



greenly × ICONIA

Case Study

Retail

CBAM

# How Iconia Tackles CBAM with Greenly



With the introduction of CBAM, businesses importing materials like steel and aluminum into the EU are facing new compliance challenges. For companies like Iconia, an international leader in luxury retail architecture with production sites in Italy and China, this means navigating complex carbon reporting requirements while keeping operations smooth.

That's where Greenly comes in. Our platform helps companies like Iconia simplify emissions tracking, automate reporting, and stay compliant without unnecessary headaches. Together, we're making CBAM compliance easier and more efficient.

## The CBAM Challenge

The Carbon Border Adjustment Mechanism (CBAM) is the EU's way of leveling the playing field when it comes to carbon pricing. It ensures that imported goods with high carbon footprints—like steel, cement, and aluminum—are taxed similarly to EU-produced goods, preventing carbon leakage. However, compliance can be tricky, requiring companies to track emissions data, report quarterly, and purchase CBAM certificates starting in 2026.



## Iconia's Perspective



"As a company operating in international markets, the implementation of CBAM is a crucial challenge for Iconia. Given our production sites in Italy and China, we need to calculate the carbon footprint of our products, especially when using carbon-intensive materials like steel. With Greenly's support, we're able to efficiently manage the carbon reporting process, ensuring compliance with European regulations while minimizing the complexity and costs associated with emissions tracking."

– Miroslav, Iconia

## How Greenly Supports Iconia

## Greenly's platform simplifies the entire CBAM process, from emissions data collection to report generation. Here's how we help:

**Centralized Data Collection:**

Automating supplier engagement to gather Scope 1 & 2 emissions data.

**Seamless Compliance Reporting:**

Generating quarterly reports in the EU-required XML format with built-in quality checks.

**Automated Workflows:**

Syncing purchase data, tracking supplier responses, and reducing manual effort.

**Customization & Flexibility:**

Tailoring reports to fit different business volumes and regulatory requirements.



"Greenly's mission is to help companies streamline carbon accounting and make sustainability reporting more accessible and actionable. With the implementation of CBAM, the challenge isn't just understanding the regulation, but integrating it into your business operations. Our platform makes this transition smoother by centralizing data and reducing administrative burdens, ensuring that businesses can meet CBAM compliance without excessive manual effort."

– Noémie, Greenly

## Key Takeaways from the CBAM Webinar

In our recent CBAM webinar, industry experts broke down the key challenges and solutions for businesses navigating the new regulation. Here are the main takeaways:

### CBAM Overview:

The world's first carbon tax on imported goods targets high-emission materials like steel, aluminum, and cement.

### Implementation Timeline:

- 2023: CBAM reporting requirements began.
- Q1 2025: Stricter reporting rules come into effect.
- 2026: Companies must start purchasing CBAM certificates.

### Stakeholder Responsibilities:

- Non-EU Suppliers: Provide emissions data.
- EU Importers: Submit reports and purchase certificates.
- EU Authorities: Regulate and verify compliance.

### Biggest Compliance Hurdles:

- Ensuring accurate supplier data.
- Managing administrative workload.
- Understanding evolving regulations.

### How Automation Helps:

- Supplier Engagement: Automating data collection and follow-ups.
- Compliance Reporting: Generating error-free reports in seconds.
- Ongoing Monitoring: Keeping track of new regulatory updates and ensuring continuous compliance.

[Watch the Replay!](#)



## The Results

With Greenly, Iconia has successfully streamlined its CBAM compliance strategy, reducing manual effort while ensuring accurate emissions tracking. By leveraging automation and expert guidance, they've turned what could have been a regulatory headache into a manageable, efficient process.

## Looking Ahead

CBAM compliance will continue to evolve, but with the right tools and processes in place, companies like Iconia can stay ahead of the curve. Greenly remains committed to helping businesses navigate these changes with ease, ensuring compliance without compromising efficiency.



# Why choose Greenly?

Iconia selected Greenly for their cutting-edge technology and exceptional support:

## 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





Watch the Replay  
of our last Webinar [here!](#)

Need help managing CBAM compliance?  
Let's talk!

Book a Demo today