Brevo

Carbon footprint report 2025

What we measured, together.



Reporting period: 2025 · Scopes 1, 2 and 3

Standard: GHG Protocol (location-based)

Brevo

Carbon footprint perimeter: **scopes 1, 2 and 3**

Scopes 1 and 2 cover activities directly controlled and operated by the company. Scope 3 covers all other activities in the value chain.

Scope 1

Direct emissions

- Fixed energy (gas, coal, wood)
- Mobile energy (diesel, gasoline)
- Fugitive emissions
- Agricultural sources & change in land use

Scope 2

Indirect emissions from energy

- Electricity consumption
- Heat, cold and steam network

Scope 3

All other activities in the value chain (upstream, parallel, downstream)

Upstream activities →

- Purchased goods and services / capital goods
- Transportation and distribution of upstream goods

Company activities →

- Business travel
- Employee commuting
- Customers and visitors transport
- Waste

Downstream activities

- Transformation of the sold products
- Use of sold products
- Transportation and distribution of downstream goods
- End-of-life treatment of sold products

Brevo

Scope of carbon **footprint analysis**

Two perimeters: the company itself, and the footprint of the services it delivers (emailing, plus WhatsApp, Chat and SMS).

Company

Consumptions

- Electricity (headquarters)
- Air conditioning
- Heating network
- Business travel
- Commuting to work
- Waste
- Purchases

Fixed assets / infrastructure

- Buildings
- IT inventory

Footprint of services rendered

Consumptions

- Electricity and air conditioning of digital infrastructures and devices

1. **Email campaign creation**
   - Device consumption of Brevo customers
   - Server consumption
2. **Sending emails**
   - Consumption of telecom networks (core + access, fixed + mobile)
3. **Receiving emails**
   - Device consumption: email recipient
   - Third-party email servers (e.g. Gmail, Outlook...)

Fixed assets / infrastructure

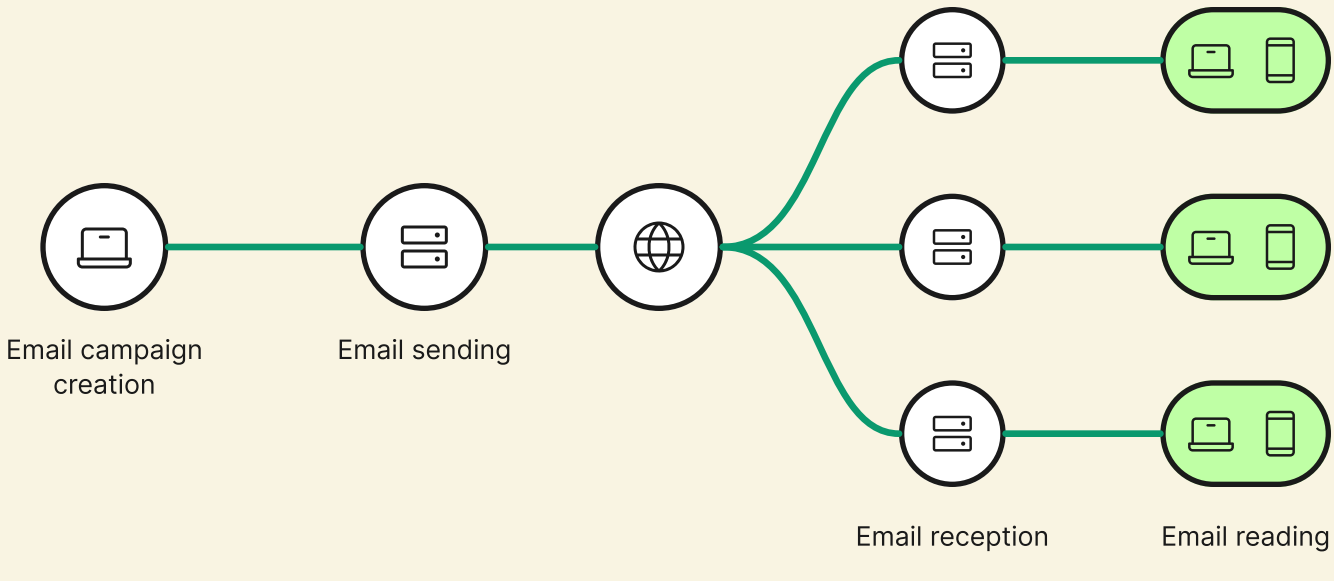
1. Share of server usage and device usage (% time spent)
2. Share of telecom network usage (GB transferred)
3. Share of server usage and device usage (% time spent)

Brevo

Carbon footprint scope: **focus on service delivery**



1	2	3	4	5
Brevo client device	**Brevo data center**	**Core network**	**Recipient data center**	**Email recipient device**
Player				
Brevo client	Brevo	Telecom operator	Gmail, Yahoo...	Telecom operator
Telecom operator				Email recipient
Infrastructure				
Laptop	Server	Core network	Servers	Access network
Access network				Smartphone, laptop, tablet...



Brevo

Overview of results: **emissions by scope**

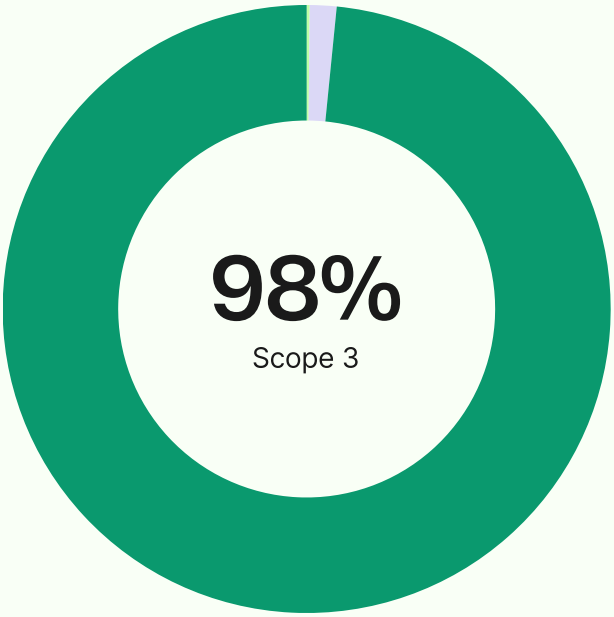
Total emissions

12,030 tCO_2e

Emissions per employee

12,689 $kgCO_2e$

By scope





Scope 1
Direct emissions

<1%

Scope 2
Indirect emissions from energy

1%

Scope 3
Value chain

98%

For a company in the service sector, **a scope 3 of over 90% of the carbon footprint is common**, as highlighted in previous years.

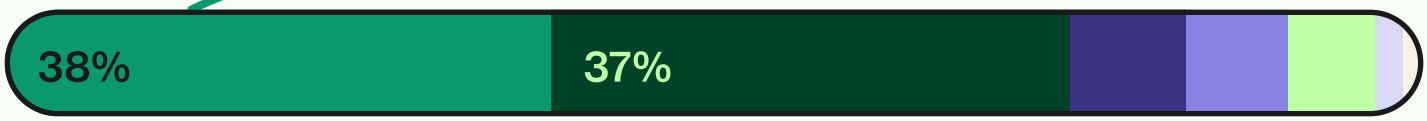
Brevo

Overview of results: **emissions per category**



Sold products

38% 4,629 tCO_2e



Sold products		4,629 tCO_2e	**38%**
Miscellaneous purchases		4,410 tCO_2e	**37%**
Miscellaneous fixed assets		981 tCO_2e	**8%**
People transportation		859 tCO_2e	**7%**
Digital (IT)		739 tCO_2e	**6%**
Energy		246 tCO_2e	**2%**
Real estate		122 tCO_2e	**1%**
Others		45 tCO_2e	**<1%**