

GREENR:  
Environmental Impact Scorecard

Report for EcoDhaga (Twisted  
Tiara LLP)





*Financial Year 2022-23*



# Estimated total emission of EcoDhaga

## Kg CO2-eq, estimated for the financial year 2022-23

Net emissions consider emissions avoided – that would have been released in the absence of the company operating – and add emissions released as a result of the company operating. A negative score means that global emissions have likely been reduced as a result of the company operating

	Emissions avoided	-3,480*	Emissions avoided consider emissions that would have been released in the absence of the company operating. In this case <ul style="list-style-type: none"> <li>• <b>Enabling the reuse of clothes prolongs the lifespan of clothes, thus reducing demand for virgin clothes.</b></li> <li>• <b>Upcycling of textile waste into products like table coasters would replace other equivalent products made of Ceramic, Plastic or wood</b></li> </ul>
	Emissions added: Scope 1 and 2	35	Emissions released by EcoDhaga in the activity of collecting and sorting of textile waste, through <b>owned sources of combustion</b> (e.g. vehicles, air conditioning and machinery) and <b>purchased electricity</b> . See p4
	Emissions added: Scope 3	1262	Emissions released by upstream and downstream third parties across the value chain of EcoDhaga. These categories were considered immaterial. See p5.
	<b>Estimated net emissions</b>	<b>-2183</b>	Estimated total carbon emissions mitigated through <b>sale of pre-used clothes which prolongs the lifespan of clothes and thus reducing demand for virgin clothes, and the upcycling of Textile waste into products which otherwise would be made of Ceramic, Plastic or wood</b> in the Financial Year 2022-23 based on data provided by EcoDhaga
	<i>Additional emissions released, excluded from net emissions</i>	16	<b><i>Emissions from downstream transportation and distribution of products (i.e. delivery of product to consumer), as assumed to be equivalent for both conventional alternatives and products sold by EcoDhaga</i></b>

\*This also includes emissions avoided from recycling Textile waste into yarns which is estimated to be 19.6 Kg CO2-eq

NOTE: All estimations are based on data reported by the company. Emission estimations are only as accurate as the data provided. Technoserve, J-PAL and the IKEA Foundation take no responsibility for errors or inaccuracies resulting from misreported data by the company.

Scope 3 emission categories are estimated only for selected categories based on relevance and materiality, at the discretion of the research team

# Methodology to estimate emissions avoided: Clothes Reuse

## Emissions avoided

**-3,411 kg CO2-eq**

emissions that would have been released through the manufacturing of virgin clothes no longer demanded by customers, given an increase in clothing lifespan by 70% through reuse channels

## Methodology

- Emissions avoided consider emissions that would have been released in the absence of the company operating. In this case, enabling the reuse of clothes prolongs the lifespan of clothes, thus reducing demand for virgin clothes
- Kilograms of pre-used clothes sold are multiplied by the estimated emissions released in the manufacturing of 1kg of virgin clothes and by the proportionate reduction in demand for virgin clothes given the prolonged lifespan of clothes when reused
- The proportionate reduction in demand for virgin clothes considers the proportion of the lifespan enabled under reuse that is due to reuse
- For example, if reusing clothes were to extend the lifespan of clothes by half, virgin clothes that are then reused are brought one third less frequently than clothes that are not reused, and so demand for virgin clothes falls by one third. We assume that reuse channels extent the lifespan of clothes by 70%.
- Emissions released in the manufacturing of 1kg of virgin clothes made of cotton or equivalent were estimated based on 3rd party cradle-to-gate data

## Assumptions

- Reuse channels extend the lifespan of clothes by 70%
- Customers do not own more clothes as a result of reuse
- Virgin clothes would be made of cotton or equivalent
- EcoDhaga sold 354 kgs of second hand clothing in FY 2022-23

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# Methodology to estimate emissions avoided: Upcycling

## Emissions avoided

**-49 kg CO2-eq**

emissions avoided through sale of material made from textile waste, if consumers would have otherwise purchased equivalent products made of Ceramic, Plastic or wood, in the Financial Year 2022-23 based on data provided by EcoDhaga

## Methodology

- Emissions avoided consider emissions that would have been released in the absence of the company operating. In this case, emissions were estimated that would have been released in the manufacturing of the equivalent quantity of Table coasters made from virgin materials as sold by EcoDhaga in the FY 2022-23
- Emissions released in manufacturing 1kg Ceramic glass were estimated based on 3rd party cradle-to-gate data

## Assumptions

- The consumer of a EcoDhaga product would have otherwise bought the same product made of Ceramic glass
- Lifespan of EcoDhaga products is approx. equivalent to that of conventional virgin products
- EcoDhaga sold 55 kgs of Coasters in the FY 2022-23

*NOTE: All estimations are based on data reported by the company. Emission estimations are only as accurate as the data provided. Technoserve, J-PAL and the IKEA Foundation take no responsibility for errors or inaccuracies resulting from misreported data by the company.*

# About Greenr

Greenr Sustainability Accelerator, a TechnoServe initiative in partnership with IKEA Foundation, is a one-of-a-kind accelerator, solely nurturing high growth businesses disrupting the Environment Action space. We help identify and execute strategies needed to build resilient revenue models and world-class enterprises alongside the most promising Environment Action Entrepreneurs. Our aim is to restore the environment and uplift communities around the world by unlocking the potential of scale-bound startups. Over the next 3 years, Greenr will work with ~400 small and growing businesses (SGBs) creating substantial economic and environmental benefits to low income communities.

An important part of this initiative is to provide participating SGBs with an Environmental Impact Scorecard that attempts to quantify carbon emissions avoided. It is based on self-reported data from the companies themselves and impact is calculated using the best available methodology by J-Pal. The project partners, listed below, are committed to making this important tool available to project participants, but rely on those participants to provide accurate data used to generate the report. Helping these participants to improve the quality of the data they provide over time is an important goal of the project.

# Partners

