



# *Sustainability Strategy*

*Powering the Future*





# *Introduction*

Myenergi is a business born from a desire to have a positive impact on people and planet. Our products and services are deliberately designed with sustainability in mind, enabling our customers to decarbonise and take control of the energy they use to power their lives and homes. This is reflected in our business purpose and mission:

**Purpose:** Removing the barriers to a greener future

**Mission:** We commit to pioneering a simple transition to renewable energy.

So it follows that our desire is also to ensure that we are a sustainable business in our operations as well as addressing a key sustainability challenge through our products.

We power the future by constantly innovating, inventing and improving to create the best green technology products and services on the market and inspire new solutions for climate change.





# Strategy

Our strategy is a blueprint for sustainability that meet the needs of the business, its customers and all stakeholders whilst protecting, sustaining and enhancing the human and natural resources that will be needed in the future, achieving growth while aiming to account for the true cost of doing business.

This is our first iteration and we are beginning by meeting ourselves where we are, with our primary focus on baselining our current position, recognising the good practice we already have and building on that to manage risk and create a strong foundation.

At the same time we have our eye on the future, the business landscape is changing and in order to stay relevant we need to embrace transformation.

To achieve this the strategy incorporates the concepts of ESG (Environment, Social, Governance) and Sustainability while aligning with the United Nations Sustainable Development Goals.







# ***Our Footprint***

***(ESG - Environmental,  
Social, Governance)***

ESG can be described as inward focused, concerned with measuring impacts and reducing risk to the business. As a minimum we must comply with legislation and act to reduce our negative impacts to get our own house in order so we can manage risks to our continued operation.





# ***Our Handprint***

## ***(Sustainability)***

Sustainability is a perspective that considers the business impact beyond our boundaries, understanding what the world needs and helping to solve global challenges. Action is impact focused, specifically impact on people and the environment, seeking to achieve positive value including regeneration of natural systems and contributing to societal well-being.







# *Sustainability Goals*

Our aim is a process of continual improvement beginning by doing less harm. Our actions will build on each other until we reach a point in the future where we will be restorative and regenerative.

This requires a deep understanding of our business and its broad potential effects, our stakeholders expectations and our compliance obligations whilst also staying true to our business purpose, mission and values.

To determine our goals we have considered our business context and stakeholder needs, international standards and guidance including the UN Sustainable Development Goals, and completed a materiality assessment to ensure that our approach is considerate of who we are and the industry in which we operate (see appendices). Our strategy is iterative and will evolve as the business, the global landscape and societal expectations change.

## **Footprint Goals**

Maintaining our 'license to operate', measuring impact, reducing risk and acting with integrity:

1. Do Less Harm
2. Supportive Workplace
3. Responsible Business Practices

## **Handprint Goals**

These goals should be boundary breaking to help us achieve whole business transformation:

1. Operating Within Planetary Boundaries
2. Social Value
3. Enable Renewable Energy Transition

Beneath these high-level goals are objectives which are inclusive of all parts of the business, encouraging cross collaboration to embed sustainability across all departments, operations and activities.



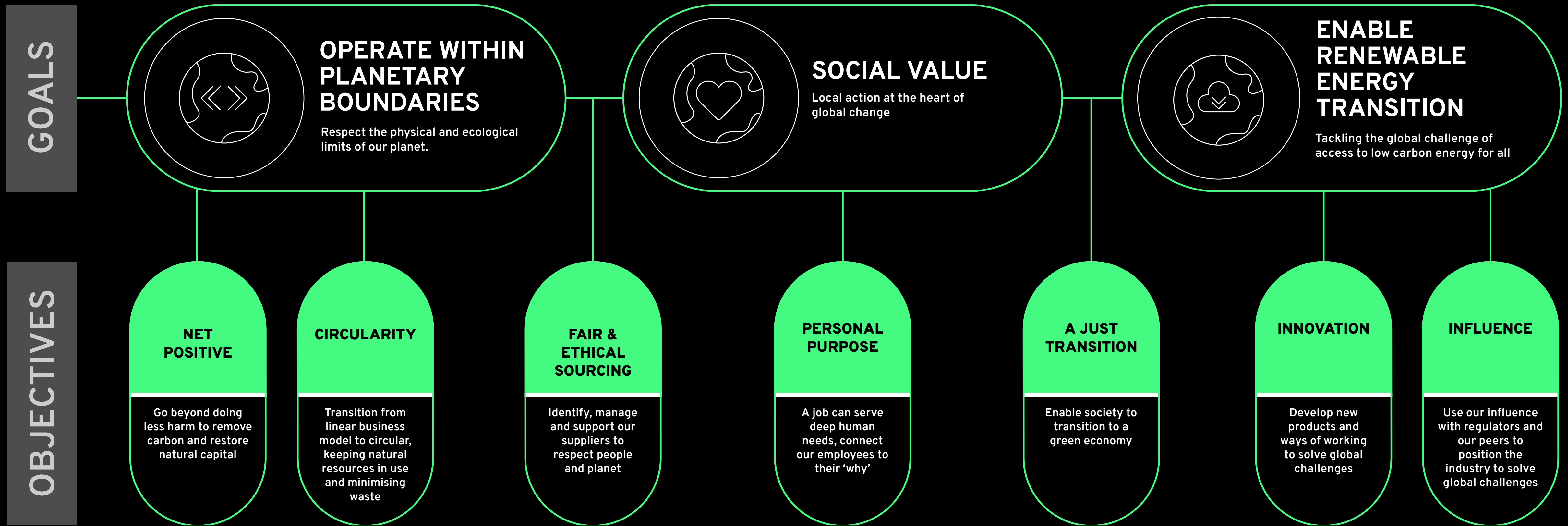


# Footprint Goals





# Handprint Goals







# Footprint

Measure, manage and minimise our environmental impacts

## Do less harm

*Measure, manage and minimise our environmental impacts*



Increasingly businesses are expected to take responsibility for the impact their operations have on the environment.

Implementing an Environmental Management System following the guidance for and certified to the internationally recognised standard of ISO 14001 will embed the principle of identifying, managing and minimising our environmental impacts including from the energy we use, the waste we create and the carbon emissions that result from our activities.

We know our customers are investing in our products through a desire to live more sustainably and 'do less harm', therefore it is important to us that we align with their motivations.

## Supportive Workplace

*Creating a diverse, valued and respected workforce*



A business' most important asset is its people. Investing in physical and mental wellbeing, and training and development is an investment in engagement and performance, allowing both employees and the business to benefit and reach their potential.

As well as creating an environment where our people are supported, we want to create one where people choose to stay, with attractive benefits that demonstrate our appreciation for the hard work and dedication that we see every day.

## Responsible Business Practices

*Manage risk and live our values*



How we conduct ourselves and go about our business matters. Our products speak for themselves, and we want our actions to do the same, by doing the right things in the right way. This means being responsible and ethical in our relationships, activities and decision making, ensuring we are compliant with all relevant legislation and identifying and managing both risks to the business and from the business on those we directly and indirectly interact with.





# Handprint

## Operate Within Planetary Boundaries

*Respect the physical and ecological limits of our planet*



Earth has a carrying capacity which can be defined by nine planetary boundaries, each with a ceiling beyond which the ability of natural systems to support life is compromised. As a sustainable business we need to map our operations and impacts across our value chain to identify where we contribute to overshooting environmental limits and take action to reduce and aim to reverse our impacts.

## Social Value

*Local action at the heart of global change*

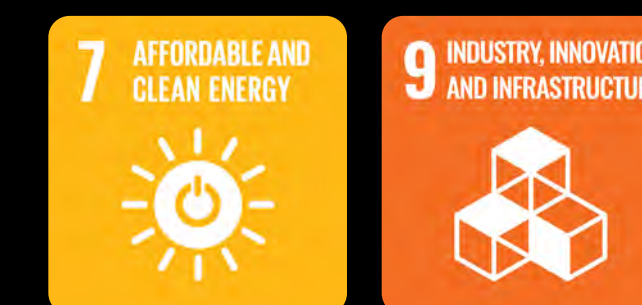


We want our interactions with people including employees, customers, suppliers and communities to generate positive outcomes for all. In the same way that there are planetary boundaries that we must not overshoot, there is also 'a social foundation of well being that no one should fall below.' (K Raworth, Doughnut Economics Seven Ways to Think Like a 21st Century Economist, 2017)

In working on our business practices and investing in our relationships we can improve conditions in our supply chains, support our local community transition to the low carbon 'green' economy by providing jobs and reskilling the workforce to make them accessible, and invest in industry future talent from diverse backgrounds.

## Enable Renewable Energy Transition

*Manage risk and live our values*



We are not alone in our aim of tackling the global challenge of decarbonisation, but the scale of the contribution we can make could be magnified through collaboration with others and the use of our leading position in the industry to create the conditions for transformation. By innovating not just in our product design and functionality, but also our approach to influencing and collaborating with industry peers, trade associations, partners, suppliers and regulators we can work together to enable a just transition and equitable access to low carbon energy.





# Planning

Now we have a solid foundation how are we going to achieve these strategic goals?

By considering three broad themes we will take an agile approach, creating an annual sustainability plan which allows regular review and prioritisation of actions to deliver the footprint and handprint objectives whilst staying relevant to changes in our business and the evolving external environment and markets in which we operate.

## Taking Action – We believe in safeguarding the planet

We will tread lightly on the planet, seeking to radically reduce our carbon emissions and set ambitious net zero targets.

Through product circularity we will lead the charge towards a circular economy with a regenerative business model, paving the way for a zero waste, zero carbon world.

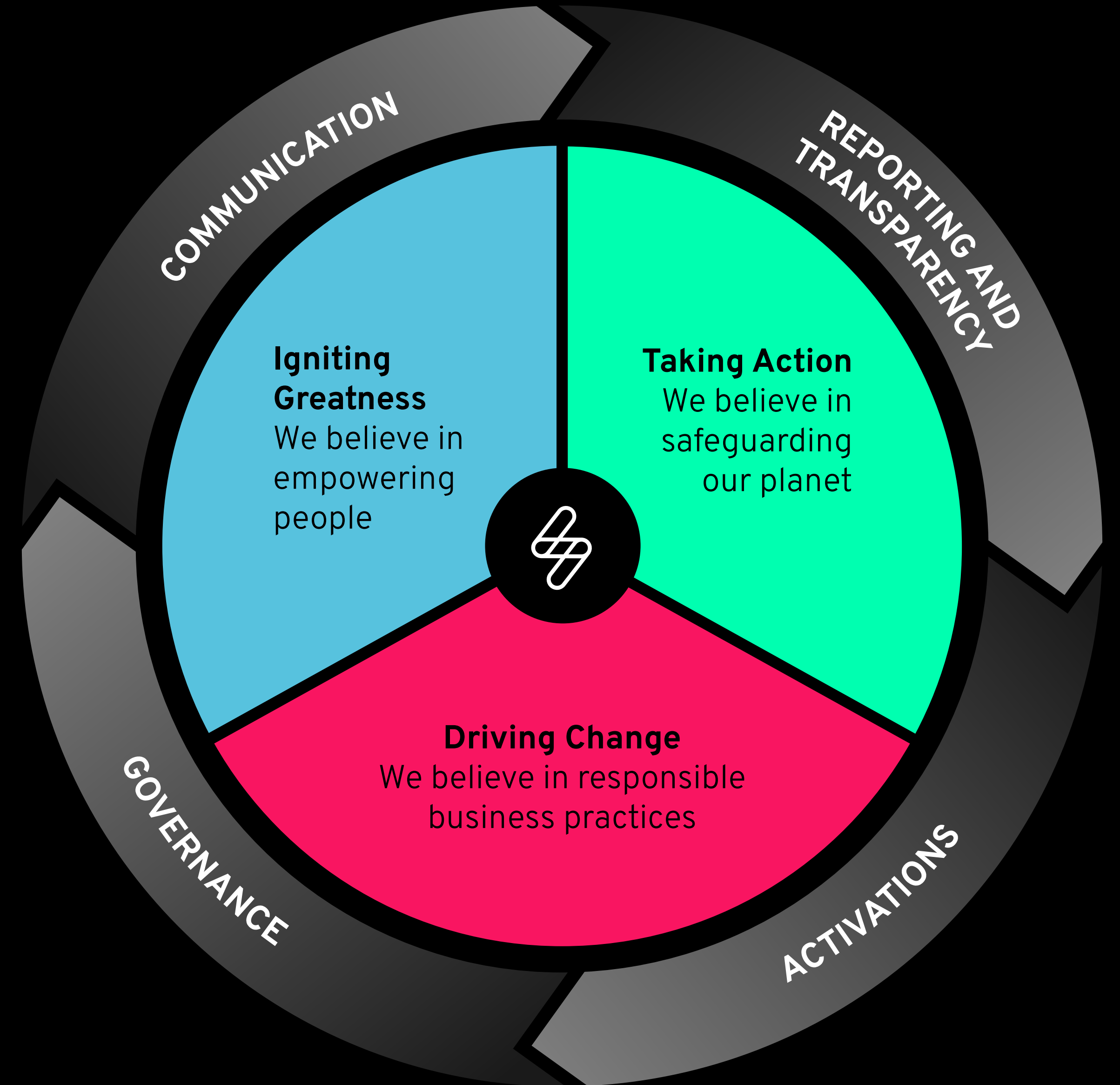
## Igniting Greatness – We believe in empowering people

We will invest in our people’s physical and mental wellbeing and spark their passion, so they’re equipped and inspired to change the world.

We will play an active role in the communities where we have a presence through supporting charities and community groups and seeking to champion green skills and education.

## Driving Change – We believe in responsible business practices

We will prioritise fair and ethical sourcing, moving towards full transparency across our supply chain while safeguarding human rights, and use our influence to unite the industry and together create a more sustainable world.







# Enablers

## (Conditions for Success)

Sustainability is systemic, it is the outcome of every decision and action we take. Many factors influence and inform those decisions and actions to create the conditions within which we have the space to position sustainability as one of our key business drivers.

### Business Purpose

*'Removing the barriers to a greener future'*

The creation of our purpose has generated an opportunity to further develop our culture and align the business with the concept of sustainability intrinsically linked to our journey. We have the complete package of purpose, mission, vision and values, now we need to communicate and embed it across the business to align strategy, decisions and performance and to encourage all our staff to connect and collaborate around our common purpose.

### Governance

Governance is fundamental to the integration of sustainability into overall strategy and operational decisions. The creation of an ESG Committee will act as the steering mechanism for the sustainability strategy with accountability sitting with the Head of Sustainability & Ethics. This group will report directly to the Board to provide challenge and focus with the CEO in the position of executive sponsor for sustainability.

### Data, Reporting and Transparency

The things you don't measure don't happen, but we need to make sure that we measure what matters, not just measure for the sake of measuring. Each of the goals and objectives will be underpinned by a delivery plan which includes relevant objectives, actions and targets, supported by data.

Progress against these plans will be communicated internally at Senior Leadership Team (SLT) to ensure all departmental/team plans and actions are aligned and feed into the business KPI dashboard.

Collecting data will also enable the evolution of our sustainability strategy and plans to be data led in identifying opportunities to improve, as well as illustrating progress.

External reporting is key to developing trust in the business and our brand. We believe in being transparent on our performance against our targets whether we have achieved them or not quite met the mark. The goals in our strategy are deliberately challenging, but in aiming high and possibly failing we will still be improving.

### Internal Communication

Embedding sustainability requires buy-in and ownership from everyone in the business. To invite this participation, a continued emphasis on raising awareness and communicating our plans, progress, successes and challenges will be important.

### External Communication

External comms is not just about transparency and sharing our progress, it is also an opportunity to use our platform to help our audiences understand and take part in the sustainability journey. For example we can set the scene for the implications of incorporating the price of externalities such as environmental damage, emissions and respect for human rights in the true price of our products. At the same time, we can combat misinformation that might undermine the success of our products and the businesses.

We also seek interactive communication with our external stakeholders, to ensure we are meeting all needs and continually improving.





# Summary

One step makes the next step possible. We know we can't change the world, or our business overnight, and we are committed to the long haul and the continual pursuit of being and doing better, not just less bad.

This strategy has been designed to have longevity, we won't deliver it all in 12 months, two years, or even ten! This blueprint will stay largely the same unless who we are and what we do drastically changes, however the goals and objectives will evolve as we grow and improve, ensuring that we are always targeting transformation.







# Appendix 1

## (Context and Stakeholder Needs)

There is more work to be done here, our strategy is iterative and will be refined as result of reviewing our context and stakeholders at least every two years in order to ensure that we maintain the correct focus.

### Business Context

**Internal** – business drivers, purpose, mission, vision, values. Subsidiaries and business structure, business management system requirements.

**External** – Horizon scanning – local and macro issues we need to consider which are relevant to the electronics industry:

- + Energy crisis,
- + Global warming /climate change,
- + Social inequality, inflation,
- + Supply chain instability,
- + Planetary limits/boundaries,
- + Biodiversity loss (TFND),
- + Political instability,
- + Rare earth metals in technology,
- + Unintended consequences of technology under the guise of helping with decarbonisation but speeding up environmental damage.

### Stakeholders

- + Trade associations
- + Customers/clients
- + Partners
- + Investors
- + Regulators
- + Competitors
- + Employees
- + Media

### Standards, Guidance and Frameworks

- + UN Sustainable Development Goals
- + UN Global Compact
- + Global Reporting Initiative
- + SASB
- + World Economic Forum Global Risks Report
- + CCS National Risk Register
- + B Corp business impact assessment







# Appendix 2

## (Materiality)

A double materiality approach was adopted, entailing a review of external standards and industry examples to arrive at a list of sustainability and ESG (environmental, social, governance) topics considered to be relevant to the industry and our business, and consideration of these topics in terms of the risk from these topics on our ability to operate as a business and the perspective of the impact of our activities on these topics.

The results of this exercise are illustrated in Figure 1 below.

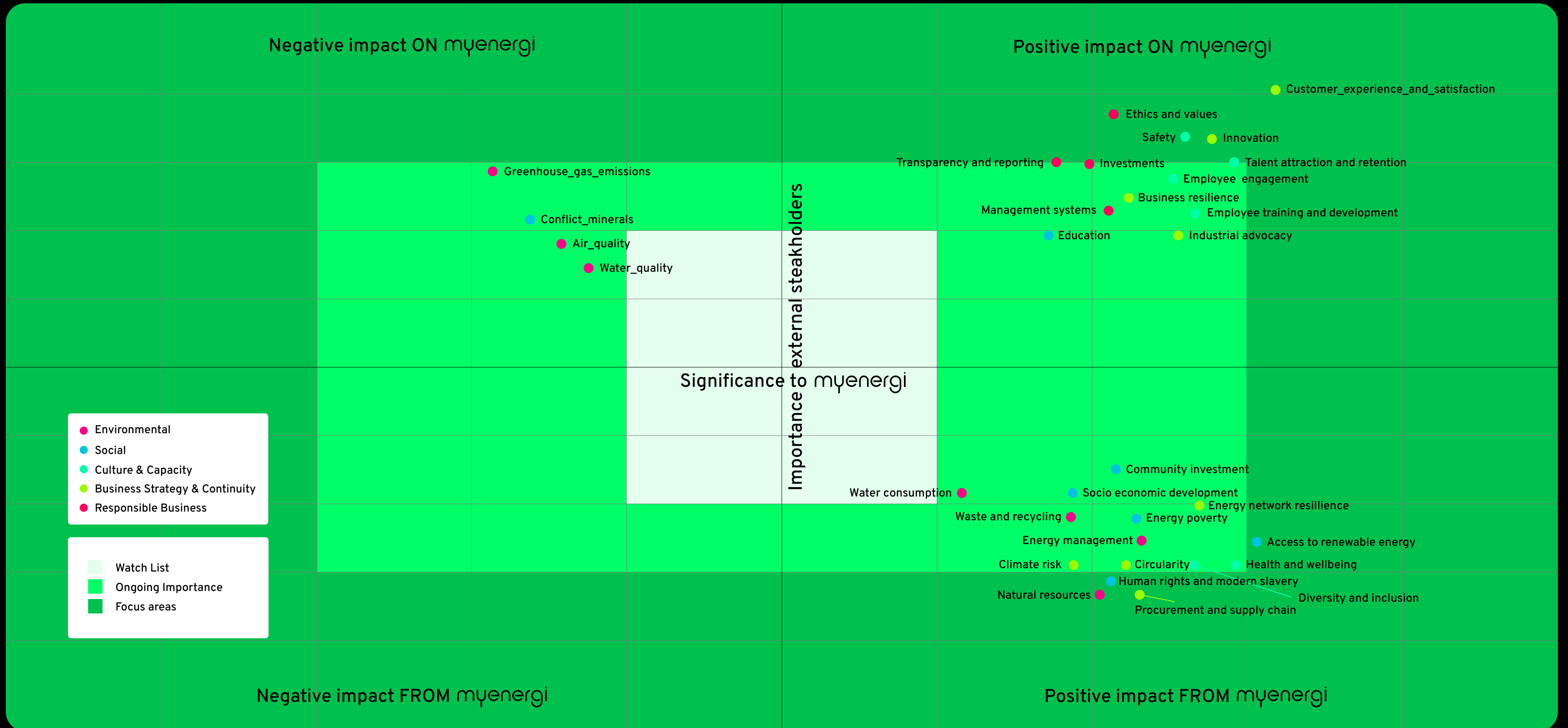
### Top topics are:

- + Customer experience
- + Innovation
- + Ethics
- + Safety
- + Procurement
- + Natural resources





Figure 1  
Materiality assessment







*Sustainability Strategy*

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