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Overview

Welcome to the world of Secaro.

This press kit has been designed to help you get to know our business and what we stand for – in no time at all.

From understanding what’s changed since our days as Manufacture 2030, to learning about how our brand story is driving our business forwards, this document will give you the whistle-stop tour.

Alternatively, if you have specific query for our team, please use the contact details below to get in touch.

Contact details

Name: Julie Williams
Email: press@secaro.io
Media inquiry: press@secaro.io

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Product Description

Secaro is the Supply Chain Intelligence Network. It helps organizations decarbonize by combining environmental data, AI, and collaboration in one ecosystem.

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Press Boilerplate

Secaro is the Supply Chain Intelligence Network. By collecting environmental data and making it accessible to supply chain networks, Secaro helps organizations decarbonize. It transforms complex data into clear insights, reducing business risk and lowering environmental impact.

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Brand Story

Today, supply chains are under more pressure than ever. Businesses are being asked to report their environmental impact, reduce risk, and build resilience—all while managing complex global networks. And yet, the data needed to do this is fragmented, inconsistent, and difficult to act on. Supply chain data—especially Scope 3—is vast, messy, and hard to manage.

To truly reduce risk and build long-term resilience, organizations can't just report. They need to understand their data, learn from it, and work together across the supply chain to drive meaningful change.

Enter Secaro.

Secaro makes primary supply chain data accessible, consistent, and reliable. Our platform creates a shared view of the data and empowers buyers and suppliers to collaborate on the actions that matter.

By turning complex data into clear insights, Secaro helps organizations identify hotspots, reduce risk, unlock efficiencies, and lower environmental impact.

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Year founded:	Number of businesses using Secaro:	Countries served:
2008	8000+	90+

<p>2008</p> <p>2degrees launched the world's first collaborative, sustainable business community online.</p>	<p>2022</p> <p>Activate program launched to accelerate decarbonization in active pharmaceutical ingredient (API) supply chains. Founding members included: AstraZeneca, Bristol Myers Squibb, GSK, Johnson & Johnson, and Pfizer.</p>
<p>2016</p> <p>2degrees named in Sustainia's Top 100 Sustainable Solutions 2016.</p>	<p>2023</p> <p>Manufacture 2030 contributed to discussions at WEF's Annual Meeting in Davos as part of Tech Pioneer status.</p>
<p>2018</p> <p>Manufacture 2030 software as a service (SaaS) was launched. Our mission was to bring major corporations and their supply chain partners together to turn bold carbon commitments into reality—creating a more sustainable future by 2030.</p>	<p>2023</p> <p>Manufacture 2030 raised £5 million in a Series A investment round, with Maven VCTs and Amati AIM VCT investing £3 million and £2 million respectively.</p>
<p>2022</p> <p>World Economic Forum made Manufacture 2030 a Technology Pioneer for its 2022 cohort.</p>	<p>2024</p> <p>Manufacture 2030 was rated the top tool for driving Scope 3 reductions in the Scope 3 Peer Group's Tool Review.</p>

More information can be found [here](#)

Leadership Team



Toby Newman,
Chief Executive Officer

Leads Secaro’s mission to help businesses reduce supply chain emissions through trusted data and intelligence.

Toby Newman is Chief Executive Officer at Secaro, leading the company’s mission to help businesses reduce supply chain environmental impact through trusted data and intelligence.

With over 25 years of experience leading and scaling SaaS, data, and technology companies, he has delivered rapid growth, operational transformation, and multiple successful exits. Toby has held CEO roles at private equity-backed firms, including Enistic, a leading carbon accounting platform, and Doctor Care Anywhere, a digital healthcare provider serving more than 900,000 users.

Earlier in his career, he scaled IRIS Software’s SME division from startup to scale, led commercial operations at Star Technology and MessageLabs (acquired by Symantec for \$695 million), and held senior roles at Celesio UK, SDL Plc, and Office2Office Plc.

Known for his dynamic leadership and strategic insight, Toby turns vision into practical, profitable outcomes, motivating teams to achieve ambitious goals while driving commercial growth.



Richard Lloyd-Williams,
Chief Operating Officer

Ensures operational excellence and scalable delivery as Secaro grows its data-driven platform.

Richard Lloyd-Williams is Chief Operating Officer at Secaro, overseeing the company’s operations and delivery systems.

With more than 20 years of leadership across retail, fashion, ecommerce, and technology, he brings a commercially astute and purpose-driven approach to ensuring that organizations achieve their potential.

Richard has held director-level roles at NET-A-PORTER, HUGO BOSS, and Clarks, leading IT departments, digital transformation, ecommerce sales, and operations. Richard has also held executive, non-executive director and board advisory roles across Angel and VC-backed start-ups and mission-driven organizations, including Buy Me Once, Aistetic, and Common Objective.

Richard holds a Chemistry degree from Oxford University and a certificate in Business Sustainability Management from the Cambridge Institute for Sustainability Leadership (CISL), aligning his operational expertise with a commitment to drive positive environmental change.



Oliver Cunningham,
Chief Financial Officer

Leads financial strategy and governance to ensure sustainable growth and long-term value creation.

Oliver Cunningham is Chief Financial Officer, overseeing the company’s financial strategy, governance, and operational performance.

With 25 years of leadership experience across global technology and software businesses, including US-listed and PE or VC-backed organisations, he brings a commercially astute and hands-on approach to sustainable growth and value creation.

Oliver has led Finance, Legal, HR, IT, and Operations functions within SOX-controlled environments and has deep expertise in SaaS and software licensing models. He’s known for bridging finance and commercial strategy, guiding companies through complex growth stages, M&A, and fundraising.

A developer of people, systems, and processes, Oliver enables teams and organizations to scale successfully, while balancing financial performance with long-term resilience and impact.

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Kevin Brady,
Chief Revenue Officer

Leads global sales and go-to-market strategy, driving growth through customer value and purpose-led partnerships.

Kevin Brady is Chief Revenue Officer, leading global sales, partnerships, and go-to-market strategy.

His career has been dedicated to building and scaling high-performing commercial teams for global SaaS companies, combining strategic vision with a hands-on approach to delivering exceptional customer outcomes.

With experience across the non-profit sector, cybersecurity, and development platforms, Kevin has held leadership roles in publicly traded and PE-backed software organizations, as well as advisory positions with early-stage start-ups. He believes strong relationships are built one conversation at a time and applies that philosophy to every aspect of leadership.

Whether driving revenue growth, improving EBITDA, or deepening customer value and retention, creating a “win-win” remains central to his success. Kevin is driven by a belief that business can be a force for positive change, helping organizations achieve commercial success while advancing social and environmental progress.



Emily Prior,
Chief Growth Officer

Builds strategic partnerships that accelerate growth and scale environmental impact across global supply chains.

Emily Prior is Chief Growth Officer, leading strategic partnerships and alliances that accelerate growth through collaboration with global consultancies, technology partners, and multinational clients. A founding member of the leadership team, she helped design and launch the company’s initial supply chain sustainability proposition and scale it from concept to adoption by more than 50 Fortune 500 companies. She built the customer success function from the ground up, achieving 100% client retention over multiple years.

With more than 15 years of international experience delivering social and environmental impact across the private and non-profit sectors, Emily has designed, financed, and directed multi-million-dollar programs for Oxfam across Latin America, the Caribbean, and the Middle East. She also led the organizational transformation that unified five Oxfam affiliates into one country program.

A founding member of the Sustainable Procurement Pledge, Emily combines commercial acumen with sustainability leadership to build high-performing, mission-aligned partnerships that deliver measurable business growth and lasting environmental progress.



Nikki Irvine,
Chief Digital Officer

Leads Product, Engineering, and Data teams driving Secaro’s digital transformation.

Nikki Irvine is Chief Digital Officer, leading Product, Engineering, and Data teams, as well as the program management office driving the company’s data-as-a-service (DaaS) transformation.

With more than 25 years of experience in data, business intelligence, and digital leadership, she brings deep technical expertise and a hands-on approach to enterprise transformation.

Nikki began her career in UK and European grocery, general merchandise, and shipping before joining the early team at NET-A-PORTER, where she built large-scale data and e-commerce platforms powering over \$1 billion in transactions. She later led global digital and e-commerce teams at AllSaints and Browns Fashion under the Farfetch Group, driving major ERP and data initiatives.

A qualified Insights Discovery practitioner and dedicated mentor, Nikki is passionate about using technology to enable people, organizations, and sustainable progress.

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Cassandra Brown,
Commercial Director

Drives revenue growth and client engagement through partnerships that align business success with sustainability.

Cassandra Brown is Commercial Director at Secaro, responsible for driving revenue growth and scaling client engagement.

Since joining in 2022, she has supported more than 40 global clients in launching Scope 3 reduction programs, including the award-winning Activate initiative.

With more than a decade of experience in fundraising, corporate engagement, and commercial strategy, Cassandra blends commercial acumen with sustainability leadership to create shared value for customers and partners.

Cassandra holds a degree in English Literature and Linguistics from the University of York and further training in sales leadership with the Chartered Management Institute. Outside of Secaro, she serves as an elected councillor in the London Borough of Southwark.

Known for her collaborative approach, Cassandra is passionate about building partnerships that align business success with environmental progress—and deliver measurable impact at scale.



Adam Brain,
Customer Director

Leads customer success and delivery, helping clients achieve measurable progress in sustainability performance.

Adam Brain is Customer Director at Secaro, leading global customer delivery and engagement. With more than 15 years of experience across sustainability, technology, and customer success, he helps organizations translate climate ambition into measurable results.

Adam has led teams in fast-growing technology businesses focused on social and environmental impact and now, at Secaro, he leads customer delivery, helping clients improve sustainability performance across their supply chains.

He holds an MSc in International Development and Environmental Sustainability and leadership certifications from the Institute of Leadership and Management.

Adam is driven by a belief that technology and data can empower businesses to reduce emissions, strengthen resilience, and accelerate meaningful decarbonization across their supply chains.



Rob Eyre,
Product Director

Shapes product strategy to deliver innovative, data-driven solutions that create real customer impact.

Rob Eyre is Product Director, shaping the company's product vision and strategy to deliver better outcomes for customers.

With extensive experience in product discovery, software development, and supply chain innovation, he combines technical expertise with a deep understanding of customer needs to turn complex challenges into practical solutions.

Rob's career includes leading supply chain finance initiatives, contributing to the award-winning NHS COVID-19 app, and working in environmental consulting, for Amazon, and in several startups.

He holds an MBA and a degree in Physics from the University of Oxford, along with a Master's in Innovation from the University of Sussex.

Guided by curiosity, Rob is passionate about the need for innovation, collaboration, and agility to realize value from the opportunities in complex supply chains.

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Euan Goddard, Engineering Director

Leads platform architecture and engineering to build scalable, data-driven solutions that accelerate decarbonization.

Euan is Engineering Director at Secaro, responsible for the platform architecture to deliver scalable, customer-focused product experiences.

He brings deep expertise in leveraging emerging technologies, including AI, to ensure the company's technical strategy adopts best-in-class solutions.

With many years of experience migrating legacy systems and leading ground-up platform rebuilds, Euan provides the technical leadership needed to deliver scalable, resilient products. He holds a Master's and PhD in Chemistry from the University of Oxford.

Euan believes success in today's AI-driven landscape depends on agile team structures, cross-disciplinary collaboration, and a shared commitment to enabling supply chains to reduce their carbon footprint through the rapid exchange of data.



Julie Williams, Marketing Director

Leads global marketing strategy, brand, and communications to drive growth and strengthen Secaro's leadership in supply chain decarbonization.

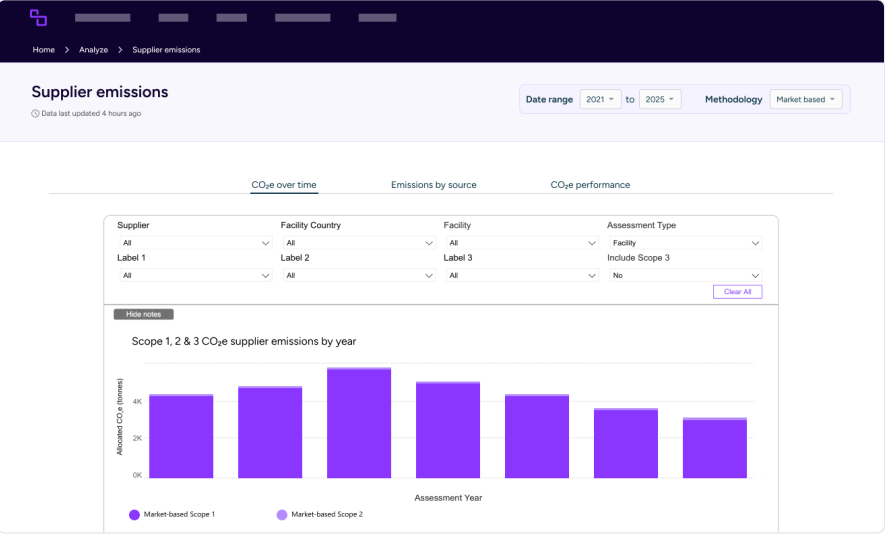
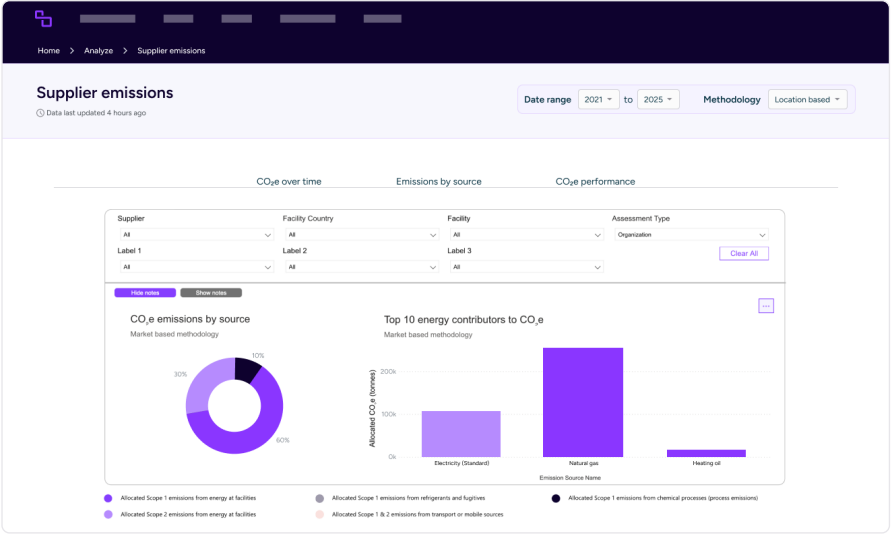
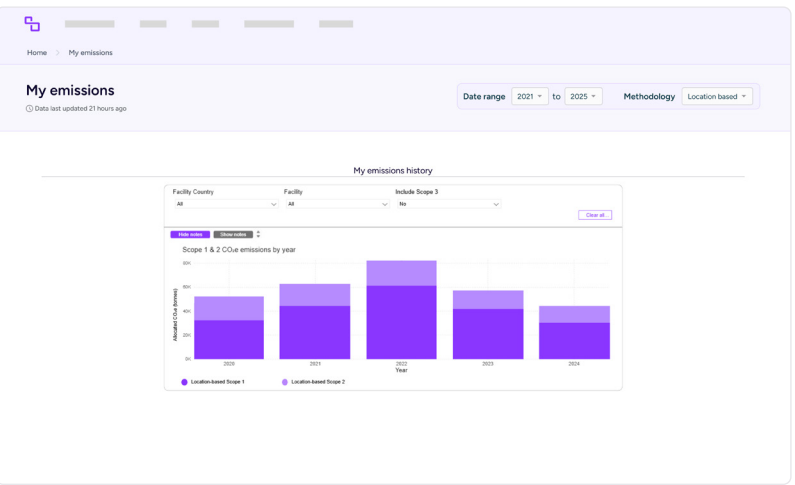
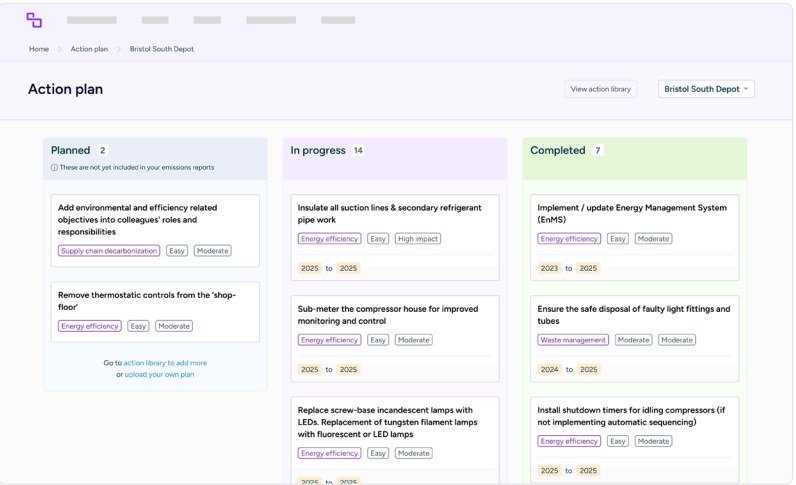
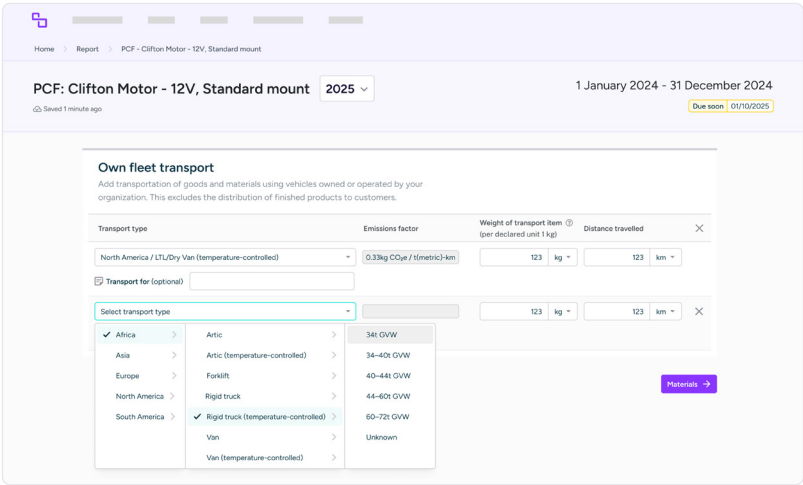
Julie is Marketing Director, responsible for leading brand, demand, and digital strategy to drive growth and strengthen Secaro's market position.

She brings deep expertise in developing integrated marketing strategies that unite creative vision with data-led performance.

With over a decade of experience in senior marketing roles, Julie has defined go-to-market strategies, led international cross-functional campaigns, and built high-performing teams.

Her customer-focused approach and strategic leadership continue to shape Secaro's brand and commercial direction.

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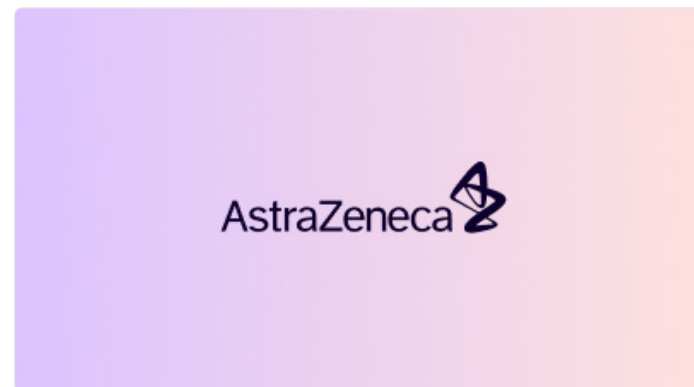
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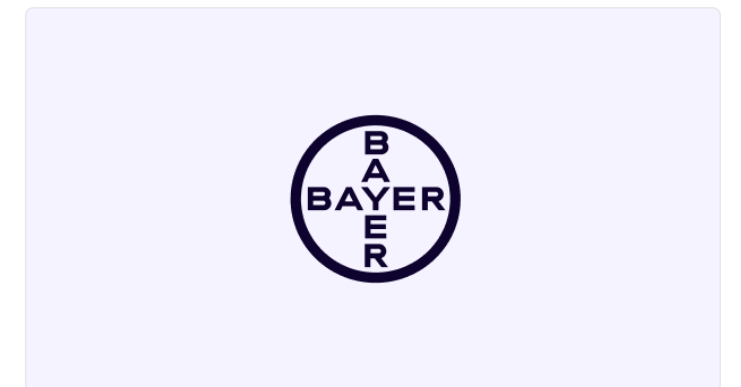
AstraZeneca

[Read the case study here](#)



Retail

[Read the case study here](#)



Bayer

[Read the case study here](#)

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Logo

The logo is the primary identifier of our brand. It's employed to quickly communicate our name and identity to the world.



Our logo captures our name, mission, and legacy. The interlinked 'S' in the Secaro logo symbolizes the seamless data flow between suppliers and buyers. Meanwhile, the outlined shapes reflect supply chain connectivity and collaboration. We pride ourselves on simplifying the complexity of supply chain data, and we wanted a simple logo form to reflect this.

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Logo Clear Space

Clear space is the required amount of space around a logo to maximize its visibility and impact. To determine the minimum clear space, reference the logo's x-height when placing it in layouts or by neighboring elements.



The x-height is measured from the top of the wordmark to the bottom, excluding the icon's height. As a general rule, avoid placing the logo any tighter than the suggested clear space. For smaller assets, you might not be able to follow this rule. In these instances, use your best judgement.

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Logo Scaling

The logo has been carefully crafted to read well, even at small sizes. There is no large-scale limit, but be careful at smaller sizes. If legibility is an issue, it's too small. Always use the correct artwork provided.



The recommended minimum size is 100 pixels wide for digital assets.



The recommended minimum size is 40mm wide for use on print assets.

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Logo Color

When combining the logo with brand colors, ensure there's ample contrast in color pairings. The following examples are approved combinations. The Secaro purple and Oxford blue logos should be used on white and light purple backgrounds, while the white logo should be used on Oxford blue and Secaro purple backgrounds.

The Secaro purple and Oxford blue logos should be used on white and light purple backgrounds.



The white logo should be used on Oxford blue and Secaro purple backgrounds.



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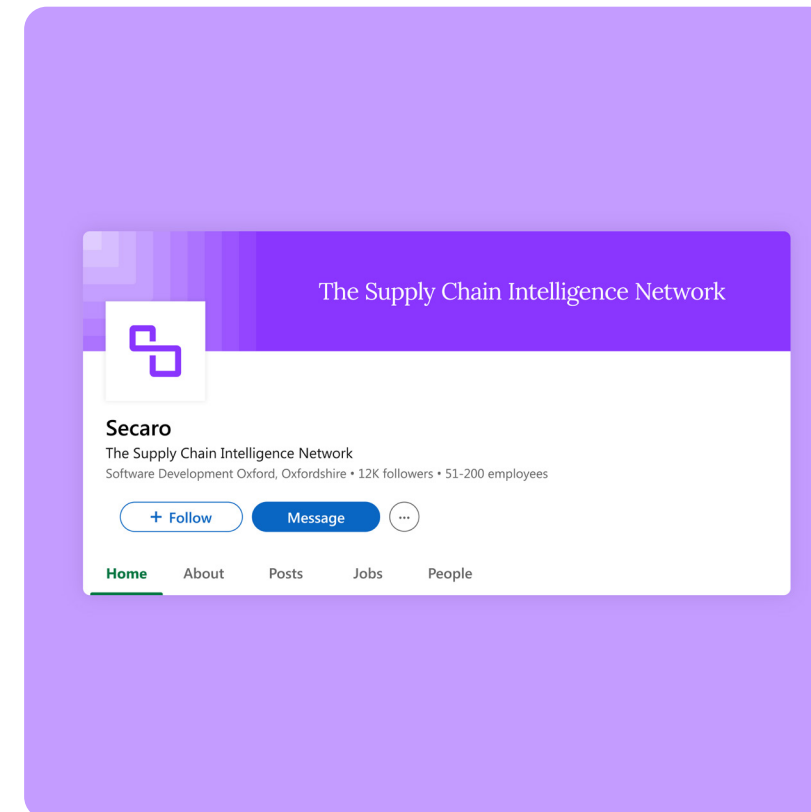
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Logo Symbol

The symbol is the simplest representation of Secaro. It should be used when the word “Secaro” is already present or when the name isn’t required. The symbol serves as our app icon, social media profile image, and favicon.



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Color

Color plays an important role in how our brand comes to life. Color amplifies brand expression and showcases our personality. This section defines our core and supporting colors, along with guidance for consistent use across all media.

<div><div></div><div><div>Name: Oxford blue</div><div>CMYK: 100/100/6/60</div><div>RGB: 14/1/46</div><div>HEX: #0E012E</div><div>PMS: P2766 C</div></div></div>	<div><div></div><div><div>Name: Secaro purple</div><div>CMYK: 66/76/0/0</div><div>RGB: 138/54/255</div><div>HEX: #8A36FF</div><div>PMS: P266 C</div></div></div>	<div><div></div><div><div>Name: Light purple</div><div>CMYK: 3/4/0/0</div><div>RGB: 245/243/255</div><div>HEX: #F5F3FF</div><div>PMS: P664 C</div></div></div>
<div><div></div><div><div>Name: Peach</div><div>CMYK: 0/14/10/0</div><div>RGB: 254/224/222</div><div>HEX: #FEE0DE</div><div>PMS: P9282 C</div></div></div>	<div><div></div><div><div>Name: Yellow</div><div>CMYK: 0/0/40/0</div><div>RGB: 249/255/166</div><div>HEX: #F9FFA6</div><div>PMS: P0131 C</div></div></div>	<div><div></div><div><div>Name: White</div><div>CMYK: 0/0/0/0</div><div>RGB: 255/255/255</div><div>HEX: #FFFFFF</div></div></div>

Always carry out a print test to ensure all colors are accurate and meet quality standards before final production.

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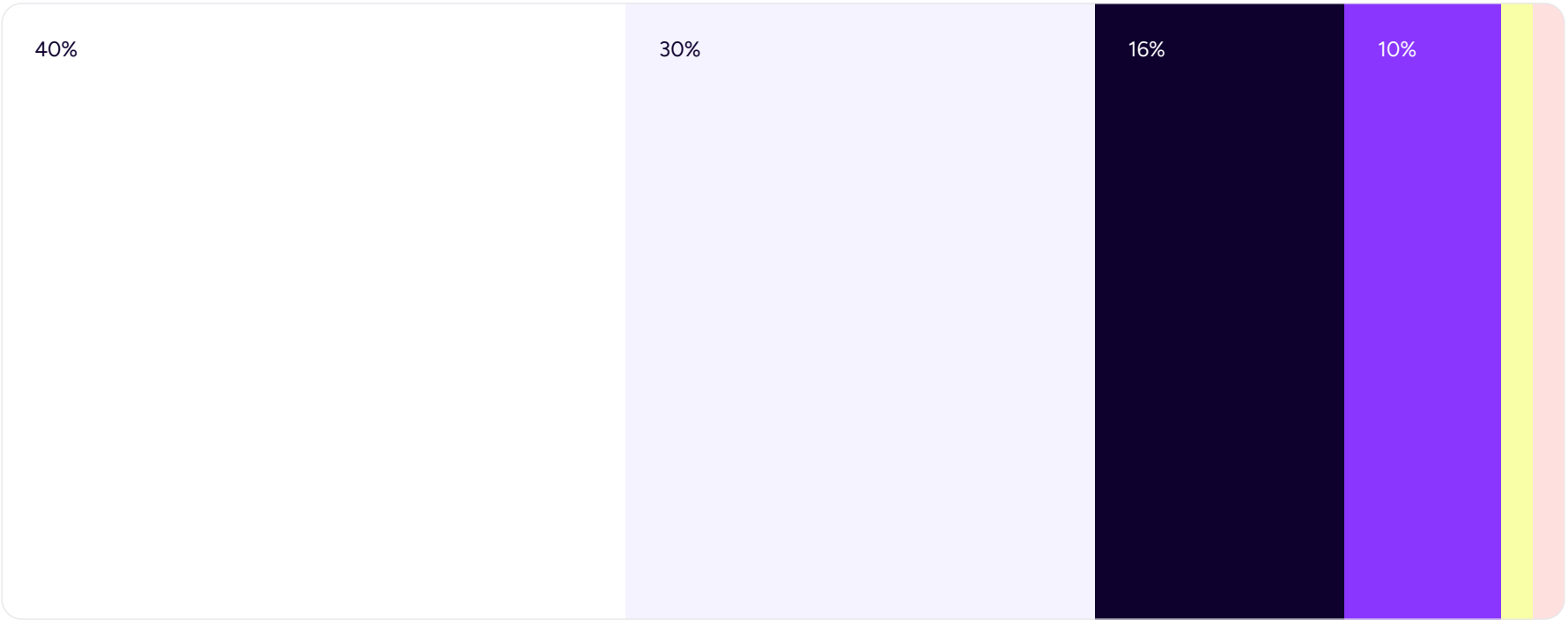
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Color Proportions

Use these defined color proportions to establish visual balance and emphasis across brand materials. Adhering to these ratios ensures consistency and cohesion throughout all brand collateral.



Our foundation is white and light purple. It’s clean and fresh and allows our content to shine. Backgrounds should primarily use white or light purple to keep the overall look airy and approachable. Oxford blue is the second most dominant color and should be primarily used for navigation bars or to highlight content. Headers should use Oxford blue for contrast and structure. Occasionally, when we need variety across a set of assets, Oxford blue can be used as a background color.

Secaro purple should be strategically placed on CTAs, brand patterns, or highlighted information. To add interest, this is also occasionally used for headers, backgrounds, or to divide content.

Accents (yellow and peach) should be applied in small doses to add interest and vibrancy without overpowering our primary brand colors.

Typography

At the heart of our identity is our unique typographic style. Type influences Secaro’s tone and brand expression.

Headlines and pull-out quotes: Parastoo Regular

Parastoo Regular

[Download here on Google Fonts](#)

Subheadings: Figtree Medium

Figtree Medium

[Download here on Google Fonts](#)

Body copy: Figtree Regular

Figtree Regular

[Download here on Google Fonts](#)

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Typography Hierarchy

Size, scale, and position all play a part in how information is consumed. Always ensure there’s a purposeful difference between type sizes. To ensure legibility, all marketing and communications should follow the ideal text stack below.

Headline: Parastoo Regular
Sentence case

Unlock supply chain
intelligence for better
business outcomes.

Subhead: Figtree Medium
Sentence case

Secaro collects supply chain data and facilitates data
exchange—offering a curated marketplace of solutions
to help our customers act.

Body: Figtree Regular
Sentence case

Secaro is the supply chain intelligence network. Our comprehensive, global data network enables
buyers and suppliers to connect, collaborate, and make smarter business decisions.

Typography Color

When using typography and color, follow this guidance.

Headings
in white.

Subheadings in white.

Body in white.

Use of type on Oxford blue backgrounds.

Headings
in Oxford blue.

Subheadings in Oxford blue.

Body in Oxford blue.

Use of type on white backgrounds.

Headings
in white.

Subheadings in white.

Body in white.

Use of type on Secaro purple backgrounds.

Headings
in Oxford blue.

Subheadings in Oxford blue.

Body in Oxford blue.

Use of type on light purple backgrounds.

Introductions in
Secaro purple.

Key content in Secaro purple.

Secaro purple should be used sparingly on text, on white and light purple backgrounds, and should only be used in specific contexts. It's reserved for highlighting key content, such as introductory text or pull-out information.

Introductions
in #AD72FF.

Key content in #AD72FF.

For legibility, you should use #AD72FF when applying purple on Oxford blue backgrounds. This should be used sparingly on text and should only be used in specific contexts. It's reserved for highlighting key content, such as introductory text or pull-out information. For digital use only, not recommended for print.

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Tone of Voice

To align with the user benefits of the Secaro platform:
Visibility, Reliability and Connectivity, and our core platform
capabilities: Analysis and Action, our tone of voice attributes are:

Objective:

We deliver a valuable transparency that enables businesses to make objective (not subjective) decisions. This should be reflected in our tone of voice with to-the-point and outcome-focused comms.

Trustworthy:

Data integrity is key to Secaro's platform offering. We offer quality, primary supply chain data and make it readily accessible to all relevant stakeholders. As such, our brand has an authentic and credible tone.

Collaborative:

Our data network facilitates supply chain engagement. To align with this, our tone of voice is welcoming and encouraging. We're always excited to bring new businesses onboard.

Proactive:

Secaro delivers reliable supply chain data. This gives our users clear direction so they can be proactive rather than reactive. As such, our tone of voice is active, ambitious, and future-focused.

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Official Channels:

LinkedIn: <https://www.linkedin.com/company/secaro-io>

Hashtags & Campaign Tags:

#SupplyChainIntelligence

#CarbonReduction

#Decarbonization

#Scope3

