



Creatives Group
S.p.A.

Carbon Footprint

Report 2024

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Direct Emissions – Scope 14.1

Indirect Emissions – Scope 24.2

Scope 3 Emission Results⁵

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Scope 1, 2 and 3 Results⁶

Total Emissions^{6.1}

1. Executive Summary

This report aims to analyse and quantify the direct and indirect emissions generated by the activities of Creatives Group S.p.A., which has initiated a path to reduce its carbon footprint.

The emissions of Scope 1, Scope 2 LB and Scope 3 have been considered.

Scope	u.m.	Quantity
Scope 1	ton CO2 eq	37,24
Scope 2	ton CO2 eq	9,98
Scope 3	ton CO2 eq	195,94
Total	ton CO2 eq	243,16

2. Introduction

2.1 Objective and Reference Standards

The objective of this study is to identify and quantify the emission sources of Creatives Group S.p.A. This will allow the company to plan, on a voluntary and concrete basis, management strategies and policies for reducing and offsetting greenhouse gas emissions.

Within the reporting boundary of this GHG (Greenhouse Gases) inventory, direct emissions (Scope 1) and indirect emissions from energy consumption (Scope 2) and from other sources (Scope 3) have been considered.

This document has been prepared in compliance with the guidelines defined by the "GHG Protocol Corporate Accounting and Reporting Standard". It is globally the most widely used reference standard for calculating and reporting greenhouse gas emissions by companies and institutions, and is adopted by more than 90% of Fortune 500 Companies.

2.2 Summary of Activities and Adopted Principles

In compliance with the "GHG Protocol Corporate Accounting and Reporting Standard", the following were defined: the GHG inventory boundary, the emission categories considered, the methodologies and emission factors, and finally the total emissions attributable to the company.

The study was carried out through a series of activities, summarised in the following project methodology:

- definition of the project team;
- data and information request;
- data and information acquisition;
- data and information verification;
- calculation of the corporate carbon footprint;
- summary of results and their analysis.

The calculation and reporting of greenhouse gases were based on the following five principles established by the "GHG Protocol Corporate Accounting and Reporting Standard".

- **RELEVANCE** – Ensure that the greenhouse gas inventory adequately reflects the company's greenhouse gas emissions and serves the decision-making needs of users, both internal and external.
- **COMPLETENESS** – Account for all greenhouse gas emission sources and all activities within the chosen inventory boundary. Report and justify any specific exclusions.
- **CONSISTENCY** – Use consistent methodologies to allow meaningful comparisons of emissions over time. Transparently document any

trasparente qualsiasi cambiamento ai dati, ai confini dell'inventario, ai metodi o a qualsiasi altro fattore rilevante nella serie temporale.

- **TRANSPARENCY – Address all relevant issues in a factual and consistent manner, based on a clear audit trail. Disclose all relevant assumptions and make appropriate references to accounting, calculation methodologies and data sources used.**
- **ACCURACY – Ensure that the quantification of GHG emissions is neither systematically above nor below actual emissions, as far as can be judged, and that uncertainties are reduced as much as possible. Achieve sufficient accuracy to allow users to make decisions with reasonable certainty about the integrity of the reported information.**

2.3 Details About the Report Author

Up2You is a certified greentech startup and B Corp that guides companies on personalised paths towards environmental sustainability. With innovative solutions based on proprietary technologies, Up2You provides comprehensive support at every stage of the sustainability journey, including communication, certifications and staff training. Leveraging technological innovation and our expertise, Up2You adopts a cutting-edge approach in the sector. Our methodology, known as Climate Formula, combines targeted strategies to achieve predefined climate objectives.

From our team's expertise comes Up2You Insight, a research centre that offers publications, sector insights and training programmes. This further step consolidates our position as an authoritative reference point, also recognised by the media, for everything related to environmental sustainability.

The future is up to you

The CliMax platform used for emissions calculation has been validated by a third-party certification body (RINA) for compliance with the GHG Protocol.



3. Reference Boundary

3.1 Organisational Boundary

Creatives Group S.p.A. dispone delle seguenti sedi riportate in tabella:

Offic
Sede Creatives Group S.p.A.

For corporate reporting, two distinct approaches can be used to report greenhouse gas emissions: the equity share approach and the control approach.

Under the equity share approach, a company accounts for greenhouse gas emissions from operations based on its ownership share in the operation. The equity share reflects the economic interest, which is the measure of the rights a company has over the risks and benefits arising from an operation.

Under the control approach, a company accounts for 100% of the greenhouse gas emissions from operations over which it has control. It does not account for greenhouse gas emissions from operations in which it has an interest but no control.

When the control approach is adopted to report greenhouse gas emissions, one of two criteria can be used: operational control and financial control.

- **Financial control:** a company has financial control over an operation if it has the ability to direct the financial and operational policies of that operation in order to obtain economic benefits. Financial control typically exists if the company holds the right to the majority of the operation's benefits. Equally, a company is considered to have financial control if it retains the majority of the risks and benefits. Under this criterion, the economic substance of the relationship between the company and the operation takes precedence over legal ownership, so a company may have financial control even with less than 50% interest. This criterion is consistent with international accounting standards; thus, a company has financial control for GHG accounting purposes if the operation is considered a group company or subsidiary for financial consolidation, i.e. if it is fully consolidated in the financial accounts.
- **Operational control:** a company has operational control over an operation if it or one of its subsidiaries has full authority to introduce and implement its operational policies. Under the operational control approach, a company accounts for 100% of the emissions from operations over which it or one of its subsidiaries has operational control.

Per stabilire i confini organizzativi del presente report si è utilizzato il control approach come indicato all'interno del GHG Protocol.

Ragioni sociali

Creatives Group S.p.A.

3.2 Operational Boundary

In compliance with the GHG Protocol, greenhouse gas emissions reported within a GHG Inventory are grouped into three macro-categories:

- **Scope 1 – Direct GHG Emissions: emissions generated within the company’s boundary, from the use of fossil fuels and the release into the atmosphere of greenhouse gases defined by the Kyoto Protocol:**

- Biossido di carbonio (CO₂)
- Esafluoruro di zolfo (SF₆)
- Idrofluorocarburi (HFC)
- Metano (CH₄)
- Protossido di azoto (N₂O)
- Perfluorocarburi (PCF)
- Trifluoruro di azoto (NF₃)

Direct emissions include, for example, emissions from fossil fuels in heating systems, those related to fuel consumption by company vehicles or generators, and those due to losses of fluorinated greenhouse gases from cooling systems.

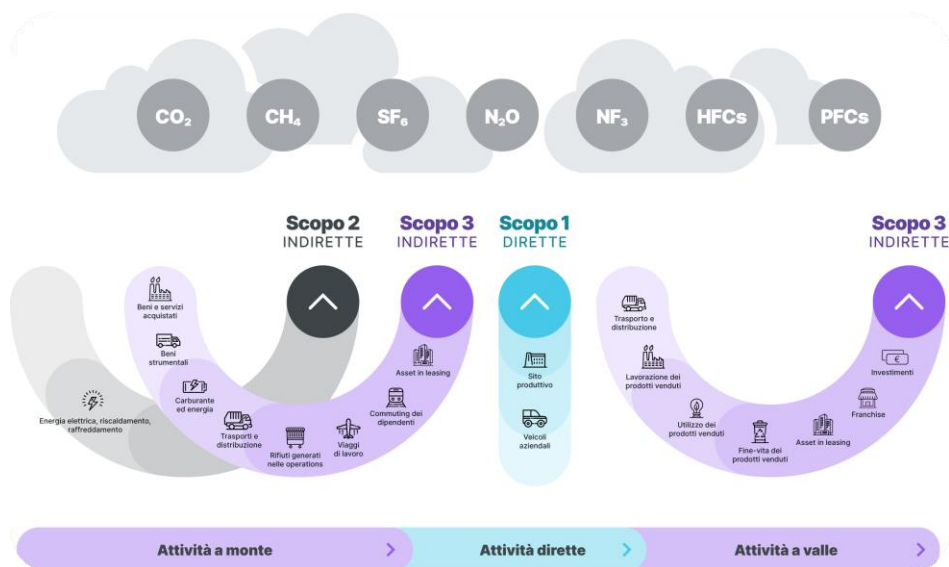
- **Scope 2 – Indirect GHG Emissions from Electricity, Heat and Steam:** emissions from the generation of electricity, heat and steam purchased and consumed by the company. These are considered indirect because the company is responsible for energy use, but not for the supplier's production emissions. Scope 2 emissions can be calculated using two different approaches:
 - **Location-based:** considers an average emission factor (kg CO₂ eq. emitted per kWh consumed) for electricity consumed, calculated based on the national energy mix of the country in which the company operates. The greater the share of renewable energy in the national energy mix, the lower the associated emission factor.
 - **Market-based:** this approach accounts for the quantity of energy from renewable sources purchased directly by the company. The origin of this energy must be certified by the energy services manager (GSE) through the issuance of a certificate of origin (guarantees of origin). For GHG emissions calculation, an emission factor of zero is applied to the share of electricity from renewable sources. For the remaining electricity, national grid emission factors are used.

- **Scope 3 – Other Indirect GHG Emissions (excluding electricity, heat and steam):** this category covers emission sources not under direct company control, but whose emissions are indirectly linked to company activities. Scope 3 emissions include upstream and downstream value-chain emissions, such as those from suppliers and customers, but excluding emissions

from the generation of electricity, heat and steam purchased and consumed by the company (already included in Scope 2).

The classification into Scopes 1, 2 and 3 establishes which emission sources are under direct company control and which are under other organisations' control, in order to distinguish between direct and indirect emission sources.

It is noted that within the reporting boundary of this GHG inventory, both direct emissions (Scope 1) and indirect emissions (Scope 2 and Scope 3) have been considered.



3.3 Reference Period

The reference period for this report, in line with the financial reporting of Creatives Group S.p.A., is July 2024 – June 2025.

3.4 Data Acquisition

Up2You developed a data collection tool for Creatives Group S.p.A., to gather data and information useful for calculating GHG emission impacts and performing corporate carbon footprint analyses.

The data collected was accompanied by qualitative information that allowed an understanding of company processes and activities with an emissions impact.

The data acquisition process addressed four macro-areas:

- data and information for calculating Scope 1 emissions;
- data and information for calculating Scope 2 emissions;
- data and information for calculating Scope 3 emissions;
- general information (useful for understanding all processes and activities of Creatives Group S.p.A. with a GHG emissions impact).

In addition, data and information were also obtained through:

- qualitative and quantitative descriptions provided by the Creactives Group S.p.A. project team during in-depth meetings;
- internal documents of Creactives Group S.p.A. shared with Up2You;
- email communications of technical data.

Up2You requested source and/or “original” files where possible (e.g. fuel invoices, electricity bills, etc.), in order to start from a “pure” measurement datum, free from errors or approximations (e.g. estimates made by Creactives Group S.p.A., invoices, bills, etc.).

3.5 Calculation Method

GHG emissions [expressed in tonnes of CO₂ eq.] for each Scope are calculated using the following formula:

$$\text{GHG Emissions} = \text{Primary Data} \times \text{Emission Factor}$$

Primary data is data provided by the company, such as electricity and gas consumption, refrigerant gas losses, etc.

Emission Factors (EF) are coefficients used to determine CO₂ eq. emissions from primary data. They quantify emissions per unit of source activity (primary datum): quantity of emissions per unit of electricity consumed, per unit of refrigerant gas released, per unit of natural gas burned, etc.

Emission factors can account for multiple climate-altering gases released into the atmosphere by the source activity, beyond simple CO₂. For example, natural gas combustion releases not only CO₂ but also other gases in smaller quantities, also with a climate-altering effect. A comprehensive emission factor returns the total CO₂ eq. released into the atmosphere per unit of natural gas burned, also accounting for these additional gases.

The choice of an emission factor must be made based on the characteristics of the individual system, drawing on the sector's technical-scientific literature and adapting bibliographic data to the specific application.

To weigh each gas released according to its climate impact, the concept of Global Warming Potential (GWP) has been defined. The GWP expresses the greenhouse effect contribution of a gas relative to that of CO₂, whose reference potential is equal to 1. Each minor gas released from natural gas combustion will have its own GWP based on its climate-altering effect. All these gases, with their GWPs, together with CO₂ (GWP 1 by definition), define the total quantity of CO₂ eq. emissions.

Each GWP value is calculated for a specific time interval: the reference GWPs for this analysis use a 100-year time horizon (GWP-100) as per IPCC (Intergovernmental Panel on Climate Change) guidelines, which also provides their quantification.

3.6 Databases

The following databases were mainly used in the study:

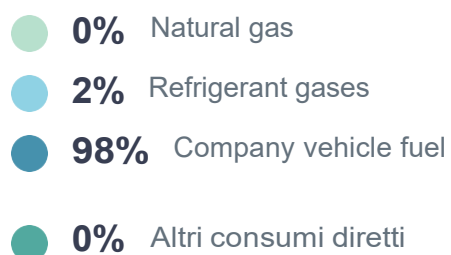
- DEFRA (Department for Environment, Food & Rural Affairs). An executive department of the UK government responsible for the environment and agriculture. Its extensive database contains emission factors useful for calculating greenhouse gas emissions for Scope 1, Scope 2 and Scope 3 categories.
- Terna. Italy's national electricity transmission network operator. The Terna database was used to calculate Scope 2 GHG emissions using the location-based approach.
- AIB (Association of Issuing Bodies). A European association that develops, uses and standardises energy certification systems. The AIB database is used to calculate GHG emissions related to purchased energy (Scope 2) and collects data for all EU countries.
- Environmental Protection Agency (EPA). A US government agency that develops and implements environmental regulations to protect public health and the environment. The EPA provides guidelines and tools for measuring and reporting greenhouse gas (GHG) emissions.
- Market Economics Limited. A platform providing data and tools for calculating greenhouse gas (GHG) emissions based on economic and market models. This data source is used to estimate the environmental impact of various sectors, including purchased energy, supporting emissions calculation

4. Scope 1 and 2 Emission Results

4.1 Direct Emissions – Scope 1

The following table shows the results of the direct greenhouse gas emission calculation for Scope 1.

Emission Source	u.m.	Quantity
Natural gas	ton CO2 eq.	0
Refrigerant gases	ton CO2 eq.	0,68
Company vehicle fuel	ton CO2 eq.	36,56
Altri consumi diretti	ton CO2 eq.	0
TOTAL	ton CO2 eq.	37,24



4.2 Indirect Emissions – Scope 2

As previously described, Scope 2 emissions can be calculated using two methods.

- **Location-based.** Considers an average emission factor for electricity consumed, calculated based on the national energy mix of the country in which the company operates (Italy).
- **Market-based.** Accounts for the quantity of energy from renewable sources purchased directly by the company, provided it is certified by the GSE through the issuance of a certificate of origin.

For overall emission results, this study uses Scope 2 emissions calculated with the location-based approach.

The following table shows the GHG emission results for Creatives Group S.p.A. in the Scope 2 category according to both approaches.

Emission Source	u.m.	Quantity
Indirect energy emissions – Location-based	ton CO2 eq.	9,98
Indirect energy emissions – Market-based	ton CO2 eq.	14,48

5. Scope 3 Emission Results

5.1 Indirect Emissions – Scope 3

The 15 subcategories included in Scope 3 provide an organised overview of measurement and management possibilities for emissions throughout the value chain. The Scope 3 categories shown in the table below were considered for this calculation.

Purchased Goods and/or Services

Category 1 includes emissions from all purchased goods and services not covered by other upstream Scope 3 emission categories (i.e. from category 2 to category 8).

The calculation method applied, based on Creatives Group S.p.A., produced the following results:

Emission Source	Quantity	u.m.
Purchased services	90,32	ton CO2 eq
Call	15,93	ton CO2 eq
Mail	4,44	ton CO2 eq
Prodotti finiti	2,9	ton CO2 eq
Dispositivi elettronici	0,57	ton CO2 eq
Sito web	0,03	ton CO2 eq

Emission Source	Quantity	u.m.
Total	114,19	ton CO2 eq

Capital Goods

This category includes emissions generated by the production of capital goods acquired during the reporting period.

I beni capitali sono prodotti finali che hanno una vita estesa e sono utilizzati dalla compagnia per generare un prodotto, fornire un servizio, o vendere, immagazzinare e consegnare la merce.

The calculation method applied, based on Creactives Group S.p.A., produced the following results:

Emission Source	Quantity	u.m.
Capital Goods	0,45	ton CO2 eq
Total	0,45	ton CO2 eq

Extraction and Transport of Energy and Fuels

This category includes emissions generated by the extraction, production and transport of energy and fuels used by the company. Emissions during extraction, methods employed, transport means and distance travelled are considered, excluding Scope 1 and 2 emissions.

Following the application of the calculation method specific to Creatives Group S.p.A., the input data analysis produced the following results:

Emission Source	Quantity	u.m.
Fuel extraction and transport	8,65	ton CO2 eq
Electricity production and transport	2,24	ton CO2 eq
Total	10,89	ton CO2 eq

Production Waste and Scraps

This category includes emissions generated by the disposal of the company's waste carried out by third parties.

The calculation method applied, based on Creatives Group S.p.A., produced the following results:

Emission Source	Quantity	u.m.
Production scraps	0,07	ton CO2 eq
Total	0,07	ton CO2 eq

Business Travel

Emissions from business travel may arise from: air travel, rail, bus, car (e.g. business trips by rental car or employee-owned vehicles other than employee commuting) and other modes of travel.

This category also includes emissions from overnight stays by staff in accommodation facilities.

The calculation method applied, based on Creatives Group S.p.A., produced the following results:

Emission Source	Quantity	u.m.
Trasferte aereo	9,83	ton CO2 eq
Overnight stays	5,01	ton CO2 eq
Trasferte treno	0,71	ton CO2 eq
Trasferte auto	0,17	ton CO2 eq
Total	15,72	ton CO2 eq

Employee Commuting

This category includes emissions from employees travelling between their homes and workplaces. Emissions from employee

commuting may arise from car, bus, train, air, or other modes such as metro, bicycle or on foot. Emissions from remote working may also fall under this category. Home-to-work commutes made with a company car are excluded (already reported in Scope 1).

The calculation method applied, based on Creatives Group S.p.A., produced the following results:

Emission Source	Quantity	u.m.
Commuting auto	26,31	ton CO2 eq
Remote working	18,32	ton CO2 eq
Commuting moto	2,19	ton CO2 eq
Mezzi pubblici	0,98	ton CO2 eq
Total	47,8	ton CO2 eq

Use of Sold Products and Service Use

This category includes emissions from AWS hosting; the emission data was shared directly by the service provider through its monitoring platform.

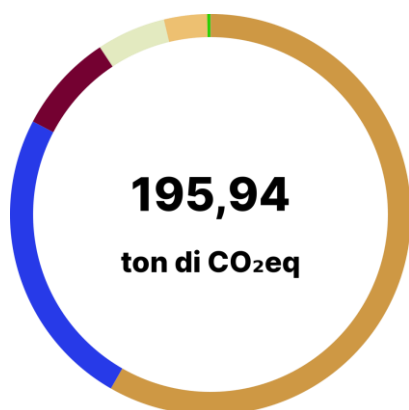
The calculation method applied, based on Creatives Group S.p.A., produced the following results:

Emission Source	Quantity	u.m.
Hosting AWS	6,82	ton CO2 eq
Total	6,82	ton CO2 eq

Results Summary – Scope 3

The following table and chart show the overall results of the indirect greenhouse gas emission calculation for Scope 3 of Creatives Group S.p.A.:

Category	Quantity	u.m.
Purchased goods and services	114,19	ton CO2 eq
Employee Commuting	47,8	ton CO2 eq
Business Travel	15,72	ton CO2 eq
Extraction and Transport of Energy and Fuels	10,89	ton CO2 eq
Use of Sold Products and Service Usage	6,82	ton CO2 eq
Capital Goods	0,45	ton CO2 eq
Production Waste and Scraps	0,07	ton CO2 eq
Total	195,94	ton CO2 eq



- **58.28%** Purchased goods and services
- **24.4%** Employee commuting
- **8.02%** Business Travel
- **5.56%** Energy extraction and transport
- **3.48%** Use of sold product and service usage
- **0.23%** Capital goods
- **0.04%** Production waste and Scaps

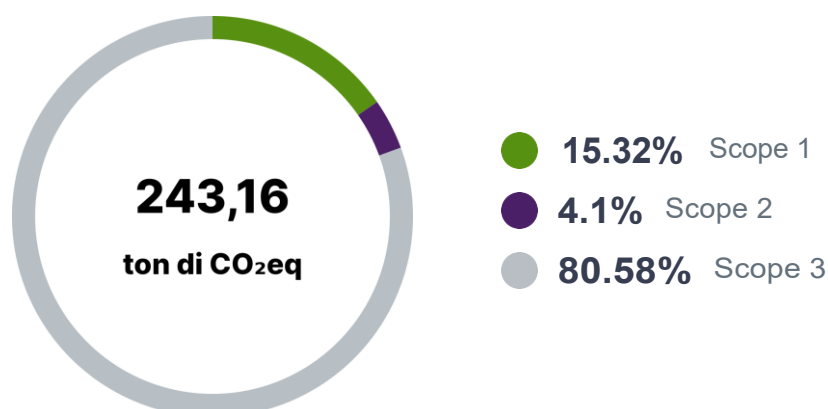
6. Scope 1, 2 and 3 Results

6.1 Total Emissions

Following the calculation of emissions for the three categories (Scope 1, Scope 2 LB and Scope 3), the total emissions of Creactives Group S.p.A. can be obtained.

The total greenhouse gas emissions relating to the activities of Creactives Group S.p.A. for the reference period are shown in the following table.

Scope	u.m.	Quantity
Scope 1	ton CO2 eq	37,24
Scope 2	ton CO2 eq	9,98
Scope 3	ton CO2 eq	195,94
Total	ton CO2 eq	243,16



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