

# The state of carbon accounting in Retail



Decarbonization challenges and solutions

Industry Spotlight

Retail



# Sustainability is business critical for retailers

With over 25% of global emissions originating from retailers, the time for action is now. Sweep is dedicated to helping you navigate the complexities of sustainability, empowering you to implement effective ESG strategies, reduce your carbon footprint and align your business with the values of today's conscious consumers.

## Sustainability in Action

In September 2024, Sweep and Capgemini released a research report examining how hundreds of organizations across four major economies are leveraging data for sustainable transformation. According to the Sweep x Capgemini survey:

### DATA DILEMMA

78%

of retailers still use spreadsheets for carbon footprint measurement

47%

of retailers lack comprehensive emissions data for sustainability strategies

### REGULATORY READINESS

61%

of retailers use carbon data to meet compliance requirements, but

37%

haven't yet conducted a materiality assessment, required by the CSRD and other standards

### SCOPE 3 OVERSIGHT

26%

of retailers measure full supply chain emissions (which are c.11.4x higher than operational emissions according to CDP)

### DIGITAL FUTURE

96%

of retailers recognize the role of digitalization in sustainability strategies

# The retail supply chain challenge

## Some of the key challenges of decarbonizing your supply chain

1

### A lack of carbon knowledge

Many retail suppliers don't understand what a carbon footprint is or how to begin measuring their emissions.

2

### The sophistication of the supply chain

Many retail supply chains are formed of multiple tiers of suppliers, which makes it difficult to get a good depth of measurement.

3

### A lack of data accuracy

In upstream supply chains, most emission estimates focus on the organization as a whole. They would have to be translated into product level emissions to be easily compared.



# The disclosure challenge

There are a number of voluntary and mandatory climate disclosures affecting retailers. Here are the most important ones:

## Corporate Sustainability Reporting Directive (CSRD)

- **Scope**  
Large companies and all listed companies, including SMEs.
- **Requirements**  
Report on double materiality (impact on performance and the environment), detailed disclosures on climate change, social rights, governance, and more.
- **Standards**  
European Sustainability Reporting Standards (ESRS).
- **Timeline**  
2024: First reports for large public-interest entities.  
2025: First reports for other large companies.  
2026: First reports for listed SMEs, small credit institutions, and captive insurance.

[Find out more](#)

## International Sustainability Standards Board (ISSB)

- **Scope**  
Recommended for all companies, increasingly mandated by governments and regulators.
- **Requirements**  
Disclose governance, strategy, risk management, and metrics & targets related to sustainability risks and opportunities.
- **Standards**  
ISSB framework.
- **Timeline**  
Varies by jurisdiction; many companies already voluntarily adopting.

[Find out more](#)

## UK Streamlined Energy and Carbon Reporting (SECR)

- **Scope**  
Large UK companies and LLPs.
- **Requirements**  
Report on energy use, GHG emissions, and energy efficiency actions in directors' reports.
- **Standards**  
SECR guidelines.
- **Timeline**  
Annual reporting as part of company reports.

[Find out more](#)

# ManoMano manages carbon data from thousands of sellers with Sweep



**COMPANY**

Europe's largest online marketplace for DIY, gardening and home improvement products

**SIZE**

700 employees

**INDUSTRY**

Online marketplace

**HEADQUARTERS**

Paris

**WEBSITE**

[manomano.fr](https://manomano.fr)

- ManoMano needed to “exhaustively” measure its carbon footprint, to meet its own Science-based carbon reduction targets
- Collecting and processing the necessary data were major challenges, due to the extent of ManoMano's operations: 5,000 sellers, 19,000,000 products, 50,000,000 visits per month
- ManoMano's previous manual accounting methods were time-consuming and prone to human error
- Sweep allowed ManoMano to automate the calculation of its carbon footprint as far as possible, by modeling the company's value chain
- Sweep's data-driven carbon management enables ManoMano to monitor key data sets on a monthly, and quarterly basis. This empowers the team to manage its carbon footprint in close to real-time and take corrective actions where necessary

**‘The major added value of Sweep was the automation of our calculation rules for modeling our value chain and removing as much as possible the copy-paste errors from dozens of Excel files and hundreds of millions of lines of data.’**

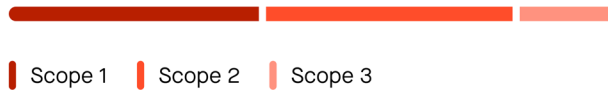


**Fanny Fleuriot**  
Senior Lead Carbon Manager  
ManoMano

# A retailer's decarbonization journey with Sweep

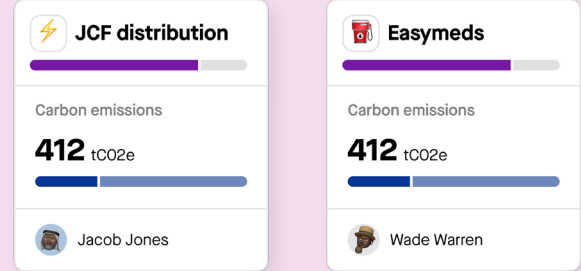
## ESTIMATED EMISSIONS

**458t** ↗ +11%



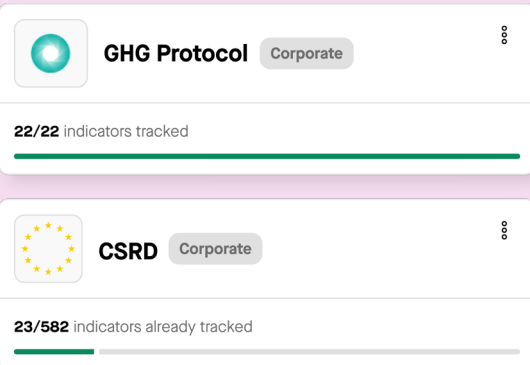
### Step 1 Track your carbon and ESG data

Start by managing your direct emissions. Sweep leverages AI to streamline and automate Scope 1 and 2 emissions data collection, reducing manual workload and ensuring precise tracking.



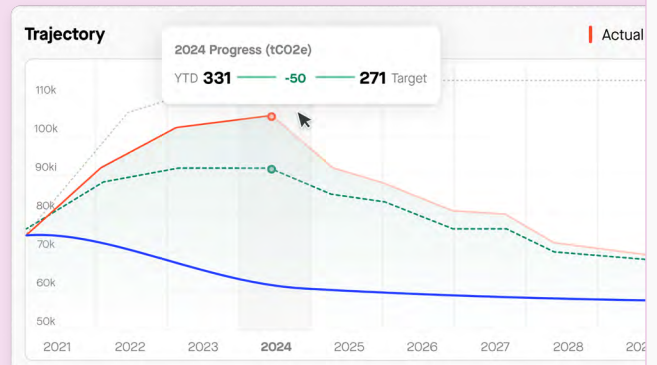
### Step 2 Map your Scope 3 emissions

Moving beyond direct emissions, it's crucial to gain insights into your Scope 3 carbon footprint. Sweep enables you to model your entire value chain using benchmark data and engage suppliers through customizable climate surveys.



### Step 3 Ensure compliance

Navigating the complexities of ESG reporting is vital. Sweep helps you monitor and report against sustainability data, consolidating all extra-financial data in one place to meet the latest ESG reporting requirements seamlessly.



### Step 4 Take action on your carbon footprint

With comprehensive data at your fingertips, it's time to take meaningful action. Sweep empowers you to implement data-driven strategies to achieve your sustainability goals and celebrate your success with customers, suppliers, and stakeholders.

# The Sweep advantage for retailers

Join the journey 

By guiding you through each step of the decarbonization journey, Sweep provides a comprehensive and tailored approach to sustainability.

From automating emissions data collection to engaging your supply chain and taking action, Sweep ensures that your retail business not only meets regulatory requirements but also sets a new standard for environmental responsibility.

## Trusted by

L'ORÉAL

Lyreco

 ManoMano

Universal Store

 QVC

GROUPE  
*Casino*

