



greenly × (re)

Case Study

Retail

LCA

# How Revive is Redefining Retail with Greenly: Uncovering the True Impact of Their Products Through LCA



## About (Re)vive

(Re)vive, a tech-enabled solution for refurbishing damaged inventory, was founded to tackle the growing issue of textile waste in the fashion industry. By restoring customer returns to sellable quality instead of incinerating or landfilling them, (Re)vive helps brands recover lost revenue while advancing sustainability. Partnering with Greenly enabled (Re)vive to quantify the environmental impact of its refurbishment process through a detailed life cycle analysis (LCA), reinforcing its commitment to responsible fashion practices.



Location  
**USA**



Sector  
**Retail**



Company Size  
**50  
Employees**



Years of Analysis  
**2021-2024**



(re)

**Key Challenges**

## (Re)vive faced several challenges in assessing its sustainability impact:

**Lack of Environmental Transparency:**

(Re)vive needed concrete data to validate its sustainability claims and compare refurbishment with alternative disposal methods like incineration and recycling.

**Data Collection Complexity:**

Measuring the carbon footprint of a process rather than a product required tracking emissions across multiple materials and supply chain elements.

**Scalability and Accuracy:**

Conducting an internal LCA was resource-intensive, and (Re)vive required an efficient, reliable methodology to scale impact measurement across thousands of unique items daily.

**Greenly's solutions**

## Greenly provided (Re)vive with a structured, data-driven approach to life cycle analysis, enabling the company to accurately assess its environmental impact:

**Comprehensive LCA Assessment:**

A full “gate-to-gate” LCA quantified (Re)vive’s emissions, benchmarking them against disposal alternatives.

**Streamlined Data Collection:**

Greenly’s intuitive platform facilitated data gathering across suppliers, operational teams, and proprietary systems.

**Actionable Insights & Benchmarking:**

Greenly’s analysis enabled (Re)vive to compare emissions savings against industry standards, demonstrating its effectiveness in reducing textile waste.

# Key Results

Through Greenly's LCA, (Re)vive gained measurable insights into its sustainability impact:



## Quantified Emissions Reduction:

(Re)vive's refurbishment emits an average of 1.788 kg CO<sub>2</sub>e per item.



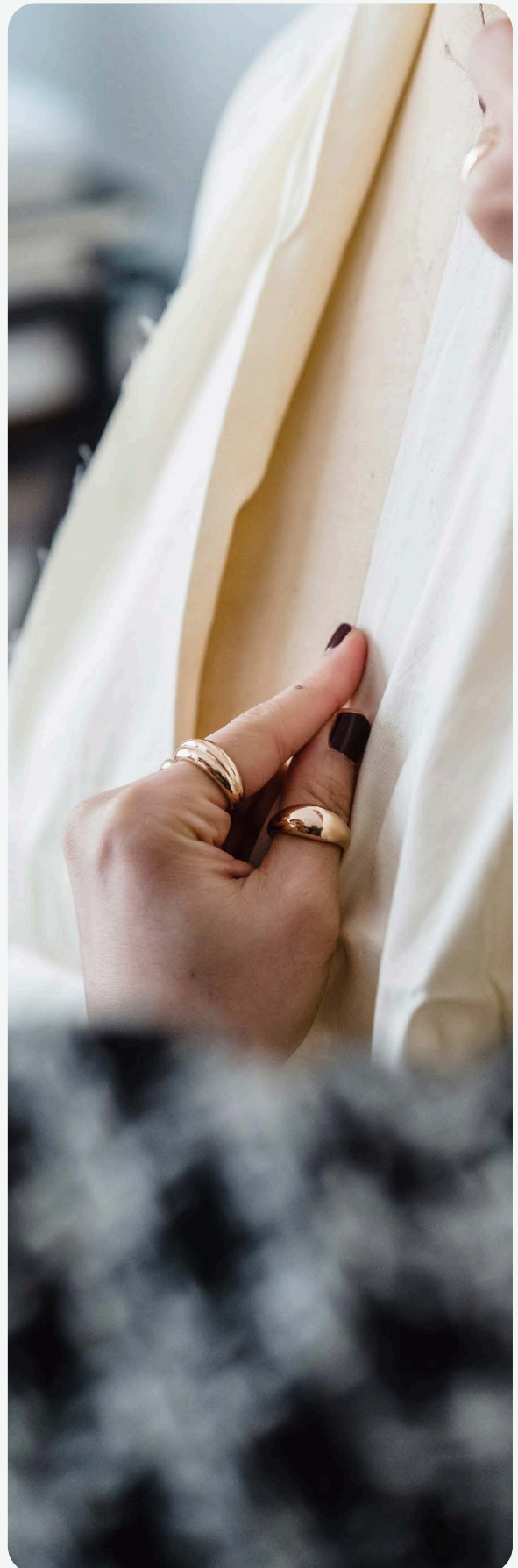
## Environmental Savings Compared to Alternatives:

- 83.6% lower emissions than producing new garments.
- 44.8% lower emissions than incineration.
- 21.6% lower emissions than traditional recycling.



## Enhanced Reporting & Client Transparency:

(Re)vive now provides ESG data per refurbished item, helping brands measure their climate impact more accurately.





## Champion's perspective

“Working with Greenly has provided us with critical sustainability insights that validate and strengthen our mission. Their platform has helped us measure our environmental savings with confidence and communicate our impact transparently to partners.”

– Rebecca Geppert, Head of Sustainability, (Re)vive

## Future Outlook

With Greenly's support, (Re)vive plans to expand its sustainability efforts:

**Refining Impact Measurement:**

Annual LCA updates to track emissions improvements.

**Scaling Sustainable Partnerships:**

Prioritizing vendors committed to emissions reductions.

**Advancing Circular Economy Goals:**

Continuing to innovate and prevent textile waste through data-driven refurbishing.

# Why choose Greenly?

## An intuitive platform for all requirements and maturity levels

Whatever your sector and whatever the size of your company.

Sustainable Procurement

Decarbonization Strategy

SBTi Compliance

GHG Assessment

Life Cycle Analysis

CSRD Compliance

## Anomaly detection with Greenly AI

Advanced use cases for calculating carbon footprint (CO<sub>2</sub>) require thousands or even millions of rows of data. Greenly's AI detects statistical anomalies, saving you time and effort

checking data...	Expense data	Expense data	Done	0	
Validated categories in expense data	Expense data	Expense data	Done	0	
Validated categories in expense data	Expense data	Expense data	Done	0	
Non-validated categories in expense data	Expense data	Expense data	Warning	4	
Non-validated categories in expense data	Expense data	Expense data	Warning	2	

## 80% saved time

We join forces with leading companies from the consulting, banking and technology sectors to help companies decarbonise



## 150,000 EFs

including 40k monetary EFs & 30k customized supplier EFs.



## Unrivalled Scope 3 measurement and accuracy

Thanks to our Supplier Commitment solution and our 150k emissions factors dedicated to your suppliers.

94 tCO<sub>2</sub>e



## +2500 customers

which has enabled us to develop very strong sectoral expertise

IVENCHY  
PARIS



forest

platform.sh



Pernod Ricard

Qonto

ZEDIFY

HELLO FRESH

## 60+ Climate experts, dedicated support & training tools

Precise solutions, personalized support and benchmarking capabilities to help businesses understand their climate impact and develop actionable strategies





# Benefit from the Impact & ROI of Greenly!

Unlock the full climate potential of your business and turn sustainability into profitability. Schedule a personalized demo today and discover the measurable benefits Greenly can deliver for your organization.

**Drive efficient and impactful climate  
action today!**

**Get your free demo**