



Best practices about
how SMEs utilize AI and Green practices.

»»» BEST PRACTICES «««



Transforming Tomorrow, Today

devera.

Sector: Technology / Sustainability / Environmental

Area of Impact: Circular economy

Location: Valencia, Spain — operations also in Germany, the United Kingdom and France

WWW.DEVERA.AI 



Co-funded by
the European Union

AI4GreenSME is a collaborative project funded by the European Union. Our consortium of partners brings together expertise in AI, sustainability, and SME development. (NOV 23 - OCT 24)



AI-Powered Platform for Automated Life Cycle Analysis & Transparent Carbon

Devera provides an AI-based platform that automates Life Cycle Analysis (LCA) for consumer products, enabling brands (including SMEs) to measure, compare, and communicate their carbon footprint rapidly, accurately, and affordably. It supports compliance with European regulations (such as the EU Green Claims Directive) and helps avoid greenwashing by backing environmental claims with verifiable data.

Outcomes and Impact

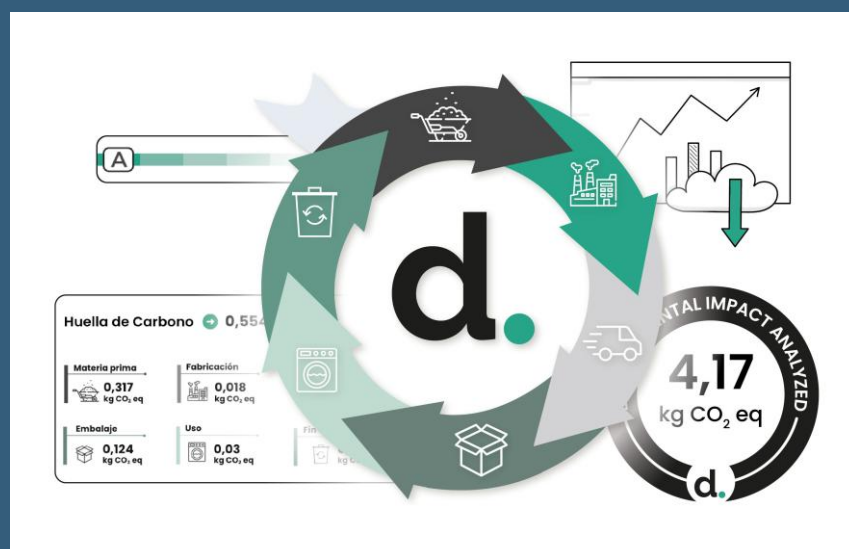
- Active operations in multiple countries: Spain, Germany, United Kingdom and France.
- Amplify Goods from the UK measured an 88% emissions reduction with Devera.
- KeepCool from Spain measures its environmental impact for the first time with Devera and validates its potential to reduce emissions
- The platform enhances transparency and strengthens stakeholder trust, helping companies demonstrate real progress in sustainability.

Objectives

- Environmental: Measure product-level carbon emissions across full life cycles and support their reduction through data-driven insights.
- Social/market: Democratize access to reliable environmental data for SMEs, ensure regulatory compliance, and strengthen transparency with stakeholders.
- Technological: Provide a scalable, automated LCA solution that delivers fast results while aligning with international standards.

Innovation Level

Automated LCA that cuts time and costs, powered by AI with robust datasets and simulations. Ensures radical transparency through Eco-Scores and recommendations and is accessible to SMEs as well as large companies.



Evidence of Effectiveness

Brands like SanaExpert, Incapto, Cooltra, and Saigu Cosmetics already use Devera to track and reduce their carbon footprint.

Scalability and Replicability

The digital platform can expand across countries, sectors, and product categories. Its affordability makes it accessible to SMEs, while alignment with international regulations and potential integration with policies and certifications support broader.

Alignment with International Standards

- Devera complies with ISO 14040/14044, ISO 14067, and the Greenhouse Gas GHG Protocol.
- It also supports UN SDGs: 12 (Responsible Consumption), 13 (Climate Action), and 9 (Innovation & Infrastructure).



Activities and Approach

- Devera collects product data across all life stages and uses trusted datasets with statistical simulations to ensure accuracy.
- It generates transparent reports (carbon footprint, Eco-Score, benchmarks, recommendations) through a user-friendly digital interface, fully aligned with regulatory frameworks.

Partnerships / collaborations

- Zubi Labs / Zubi Group: incubator / venture builder supporting Devera from the outset
- Brands/customers: SanaExpert, Incapto, Cooltra, Saigu Cosmetics
- ESG softwares and consultancies: R4S, Rivergo Advisors, AIJU, Angela Impact, etc...

>> Challenges

- Data gaps and complex supply chains
- Regulatory differences
- Low SME adoption

Lessons Learned <<

- Automation and transparency build trust
- Partnerships and pilots drive growth
- Regulation creates opportunity