

## SUSTAINABLE BUSINESS STRATEGIES -XOPA AI 2022

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XOPA's sustainable business strategies integrate economic, environmental, and social goals into a firm's objectives, actions, and planning. The objective is to provide long-term value for the firm, its stakeholders, and the wider community.

Moreover, such a strategy is developed and implemented in such a way that the firm's and stakeholders' current demands are addressed while also protecting, sustaining, and improving the natural and physical resources that will be required in the future.

### **Main Pillars of Sustainability**

XOPA endeavors to make a positive impact on both the environment and on society.

XOPA's sustainable business has three pillars:

- Environmental
- Social
- Economic

All three pillars indirectly refer to the planet, people, and profits, as explained below.

### **First Pillar: Environmental**

XOPA focuses to find ways to reduce its carbon footprint, packaging waste and water utilization, and their general negative impact on the climate. XOPA strongly believes that a positive impact on the planet results in a beneficial financial effect.

Commitments are being made to be Net Zero pre-2050. As a business driven by AI, our carbon footprint is minimal. With cloud storage, AI technology to drive the engine of our offering and no sub processors in place we are in control of all ins and outs of our business energy use. Being a digital company, all offices are committed to being paperless.

Our reduced headcount also allows us to trial and manage better working conditions to allow better return of results by workload, no extended hours or heightened energy use when operating. We are confident that if we don't already meet the 3 business rules it will be a quick turnaround before we do.

- We have a work from home where possible policy, allowing our staff members to work from the comfort of their own home reducing commutes to and from the office.
- Our offices are hot desks and pods to allow our colleagues the opportunity to work from an office space if needed
- We are paperless and minimise any print outs where possible
- Our clear desk policy means less waste
- Travel to and from meetings must be authorised by the Founder and CEO to minimise unnecessary travel
- We promote the use of communication tools like Teams, google meet and zoom where possible for demonstrations and customer interactions.
- Our data is cloud stored reducing the space of server storage.

## **Second Pillar: Social**

XOPA makes every effort towards helping and endorsement of its workers and partners, as well as the local area it works in. Equal opportunities, unbiased hiring and employment practices as well as treating workers decently and being good neighbours, both nationally and internationally.

## **Third Pillar: Economic**

XOPA's economic pillar of sustainability is not all about profit. Those aspects characterized under this pillar include appropriate administration of sustainability initiatives, consistency in effort, and risk management. This pillar ensures that the company avoids conflicts of interest among its stakeholders, it doesn't engage in unfair treatment by using political contributions and it doesn't participate in illicit practices.

## **Ideas and Practices That Encourage Environmental Sustainability at XOPA**

With a rapidly changing climate, it's high time to talk about how businesses can play an active role in maintaining a sustainable environment and reduce their carbon footprint, address resource scarcity, and contribute to saving the environment by implementing drastic changes.

Following is a list of 18 business strategies being encouraged and practice

### **1) Creating a Long-term Sustainability Vision for XOPA**

Setting a clear vision before and then building your XOPA's sustainability methods, and letting that vision serve as our organization's guide. Profits, people, and planet are three equal aspects that characterize business sustainability.

### **2) Recruiting People Who Represent Your Company's Values on Sustainability**

Our employees are your greatest assets, and they are direct representatives of our company. Therefore, it is only right to invest in hiring staff that can support and represent the business' core beliefs on sustainability.

### **3) Follow the Three R's Rule**

To start the green movement in our business, we follow the three R's: Reduce, Reuse, Recycle. This rule should be followed in every aspect of your business, from office supplies to packaging, activities, and supply chains. First, reduce and reuse our materials and products as much as possible and throughout all our business procedures.

#### **4) Measuring our Carbon Footprint**

The release of greenhouse gases like CO<sub>2</sub> directly affect the environment. Measuring our carbon footprint means to measure the amount of carbon-dioxide you are releasing intentionally or unintentionally into the environment. We keep a strong

#### **5) Reducing Waste by Cutting Out the Unnecessary**

Not overusing or avoiding as much as possible use of plastic material or other materials that are not easily biodegradable. Our Managers and their teams are extremely conscious and vigilant in avoiding the use of material that is damaging the environment and then take steps to solve them. for example, plastic plates and cups in the office replaced with reusable and recyclable materials and other such material.

#### **6) Buying Carbon Offsets**

Carbon offsets are good purchases. The advantage of buying carbon offsets is that they subsidize activities to reduce greenhouse gas emissions and cause less damage to the ozone layer.

#### **7) Investing in Renewable Energy**

Investing in renewable energy is beneficial, as it lowers our costs, mitigates the negative effects of energy production and climate change, Solar energy is utilised where possible.

#### **8) Reducing Energy Consumption**

Simply put, if an electrical appliance or piece of technology is not being used in the office, is turned off and unplugged. Spreading the message to all our employees and make it a policy to actively reduce energy consumption daily all throughout the office.

## **9) Utilization of Sustainable Web Hosting Services**

We use sustainable web hosting service that uses renewable energy sources. Microsoft Azure is our cloud platform and fully committed to sustainable cloud and hosting.

## **10) Use of Green Appliances**

Our offices lighting is sensor controlled

## **11) Optimize Your Heating and Cooling Systems**