



SUSTAINABILITY MANAGEMENT PLAN

Abraxys can have a significantly positive impact on the world and grow its business by tackling sustainability issues. This can be achieved by improving our product/service sustainability and effectively communicating these changes to the world. This would increase people's awareness of sustainability issues, and make the Abraxys product more appealing to its target audience. This document explores how these goals can be achieved.

Key takeaways:

- Abraxys is already sustainable-by-default to a certain degree and has a great basis for becoming an industry thought-leader in the sustainability area.
- The positioning of the brand as sustainable can help grow the business.
- The company executives need to address sustainability issues internally and externally, to put it on the company culture's agenda.

Sustainability focuses on efficient and effective solutions that are better for society and the environment by promoting the following actions:

- Decrease of carbon footprint
- Reuse
- Recycle
- Reduce over-consumption
- Diversity
- Decentralization and more

Many of these aspects are already practiced by Abraxys and should be leveraged.

Why Should Abraxys Care?

Despite the high levels of urban development and economic growth worldwide, the true costs of growth have been unaccounted for in today's models. Humans reached a critical point in time where, without proactive action, it will challenge our way of life. We need to start taking accountability for the cost that our development has on the environment. If we do so, we can create a sustainable future and - with a little innovation and intelligence - continue living in a clean world.

As a mission driven company, Abraxys is already creating solutions for the future, where 66% of the world population will be living in major cities by 2050. As a part of our vision, we're looking to help cities find solutions and build infrastructure for the upcoming urban population growth.

In addition to creating enough space for everybody, there are more critical issues that will touch the world population, that we could help to resolve:

- **CO2 and Global Warming**
 - We are experiencing the highest historical carbon dioxide levels in the past three glacial cycles spanning 400,000+ years, a major contributor to global warming.
[According to NASA](#), this will create:
 - More frequent wildfires
 - Longer periods of drought in some regions

- An increase in the number, duration and intensity of tropical storms
 - Reduced agricultural yields
 - Health impacts in cities due to heat, and more
- **Clean Energy**
 - Fossil fuels are a non-renewable resource. They are one of the main sources of greenhouse gas emissions which contribute to global warming.
- **Water**
 - Due to absorbing increased levels of carbon dioxide since the industrial revolution, oceans are becoming more acidic . This affects the marine life and can affect the food chain that we also depend on.
 - Only 1% of freshwater is easily accessible to people and we are mismanaging this finite resource through pollution and waste. Freshwater shortage will become an increasingly pressing issue with our strong population expansion.

During the last decades, generations were busy industrializing our society without the requirement to consider the full-cycle impact of production and consumption.

Abraxys is in a great position to increase this awareness further and leverage its own sustainable actions to become more appealing to millennials.

What Are the Benefits of Sustainability to Abraxys?

Improved Brand Perception

Abraxys is currently investing an effort in community development and philanthropy, which is amazing and we should continue doing it. However, Energy & Climate Change has almost equal impact on brand perception, and Environment Policy & Reporting is 1.5x more impactful.

In addition, being a sustainable brand could be a competitive differentiator for Abraxys.

Increased Attractiveness to Enterprise

The majority of our enterprise customers have a public corporate responsibility agenda ([Salesforce](#), [HSBC](#), [Dell](#), [KPMG](#), [GM](#), [Microsoft](#)).

It means that:

1. Enterprise clients will demand more sustainable solutions from [Company] within time.
2. Once positioned as a sustainable solution, [Company] would immediately become more attractive for enterprise clients, since it would become a part of their corporate responsibility agenda and make them more attractive to clients and investors.

Strategy & Next Steps

Communicate our commitment to sustainability internally – by the CEO and other executives in smaller forums.

Employees should feel that it's a part of the company's agenda and not just a "nice to have". It would make employees feel that they have a "permission" to act.

Evaluate the existing situation with sustainability

Abraxys is already intentionally taking care of some sustainability aspects. We should track them so we can create a baseline and potentially collect the knowledge from different locations to share it with others.

Improve sustainability issues with high-visibility (Appendix 1)

Taking care of the basic issues we're having right now will allow us to see the initial reaction of our customers and evaluate the value of it.

Celebrate internally the achieved goals & start communicating externally

At this point, we should be comfortable to start a low-key external communication on the website and experiment on how it affects business growth.

Improve low-visibility aspects (Appendix 2)

Our commitment should go further to the issues that are not necessarily visible to our customers.

Communicate externally more aggressively

In parallel with the previous point, we should feel comfortable presenting Abraxys as a sustainable solution or at least with a concrete commitment towards being sustainable.



Appendixes

Appendix 1 — High visibility issues — Product-related sustainability improvement opportunities

Issue:	How to
Onsite Equipment - Flightcase Travel	Abraxys will reduce the requirement of flightcases bring transported around Europe, hence reducing the carbon footprint of the transport.
Paper Documents/Floorplans	Abraxys no longer print floorplans and stand plans, all documents available on devices/tablets.

Appendix 2 – Low visibility issues — NON-product related sustainability improvement opportunities

Waste:	How to
Paper	<ul style="list-style-type: none"> • Make sure we recycle paper • Explore options to use less wasteful techniques of printing (promote using two sides of the paper, use A4 over A3 etc.)
Plastic	<ul style="list-style-type: none"> • Allow plastic recycling
E-waste	<ul style="list-style-type: none"> • Allow recycling e-waste (which is super toxic if not recycled) <ul style="list-style-type: none"> ◦ Can be partnering with recycle vendor or just providing information about waste collecting spots.
Batteries	<ul style="list-style-type: none"> • Allow to recycle batteries
Daily waste	<ul style="list-style-type: none"> • Check if there are additional areas of recycling we can cover (glass, packages etc.)
Daily operations:	
Electricity use	<ul style="list-style-type: none"> • Make sure we use A/Cs effectively <ul style="list-style-type: none"> ◦ E.g. turn A/C off automatically at 9pm until someone turns it on proactively • Use motion detectors more to turn off lights when not needed
Printing paper	<ul style="list-style-type: none"> • Use recycled paper for printing
Compost	<ul style="list-style-type: none"> • Explore an option to compost in locations with more room (e.g. rooftops)
Food deliveries	<ul style="list-style-type: none"> • Explore if we can make food deliveries less wasteful • Encourage employees to eat outside over ordering food to reduce waste.
Kitchens	<ul style="list-style-type: none"> • Stop using disposable cups • Have more non-disposable appliances to encourage employees to use it instead of plastic cutlery
Mail/Packages	<ul style="list-style-type: none"> • Explore how we can encourage employees to use green delivery methods (bikes, ground transportation over air shipping)
Events	<ul style="list-style-type: none"> • Prefer sustainability-friendly vendors.

Offices daily operations:	How to
Cleaning appliances	<ul style="list-style-type: none"> • Make sure kitchen appliances aren't using toxic ingredients which pollute the water or employees' health
Offices appliances/amenities:	
Ice makers	<ul style="list-style-type: none"> • Explore more sustainable ice makers that use less energy and water
Water sinks / showers	<ul style="list-style-type: none"> • Integrate a water measurement & conservation system • Consider using silent hand dryers over paper towels.

Electronics	<ul style="list-style-type: none"> • What brands are the most sustainable from the production perspective (materials, supply chain) • Ways to recycle broken computers and TVs
Offices inventory:	
Furniture	<ul style="list-style-type: none"> • Take action to research and select environmentally and socially responsible producers, and also create a management strategy for the ethical and environmentally-friendly disposal of old furniture.
Whiteboards	<ul style="list-style-type: none"> • Purchase environmentally friendly white boards, and manage their reuse/recycling.

Person who is ultimately responsible for Sustainability of the company:

- Name: Kane Simpson
- Title: Managing Director
- Date: 10th March 2023

Signed:



Revision Date:	March 2023	Revised by:	Kane Simpson – Managing Director
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