

## Environmental and Social Data Sheet

### Overview

Project Name:	RED POINTS
Project Number:	2020-0934
Country:	Spain
Project Description:	RedPoints is a Barcelona-based start-up whose proprietary software for IP and brand protection assists SME's and larger companies in fighting counterfeiting and copyright infringement.
EIA required:	no
Project included in Carbon Footprint Exercise <sup>1</sup> :	no

### Environmental and Social Assessment

#### Environmental Assessment

The investment concerns research, development and innovation activities for the further development of the company's proprietary software technologies in the area of brand protection. In addition, it supports their overall growth in worldwide markets through dedicated market development resources.

The activities take place in existing locations and neither have any environmental impact nor do they require any environmental authorizations or an EIA as per Directive 2014/52/EU amending the EIA Directive 2011/92/EU.

Through its platform, Red Points helps companies to defend their intellectual property and online assets against content piracy and product counterfeiting – a growing problem in the context of rapidly expanding digital communication and increasing e-commerce. The investment supports the further development and commercialisation of the promoter's platform to promptly detect infringement and counterfeiting on the internet, offering brands the tools to automate the removal of illegitimate products and content at a global scale.

### Conclusions and Recommendations

Considering the above, the investment is acceptable for EIB financing in environmental and social terms.

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<sup>1</sup> Only projects that meet the scope of the Carbon Footprint Exercise, as defined in the EIB Carbon Footprint Methodologies, are included, provided estimated emissions exceed the methodology thresholds: 20,000 tonnes CO<sub>2</sub>e/year absolute (gross) or 20,000 tonnes CO<sub>2</sub>e/year relative (net) – both increases and savings.