



Our Carbon Footprint: Results and Commitments

1/ Carbon Footprint Method

As part of our commitment to transparency and continuous improvement, we carried out Lemon Queen's **Carbon Footprint Assessment** in 2024, covering all of our activities for the 2023 financial year. This assessment was conducted with the support of **XpaDev**, an accredited service provider.

This evaluation is based on the official **Bilan Carbone®** methodology, developed by ADEME and managed by the Association for Low Carbon Transition (ABC). It makes it possible to measure the direct and indirect greenhouse gas (GHG) emissions generated by the organization.

This rigorous methodology complies with international standards:

- ISO 14064 and ISO 14069
- GHG Protocol

The service includes:

- awareness-raising on energy and climate issues,
- a comprehensive GHG assessment,
- an analysis of emission sources,
- an associated action plan,
- a final presentation and summary report.

2/ Key learnings

Lemon Queen's Carbon Footprint Assessment made it possible to identify our main sources of emissions, including:

- the operation of our offices and equipment,
- digital usage and IT tools,
- business travel,
- the production and delivery of content and event-related activations.

These findings confirm the importance of taking action both on our internal practices and across the entire value chain of our projects.

This is what led us to create Lemon Green, our department dedicated to responsible communication.



3/ Internal actions implemented

Following our Carbon Footprint Assessment, several concrete actions have been implemented to reduce our environmental impact, both within our offices and in the projects carried out for our clients:

- Improved energy efficiency in our workspaces
- Adoption of more responsible digital and IT practices
- Reduction of printed materials, replaced by digital or eco-friendly formats whenever possible
- Elimination of plastic materials whenever possible
- Prioritization of equipment repair over replacement
- Introduction of vegetarian catering options for meetings and events, whenever possible
- Strengthened waste sorting and development of reuse practices
- Implementation of a responsible purchasing policy
- Replacement of promotional items (goodies) with sustainable alternatives
- Launch of our No Goodies Project, eliminating disposable giveaways in favor of impact-driven actions
- Design of reusable booths to limit the use of new materials
- Partnerships with associations to extend the lifespan of booth materials
- Systematic integration of sorting, reuse, and recycling in all events and booth setups
- Optimization of logistics through consolidated deliveries and shared on-site teams
- Selection and evaluation of partners based on their CSR commitments in both purchasing and production

We are also committed through donations to associations, such as L214, an organization dedicated to defending animals used for food production. Since 2008, L214 has published more than 175 investigations exposing farming, transport, and slaughter practices, helping drive change toward more responsible practices and a transition to plant-based diets.

4/ Areas for improvement to pursue

Our analysis also identified several areas on which we will focus our efforts in the coming months:

- More accurately assessing and monitoring the environmental impact of our digital tools.
- Increasing the use of durable, recycled, or reused materials across all projects.
- Developing Lemon Green services to create lower-emission offerings.



- Strengthening our network of committed partners internationally, in line with major events in the Air Cargo sector.

5/ An evolving approach

This first assessment represents a structuring starting point for us. It has enabled us to set realistic and measurable objectives aligned with the **National Low-Carbon Strategy (SNBC)** and international best practices.

We have chosen to share these results to demonstrate our commitment to progress and to engage our teams, partners, and clients in this transition.

With **Lemon Green**, we aim to make creativity a lever for positive impact.

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