



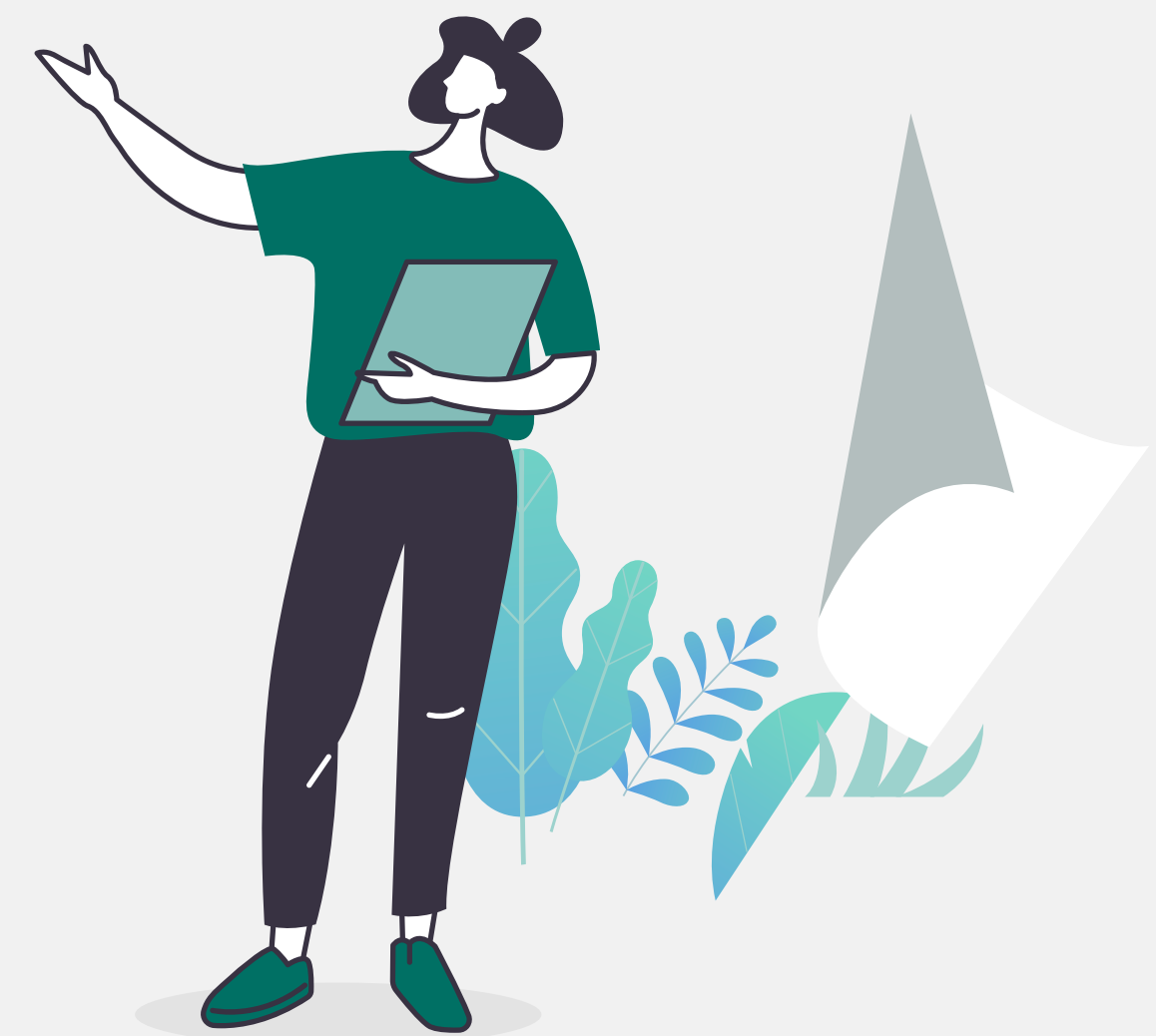
C a s e S t u d y

by **eplanet**



# Globo is the largest media and communication network in Brazil.

It is composed of four organizations that operate in several areas within the communication industry as well as a social foundation.



Cristina  
Silva



We interviewed the Senior Environmental Analyst **Cristina Silva**, to understand how **APlanet's platform** adds value to the company's sustainability management.





Since 2021, the group has been using **APlanet Sustainability** to optimize environmental management processes. However, the partnership between **Globo** and **APlanet** went further:



The close relationship built with our customer success team allowed us to use their suggestions to improve the product.

The platform was able keep up with the evolution of the company's environmental management, thus delivering more value to the organization.



# Key Points:



- Before using **APlanet's platform**, Cristina would dedicate more time and effort to what she calls "**email governance**" and less to what really matters: Data analysis and building action plans.
- The senior analyst was surprised by the adaptability of the indicators added in the platform and the possibility of changing its language, making it understandable even to employees who are not familiar with the theme.
- Cristina believes that Neutrality, a new module of the Sustainability platform focused on GHG emissions, is a great step forward for the organization to develop its GHG inventory management.

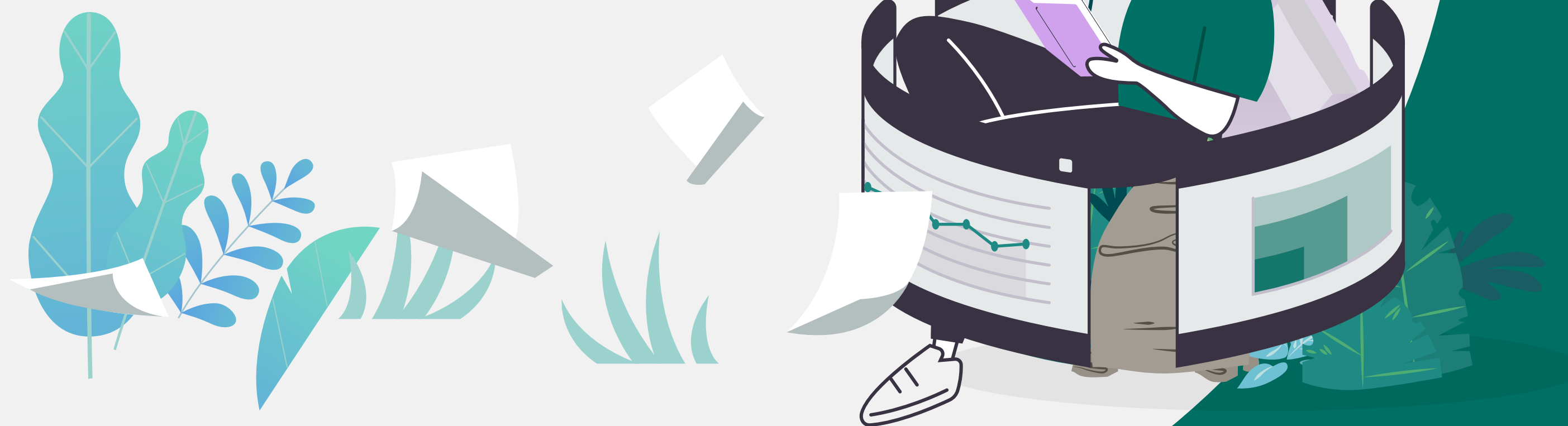


# About Globo

Globo (Globo Participations Organizations Inc.) is made up of Globo Communications and Participations, Globo Publisher, Globo Radio System, Globo Ventures and the Roberto Marinho Foundation, which operates in the social and educational scopes.

Cristina had an essential role in structuring Globo's environmental management area, which was born in 2016 from the need to transform a department. Until then it had an operational focus to build a strategic management oriented towards the company's environmental plan.

In 2019, the company achieved carbon neutrality and since then, it has generated an annual emissions inventory. However, managing environmental data through emails became extremely exhausting for Cristina since Globo is a company with operations across Brazil as well as more than 15,000 employees.



Before using the platform, Cristina mentions that requesting indicator data by email brought much greater difficulties, such as controlling the return rate of her respondents and the lack of a suitable place to store information, which hinders its traceability.



**"It was quite frustrating and quite cumbersome to have all the communication by e-mail. There were other solutions like video or phone calls, but emails were the only means to record and evidence the information. The feedback was very time consuming, and sometimes the information had no evidence. When I was asked about some data, it was necessary to retrieve the entire email history to be able to find who provided the data and when."**



# And how did APlanet helped with this process?

With APlanet Sustainability, the senior analyst can automate data requests related to the company's sustainability indicators. Through the platform, Cristina can select different indicators to send them to their respective respondents directly by email, in addition to scheduling periodic reminders in case they do not respond. Nowadays the environmental analyst systematically controls the response rate of her requests and of the documents that prove the information. In addition, the platform registers all activity history on the platform, which enables the analyst to easily trace the origin of the data.

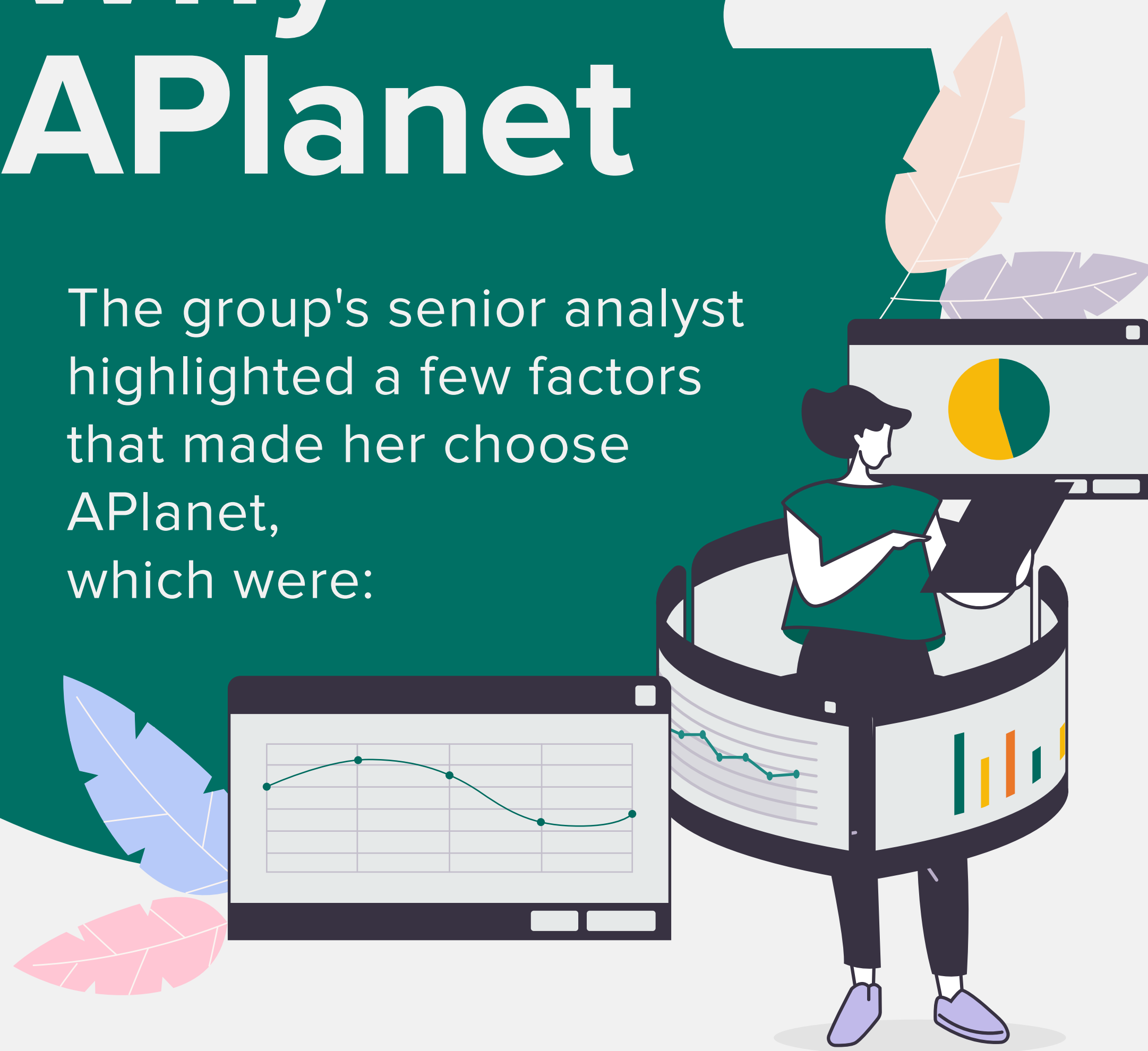
The automated processes on the platform made it possible to reduce the time spent on what the analyst calls "email governance" and thus was able to focus on what is actually relevant for her role as an analyst: visualizing and generating action plans from the data.





# Why APlanet

The group's senior analyst highlighted a few factors that made her choose APlanet, which were:



## Flexibility regarding the number of users and requests

It was necessary for the group to have a platform that had no limit of users that could be inserted into their environment, since they deal with data and focal points across 5 organizations that operate throughout Brazil. In addition to unlimited users, there is no limit to requests made to external respondents, which ends up being very useful for the analyst.

## Simplicity to collect data

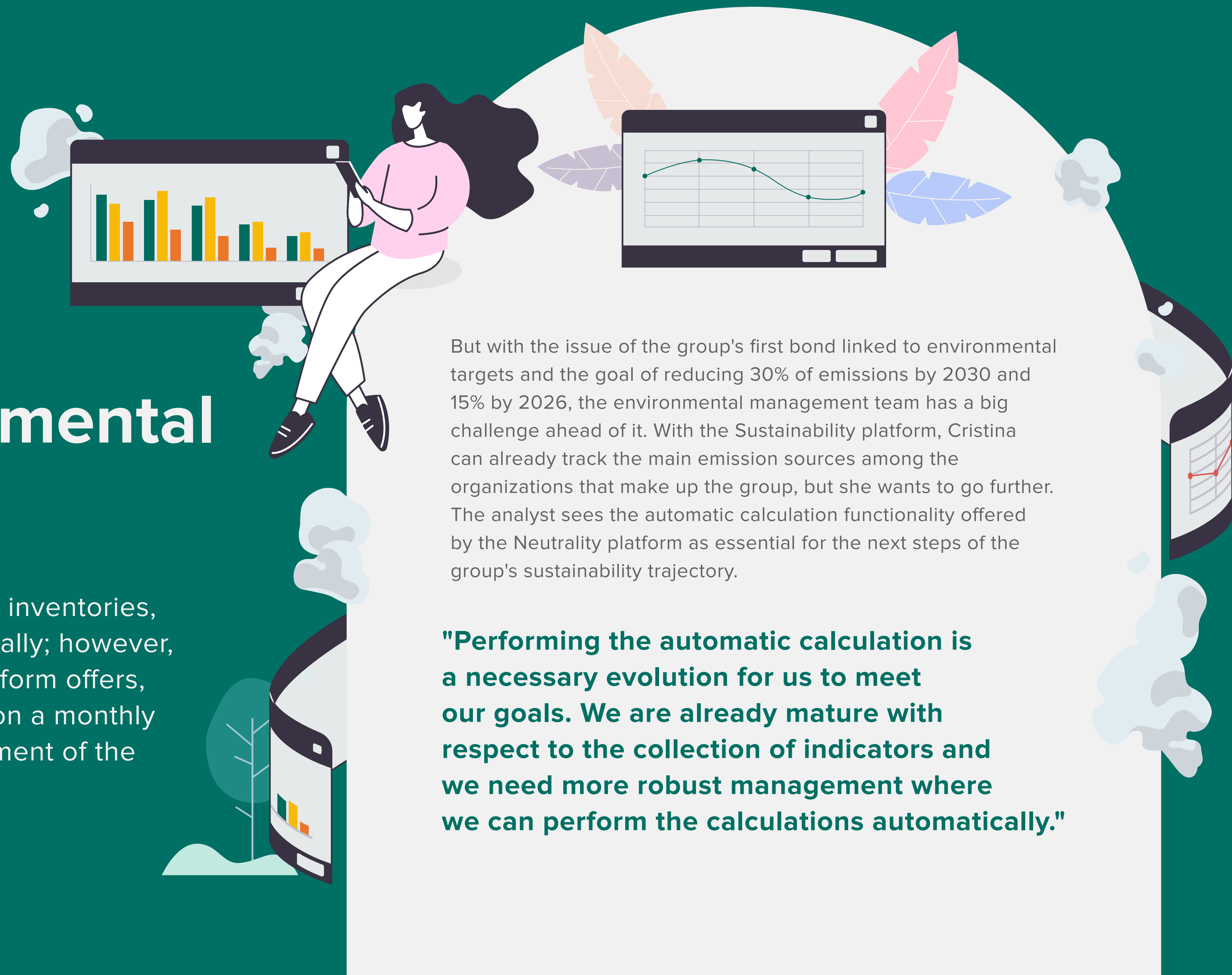
The possibility of sending data requests directly to the respondents' email inboxes through the platform itself was a differential identified by Cristina. This functionality facilitates the process from the senior analyst's point of view, who can control data collection in a single place, and for the respondent as well, who does not necessarily access the platform frequently, but can easily receive a reminder by email.

## Platform adaptability

Cristina also said that she was surprised by the platform's adaptability. As not all of her respondents are familiar with the GRI reporting format, having the possibility to edit indicators and use language that is easier to understand for those whose answers end up being used in the reporting process.

# And how can the Neutrality tool add even more value to the group's environmental management?

To perform the organization's first inventories, Cristina used to collect data annually; however, with the optimization that the platform offers, it is now possible to collect data on a monthly basis for the continuous management of the group's carbon goals.



But with the issue of the group's first bond linked to environmental targets and the goal of reducing 30% of emissions by 2030 and 15% by 2026, the environmental management team has a big challenge ahead of it. With the Sustainability platform, Cristina can already track the main emission sources among the organizations that make up the group, but she wants to go further. The analyst sees the automatic calculation functionality offered by the Neutrality platform as essential for the next steps of the group's sustainability trajectory.

**"Performing the automatic calculation is a necessary evolution for us to meet our goals. We are already mature with respect to the collection of indicators and we need more robust management where we can perform the calculations automatically."**

# Final considerations

Cristina comments that when people start to include the platform in their routines, the contribution is immense.



"It reduces my time spent chasing people and gives me more time to analyze the information, which is the most important role. For me, as an analyst, time spent asking for information is not useful. My time needs to be allocated to analyzing the data to see if it makes sense or questioning it, so the benefit of the platform has been huge."





# About Cristina Silva:



Cristina Silva is an environmental engineer with more than 10 years of experience in consultancy, auditing, civil construction and communications. She also has vast experience with sustainability and environmental management with focus on carbon management and decarbonization projects in organizations. At Globo, she has been the leader of the Zero Carbon Program for the last 3 years, where she aims to achieve the company's transition to low carbon operations.

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