

QuickSMS Environmental Policy

Section A: Commitment to Net Zero Greenhouse Gas Emissions and Environmental Stewardship

Introduction

QuickSMS is committed to becoming a leader in environmental sustainability, aligning with UK, European, USA, and UAE regulations while targeting ISO14001 certification by Q1 2025. We are dedicated to achieving carbon neutrality through sustainable practices, efficient resource management, and strategic emission reduction initiatives. This policy underscores our approach to minimize our environmental impact and contribute positively to net zero goals.

Strategy and Actions

1. Enhancing Energy Efficiency in Operations QuickSMS leverages modern data centres and technologies to ensure optimal energy use.

- Initiatives: Conduct quarterly power usage effectiveness (PUE) audits to identify potential improvements. Implement virtualization and energy-saving software across operations.
- Goal: Reduce energy consumption by 10% by Q2 2025.

2. Transition to Renewable Energy Sources QuickSMS is dedicated to sourcing energy from renewables for both data centres and office operations.

- Initiatives: Shift all offices to 100% renewable energy and utilize renewable energy in third-party data centres.
- Goal: Achieve full renewable energy utilization by Q1 2025.

3. Zero Waste to Landfill and Circular Economy We aim to minimize waste through sustainable disposal practices and a circular economy model.

- Initiatives: Implement a closed-loop recycling program for IT equipment, partnering with certified e-waste recyclers.
- Goal: Reduce e-waste by 25% by Q3 2024 and achieve zero landfill waste by Q1 2025.

4. Sustainable Transportation Initiative QuickSMS promotes a shift towards greener transportation.

- Initiatives: Transition the vehicle fleet to electric models and encourage remote work to minimize travel emissions.
- Goal: Fully convert the vehicle fleet to electric by Q3 2025 and reduce travel emissions by 50% by Q4 2024.

5. Supplier Engagement and Compliance We engage suppliers to adopt sustainable practices and meet ISO14001 standards.

- Initiatives: Conduct annual audits and collaborate on emission-reduction strategies.
- Goal: Achieve 100% ISO14001 compliance from key suppliers and a 10% annual reduction in supplier emissions by Q2 2025.

Timed Action Plan for Section A

Action Item	Timeline	Responsible Party	Milestone/Target
Energy efficiency audits	Ongoing	IT Director	10% reduction by Q2 2025
Renewable energy transition	Q1 2025	Operations Manager	100% renewable energy by Q1 2025
Closed-loop recycling system	Q2 2024	Facilities Manager	25% e-waste reduction by Q3 2024
EV fleet transition	Q3 2025	Fleet Manager	Full EV fleet by Q2 2026
Supplier sustainability audits	Annually	Procurement Manager	100% certified suppliers by Q2 2025

Tools and Metrics for Monitoring

- GHG emissions (Scope 1, 2, and 3) tracked quarterly.
- Energy consumption (kWh) in data centres and offices.
- Renewable energy usage as a percentage of total consumption.
- Waste diversion rates and electronic recycling outcomes.
- Fleet conversion and travel-related emission data.

Section B: Engaging Staff, Suppliers, and Communities for Environmental Protection

Introduction

QuickSMS believes in fostering a culture of environmental responsibility among staff, suppliers, and communities. By embedding sustainability into our core practices, we aim to influence broader societal changes and uphold the highest standards of environmental stewardship.

Strategy and Actions

1. Employee Training and Engagement Empowering employees with environmental knowledge and practices is a key pillar.

- Initiatives: Mandatory training on energy efficiency, waste reduction, and sustainability; implement office sustainability measures.
- Goal: Train 100% of employees by Q2 2024 and achieve a 15% reduction in office energy use by Q3 2024.

2. Sustainable Supplier Collaboration QuickSMS will partner with suppliers to align their practices with our environmental goals.

- Initiatives: Conduct sustainability workshops and require annual environmental performance reporting.
- Goal: Engage 100% of key suppliers in workshops by Q4 2024 and ensure ISO14001 certification by Q2 2025.

3. Green Communication Services for Clients QuickSMS will support clients in minimizing their communication footprint.

- Initiatives: Promote optimized, energy-efficient messaging services and digital communication solutions.
- Goal: Achieve a 30% adoption of eco-friendly services by Q1 2025.

4. Community Engagement and Outreach Contributing to community-level sustainability projects is an essential part of our CSR.

- Initiatives: Offer pro bono services for environmental campaigns and support community activities.
- Goal: Support at least 10 community campaigns by Q3 2025.

Timed Action Plan for Section B

Action Item	Timeline	Responsible Party	Milestone/Target
Staff training on environmental awareness	Q2 2024	HR Manager	100% trained by Q2 2024
Supplier sustainability workshops	Q4 2024	Procurement Manager	100% supplier participation by Q4 2024
Eco-friendly communication services	Q1 2025	Product Development Team	30% client adoption by Q1 2025
Pro bono community support initiatives	Ongoing	CSR Manager	Support 10 campaigns by Q3 2025

Monitoring Tools and Metrics

- Completion rates for training programs.
- Percentage of suppliers achieving ISO14001 certification.
- Adoption rates of eco-friendly client services.
- Impact of community outreach efforts measured by participation and feedback.

Summary

QuickSMS is committed to sustainability and achieving carbon neutrality by continuously improving environmental practices. This policy aligns with global environmental laws and ISO14001 standards, ensuring we contribute meaningfully to net zero targets and broader environmental welfare.

Section C: Partnership with Durrell’s Rewild Carbon Initiative

Introduction

QuickSMS is proud to support Durrell’s Rewild Carbon campaign, a pioneering initiative that tackles climate change by restoring and protecting critical ecosystems. The campaign combines biodiversity conservation and carbon capture, making it a unique and impactful approach to achieving environmental sustainability. Through this partnership, QuickSMS not only offsets carbon emissions but also contributes to global biodiversity restoration.

About Durrell’s Rewild Carbon Campaign

Durrell’s Rewild Carbon campaign focuses on rewilding landscapes that act as carbon sinks while restoring habitats for endangered species. This initiative supports communities by enhancing local livelihoods and fostering a harmonious relationship between people and nature. By investing in Rewild Carbon, organizations and individuals contribute to capturing carbon dioxide, safeguarding wildlife, and promoting ecosystem resilience.

Our Commitment to Rewild Carbon

QuickSMS is committed to actively participating in and supporting the Rewild Carbon initiative as part of our broader sustainability goals. By aligning our carbon offset strategy with this campaign, we

contribute not only to reducing our carbon footprint but also to broader conservation and environmental health efforts.

Strategy and Actions

1. Integration with Carbon Offset Programs QuickSMS integrated the Rewild Carbon campaign into its carbon offset strategy in Q1 2024, ensuring that our support directly contributes to measurable carbon sequestration and habitat restoration.

- Initiatives: Partner with Durrell to allocate a portion of our carbon offset budget to support the restoration of critical ecosystems through Rewild Carbon.
- Goal: Offset 20% of our operational carbon emissions through participation in Rewild Carbon by Q4 2024.

2. Employee Engagement in Conservation Efforts QuickSMS will continue encouraging employees to participate in conservation activities linked to Rewild Carbon, fostering environmental awareness and a deeper commitment to sustainability.

- Initiatives: Organize volunteer programs and educational workshops about the benefits of rewilding and carbon offsetting.
- Goal: Engage 50% of employees in Rewild Carbon awareness programs by Q2 2024.

3. Public Advocacy and Client Collaboration QuickSMS will promote the Rewild Carbon campaign among clients and partners, encouraging them to support the initiative as part of their own environmental strategies.

- Initiatives: Include information about Rewild Carbon in client communications and sustainability reports, highlighting its dual impact on carbon offsetting and biodiversity.
- Goal: Secure participation from at least 10% of clients in Rewild Carbon initiatives by Q1 2025.

Timed Action Plan for Section C

Action Item	Timeline	Responsible Party	Milestone/Target
Integrate Rewild Carbon in carbon strategy	Q1 2024	Sustainability Manager	Achieved integration in Q1 2024
Offset operational carbon emissions	Q4 2024	Sustainability Manager	Offset 20% of carbon emissions by Q4 2024
Employee conservation engagement	Q2 2024	HR & CSR Teams	50% employee participation by Q2 2024
Promote Rewild Carbon to clients	Q1 2025	Marketing Team	10% client involvement in Rewild Carbon by Q1 2025

Summary

QuickSMS integrated the Rewild Carbon initiative into its environmental strategy in Q1 2024, enhancing its commitment to carbon neutrality and biodiversity. This step underscores our focus on impactful climate action, involving employees and partners in a comprehensive approach that aligns with our sustainability goals and supports the restoration of ecosystems.