

Sustainability Policy Statement

SystemSeed has a strong ethical agenda on environmental and social sustainability which we apply to all of our projects.

We do not own or operate office buildings, a vehicle fleet, or manufacture physical goods, so we do not have measures in place to mitigate these types of impact. However, we encourage and support our team members to minimise their own impacts through education and individual assistance, and reduce our organisational impact as much as well can.

This includes:

- **Supporting the UN Global Compact on Sustainability** - We are registered supporters of the UN Global Compact, the UN's initiative on sustainability in business, and have signed a letter of commitment to it's principles.
- **No major polluters** - SystemSeed refuses to work with any clients who we consider to be major polluters or those who heavily deplete natural resources. This includes oil, gas and nuclear power, as well as socially negative activities such as arms, tobacco, animal testing, or industries with a poor record on human rights (e.g. fast fashion).
- **Discounts for positive impact clients** - We assist organisations who are making a positive impact by offering them a 10% discount on strategy, design, development and support services (detailed in financial proposal).
- **Gender equality & diversity** - SystemSeed has a workforce with a +50% female demographic. This includes management and technical roles. In all recruitment we encourage female applicants, as well as those who identify as LBGTQI+, disabled, and non-white. So that non-male applicants are not disadvantaged in the negotiation process, we also have a no-negotiation policy on salaries, which are set according to job role and experience..
- **Annual profit share** - Each year we donate 10% of our company profits to charities selected by our team members. For 2021, this included organisations working in: international child protection; water and sanitation; reforestation; animal rescue; urban homelessness, and; supporting refugees.
- **Ethical estimates and invoicing** - Some agencies under-price their proposals in order to win a project, with the intention of making up any revenue shortfall on spurious change requests. Others will pad an estimate to ensure that they don't

Mailing address:
SystemSeed Digital Services LLC
C/ Maria Reina 4
Can Caralleu
08017 Barcelona
Spain

Registered address:
SystemSeed Digital Services LLC
Ste A 8 The Green
19901 Dover DE
USA

Visit: systemseed.com
Call: +34 675 074 059
Email: info@systemseed.com

miss out if a project takes more work hours than they thought it would. We do neither of these things: We like to provide a range estimate so that our clients have a genuine view of the potential costs, with the understanding that we will only ever invoice you for work actually carried out, even if this is below our initial estimate.

- **Positive transport choices** - When travelling for work, we encourage our team members to use more environmentally friendly methods of transport, such as trains instead of flying, where possible. Where flights are unavoidable, we offset our impact through treeplanting via Ecologi.
- **Minimal printing and merchandising** - We believe that there is already too much paper, and too many corporate giveaways in the world, so we don't do them unless we really need to. Where printing is essential, we use recycled paper and non-toxic inks. Any conference giveaways and corporate gifts are either recycled, recyclable, or compostable.
- **Green hosting** - Our own websites and those of our clients all use green hosting via on our Agile Hosting stack, as checked by The Green Web Foundation.

Responsibility for the policy

Sustainability is the responsibility of each individual person at SystemSeed through our own work. The Company has primary and day-to-day responsibility for implementing this policy, monitoring its use and effectiveness, dealing with any queries about it, and auditing internal procedures to ensure they are effective in fulfilling it. Management at all levels are responsible for ensuring those reporting to them understand this policy and are able to assist in its implementation for the work they are part of.

You are invited to comment on this policy and suggest ways in which it might be improved. Comments, suggestions and queries are encouraged and should be addressed to the CEO.

Signed Off By:



Anthony Fox-Davies, 2022

Mailing address:
SystemSeed Digital Services LLC
C/ Maria Reina 4
Can Caralleu
08017 Barcelona
Spain

Registered address:
SystemSeed Digital Services LLC
Ste A 8 The Green
19901 Dover DE
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Email: info@systemseed.com