

CASE STUDY: Walmart Canada

“CarbonCounted is the kind of not-for-profit environmental partner Walmart values. For three years their efficient and pro-active team has quickly integrated Walmart’s source data into their system. They have provided Walmart Canada with a valuable reporting suite evaluating GHG emissions, industry benchmarks and key performance indicators.”

Andrew Telfer, Manager, Sustainability



Established in 1994, Walmart Canada operates 317 stores and employs over 78,000 associates. In a typical year, Walmart Canada does \$11 billion in business with more than 6,000 Canadian suppliers. As described on their [Canada Fact Sheet](#) and on their [corporate website](#), Walmart Canada strives towards three global sustainability goals: to be supplied by 100% renewable energy, produce zero waste and sell merchandise that sustains people and the environment.

THE CHALLENGE:

Walmart has been performing many of their own carbon footprint calculations in-house for several years. However, in 2008 Walmart Canada expressed an interest in confirming their calculations using an industry recognized system. Walmart Canada also wanted to compare their operations to industry benchmarks. To do this, Walmart required all of their data to be quickly and easily integrated with the selected third party system.

THE OBJECTIVE:

Integrate with Walmart’s existing source data and provide a confirmation of Walmart Canada’s carbon footprint profile. Provide carbon footprint and key performance indicators at the store, office and fleet level. Provide benchmarking tools to allow Walmart to compare to the carbon emissions and waste performance of other retailers in Canada.

THE APPROACH:

CarbonCounted’s web based carbon management tool, *CarbonConnect*, was selected as the software platform to help Walmart confirm their carbon footprint across the Canadian operations. CarbonCounted partnered with a leading environmental consulting firm to establish a carbon data collection process that captures all the required carbon emission information for the Walmart initiative.

THE RESULTS:

- Integrated the existing source data into *CarbonConnect* within 1 day of receipt.
- Captured information on all of Walmart's Canadian operations including stores, fleets and offices. This consisted of over 1,200 emission data points including waste.
- The reporting suite in *CarbonConnect* allowed Walmart to confirm that their independent carbon calculations were correct, and the methodology matched that of the industry.
- The reporting suite also allowed Walmart to compare their stores, offices and fleets to industry benchmarks both at the store-level as well as their overall carbon emissions.
- The project is going into its fourth year and is self sustaining.
- *CarbonConnect* has been available 100% of the time with quick helpdesk response.

ABOUT CARBONCOUNTED:

CarbonCounted is a Canadian based not-for-profit organization with a mandate to enable fast, third-party verified, cost efficient GHG inventories and product carbon footprints.

CarbonCounted enables businesses to calculate their carbon emissions with a web-based GHG inventory system. CarbonCounted goes beyond traditional carbon calculators and enterprise carbon management. *CarbonConnect*, our web-based, third-party verified application tool, provides more value – at a lower cost – to the businesses and consulting firms connected with us.