

Deliberate Goals

September 2023 - August 2024

Our environmental goals

- To reduce greenhouse gas emissions.
- To minimise the amount of waste we generate.
- To monitor and save energy in our work from home environment.
- To reduce our water consumption.

Our goals

To offset carbon emissions by planting more trees.

In January 2023, we engaged with Ecologi, recognising it as an effective and straightforward climate solution to offset the carbon emissions that we have yet to reduce. We contribute a monthly subscription fee for each full-time employee, which funds tree planting initiatives in Madagascar, Kenya, Morocco, and other regions. Additionally, these funds support various climate projects globally, all for the cost equivalent to a weekly coffee.

Reducing greenhouse gas emissions.

Although we work from home, we offer a ride to work scheme to encourage more cycling and walking and less driving on the roads. We encourage low carbon methods of international transport to keep our carbon footprint to a minimum. We champion video calls which we have daily and we meet up as a team in person once a month for team office days to maintain our culture.

Reduce, reuse and recycle.

We all engage in recycling our household waste, including paper and cardboard generated from work-related activities and projects. When repurposing or reusing e-waste is not feasible, we donate these items to schools or identify alternative uses. Additionally, we ensure proper disposal of food waste by utilising local council compost bins.

Our goals continued

No additional office emissions.

We operate entirely from home, resulting in no additional office-related emissions. We promote responsible environmental practices in our remote work arrangements.

To support this, we encourage all team members to install smart meters in their homes and will provide smart monitoring plugs for those who require them.

Reduce our water consumption.

As a team, we have committed to a more mindful approach to water consumption. This includes taking shorter showers, avoiding leaving the tap running while brushing our teeth, washing dishes, and preparing food. We aim to reduce pollution by properly disposing of food waste, oils, and medications, ensuring they are not discarded in toilets or drains.

Additionally, consuming less meat and purchasing local, seasonal produce—which typically requires less water—contributes positively to the environment.