



Turning Operational Change into Verified Sustainability Impact

Client Case- Renewi



Turning Operational Change into Verified Sustainability Impact

Many companies set a range of near-term commitments regarding the use of circular materials zero-to-landfill waste, lower-carbon logistics and sustainable value chains, but struggle to demonstrate steady progress towards these targets.

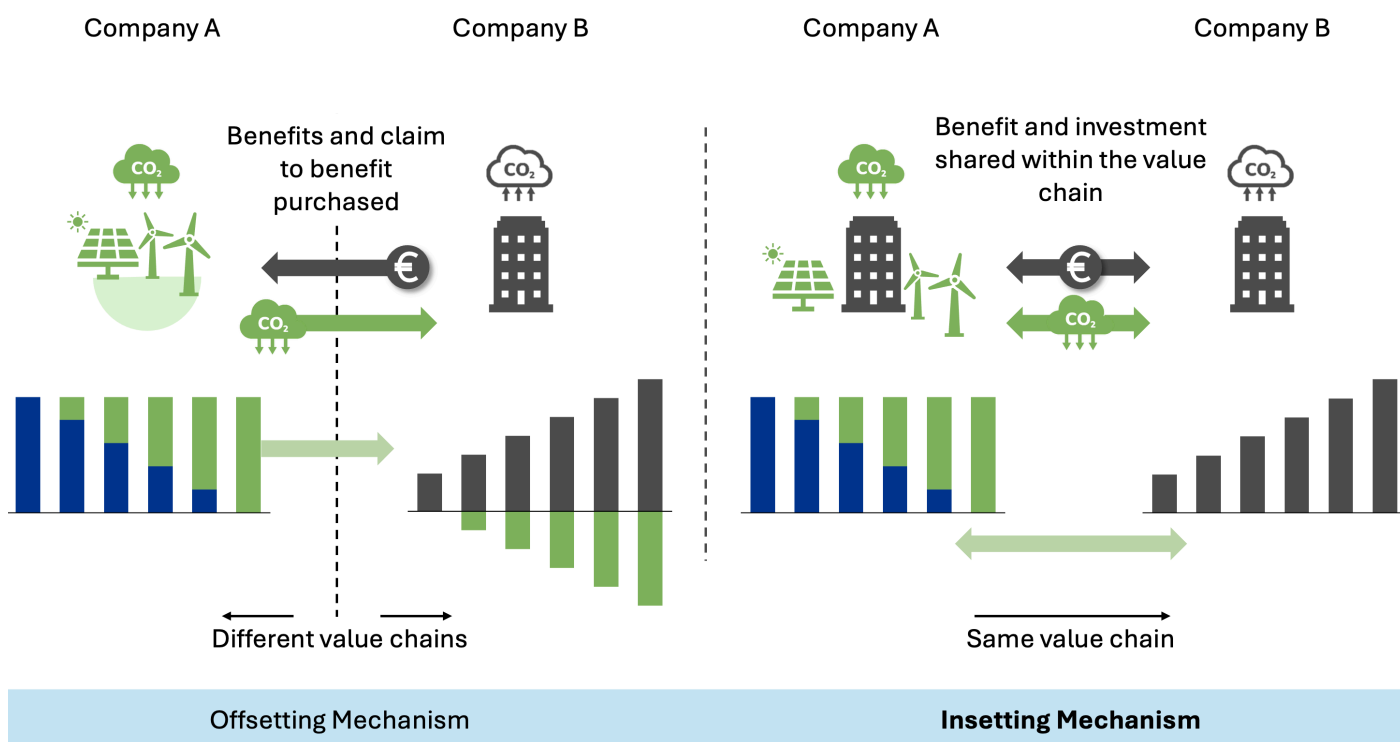
A company can purchase offsets to compensate for its impacts. However these sit outside the core operations and typically address carbon only – leaving other impacts such as waste, pollution, and local disruption unchanged. This can raise reputational risks and lack of strategic alignment, especially if not supported by meaningful internal abatement efforts.

Imagine a scenario where a company invests in sustainability upgrades of their operations and is in turn able to offer low-impact services or products to their customers. For example, investing in renewable energy for manufacturing can support low-carbon footprint products, and cleaner logistics can reduce

both emissions and local impacts. This goes beyond compensation to drive real, scalable change across emissions, resource use, and waste outcomes.

Sustainable value propositions at Renewi

When the solutions mentioned above are backed by robust monitoring, reporting and verification processes, a company is able to provide measurable and verified sustainability outcomes to their customers, often supported by a sustainability premium. This is carbon insetting: a mechanism where an emitting company reduces its Scope 1 or 2 emissions with (financial) assistance from the value chain partners, which in turn also reduce their Scope 3 emissions. Insetting drives real operational change within the company’s value chain, uses clear rules to reduce integrity risk, and scales as robust commercial offer.



This thinking led to Circular+, Renewi’s portfolio of sustainable waste-management solutions that allows customers to choose lower-impact alternatives (like electric waste collection) to business-as-usual waste collection and processing scenarios, supported by transparent and verifiable evidence.

The opportunity – Turning data into actionable choices

Renewi operates at a critical node of the waste management sector, where its choices shape circularity outcomes and Scope 3 GHG emissions of its customers.

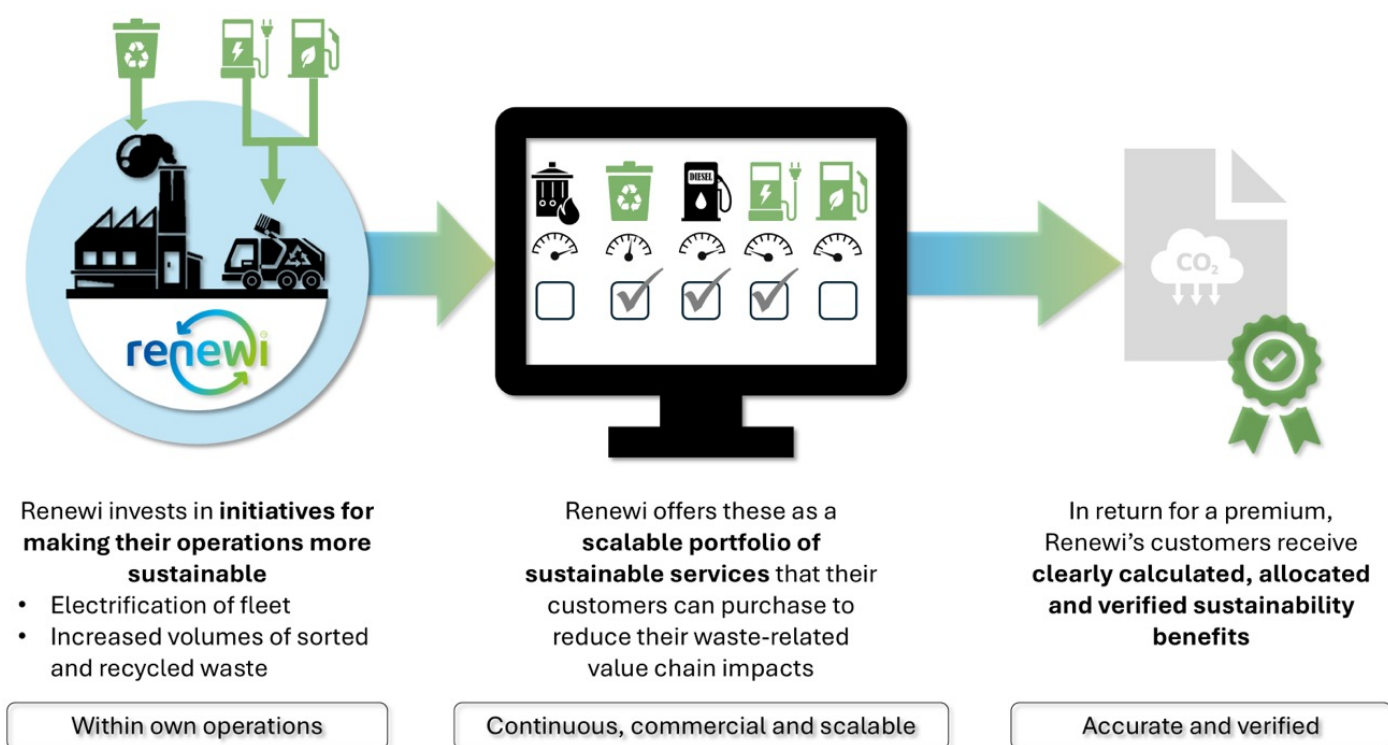
“Waste is something people see and feel every day. With increasing regulation and stakeholder expectations, our customers want greater control over what happens in their waste value chains”
 – Alice Schimmelpenninck, Sustainability Manager at Renewi describing the motivation behind the initiative.

However, insetting is not as straightforward to implement. Siloed governance of sustainability targets and operations creates distance between ambitions and day-to-day decisions. Fragmented supply chain data and inconsistent calculation methodologies further increase the risk of double counting and inaccurate claims.

These challenges shaped Renewi’s collaboration with KPMG. Together, we designed a structured, assurance-ready system, which is now delivering verified sustainable services with associated emission reduction and circularity outcomes to Renewi’s

As a data-driven operator, Renewi already provides customers with visibility into the carbon and circularity impacts of their waste services. These efforts to close data gaps created a strong foundation for moving beyond insight alone.

Building on this transparency, Renewi recognized the opportunity to go a step further. They wanted to translate their efforts towards low-carbon logistics and increased waste recycling into sustainable waste management choices their customers can actively select to support their own decarbonization and circularity targets.



The strategic response – Designing a system for scale and credibility

To be credible and market-ready, these insetting solutions needed to be underpinned by consistent rules and verifiable evidence. The aim was to ensure that what Renewi's customers select is robust and fit for use in decision making and reporting. KPMG brought together cross-disciplinary experience in strategy, operations, and assurance to support Renewi in three key areas:

01

Creating clarity for customers

The first step was to define distinct low-carbon services that Renewi's customers can recognize and choose, such as lower-carbon waste collection using electric or biofuel trucks, or higher-value processing of wood and residual waste. For each option a clear explanation is provided on how climate value is created, who can credibly claim it, and why a premium applies. This shared narrative now supports customer conversations, contracts and reporting to maintain consistency.

For instance, a customer can clearly choose between electric or biofuel waste collection and understand the associated Scope 3 emissions benefit.

02

Defining design principles to protect trust as adoption grows

As these solutions scale, it was essential to protect credibility. Together, Renewi and KPMG agreed on practical design principles that define what qualifies as a sustainable solution, when benefits can be claimed, and how they are fairly shared.

As Marwa Mahmoud, ESG Senior Manager at KPMG, explains: "We focused on clear boundaries, operational thresholds, and continuity conditions that keep each solution credible as it grows." Allocation rules based on mass balance, linked to contract volumes, ensure benefits are never counted twice, supported by clear ownership and governance across teams.

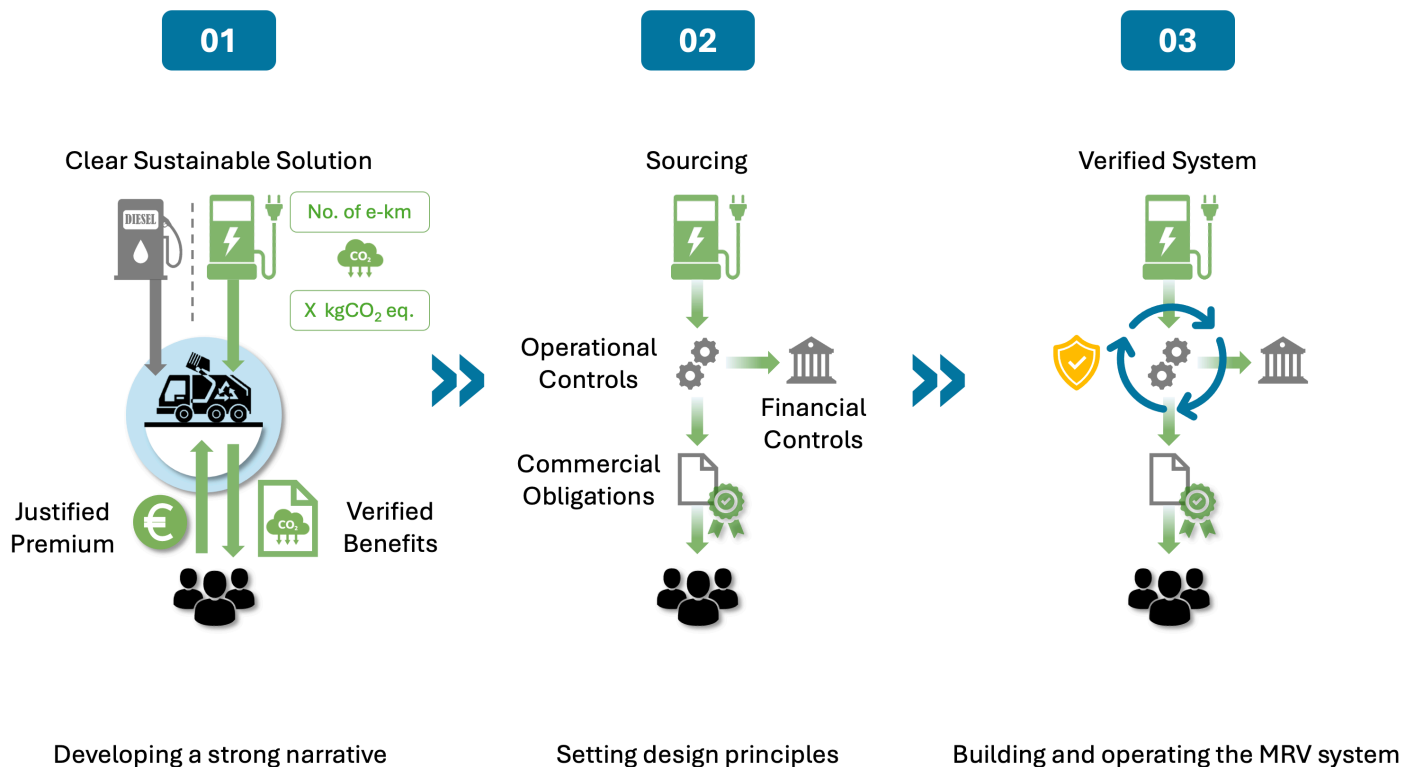
For instance, mass-balance rules ensure that the same low-carbon kilometre or recycled tonne is never allocated to more than one customer.

03

Making results visible, reliable and verifiable

Finally, these rules were embedded into a robust monitoring, reporting, and verification (MRV) system. For each solution, baselines, data sources, calculation methods were defined and linked directly to customer contracts. The MRV system was built to align with recognized standards (like GHG Protocol, GLEC and ISEAL) and is third-party verified. These steps would give confidence to Renewi's customers, while enabling Renewi to scale electrified logistics, advanced sorting, and recycling capacity through its sustainable portfolio.

Each customer receives regular CO2 and circularity metrics backed by auditable data and an annual verified impact statement.



Key takeaways – Impact at scale starts with credible foundations

Getting the foundation right with KPMG’s expertise and third-party assurance proved a necessary investment for Renewi.

Early results from the launch of the sustainable solutions show that passing on insetting benefits can unlock commercial value and help scale activities that would otherwise remain uneconomic. All while advancing circularity and decarbonization through value-chain collaboration.

Through the course of the project, Renewi recognized that building from concept to a robust, assurance-ready MRV is a major but essential undertaking.

“Many internal stakeholders were involved, diverse data had to withstand verification, and the process required considerable time and resources. The payoff is clear for us now: traceability, credibility, and a low-risk offer for our customers,”

-Alice Schimmelpenninck, Sustainability Manager, Renewi Nederland

At the same time, insetting is a data-driven product that needs a different commercial narrative and enablement.

Renewi adopted a multi-channel approach, trained sales teams, and phased responsibility from the Sustainability to the Commercial teams, so the offering became a part of the standard way of working.

Outcome – Circulair+ to co-drive Renewi's transition together with customers

Early engagement with the Circulair+ solutions shows stronger alignment with sustainability-minded customers and has some clear fits in Renewi's customer segments.

Multinationals with sustainability targets related to emissions and waste welcome a measurable, verified way to act on them. SMEs are motivated by the local benefits of the solutions, like the reduction of urban dust, emissions and noise pollution by electric waste collection.

Crucially, Circulair+ positions customers as co-drivers of Renewi's transition, unlocking commercialization

of initiatives that were previously uneconomic yet critical to short-term decarbonization and circularity roadmaps. These solutions are accelerating investment in electrified logistics, advanced sorting, and expanded recycling capacity at Renewi.

The collaboration

"By working as one team and combining Renewi's operational insight with KPMG's approach, we were able to move quickly from ideas to solutions," Marwa reflects.

The collaboration was hands-on and cross-functional, aligning Sustainability, Commercial, Finance, and Data teams of Renewi around a shared ambition.

Contact



Charbel Moussa

Partner
ESG Advisory
KPMG in the Netherlands



Marwa Mahmoud

Senior Manager
ESG Advisory
KPMG in the Netherlands



Heerali Singh

Senior Consultant
ESG Advisory
KPMG in the Netherlands



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2026 KPMG Advisory N.V., registered with the trade register in the Netherlands under number 33263682, is a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ('KPMG International'), a Swiss entity. All rights reserved. The name KPMG and logo are registered trademarks of KPMG International.