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What is our perceived impact?

As a small web company, we realise that we are contributing to environmental issues and we want to play our part in moving to an environmentally sustainable future.

We consider our main points of impact to be:-

- choice of web hosting
- maintenance of office space
- choice of energy supplier
- travel - commuting, attending conferences and visiting clients

How have we countered this impact?

We moved our web hosting provision to Digital Ocean several years ago, and a non-negotiable factor in our choice was to go with a sustainable company. They have been analysed independently and the UK facility - housed in an Equinix facility in London - is considered green since it has had 100% renewable coverage since 2018.

<https://www.madebymutual.com/blog/is-digitalocean-green-hosting/>

Hosting providers manage and run the data centres where your website and content are ultimately stored. Our provider uses cloud storage data centres, which are generally greener than their on-premises counterparts.

In terms of office space, we purchase green when we can for cleaning products and other consumables. We have opted to buy our energy from Good Energy, which is more expensive than other providers but is a renewable energy supplier:

<https://www.goodenergy.co.uk/>

One of our conscious successes is that our staff have changed their commuting habits, and now 100% travel to and from work either on foot or push bike. We do not fly for work purposes any longer, and use public transport rather than car wherever possible when visiting clients. When Zoom will do as well as a face-to-face visit, we will discuss with our clients before attending in person.

What are our future plans?

We are open to changing in future. We will continue looking into other 'green' hosting providers as they come to market, to ensure we're using the best solution for our clients - and for the planet.

We will also keep under review our own habits and purchasing decisions, and will actively consider our ongoing environmental footprint when making business decisions or choosing projects.

Approval date

The statement was approved by the board on 29 August 2025.

Review date

This statement is due to be reviewed within 12 months of the approval date.