



GreenPlaces is designed specifically for small- and medium-sized businesses | Photo source [GreenPlaces](#)

[Innovation](#) > [Sustainability](#) > [A web-based platform for tracking business emissions](#)

A WEB-BASED PLATFORM FOR TRACKING BUSINESS EMISSIONS

SUSTAINABILITY

The software platform gives SMEs full visibility into their carbon emissions – and tailored help in reducing them

Spotted: By now, every organisation is aware of the importance of improving sustainability. But it can be difficult to know just where to start and what to do. Too much of the available information is opaque, and for smaller, service-based businesses, determining the most appropriate actions to take can be very complex. Alex Lassiter, founder and CEO of GreenPlaces points out that, “Products built for Wal-Mart, or Goldman Sachs aren’t going to work for most SaaS companies. Likewise, they also won’t work for a law firm, logistics company, hotel, or restaurant chain.” To solve this problem, Lassiter designed Green Places as a one-stop-shop for climate action.

GreenPlaces collects data from energy, water, and natural gas utilities, then analyses the data and combines this with industry expertise to provide personalised recommendations for the best way to save energy. The company provides a roadmap to achieving carbon neutrality by auditing clients’ carbon footprint and recommending behavioural and business changes to reduce carbon impact.

The platform also integrates with hundreds of common tools used by ordinary businesses, like ADP, Netsuite, and Quickbooks, to make it easier and seamless for them to do sustainability reporting. Unlike many other platforms and consultancies, which focus on big companies, GreenPlaces is designed to help small and mid-sized businesses, especially service-oriented enterprises. These often lack the resources to reach their sustainability goals.

GreenPlaces’ platform is not the only company aiming to make it easier to monitor and track carbon emissions. Springwise has recently covered innovations such as a platform that helps companies cut

emissions from cloud computing and another platform that helps companies to monitor, improve, and communicate their IT footprint.

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Takeaway:

Sustainability has become an expectation for many businesses, but there needs to be more time spent on developing affordable tools that allow small and medium-sized business to manage their carbon footprint and set and reach their sustainability goals. The need for a platform like Green Places is evident from their recent seed funding round, which raised \$4 million. The round was led by Felicis, with participation from a number of high-profile angel investors. In all, GreenPlaces has raised \$5 million and will be using the most recently-raised capital to double the size of its team over the next year.