. Instead, it is limited to the calculation of emissions. As such, Cynny Spa will be responsible for entering data that accurately reflects the company and its energy use.

3.3 Quantification of emissions

Total emissions: 1.458,70 kg CO₂ eq / year

The carbon footprint of Cynny Spa is 1.458,70 kg of CO₂ equivalent.

Those emissions are equal to:



486,23 days
of a blender in operation 24/7



792.772,83 hours
of streamed music



31,04 days
of a dishwasher in use 24/7

But what do 1.458,70 kg of CO₂ equivalent correspond to, physically?
Cynny Spa's emissions weigh as much as:



0,51 cars
(Fiat 500)











12,80 scooters
(Vespa)

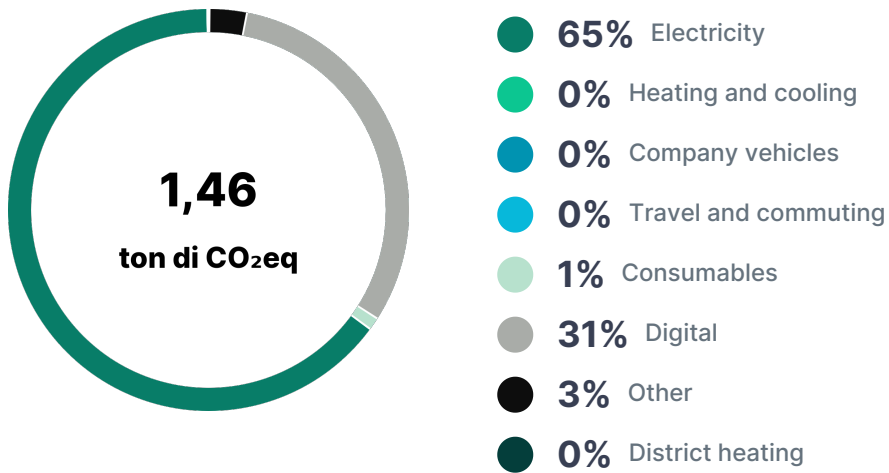


182,34 carry-on suitcases
(for the plane)

The chart and the graphic below detail the main components of the emissions caused by Cynny Spa's activities.

Category	Emissions [kg of CO2 eq]
 Electricity	945
 Heating and refrigerant gases	0
 Travel / commutes	0
 Consumables	13,86
 Company vehicles	0
 Other	39,90
 Digital emissions	459,94
 District heating	0

Emissions distribution



Moreover, the distribution of the emissions subdivided into scope 1, scope 2 and scope 3 has been added.

The emissions within the various categories are distributed as follows:

Scope 1:

- heating;
- refrigerant gases;
- company vehicles.

Scope 2:

- electricity.

Scope 3:

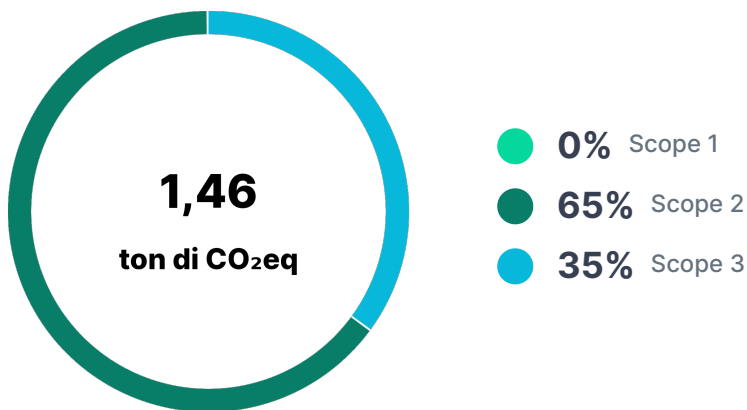
- travel;
- commuting;

- consumables;
- digital emissions;
- water use;
- waste.

The emissions of Cynny Spa is distributed among scope 1, 2 and 3 as follows:

Scope	Emissions [kg of CO2 eq]
Scope 1	0
Scope 2	945
Scope 3	513,70

Distribution of emissions by purpose



3.6 Uncertainty analysis

In order to accurately determine Cynny Spa's emissions, an uncertainty analysis has been carried out relative to scope 1 and 2 emissions.

The GHG Protocol includes a methodology for uncertainty assessment, which is to be determined in relation to doubts about:

- usage data for each emission source collected by the enterprise;
- the emission factors chosen during reporting and analysis.

These considerations are tied to the fact that the value of the CO₂ emitted isn't determined by directly measuring them but instead is the result of a calculation, i.e., an indirect quantification method.

In this analysis, we have used the methodology outlined in the "GHG Protocol guidance on uncertainty assessment in GHG inventories and calculating statistical parameter uncertainty" and the "GHG Protocol Uncertainty Tool" to calculate uncertainty. The method defined by the GHG Protocol is made up of five steps:





- **Step 1** - preparatory data assessment:
 - specify parameters;
 - identify causes of uncertainty.
- **Step 2** - quantify identified uncertainties: statistical uncertainty in the context of greenhouse gas inventories is usually presented as an uncertainty range expressed as a percentage of the expected mean value of the emission.

- **Step 3** - combination of uncertainty by:
 - activity data;
 - emission factor.

- **Step 4** - aggregated calculation of uncertainty on a site or company level.

- **Step 5** - document and interpret uncertainty assessment findings.

To evaluate uncertainty, the following ranking system has been used:

Ranking	Data quality	Uncertainty of the estimated value
	High	± 5%
	Good	± 15%
	Fair	± 30%
	Poor	More than 30%

The total uncertainty of the scope 1 and 2 emissions calculations of Cynny Spa is 16,76%.

4. Contacts

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