

Net Zero and Sustainability Policy Statement

At Cloud Mantra, we recognize the urgent need to address climate change and are committed to playing our part in achieving a sustainable future. As a London-based boutique Salesforce consultancy specializing in Quote to Cash transformations, we are dedicated to integrating sustainability into every aspect of our operations and services. We pledge to achieve net zero greenhouse gas (GHG) emissions across our entire value chain by 2050, aligning with the UK's national targets and global climate commitments. This policy outlines our strategic approach to achieving this goal and underscores our commitment to environmental stewardship. To support our efforts, we have identified specific objectives that will guide our progress, provide clear benchmarks for success, and ensure measurable outcomes that help us stay accountable to our sustainability goals.

Commitments to Sustainability

Specific Objectives

- 1. Achieve a 50% reduction in direct and indirect emissions by 2030:**
 - Implement comprehensive energy audits to identify inefficiencies and prioritize emission-reduction strategies.
 - Upgrade all office facilities to use energy-efficient technologies and smart management systems to minimize energy consumption.
 - Enhance internal policies to reduce direct emissions, including restrictions on non-essential travel and the promotion of virtual collaboration tools.
 - 2. Transition to 100% renewable electricity for all operational needs by 2025:**
 - Establish contracts with certified renewable energy providers to power all offices and data centers.
 - Monitor and report the percentage of renewable energy consumption annually to ensure transparency and progress.
 - Partner with landlords and property managers to encourage the installation of on-site renewable energy systems where feasible.
 - 3. Introduce a sustainability innovation fund by 2024:**
 - Allocate financial resources specifically for internal and external projects aimed at fostering green technology solutions.
 - Encourage cross-functional teams to propose initiatives for improving environmental impact, with a focus on Salesforce ecosystem innovations.
 - Provide grants or co-investment opportunities to clients and partners for adopting and scaling eco-friendly business practices.
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Energy Efficiency and Renewable Energy

- 1. Transition all office operations to 100% renewable electricity by 2025:**
 - Secure renewable energy certification to validate all purchased electricity as zero-carbon.

- Collaborate with energy suppliers to optimize energy contracts and reduce costs while maintaining sustainability goals.
 - Encourage energy-efficient workspaces by promoting best practices among employees, such as reducing idle power consumption.
- 2. Optimize energy usage through advanced systems:**
- Deploy state-of-the-art energy management systems to monitor, control, and reduce energy usage in real-time.
 - Install energy-efficient lighting, HVAC systems, and smart devices across all locations to minimize waste.
 - Regularly review and adjust energy optimization strategies based on performance metrics and emerging technologies.
- 3. Collaborate with cloud service providers for sustainable digital solutions:**
- Partner with providers that use renewable energy to power their data centers and share energy usage metrics.
 - Work jointly to ensure our software solutions are hosted in the most sustainable environments available.
 - Advocate for the adoption of green computing practices within the broader Salesforce community.
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Sustainable Software Development

- 1. Adopt eco-friendly coding practices:**
- Train developers in techniques for creating energy-efficient code that minimizes computational resource usage.
 - Optimize algorithms and workflows within Salesforce solutions to reduce processing times and associated energy consumption.
 - Periodically review and refactor legacy software to ensure continued adherence to sustainability standards.
- 2. Partner with green hosting providers:**
- Prioritize collaborations with hosting services that demonstrate a strong commitment to low-carbon operations.
 - Evaluate providers based on their energy efficiency, renewable energy usage, and sustainability certifications.
 - Develop a roadmap for transitioning all hosting services to environmentally sustainable options within five years.
- 3. Support clients in achieving their sustainability goals:**
- Integrate sustainability tracking tools into Salesforce implementations to provide clients with actionable insights.
 - Offer consultation services that align technology solutions with clients' environmental objectives.
 - Create resource libraries and guides to help clients adopt greener digital transformation practices.
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Employee Engagement and Awareness

1. **Educate and empower employees on sustainability practices:**

- Launch regular training sessions and workshops to build awareness of climate issues and sustainable practices.
- Develop an online sustainability learning platform featuring resources, courses, and case studies.
- Include sustainability-focused modules in onboarding programs for new hires.

2. **Foster a culture of sustainability within daily operations:**

- Establish green committees to spearhead initiatives such as waste reduction, recycling, and energy conservation.
- Organize company-wide challenges and events to promote eco-friendly behaviors, such as zero-waste weeks.
- Set up suggestion systems to encourage employees to propose innovative sustainability ideas.

3. **Promote sustainable commuting and remote work:**

- Provide subsidies for public transport, carpooling, and electric vehicle usage to reduce commuting emissions.
 - Equip employees with tools and resources to effectively work from home, minimizing office energy demands.
 - Implement policies to encourage cycling and walking, including bike-to-work schemes and secure bicycle storage.
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Carbon Footprint Measurement and Reduction

1. **Conduct regular carbon footprint assessments:**

- Use advanced tools to calculate and analyze emissions across all business activities.
- Identify hotspots and prioritize areas for targeted reduction initiatives.
- Publish detailed findings to ensure accountability and transparency.

2. **Implement measures to reduce emissions:**

- Transition to virtual meetings for client interactions to minimize travel emissions.
- Adopt hybrid vehicle fleets or rely on sustainable delivery partners for logistics needs.
- Optimize operational workflows to reduce waste and energy usage.

3. **Invest in high-quality carbon offset programs:**

- Select offsets that focus on reforestation, renewable energy projects, and community development.
 - Regularly assess the impact of offset investments to ensure they deliver measurable benefits.
 - Balance offset programs with direct reduction strategies for long-term sustainability.
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Transparency and Reporting

1. **Publish comprehensive sustainability reports annually:**

- Include detailed performance metrics, challenges faced, and corrective actions taken.
- Highlight key achievements and areas for improvement to maintain stakeholder trust.
- Present the reports in an accessible format, ensuring readability for all audiences.

2. **Engage stakeholders in transparency efforts:**

- Host periodic meetings with clients and employees to discuss sustainability progress.
 - Solicit feedback to improve reporting and align efforts with stakeholder priorities.
 - Create dedicated communication channels for sustainability-related inquiries and suggestions.
- 3. Monitor and benchmark performance:**
- Use industry standards to evaluate the effectiveness of initiatives.
 - Conduct third-party reviews to validate claims and strategies.
 - Incorporate innovative metrics to track the holistic impact of sustainability efforts.
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Governance and Accountability

Our commitment to sustainability is deeply embedded in our corporate governance framework, reflecting our dedication to integrating environmental responsibility into our strategic decision-making. A dedicated Environmental, Social, and Governance (ESG) committee oversees the development, implementation, and monitoring of our sustainability initiatives. This committee is responsible for:

- Setting ambitious yet achievable goals aligned with our net zero commitment.
- Ensuring company-wide adherence to this policy through regular audits and reviews.
- Driving progress by aligning sustainability strategies with broader business objectives.

Regular updates from the ESG committee are shared with leadership to maintain alignment and ensure accountability across all levels of the organization.

A Shared Vision for a Sustainable Future

We acknowledge that achieving net zero emissions is an ambitious goal, but it is one we embrace with determination and purpose. By integrating sustainability into our operations, services, and partnerships, we aim to create lasting positive impacts for the environment, our clients, and the communities we serve. Through this policy, we reaffirm our unwavering commitment to being a responsible and sustainable business leader. We strive to contribute meaningfully to global efforts against climate change while inspiring our clients, partners, and stakeholders to join us in building a more sustainable future. Together, we can ensure that the benefits of technological advancement are coupled with the preservation of our planet for generations to come.