



## CASE STUDY

# Asana earns strong first-time EcoVadis score through partnership with Greenplaces

When Asana set out to improve its EcoVadis performance, the company had already made meaningful progress on sustainability but lacked a structured framework to tie initiatives together and demonstrate impact through the EcoVadis assessment. Asana's internal teams were doing great work, but the process needed clarity and a strategy that aligned sustainability storytelling with EcoVadis' scoring methodology.

That's where Greenplaces came in. Together, we brought rigor and strategy to the process, helping Asana identify key improvement areas, formalize policies, and turn existing actions into measurable proof points that would resonate within EcoVadis' criteria.

## The challenge

Asana's sustainability program lacked quantifiable structure, resulting in relevant work that wasn't fully reflected in the company's EcoVadis score.

Their goal was to achieve a meaningful improvement in their EcoVadis score—one that accurately reflected the progress outlined in their annual ESG report. Doing so required a consistent, methodical approach that turned fragmented information into clear, verifiable evidence.

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## The Greenplaces approach

Greenplaces partnered closely with Asana's sustainability and compliance teams to bring structure and accountability to the process. Our platform provided clarity around EcoVadis' weighted indicators, ensuring every action Asana took mapped directly to measurable outcomes. We began by:

**1. Conducting a detailed diagnostic** of the prior-year scorecard to pinpoint high-impact improvement opportunities.

**2. Organizing internal data**—from renewable energy reports to supplier diversity documentation—into a cohesive library aligned with EcoVadis categories.

**3. Providing policy templates and frameworks** for key areas such as environmental management, human rights, and sustainable procurement.

**4. Guiding Asana through documentation best practices**, ensuring every initiative and metric was backed by credible evidence and properly formatted for EcoVadis submission.

**Our collaboration emphasized education, organization, and empowerment: Asana's internal teams gained a deeper understanding of how each policy, report, and action contributed to their overall sustainability story.**



## Results

The outcome was a notable percentage improvement in Asana's overall EcoVadis score, reflecting measurable progress across multiple categories. Environmental performance and sustainable procurement, two of the lowest-performing areas in the prior year, each achieved double-digit gains.

Beyond the numbers, Asana achieved something even more valuable: a clear, repeatable process for sustainability reporting. With Greenplaces' guidance, they established standardized documentation protocols, clearer accountability across teams, and a more cohesive sustainability narrative—setting the foundation for continued progress in future assessments.

This partnership didn't just improve a scorecard; it helped Asana translate meaningful sustainability action into verified impact.

## Key takeaway

Improving an EcoVadis score isn't just about checking boxes—it's about demonstrating that sustainability is embedded in how a company operates. Through Greenplaces' structured approach and strategic guidance, Asana was able to connect its existing work to measurable global standards, elevate visibility into its programs, and showcase the depth of its ESG commitment.

Today, Asana is better equipped to meet customer requirements and tell its sustainability story, supported by a framework that aligns internal action with external recognition.

