

Competitor overview

**Doconomy**

Doconomy website

HQ: Stockholm, Sweden

**2018**  
founded

**78**  
employees

**\$52M**  
total funding

**\$19M**  
highest funding (2022)

## Overview

Doconomy is a key competitor of ecolytiq. They have strong backing from partners like Mastercard and have received significant funding, totaling USD 52 million.

However, there are notable weaknesses in their service compared to ecolytiq:

- They do not provide localized CO2e data.
- Undisclosed methodology impedes the assessment of calculations by clients and stakeholders
- Their customer engagement around refinements and insights is weaker.

### Major partners



## ecolytiq's advantages over Doconomy

### CO2e Footprint Calculation – Localization

Doconomy relies on global average data, which can lead to inaccuracies. ecolytiq localizes all country models, considering national characteristics that influence the numbers.

### CO2e Footprint Calculation - Transparency

Doconomy's Åland Index lacks open access and transparency. ecolytiq is fully transparent, with its methodology and carbon intensity factors available for review on the OfcC website.

### Insights – Individualization

Doconomy doesn't provide contextualized environmental behavior change advice for specific transactions. ecolytiq offers personalized proposals based on individual consumption preferences.

## Doconomy's USPs to note

### Providing H2O impact data in addition to CO2e

These are global numbers. ecolytiq can offer localized H2O data upon request, depending on data availability, to avoid overwhelming customers with information, prioritizing CO2 data

#### Note

Doconomy's key information, advantages, and USPs are summarized for quick reference in your sales efforts

Largest clients

**Klarna.**



**Nordea**

**ÅLANDSBANKEN**