

Name Leaf
Website leaflabs.eu
Year Launched 2019
Area Sustainability



Description

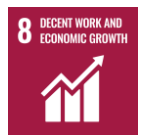
Leaf is digitizing the way merchants engage with their customers through digital receipts that collect customers data to improve customer online and offline experiences.

The collection of anonymized customer data through the digital receipts levels the playfield for brick-and-mortar businesses by allowing them to close the retention loop with customers. Leaf does this while becoming more sustainable and avoiding the 550m Kg CO2 yearly consumed in paper receipts in the EU.

SDG Analysis

Leaf focuses on sub-goal 12.5, to substantially reduce waste generation through prevention, reduction, recycling and reuse.

The company also targets SDG 8.3 which focuses on encouraging the formalizations and growth of micro-, small- and medium-sized enterprises.



Impact Management Project assessment

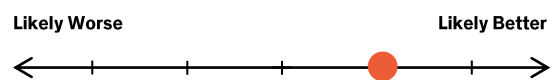
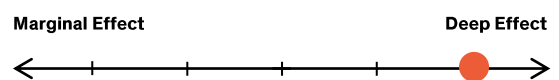
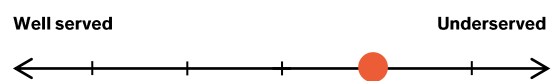
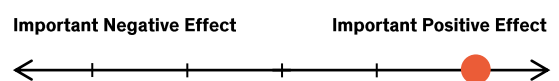
What: By increasing the number of digital receipts issued, Leaf is reducing the paper waste associated with paper receipts and, as a result, reducing the carbon footprint of personal waste linked with consumption.

Who: Leaf targets the environment, by decreasing the carbon footprint of printed receipts. In addition, the impact of Leaf is also social, as it serves SMEs currently underserved by tools that allows them to compete with e-commerce and big box retailers.

How much: Within the next four years, Leaf plans to save more than 300 tons of CO2 emissions by avoiding the printing of paper receipts. The Company's impact is focused on scale, demonstrating a large prevention of negative environmental outcomes.

Contribution: Each digital receipt issued contributes to a reduction of the CO2 consumption of consumers, i.e., the outcome happens because of Leaf. In addition, given the limited availability of solutions that empower SMEs with the same tools as large retailers, we consider the contribution of Leaf towards the outcome to be significant.

Impact Risk: Leaf's environmental impact holds no risks, as the reduction of waste associated with the receipts is unequivocal. However, evidence risk may occur when analysing the impact on SME, as it can be difficult to measure the direct impact of Leaf in customer retention.



Conclusion

According to the IMP framework, the impact classification of Leaf is a C (Contributing to solutions) given the potential for depth and scale of the solution, and given its potential to drive long-term impact by helping both the environment and SMEs.