

Claravine FY25

Greenhouse Gas Emissions Inventory Report



Prepared by:



Standards & Protocols:



GREENHOUSE
GAS PROTOCOL

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FY25 Greenhouse Gas Emissions Inventory Report

PURPOSE & OBJECTIVE

This voluntary Greenhouse Gas (GHG) Emissions Inventory Report describes the emissions and how the inventory of greenhouse gasses was developed for Claravine in accordance with the Greenhouse Gas Protocol and ISO 14064-1.

INTENDED USE & USERS OF GHG INVENTORY

The Claravine GHG Inventory Report is used to provide a thorough and accurate accounting of all GHG emissions so that Claravine can communicate its baseline emissions to relevant stakeholders. Users may include clients, partners, employees, and other stakeholders who also value serious climate action that follows international standards and best practices.

FREQUENCY OF REPORT

Claravine will update its GHG inventory on an annual basis.

DATA & INFORMATION

Included in this report are all applicable emissions from Scope 1, 2, and 3, as well as calculation methodologies, activity data, and emission factor sources.

INVENTORY AVAILABILITY

The GHG Inventory will be publicly disclosed and freely available.

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COMPANY DESCRIPTION

REPORTING ORGANIZATION DESCRIPTION

Claravine is an enterprise software platform that helps teams standardize their marketing data by creating and enforcing a consistent data language, or taxonomy, across all campaigns in their marketing stack. This ensures data integrity from the start, allowing organizations to trust their data for more accurate reporting and better decision-making.

GHG INVENTORY ROLES AND RESPONSIBILITIES

**Justin Shepard, CFO:**

GHG inventory boundary setting and data management.



Alpine Project is a GHG consulting firm and has been tasked with compiling the GHG inventory report on behalf of Claravine.

**Logan Cohen, Greenhouse Gas
Inventory Consultant:**

Requesting and reviewing data from Claravine, selecting calculation methodology and emission factors, compiling the emissions report.

ORGANIZATIONAL BOUNDARIES

Claravine defined the boundary of the GHG inventory by identifying locations where it is responsible for GHG emissions. Claravine has chosen to set its organizational boundary according to the operational control approach. It is believed that this approach best matches Claravine operations, as it only exerts operational control by its ability to influence decisions over its applicable operations.

REPORTING PERIOD

This GHG Emissions Inventory Report is based on Claravine’s fiscal year 2025.

EXCLUSIONS

All known and applicable emissions were included in this report.

BASE YEAR

Fiscal year 2024 is Claravine’s base year and first year for reporting its GHG emissions inventory.

BASE YEAR RECALCULATION

Base year emissions will be adjusted only under the following conditions:

- Significant change (greater than 5% difference in total base year emissions) in emission factors, constants, or methodologies.
- Errors are discovered in previously submitted data that significantly change (greater than 5% difference in total base year emissions) the base year emissions.
- Structural changes, such as mergers acquisitions, and/or outsourcing or-insourcing of GHG emitting activities. Changes in the status of leased assets, such as office space, are considered structural changes as well.

REPORTING BOUNDARIES MATERIALITY STANDARD

This report will account and report all the relevant and significant greenhouse gasses covered by the Kyoto Protocol and in accordance with ISO 14064-1:2018. The materiality threshold is 5% of the total GHG emissions.

Table 1: Included Kyoto Gases

KYOTO GAS	SYMBOL	INCLUSION
Carbon Dioxide	CO2	Yes
Methane	CH4	Yes
Nitrous Oxide	N2O	Yes
Sulphur Hexafluoride	SF6	NA
Perfluorocarbons	PFCs	NA
Hydrofluorocarbons	HFCs	NA

Table 2: ISO Categories Included

ISO CATEGORY	INCLUSIONS
Category 1: Direct GHG emissions and removals	Yes
Category 2: Indirect GHG emissions from imported energy	Yes
Category 3: Indirect GHG emissions from transportation	Yes
Category 4: Indirect GHG emissions from products used by an organization	Yes
Category 5: Indirect GHG emissions associated with the use of products from the organization	No
Category 6: Indirect GHG emissions from other sources	Yes

GHG EMISSION QUANTIFICATION

Table 3: Direct GHG emissions quantification by Included Kyoto Gases

EMISSION SOURCE	FY25 CO2e (Tons)
Total Direct GHG emissions (Scope 1)	2.065
Carbon dioxide (CO2)	2.06
Methane (CH4)	0.00109
Nitrous oxide (N2O)	0.00103

Table 5: Total GHG Emissions Inventory and Offsets

EMISSION INVENTORY	CO2e (Tons)
Total GHG Emissions	470.7
Total Verified Emission Reductions/Offsets	0
Net Emissions	470.7

Table 4: Indirect GHG emissions quantification by category

ISO CATEGORY	FY25 CO2e (Tons)
Indirect GHG emissions from imported energy (Scope 2)	5.2
Total other indirect emissions (Scope 3)	463.5
Category 3: Indirect GHG emissions from transportation	129.8
Business travel (Transportation)	126.0
Employee commuting	3.8
Category 4: Indirect GHG emissions from products used by an organization	230.2
Purchased Goods and Services	230.2
Category 6: Indirect GHG emissions from other sources	103.5
Fuel and Energy Activities	2.0
Waste Generation	2.6
Business Travel (Non-Transport)	49.5
Remote Work	49.4

