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Carbon Emissions Negative:

Aiimi's take
on net zero.

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Welcome.

We've all heard the phrase 'net zero', but what does it mean in real terms? Why is it so important? Is it something you do, or something you calculate? Better yet, could Aimi be net zero?



What is net zero?



Net zero means cutting greenhouse gas emissions to as close to zero as possible, with any remaining emissions re-absorbed from the atmosphere, by oceans and forests for instance.

Source: The United Nations

Net zero is a direct response to global warming, one of the long-term effects of climate change. Burning fossil fuels, deforestation, and farming livestock are the biggest factors affecting the earth's climate and temperature. They add enormous amounts of greenhouse gas to those naturally occurring in the atmosphere and have a direct impact on the greenhouse effect, which is the main driver of climate change. It occurs when the sun's heat stops greenhouse gases leaving the earth's atmosphere and leaking into space, causing global warming.





The hard facts.

The world is warming faster than at any point in recorded history. If heating continues, it will have a devastating impact on the planet, causing hunger, flooding, wildfires, hurricanes, and draughts.

Source: United Nations Environment Programme

Human activities are the biggest contributors to global warming, causing the highest concentrations of CO₂ in the atmosphere. By 2020, CO₂ emissions had risen to 48% above their pre-industrial levels (before 1750).

Source: European Commission

The global technology industry produced 2-3% of the world's carbon emissions in 2021, which is comparable with global aviation.

Source: United Nations Environment Programme

The Group of 20 countries (including the UK, the US, and the EU) are responsible for about 75% of global greenhouse gas emissions.

Source: UNEP Emissions Gap Report 2022

G20 Countries

Argentina	France	Japan	South Korea
Australia	Germany	Mexico	Turkey
Brazil	India	Russia	United Kingdom
Canada	Indonesia	Saudi Arabia	United States
China	Italy	South Africa	European Union



Taking action.

Around the world, countries, cities, organisations, and individuals are taking action to tackle climate change and its negative impacts. In real terms, this means taking steps to limit the spike in temperatures to an average of 1.5°C above pre-industrial levels. This long-term goal was set in the Paris Agreement, a legally binding international treaty on climate change, adopted by 196 parties following the UN Climate Change Conference in 2015.

To achieve this, the world must reduce emissions by 45% by 2030 and reach net zero by 2050. And for net zero to be effective, the changes need to be permanent – greenhouse gases can't return to the atmosphere over time through deforestation or improper carbon storage.

Ever since the net zero target came into play in 2015, there's been a growing coalition of countries, cities, and organisations pledging to reach net zero emissions. The UK's net zero strategy, Build Back Greener, sets out policies and proposals for decarbonising all sectors of the UK economy to meet the net zero target by 2050.

There are three approaches to tackling climate change and mitigating its impacts:

1. Reducing and avoiding greenhouse gas emissions

This means rethinking how we power our economy, grow our food, travel, consume, and live. It means using on-site renewable and other climate-friendly energy resources, like small-scale wind generation, solar, geothermal energy, and hydrogen.

2. Carbon removal

This is the process of removing CO₂ from the atmosphere by deliberate human activities, to store in geological, terrestrial, or ocean reservoirs for decades, centuries, or millennia. The most common strategies are natural (like tree restoration and agricultural soil management); high-tech (like air capture and enhanced mineralisation); and hybrid (like bioenergy with carbon capture and storage, enhanced root crops, and ocean-based carbon removal).

3. Carbon offsetting

This is the action or process of compensating for CO₂ emissions arising from industrial or other human activity by participating in schemes designed to make equivalent reductions of CO₂ in the atmosphere. A person or organisation can buy carbon offset credits to decrease or compensate for their carbon footprint. When the number of carbon offset credits purchased is equal to the carbon footprint, the person or organisation is 'carbon neutral'.

Aiimi's Net Zero Catalyst.

We can't just leave it to big corporations, government organisations, and countries to tackle climate change.

According to government statistics [2022], Small to Medium Enterprises in the UK employed 16.4 million people, equating to 61% of the total number of private sector employees¹. Collectively, therefore, organisations like Aiimi are crucial to achieving net zero by 2050.

We understand that we're inherently part of the problem, so we want to make sure we're doing everything we can to be part of the solution.

As a business, we're all about using the information available to find a better way and create transformational change. Now we know more, so we're empowered to do more.

Aiimi's Net Zero Catalyst is about taking proactive steps to drive positive progress. Our focus is on making long-term, transparent, sustainable commitments to address the climate challenge. This means we will prioritise minimising our carbon emissions, and any emissions that we can't avoid altogether, we will seek to offset. This includes engaging directly in schemes that help remove carbon from the environment.

¹<https://www.gov.uk/government/statistics/business-population-estimates-2022/business-population-estimates-for-the-uk-and-regions-2022-statistical-release-html>



Our Approach.

Our aim for the future is to become Carbon Emissions Negative, meaning we lock away more carbon than we emit.

Our office runs on a renewable energy tariff, we recycle as much as we can, we gift the use of our space to businesses and charities, we offer a Cycle to Work scheme programme, and we offer an electric vehicle car scheme. We've maintained carbon neutrality since Aiimi was founded in 2013, in line with ISO 14001:2015 Certificate of Environmental Management, meaning we've offset the same amount of carbon that we've created, by providing financial support to projects that help tackle climate change.

We've made the decision to move to a set of more comprehensive and rigorous standards and certifications: ISO 14064, ISO 14068, and IWA42.

Respectively, these standards and guidelines will help us achieve three things:

- Be confident that our carbon emissions are correctly calculated, at a granular level.

- Be confident that our carbon emissions are offset against high-quality carbon removal projects.
- Assure our stakeholders, from employees, to customers, to shareholders, of progress in our journey to net zero – namely, reducing carbon emissions per capita, in line with our carbon reduction management plan.

We have engaged BSI (British Standards Institute) as an external verifier, who will audit our efforts and provide accreditation that we are adhering to these standards and guidelines.

As a data company, we understand the importance of monitoring data in real time to identify and address anomalies and emerging trends. So, we've created a dynamic carbon emissions and reporting dashboard that pulls data from the contributing operational data systems and delivers monthly reports on our emissions status.

Aiimi has some aggressive growth plans, and we expect our gross emissions to increase in line with business expansion. Using the 2024 per-capita figure as our baseline, we've identified a set of internal initiatives that look to deliver a year-on-year per capita saving, making us a more carbon efficient business overall. These fall into three main categories:

Reduce

We are committed to reducing our carbon footprint per head on a year-on-year basis. We will do this by critically assessing our suppliers, the products we use, and the travel choices we make on an ongoing basis. Wherever possible, we will use carbon-efficient supplies and recycle assets such as laptops. We will make our staff aware of carbon costs when they're choosing between options, and we will send carbon reports to staff and managers, to give people the opportunity to think twice and make better choices.

Refine

We will challenge ourselves regarding the design and delivery of our software solutions to minimise the use of resources and associated emissions.

Remove

We will seek practical, local carbon offsetting and removal strategies, where the investment is transparent, sustainable, and socially impactful. We will seek to find ways of generating our own carbon credits, through schemes such as reforestation. More on this below.



Our offsetting plan.

As a software development and services company, it's inevitable that we will be a net contributor of carbon emissions to some extent, so we need a well-considered offsetting strategy. Our aim for the future is to become Carbon Emissions Negative, meaning we get to a point where we lock away more carbon than we emit, to be a net benefit to the planet from a CO₂ emissions standpoint.

To date, we've engaged with projects that have been approved by Quality Assurance Standard (QAS) for Carbon Offsetting, namely: the Zoba Anseba Community Safe Water Project (Gold Standard VERs2), the Uganda Borehole Rehabilitation Project (Gold Standard VERs), the VP Biosupply Wastewater Treatment and Biogas Utilization Project (VCS), and the Kenya Reforestation Project in the Great Rift Valley.

It's increasingly important to us and our employees that there is full visibility and transparency in how our offsetting is being achieved. So, we're focusing on investing in local,

community-enhancing projects that benefit our local area as well as the planet – and, crucially, ones that wouldn't have been happening if we weren't involved.

This includes the potential for owning and reforesting our own land, to contribute positively towards biodiversity and environmental sustainability in both the short and longer term. Planting trees on our own land would lock away carbon year on year, create a project for our staff to actively engage in, and provide a local amenity for outdoor activities. We're currently engaged with the Forestry Commission and local Land Agents to identify suitable sites and develop our investment and planting plans.





Getting everyone involved.

Being net zero is a goal that everyone can contribute towards. Aimi is committed to supporting its employees, customers, and local communities in their efforts to reduce their carbon footprint and mitigate the impacts of climate change.

We believe in thinking about the full lifetime cost of everything we do as individuals, because we can all make a tangible difference. No matter what you think about global warming, it's clear that the world will be a better place if we recycle where we can, reuse or repurpose rather than throw away, gift or donate rather than send to landfill, and take care of our local communities.

Work life

We will provide easy-to-use facilities and products that support an eco-friendly lifestyle. This includes offering electric vehicles through a salary sacrifice scheme.

Home life

We will support our employees through research into and promotion of schemes that allow our employees to practice more carbon efficient lifestyles. This includes information on Government schemes and recommended strategies for carbon reduction.

Communities of Purpose

We already have an active Community of Purpose group, Aimi Goes Green, which is proactively seeking new and innovative ways to support and promote carbon reduction, both at work and at home. Aimi will continue to support these employee-driven ideas with the funding and backing to make them a reality. We will also continue to engage in community projects that promote and deliver carbon neutrality, relating to both employees and the local community.

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