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Owner: Becca Samson, Senior Social Responsibility Manager

WeTransfer Climate Policy

Climate Policy

For over a decade at WeTransfer, we've aspired to use business as a force for good. And, over the last few years we've been taking an even stronger position on sustainability. Using the B Corp framework as a guide, WeTransfer is working to balance growth with purpose across five areas where we know we can make a difference: environment, workers, community, customers and governance. In each of these areas we've looked at what we're doing now, and what we could be doing better.

This document is an overview report of WeTransfer's aspirations towards a responsible and climate positive technology business.

There'll be big changes to make and hard work to put in, but when it comes to the future of our planet, it's a no-brainer. And if we can set an example to other tech companies along the way – even better.

With this reduction strategy, together with the carbon footprint, the claim WeTransfer makes is:

“WeTransfer is a climate neutral company, with climate neutral services”

Based on this we've created a plan for the future, backed up by some highly ambitious [climate goals](#).

WeTransfer's climate-goal is to reduce our carbon footprint by 30% by 2025. The Climate Neutral Certification asks for a reduction of their footprint by 25% by 2030.

The Corporate Social Responsibility (CSR) team is responsible for developing and leading the strategy to deliver social and environmental impact. The CSR team consists of a Sr. Social Responsibility Manager, Becca Samson and The Head of CSR, Lina Ruiz, who directly reports to the Chief Creative and Sustainability Officer, who reports directly to the CEO.

We have an ongoing commitment to:

- Engage with our users, partners and communities to have a clear understanding of the impact we have, as a tech company but also as an advocate for the environment
- Report results and impact of our programs to employees, executive management, B Corp network and other stakeholders
- Empower our employees to get involved and do what they can through an internal sustainability group that has implemented new schemes and ideas around our offices
- Highlight diverse voices and stories about climate change on our editorial platform, [WePresent](#)
- Provide healthy workspaces for our employees through sustainable renovations, construction, operations, renewable energy and Building Research Establishment Environmental Assessment Method (BREEAM) certifications
- Educated and engaged employees on sustainability at home, work, and throughout their lives through a combination of employee events (hackathons), speaker series, and giving employees 2.5 charity/volunteer days per year.

Update on what happened in 2021

[See our first [Responsible Business Report](#) for what we did in 2020]

Despite great progress in reducing energy use in our offices, our overall emissions rose, mainly driven by an increase in server use. But with our active collaboration with our cloud provider and new measures in the pipeline to reduce server emissions, we're confident we remain on track to hit our target.

Our overall emissions increased from 2,717 to 3,124 tonnes – a rise of 17%, mainly in Scope 3 emissions, caused by a big increase in our server use in 2021, alongside the return of business travel. Emissions related to energy use across all of our offices (Scope 1 and 2 emissions) fell by 13% last year, driven by our own initiatives including transition to renewable energy in our office spaces and improving our data collection including detailed accurate information from our landlords on utility usage. Where we can't reduce we fund solutions via offset programs. We have high standards, and our offset programs do too. We work with Verified Carbon Standard (VSC) or Gold Standard (GS) programs that help improve the lives of local populations and regions they live in.

Overview of what we accomplished in 2021

- Published our progress in annual sustainability reports and [blog](#), and committed to double all public donations, up to €30k, made to [environmental charities](#) with London's Serpentine Gallery as part of their [Back To Earth series](#).
- Achieved [Climate Neutral Certification](#) and initiated offset projects through Verified Carbon Standard (VSC) or Gold Standard (GS) programs that help improve the lives of local populations and regions they live in, including:
 - Together with our partner [SeaTrees](#), we planted 100,000 mangrove trees in Kenya and restored 67,000 square feet of kelp in California.
 - Supporting nearly 2,000 families with environmental initiatives
- Conducted a [materiality assessment](#) with leaders, employees, creatives, advertisers, users and WeTransfer communities to identify our list of material issues (including sustainability and climate) to shape our Responsible Business strategy, selecting Climate and Energy as our hero topic.
- Published a Code of Conduct for employees, all the advertisers, media partners, creatives and communities we work with know what to expect from us, and how we'd like to do business with them.
- Advocated for increased transparency and emissions reporting from our cloud provider to understand our footprint as a cloud-based service and reduce our footprint from server storage
- Received a certified BREEAM assessment with a "Good" rating for our Amsterdam HQ office space, placing it in the middle of the BREEAM ratings scale. We are currently working with the landlord on implementing improvements.
- Measured and reduced waste across office locations and operations - including food, energy, gas and hardware

- o Established a partnership with a premium reseller in Amsterdam to help us repair, refurbish and resell laptops. We used the income to plant trees in our own growing forest of 250 trees via [Treedom](#). So far we planted 730 trees in 6 different countries with our partners.
- Drove towards increased transparency of emissions and sustainability metrics across our advertising business and stakeholders with the support of industry experts to identify further areas of reduction throughout our operations, digital supply chain and advertising campaigns

Here’s what we have planned to continue reducing our emissions in 2022:

- Recertify as a Climate Neutral organization every year with a focus on reducing our emissions and offsets
- Introduce a Responsible Business Travel Policy to reduce travel related emissions from employee travel
- Establish WeTransfer as a responsible advertising partner and provide our clients with emissions reports on their campaigns to help them make better decisions
- Achieve BREEAM certification in Amsterdam office, and complete BREEAM inspections in New York City and London offices to identify opportunities for sustainable renovations
- Develop and integrate ESG Criteria in the request for proposal as an essential step in the procurement process to ensure that we’re forming relationships with business partners that share our commitment to ethical business practices.
- Publish a Responsible Event Policy to guide and support employees, agencies and partners in producing events with minimal carbon footprint

WeTransfer invites each employee to own their role in meeting our climate targets and operating responsibly. We are working on processes to ensure that our users, vendors, partners and clients also join us on operating responsibly.

This policy has been approved by Alexandar Vassilev, CEO, WeTransfer.

APPENDIX

The scope around this claim would be every emission source substantially adding to scope 1, 2, and 3.

This results in the following emission sources included in the carbon footprint:

Scope 1 emissions come directly from the sources or activities we own and control, like the exhaust from our cars. For us, these emissions largely come from the gas we use in our offices (not including remote working)

Scope 2 emissions come (indirectly) from the electricity we purchase and consume. So that’s the heat and electricity we use to run our offices in LA, London and Amsterdam (not including remote working)

Scope 3 emissions come from all other activities in our business and production chain. For businesses these sources are often extensive and include everything from employee or company travel to the food we serve and the products we clean with. It also includes the emissions other people generate when using our tools. For us, these emissions largely come from our data centers, which require a lot of electricity. This means a company's scope 3 emissions are often much bigger than its scope 1 and 2 emissions put together.