

worldly

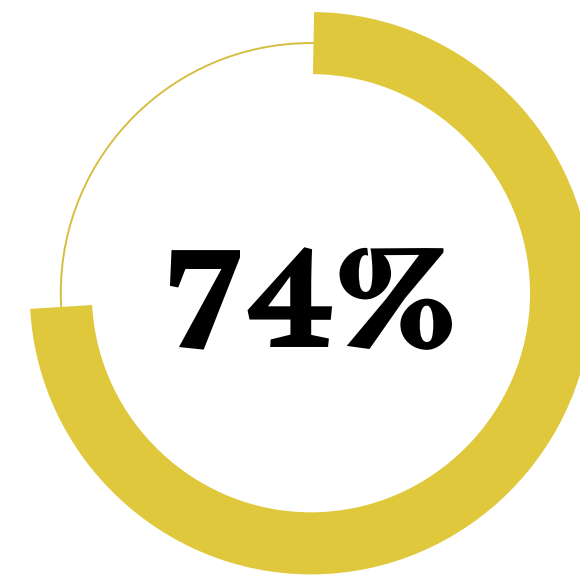
Measure What Matters:

The Primary Data That Drives
Scope 3 Accuracy

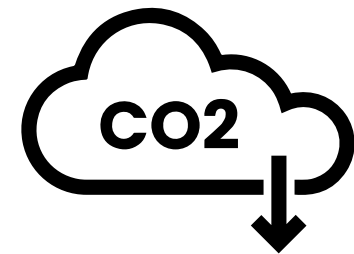


| Inside the guide

The *one* primary data point that drives **the biggest scope 3 accuracy gains**

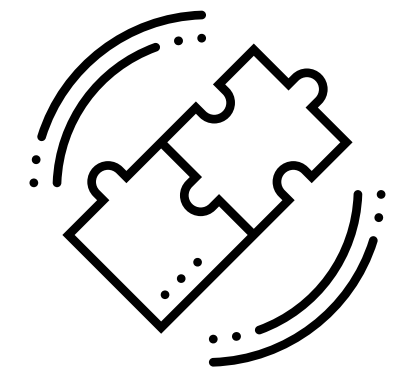


How collecting data for just a subset of your products improves accuracy **by up to 74%**



A simple framework to enable credible reporting and **real emissions reduction**

How Worldly's data-backed model prioritizes **high-impact data**—and eliminates guesswork

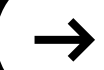




Stop guessing. Start measuring real product impact.

Worldly's Product Impact Calculator replaces estimates with primary data to show what truly drives product-level emissions—revealing where impact is highest, which data matters most, and where action delivers real results.

Learn more





Sustainability teams don't lack data. They lack clarity.

The amount of data that sustainability professionals are asked to collect grows greater each year as they attempt to measure, report on, and improve their overall environmental impact. But more granular data and frequent data collection across more product categories and suppliers doesn't automatically translate to better insights.

Instead, it can mean significant resource consumption, data overload, teams that are burned out from collecting data without actionable results, and supply chain risks that go unseen when you don't measure what truly matters.

This is especially true when it comes to Scope 3 emissions. For brands, retailers, and manufacturers in the consumer goods industry, measuring and reducing Scope 3 emissions is an increasingly important part of an overall responsible business strategy thanks to everything from [emerging regulations](#) to evolving consumer expectations.

THE QUESTION BECOMES:

How do you measure Scope 3 impact in a way that's accurate and impactful without spinning your wheels collecting data that doesn't move the needle on emission reduction?

How primary data separates real Scope 3 measurement from guesswork

Purchased goods and services account for the majority of emissions in consumer goods, yet most existing methods for calculating impact force teams to choose between precision on one hand and scalability on the other.

Detailed lifecycle assessment (LCAs)

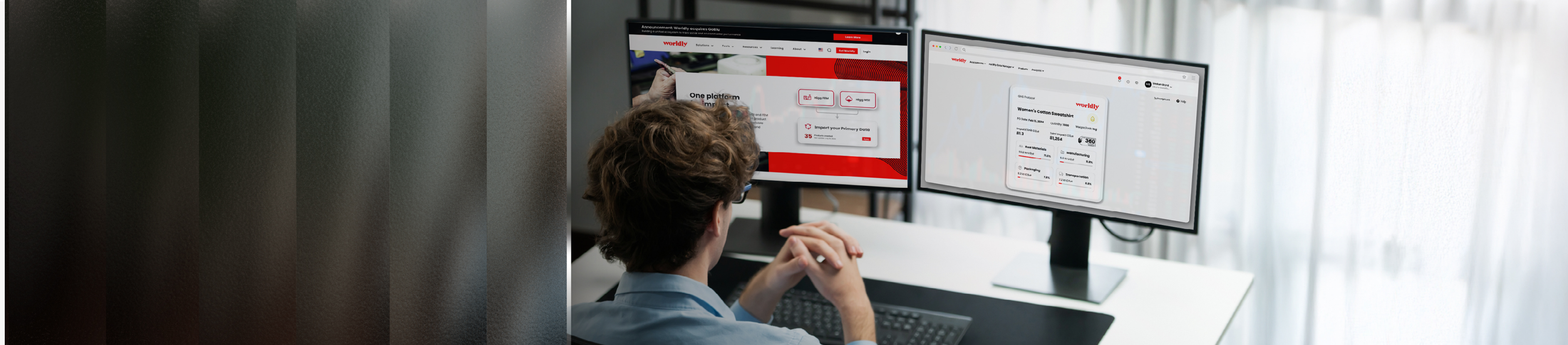
- Considered the gold standard for calculating product impacts across their entire lifecycle
- Often consultant-driven
- Not always realistic, or even possible, to achieve due to time, effort, and expense.
- Not all data points are created equal and organizations risk pouring resources into measurements that deliver little return

Spend-based and quantity-based methods

- Time efficient, less resource intensive
- Possible to achieve at scale without third-party assistance
- Too blunt and risk reflecting inaccurate “progress” when formulas and methodologies change

The result of these imperfect methods is a fragmented approach that demands more time, more resources, and still leaves teams struggling to prove progress.

This guide is designed to help sustainability teams cut through the noise and get better results from primary data collection through research-backed recommendations that balance efficiency with identifying real insights for driving action in emissions reduction.



New research removes guesswork by pinpointing the data that matters most

Corporate sustainability, sourcing, risk management, and compliance teams have far too much at stake to play guessing games with their supply chain impact measurements. With a new model, developed by Worldly, they don't have to.

The new data-backed model identifies which specific supply chain data points have an outsized impact on accurately calculating Scope 3 emissions, and product lifecycle environmental impact. The model reveals which products to prioritize, which data matters most, and when teams have collected enough information to take action and track real progress.

The result is clearer data priorities and a shift from endless collection to high-impact emissions reduction.



Sustainability leaders have been drowning in data demands without knowing where to focus. This study proves that meaningful emissions accuracy doesn't come from collecting everything; it comes from collecting the right things. Our research finally gives brands a practical, science-backed roadmap to move from endless data gathering to impactful climate action."

Scott Raskin
CEO, Worldly



METHODOLOGY

To uncover what data matters most, Worldly's Sustainability Team created a mathematical model using aggregated, anonymized data from tens of thousands of facilities on the Worldly platform.

Using [Worldly's Product Impact Calculator](#), the team modeled product category data assortments that reflected common product size and material distributions. Next, they compared emissions results calculated with industry-average default values versus primary supply chain data to quantify accuracy gains and identify which data points matter most.

Finally, the team used the Product Impact Calculator to test three hypothetical data collection strategies to determine which delivered the greatest accuracy improvement for the lowest cost and effort:

100%

Deep but narrow:

Primary product weight data for all products, with default values for everything else.

50%

Moderate depth and breadth:

Primary product weight and material emissions data for the top 50 percent of products.

30%

Shallow but wide:

Primary product weight, material emissions, and net use data for the top 30 percent of products.



The results: Not all data pull the same weight.

Worldly's research shows that some primary data points drive far greater improvements in emissions accuracy and business insight than others.

Finding 1:
Product weight is a heavy hitter.

It may not be surprising that an accurate product weight plays a significant role in calculating an accurate product impact. What is surprising about our findings is just how significant of a role product weight plays.

Product weight has an outsized effect on emissions accuracy:

2X

more impactful than
material emission factors

~4X

more impactful than net
product use

15X

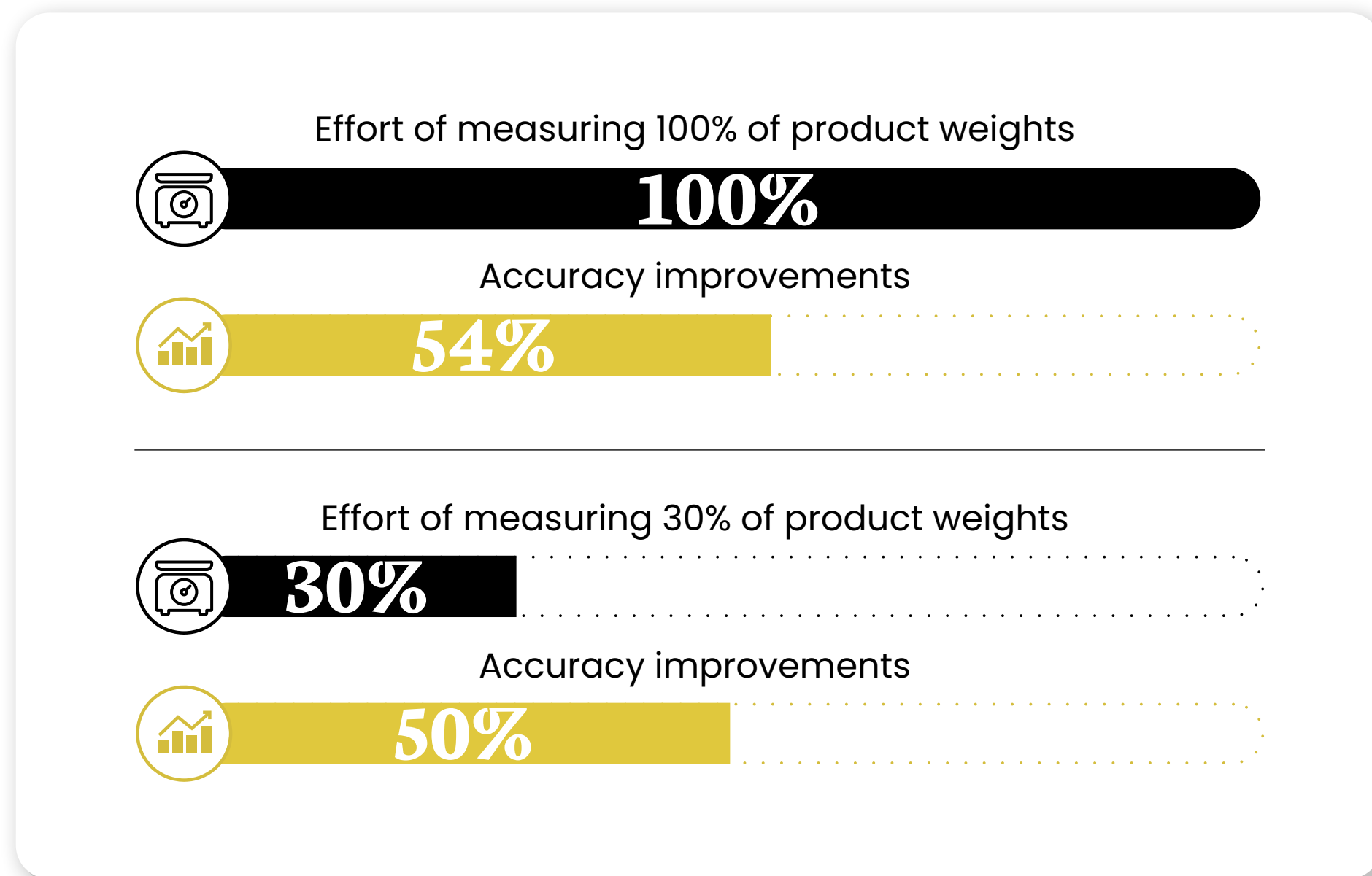
more impactful than Tier 2
or Tier 3 production
country

The takeaway is clear: If you want accurate Scope 3 results and the ability to track real improvement over time, product weight is a primary data point you should prioritize collecting across your supply chain.

Finding 2:
Prioritize product weight for the top-selling products.

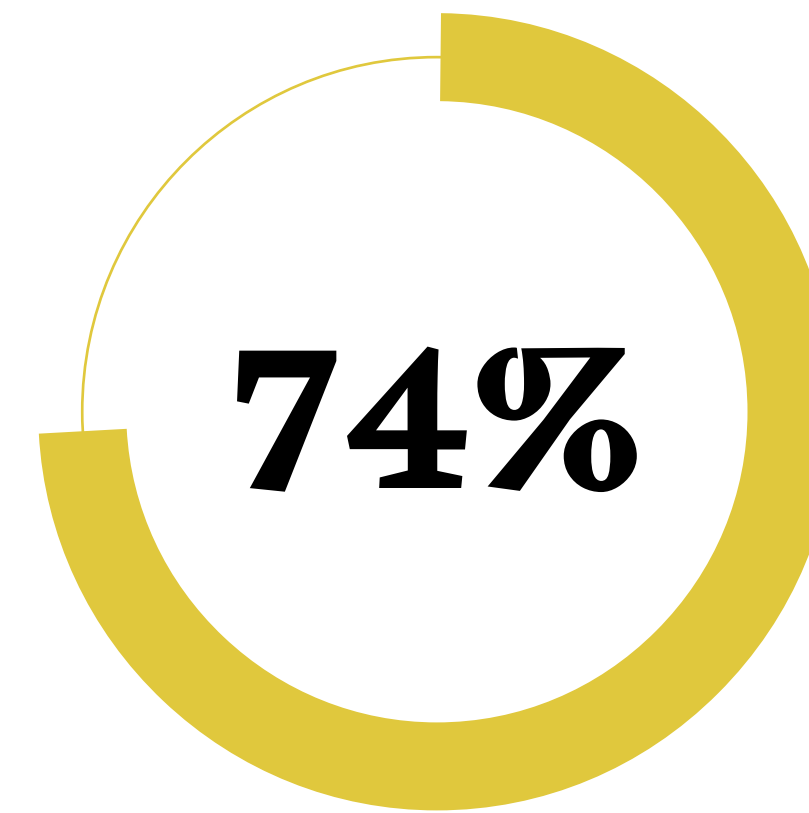
Worldly's analysis shows companies don't have to measure product weight on every product to achieve most accuracy gains. Replacing default weight values with actual data across all products improved calculation accuracy by 54 percent. But collecting weight data for just the top 30 percent of products delivered almost the same degree of gains in accuracy without the additional effort.

In other words, targeted data collection captures most of the value without the full burden.



Finding 3:
A shallow-but-wide approach moves the needle most.

Of the three data collection strategies analyzed, Worldly's research showed that shallow but wide data collection drives the largest improvement in emissions accuracy with the least data points required. delivered nearly 93 percent of those gains.



Collecting product weight, material emissions factors, and net use across just the top third of products improves emissions accuracy by 74 percent compared to using default values alone.

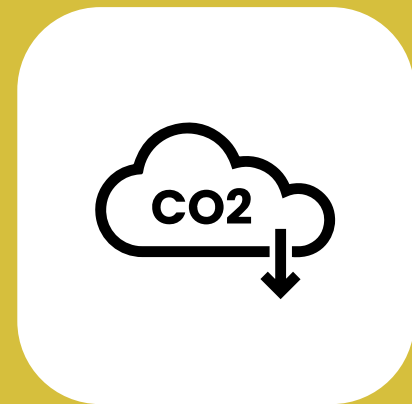
Furthermore, collecting significantly more data for low-volume products delivers little to no additional accuracy benefit.

What this means for sustainability teams.

Sustainability teams should:



Collect accurate product weight for the top-selling **30 percent** of products.



Collect primary data on material emissions factors and net use across the same **30 percent**.



De-prioritize less impactful data, like Tier 2 and Tier 3 country of production.

The clear takeaway for brands, retailers, and manufacturers is that prioritizing the right primary data for your top-selling products delivers dramatically more accurate emissions calculations compared to default values—without the administrative burden of collecting every data point across every product.

These recommendations allow sustainability teams to focus effort where it matters most and confidently defend their data strategy using a model grounded in tens of thousands of real facility data points.

Why unified, primary data matters for the consumer goods industry.

The consumer goods industry needs a common, defensible standard for sustainability data. Today's fragmented data landscape makes it harder for companies to move from reporting to real decarbonization.

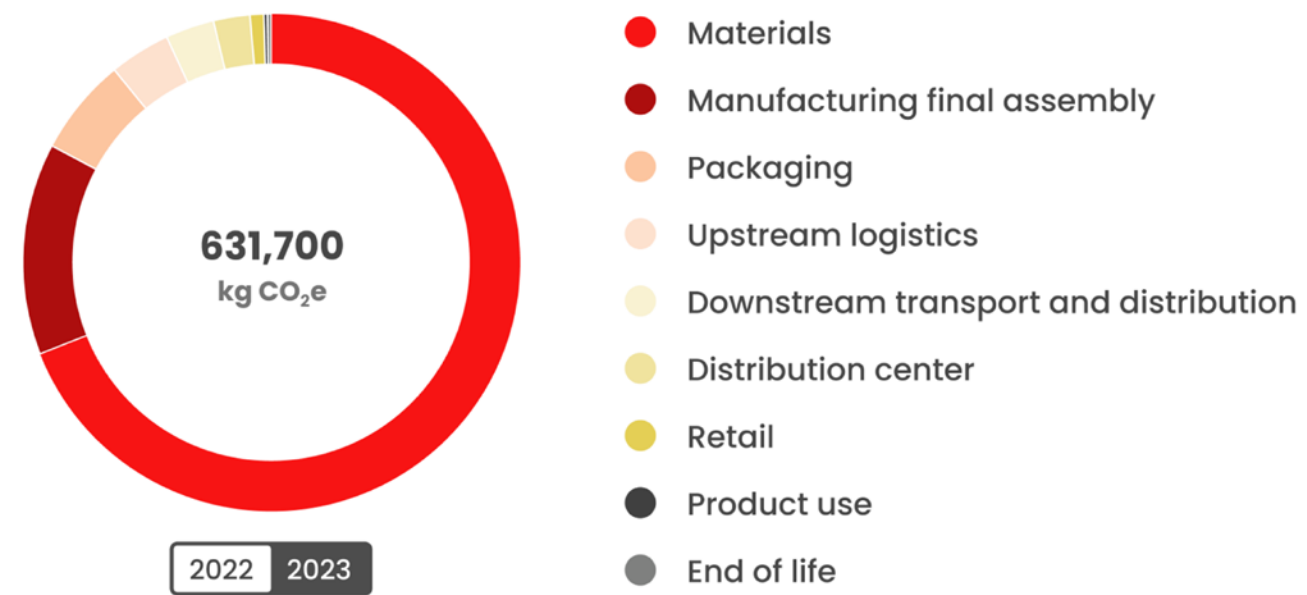
Standardized data brings consistency across products, suppliers, and categories, while targeted primary data ensures accuracy and credibility. Together, they move Scope 3 measurement beyond estimates and assumptions toward a decision-ready view of real environmental impact that is efficient and realistic for brands and retailers to capture.

With evolving regulations, increased scrutiny, and rising investor expectations, companies need Scope 3 reporting that is both defensible and decision-ready—built on unified, primary data that delivers trusted insights and measurable impact.





Product Stage Impacts

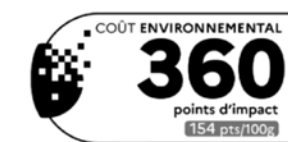


Total Emissions

 **631,700** CO₂e

269 Product Categories

Regulation Ready



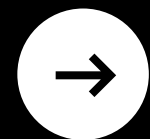
PEF
Apparel
Footwear

Turn your product data into real scope 3 action

Replace estimates with credible, product-level carbon data to see what's driving emissions—and where to act with confidence.

- Generate accurate, scalable product footprints
- Identify true emissions hotspots across products and materials
- Model reductions and deliver compliance-ready Scope 3 outputs

Speak with an Expert



The logo for 'worldly' is written in a bold, white, lowercase serif font. The letters are closely spaced, and the 'y' has a distinctive tail that curves back to the left. The logo is positioned in the upper right quadrant of the image, set against a solid red background.

worldly

Worldly is the leading sustainability and supply chain intelligence platform for the consumer goods industry, empowering brands, retailers, and manufacturers to turn primary data into strategic action. Trusted by a network of over 40,000 companies across apparel, footwear, home furnishings, and sporting goods, Worldly provides deep visibility into environmental and social impact – from carbon and water to chemicals and labor – at the product, facility, and value-chain levels.

Built on the industry's leading standards, including Cascale's Higg Index tools, Worldly transforms raw data into actionable intelligence that helps businesses reduce risk, meet evolving regulations, and accelerate measurable impact.

www.worldly.io