

A CONCRETE AND VISIBLE ESG ACTION

For companies that want to act green, **not just talk about it.**

Pilot Project

10,000

Umbrellas

~3–4 tons

Plastic saved

~12–18 tons

CO₂ avoided

- **Scope 3 reporting:** fully aligned with CSRD / ESRS (E1–E5)
- **Reporting areas:** climate, resource use, circular economy

Full Rollout

100,000

Umbrellas

~30–40 tons

Plastic saved

~120–160 tons

CO₂ avoided

- **Low-cost ESG measure** – a fraction of typical sustainability investments

Communication Value

- Co-brand umbrellas with your **logo and sustainability message**
- Ready-to-use content for **annual reports, SoMe and PR**
- A **tangible, visible, and measurable** action
- **First mover advantage** – position your company as a circular pioneer

Reporting Package

- **LCA-based calculations** for plastic and CO₂
- Ready **text and data modules** for ESG reports
- **CSRD / ESRS-aligned** documentation (E1–E5)
- Easy integration into your existing **ESG framework**

Next Steps

We suggest a pilot project with 10,000 umbrellas to document impact and visibility.

After completion, Greenstart delivers a comprehensive ESG report, communication package, and scaling recommendation.

Why Greenstart?

- Low-cost, high-impact ESG solution
- Fully documented Scope 3 reduction (purchased goods & waste)
- CSRD and ESRS-compliant reporting
- Visible sustainability impact with brand alignment
- Combines innovation, environmental action & marketing value