

Manage Transportation Emissions with Waybridge

Customers are increasingly making buying decisions based on a company's ESG credentials.

For many companies, their carbon footprint is controlled by their upstream supply chain.

89% of B2B buyers say if it was easier to identify sustainably-certified products, they would be more likely to purchase more sustainable products.

5.5x higher CO₂e emissions from a company's upstream supply chain on average compared to their own direct emissions.

Starting from the end consumer all the way up the B2B supply chain, ESG credentials are playing a larger factor in buying decisions. These demands from customers, along with government regulations, mean companies can no longer ignore measuring and reducing their greenhouse gas emissions in the creation of their products.

You can't set targets and reduce what you don't measure. This is why Waybridge is bringing scope 3 CO₂e emissions reporting from raw materials managed via our platform.

Retail consumers are becoming more environmentally conscious and are demanding more from the manufacturers they buy from. In order to meet retailers' ESG requirements, suppliers throughout the supply chain need to be able to calculate and share their individual and collective carbon data. Waybridge's customers might be multiple stages removed from the end retail consumer but are already receiving questions about the CO₂ implications of producing and delivering data to manufacturers. Without this information, businesses stand to lose out on sales for ESG reasons.

30% of total Scope 3 emissions could be abated through relatively straightforward measures, such as product and logistics optimization and procurement of low-carbon energy by suppliers

Waybridge is in a unique position to simplify the reporting process for our customers because we already capture all the details for calculating the upstream transportation emissions for shipments managed on the platform. This helps our customers produce emissions data without any extra effort.

How does it work?

Waybridge uses the GLEC framework to calculate CO₂e measurements from vessel, rail, and truck shipments which can be easily viewed by each specific trading counterparty or exported for reporting purposes.

While this measurement is just the first step, with this data customers can evaluate ways to reduce CO₂e emissions by considering the routes and types of transportation methods used to deliver their raw materials.

Whether you're needing to measure CO₂e emissions for internal teams, because your customers are asking, or because governments are requiring it, Waybridge can provide the answers you are looking for.

Schedule a demo of Waybridge today!

Contact: info@waybridge.com

