



Carbon Emissions Report 2023

ASPIRE TO BETTER THE PLANET. THRIVE TO MAKE A DIFFERENCE.

Join us on our net-zero journey, where
our inspired employees are making a
positive impact.



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A letter from our CEO

Dr. Martin Böhringer

The world is facing an urgent climate crisis, and its consequences are already a reality. We witness the increasing number of wildfires, devastating floodings, islands being eaten away by rising sea levels, lakes drying out, and entire marine ecosystems dying. This crisis is affecting individuals, communities, and nations - and worsening global inequality, especially for the most vulnerable among us. This reality underlines the increasing need to take action immediately.

At Staffbase, we acknowledge our responsibility to be part of the solution, just like every individual, business, and nation needs to play a role in overcoming what we believe is the most complex issue humanity has ever faced. That's why sustainability is a core principle guiding our actions and strategies. Since the launch of our Staffbase Zero initiative in 2021, we have been committed to transparency and accountability in our sustainability journey.

This commitment is strong, though we understand that our efforts alone are a small part of a much larger solution. We are set to reduce our greenhouse gas emissions and work toward net-zero emissions by mid-century, which requires continuous and evolving efforts.

In practical terms, this means we are working to reduce our emissions wherever possible through energy-efficient practices and sustainable sourcing. For the impacts we cannot eliminate, we

support environmental projects that help mitigate our footprint. This dual approach allows us to minimize our direct impact while also contributing positively to broader environmental efforts.

This report outlines our sustainability efforts and achievements, demonstrating our commitment to integrity and accountability. And like any journey, we don't have all the answers yet. We acknowledge that we will encounter challenges and make mistakes along the way, but we are committed to learning from these experiences. We must take this responsibility seriously, as we continuously strive to improve and contribute to a more sustainable future.

But what can we do beyond reducing our emissions and offsetting those we cannot avoid? The answer: inspire people to create a multiplying effect. At Staffbase, we know about the power of narratives and how they can inspire people to achieve great things together. We understand our position as role models towards our employees: We set examples by applying environment-friendly policies and practices throughout our business, and we help our teams identify the opportunities to support this important mission, hoping that this translates to their private lives and inspires them to amplify the message. We are convinced that this power to inspire people by doing the right things, making knowledge and information accessible, and acting transparently is not limited to just us. Through strong narratives and strategic communication, businesses can create a ripple effect that extends beyond their operations.

“

At Staffbase, we aspire to inspire. By taking ownership, caring deeply, and fostering growth, we ensure that every action and decision reflects our commitment to environmental sustainability. Not only are we committed to reducing our carbon footprint; through compelling internal narratives, we empower our employees to amplify this message, driving positive change both within our company and beyond.

”



About Us

Staffbase, founded in 2014, is the fastest growing employee communications cloud, equipping many of the world's leading companies with solutions to inspire every employee with motivating communication.

We help organizations such as Adidas, Alaska Airlines, Audi, Blue Apron, DHL, and Whataburger to inspire their people to achieve great things together. Staffbase connects companies with their employees through a branded employee app, intranet, email, SMS, digital signage, and Microsoft 365 integrations, all of which can be managed through a single platform.

Staffbase was named a leader in the 2023 Gartner® Magic Quadrant™ for Intranet Packaged Solutions. Staffbase also received the 2024 Choice Award for Intranet and Employee Experience Platforms from ClearBox.



Facts 2023

710

Employees

3000

Customers worldwide

CHEMNITZ

HQ Germany

**OFFICE
LOCATIONS**

New York City, London, Berlin, Sydney, Vancouver



Our Values

As we grow, we are committed to integrating Corporate Social Responsibility (CSR) and Creating Shared Value (CSV) into our everyday operations. We recognize that our success is closely tied to the well-being of our communities and the environment. With this in mind, we strive to make meaningful, responsible contributions that reflect our values, acknowledging that sustainable progress is a journey we are dedicated to pursuing with humility and care.





**WE TAKE
OWNERSHIP**



**WE TRULY
CARE**



**WHEN YOU GROW,
WE ALL GROW**

We take ownership to ensure that every action and decision considers environmental impacts. This means actively seeking sustainable solutions, reducing emissions, and striving for operational efficiency. Empowered to make a difference, we champion initiatives that promote long-term sustainability and drive continuous improvement. By celebrating achievements, we reinforce the importance of sustainability goals and continuously seek new opportunities to enhance our efforts for a better planet and thriving local communities.

We love building Staffbase together and put our mission and customers at the heart of what we do. We always assume positive intent, listen to and respect each other's perspectives, deeply value authenticity, and prioritize clarity over harmony. This means we foster a culture of collaboration and inclusivity, ensuring that our environmental initiatives reflect our commitment to sustainability and the well-being of our local communities. By embracing diverse viewpoints and transparent communication, we continuously improve our efforts to create a positive impact on the planet.

We have a growth mindset, embrace change, and move forward with curiosity and courage. We get better every day, act with humility and ambition, and are enabled by our commitment to learning, honest feedback, and open minds. This mindset drives us to continuously improve our environmental sustainability efforts, adapting to new challenges and opportunities. By fostering a culture of learning and innovation, we enhance our ability to implement sustainable practices that benefit both our organization and the communities we serve.

A woman with large, curly brown hair is sitting in a garden, looking up with her eyes closed. She is wearing a plaid shirt over a grey tank top and blue jeans. In the background, a man wearing a hat and a striped shirt is working in the garden. A white house with a green corrugated metal roof is visible behind them.

STAFFBASE ZERO

Strategy & Commitment

Monitoring

Mitigation

Our sustainability strategy

At the core of our sustainability strategy is a bold commitment to the Paris Agreement, where we aim to keep global warming well below 2°C, with a strong focus on **reaching the 1.5°C target**. This isn't just a goal, it's our guiding star, shaping every decision we make and every action we take. We rely on the latest climate science to set our targets, ensuring that our efforts are not only ambitious but also impactful and measurable.

We firmly believe that even the **smallest actions can spark significant, positive change**. This belief is woven into our daily operations, driving us to integrate sustainability at every level. By embedding environmental responsibility into our core business practices, we're dedicated to reducing our carbon footprint and contributing to a healthier planet.

Our strategy goes beyond just setting targets, it's about achieving **operational excellence through sustainability**. We focus on making our operations more efficient and cost-effective while staying ahead of regulatory changes.





This approach not only enhances our performance but also demonstrates that sustainability and business success go hand in hand.

Building **strong, trust-based relationships** with our stakeholders is at the heart of our strategy. We're committed to transparency and open dialogue, ensuring that our customers, investors, and employees see the tangible benefits of our sustainability efforts. By fostering trust and engagement, we position ourselves as leaders in corporate responsibility, dedicated to driving progress and shared success.

Our sustainability strategy is about translating ambitious climate goals into actionable results through focused efforts, operational excellence, and meaningful stakeholder collaboration. It embodies our commitment to driving positive environmental impact while ensuring business success and fostering lasting stakeholder trust.

Our commitment to science-based targets

Science-Based Targets are company-specific goals for reducing greenhouse gas emissions, aligned with the latest climate science and the Paris Agreement's objective to limit global warming to well below 2°C. Staffbase chose to adopt these targets to demonstrate our commitment to credible climate action and to ensure its sustainability efforts are in line with global standards and scientific recommendations.



Staffbase commits to actively source 100% renewable electricity by 2030.

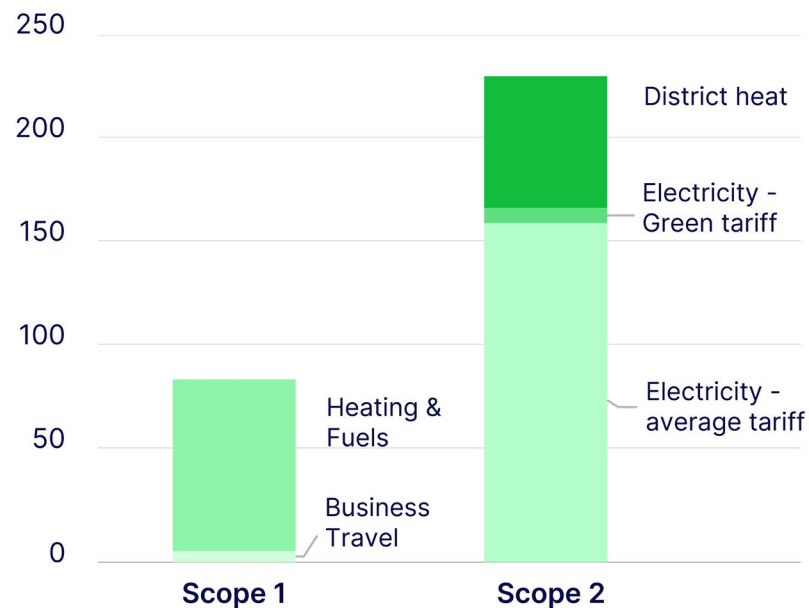
This commitment highlights our dedication to significantly reducing our carbon footprint and actively contributing to the global shift towards renewable energy. Achieving 100% renewable electricity is essential, as it directly cuts greenhouse gas emissions, helps mitigate climate change, and aligns with the scientific consensus that decarbonizing energy systems is critical for meeting global climate targets.

SCOPE 1&2

(Current) State 2023

Status Quo

In tons CO2e



** Scope 1 emissions are direct emissions from company-owned sources, like vehicles or onsite fuel use. Scope 2 emissions are indirect emissions from the energy a company buys, like electricity or heating.*



We commit to reducing Scope 3 greenhouse gas (GHG) emissions intensity per revenue by 52% by 2030, from the 2023 base year.

Our goal is to significantly reduce indirect emissions across our value chain, including those from purchased goods, services, and business travel. To balance our growth, we've set an intensity-based target, meaning that even as our revenue grows, we will reduce our Scope 3 emissions proportionally to reach a 52% reduction by 2030. This scientifically grounded target aligns with global climate goals and addresses the largest portion of our carbon footprint—Scope 3 emissions. By focusing on these reductions, we're not only supporting global efforts to combat climate change but also ensuring our business growth is sustainable and responsible.

Extending our environmental impact

While our core sustainability strategy is guided by science-based targets, we recognize the importance of extending our efforts beyond these goals. Our additional targets are designed to ensure we address all critical areas, taking full responsibility for our environmental impact and inspiring our suppliers and customers to join us in setting and achieving ambitious sustainability goals.



For any emissions that cannot be reduced, Staffbase will compensate 100% of its carbon footprint.

This ensures that our overall impact on the environment is neutralized, supporting our goal of achieving carbon neutrality.



Staffbase pledges to engage with suppliers and customers to encourage them to set their own environmental targets.

By fostering a collaborative effort, we aim to drive broader industry progress towards sustainability and create a ripple effect that extends beyond our direct operations.

Monitoring our carbon emissions

GHG emissions, tons CO2e	2023
Scope 1 GHG emissions	80.56
Fuels	80.56
On-site Renewables	0
Scope 2 GHG emissions (Gross Market Based Emissions)	227.6
Scope 2 GHG emissions (Gross Location Based Emissions)	231.2
Purchased electricity	163.14
Heat and steam	64.45
Relevant Scope 3 GHG emissions	7,789.17
Purchased goods and services (cat.1)	5,507.8
Fuel- and energy-related activities (cat.3)	50.37
Waste generated in operations (cat.5)	2.84
Business travel (cat.6)	815.53
Employee commuting (cat.7)	513.04
Use of sold products (cat.11)	899.61
Total GHG emission (Gross Market Based Emissions)	8,097.37
Total GHG emission (Gross Location Based Emissions)	8,100.93

At Staffbase, we are committed to understanding and mitigating our environmental impact, starting with our carbon footprint. Collaborating with Footprint Intelligence, we have conducted a comprehensive assessment that encompasses all our office and coworking locations. Our calculation adheres to the internationally recognized standard of the Greenhouse Gas Protocol (GHG), ensuring accuracy and credibility.

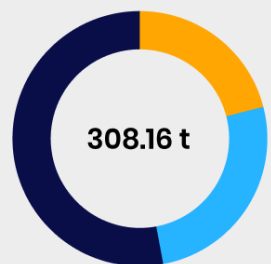


Base Year 2023: All data is presented in metric tons of CO2 equivalents (CO2e). The exclusion of irrelevant categories was performed based on a comprehensive analysis of the available data and applicable guidelines. This process was conducted in alignment with the principles of accuracy, transparency, and consistency.

2023 Carbon Footprint

Our comprehensive assessment for the base year 2023 revealed the following emissions across different scopes:

Scope 1, 2

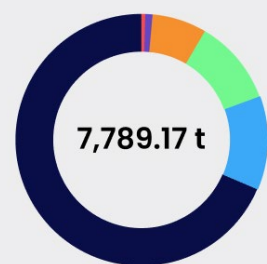


- Purchased electricity
- Heat and steam
- Fuels
- On-site Renewables

Scope 1 and 2 Emissions Breakdown

Displays the main sources of our direct (Scope 1) and energy-related (Scope 2) emissions.

Scope 3



- Purchased goods and services
- Fuel- and energy-related activities
- Waste generated in operations
- Business travel
- Employee commuting
- Use of sold products

Scope 3 Emissions Categories

Highlights key areas of our Scope 3 emissions, including purchased goods and services, and business travel.

Total GHG Emission

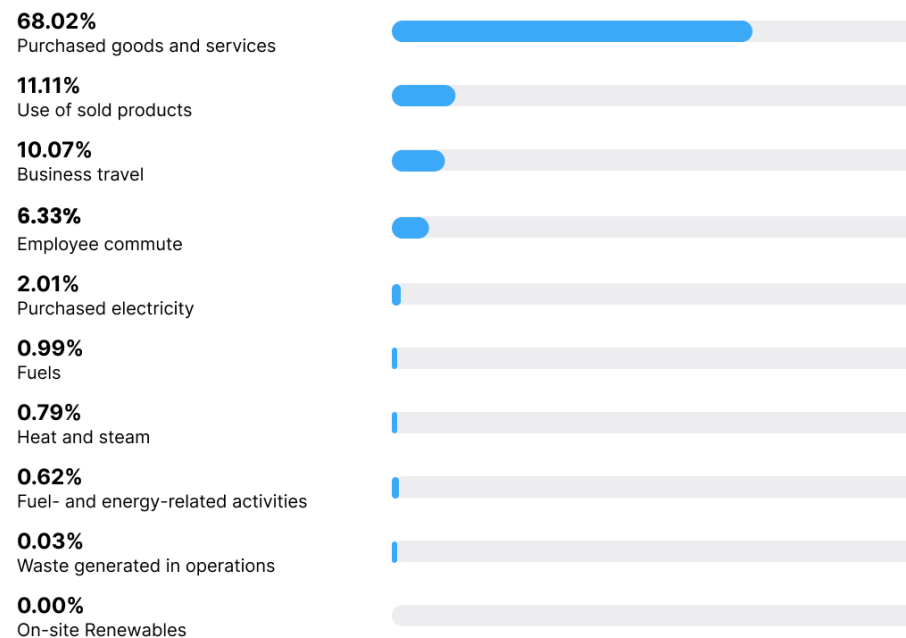
8,097.37 t CO₂e

Highest by category
Purchases
(cat. 1)

Share of Scope 3
96.19 %

Highest Impact Emission Sources

Highlights the components across all emission scopes (Scope 1, 2, and 3) that have the greatest impact on our overall carbon footprint.



Carbon mitigation action plan

By focusing on these key actions, we aim to reduce our carbon footprint and contribute meaningfully to a greener future.



Adopt Sustainable Transportation

Transition to electric vehicles (EVs), encourage bicycle use, and increase usage of public transportation.

This will significantly lower Scope 1 and 3 emissions by reducing reliance on fossil fuels. The shift to EVs and public transit will also cut fuel and maintenance costs, contributing to financial efficiency and reinforcing our commitment to sustainability. This approach enhances our reputation as a sustainability leader, attracting eco-conscious clients and talent.



Implement Sustainable Supply Chain Practices

Champion sustainability by collaborating with suppliers to implement eco-friendly practices across the supply chain.

This will reduce indirect emissions from our supply chain and demonstrate our dedication to responsible sourcing. Sustainable procurement enhances supply chain resilience, improves product quality, and aligns with environmental standards, reinforcing our corporate responsibility.



Upgrade to Energy-Efficient Facilities

Invest in energy-efficient systems and renewable energy sources for our buildings.

Upgrading facilities will lower Scope 1 and 2 emissions by reducing energy consumption and operational costs. Meeting green building standards and adopting renewable energy supports global climate goals and strengthens our sustainability profile.





Integrate Comprehensive Sustainability into Operations

Offset unavoidable emissions, continuously update sustainability policies, and optimize operational processes for efficiency.

These measures will drive us towards carbon neutrality, enhance sustainability performance, and foster innovation. By improving efficiency in coding, server management, and overall processes, we reduce our environmental impact and maintain a competitive edge.



Engage with Communities and Drive Collective Change

Collaborate with local organizations and engage with communities to promote sustainability.

Community engagement fosters goodwill, drives collective behavior change, and amplifies our sustainability efforts beyond our immediate operations. This strengthens our position as a responsible corporate entity and supports broader environmental initiatives.

A photograph of three people (two men and one woman) wearing bright green t-shirts, crouching in a park to plant a young tree. They are smiling and focused on the task. The background shows lush green trees and a clear sky. The scene is outdoors, likely in a park or natural area.

Emission offsetting

Investing in green

We are tackling our remaining emissions through strategic investments in reforestation and nature preservation projects. These initiatives are key to achieving our goal of 100% emission compensation for areas where reductions are still in progress. By backing these green solutions, we actively balance our carbon footprint, contribute to long-term environmental sustainability, and reinforce our commitment to responsible corporate stewardship.

80% OF FORESTS

are threatened by climate change.

500,000 HECTARES

of German forests have died since 2018.

4/5

trees in Germany are affected by illness.

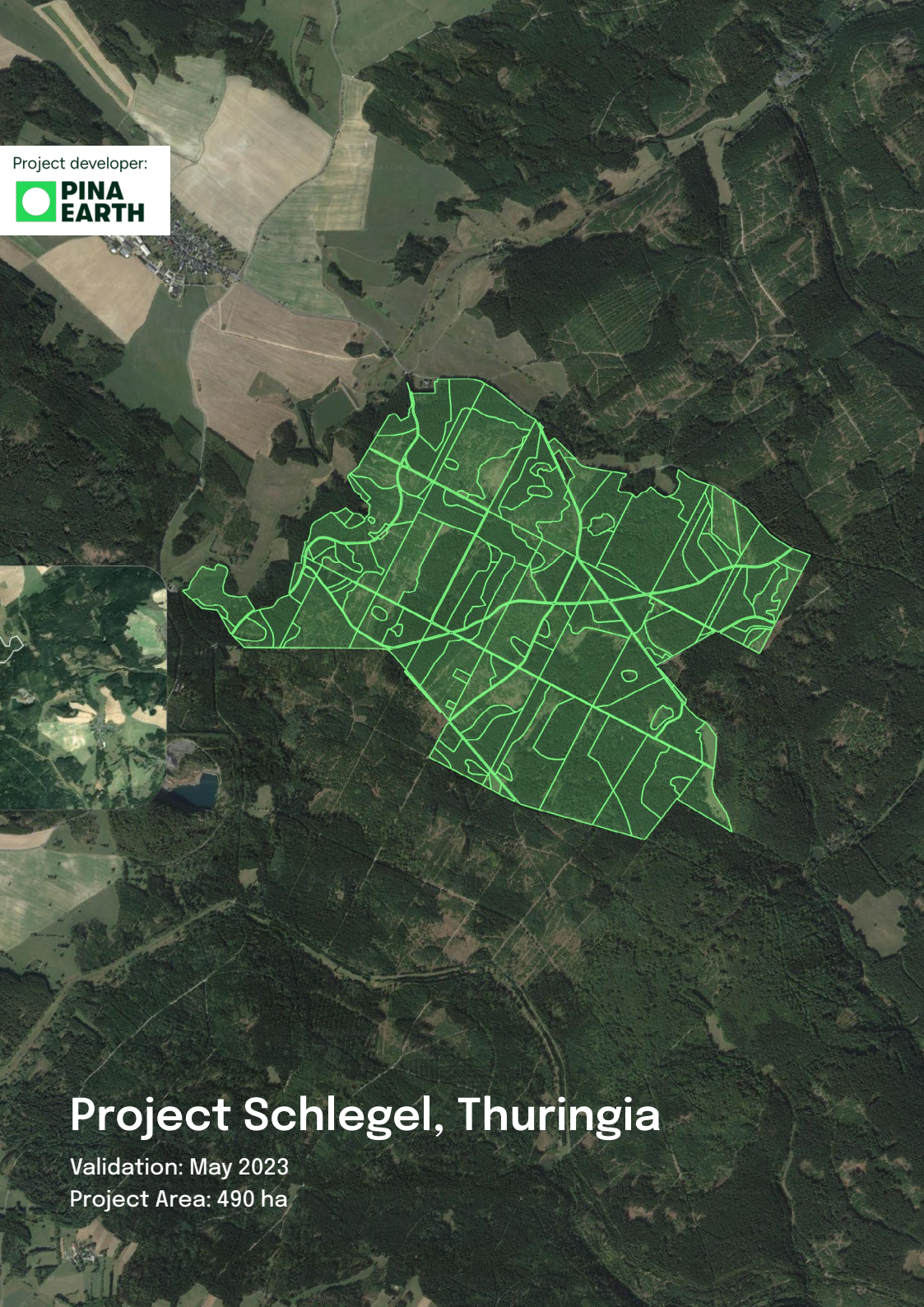
Our partnership with Pina Earth

Pina Earth is a cornerstone of our commitment to environmental protection and reducing our carbon footprint. By supporting their innovative forestry projects, we actively contribute to enhancing forest resilience, boosting biodiversity, and ensuring long-term CO2 storage. This partnership exemplifies our dedication to effective and transparent strategies for minimizing our ecological impact while advancing climate protection.

Their values align closely with ours, making this initiative a significant extension of our environmental efforts. In partnership with Pina Earth, we are striving to achieve 100% CO2 compensation for 2023 through investments in local reforestation in Germany and in [peatland restoration and conservation in Kantigan.](#)

We have decided to invest in a **regional and transparent** project. With the Schlegel project, **471 hectares** of spruce monoculture in Thuringia will be converted into a future-proof **mixed forest** over a 30-year project period. Biodiverse forests are more resilient to climate change and store additional CO2 — among many other co-benefits. The project is validated by TÜV Nord, follows the ISO standard 14064-2, and thus has the highest quality standards. Feel free to visit the project [dashboard](#) for more details.

Project developer:



Project Schlegel, Thuringia

Validation: May 2023
Project Area: 490 ha

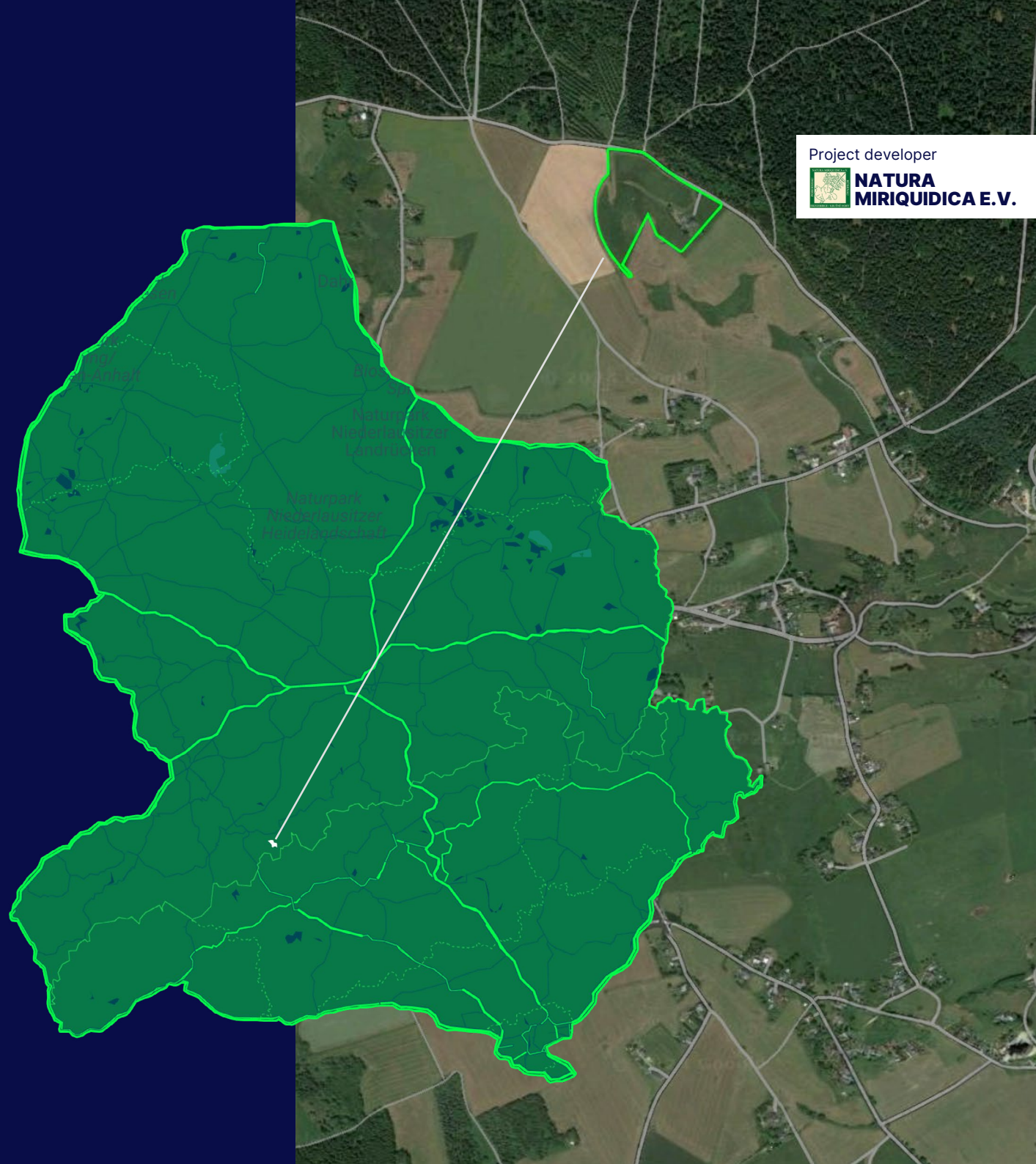
Mitigation beyond our value chain

In partnership with **Natura Miriquidica e.V.**, a local environmental organization in Saxony, Staffbase is undertaking a reforestation project in the Erzgebirge region near our headquarters in Chemnitz.

In year 2024 we will plant an additional grove of trees as part of our ongoing efforts to restore the natural beauty of the area, enhance biodiversity, and promote a healthier environment.

Natura Miriquidica e.V. is a dedicated, small-scale organization focused on genuine regional sustainability. This project goes **beyond our carbon compensation goals**, reflecting our belief that true sustainability involves more than just offsetting emissions. By supporting organizations that share our dedication to environmental stewardship and community engagement, we invest in creating lasting, positive impacts beyond our immediate value chain.

Project developer





Want to visit our trees?

Find them between

[50.60494°N 13.31244°E](#)

and [50.60751°N 13.30756°](#)

Sustainability assessment: EcoVadis

At Staffbase, transparency is a core value in our commitment to sustainability. We are pleased to share that our EcoVadis assessment has awarded us a Bronze Medal, with an overall sustainability rating of 56 out of 100, which ranks in the 65th percentile. Our Bronze Medal signifies commendable efforts in managing environmental impact, with our climate report demonstrating robust initiatives.

Our current score highlights our progress, but true sustainability requires a balanced focus on environmental, social, and governance factors. To achieve comprehensive sustainability, we will address these areas holistically, aiming to set new industry benchmarks and continuously improve our ESG practices.

Environmental

While our climate initiatives are strong, we are working on enhancing our approach to resource efficiency, waste management, and broader environmental impacts.

Social

We will further improve our practices around labor conditions, diversity and inclusion, and community engagement to strengthen our social responsibility.

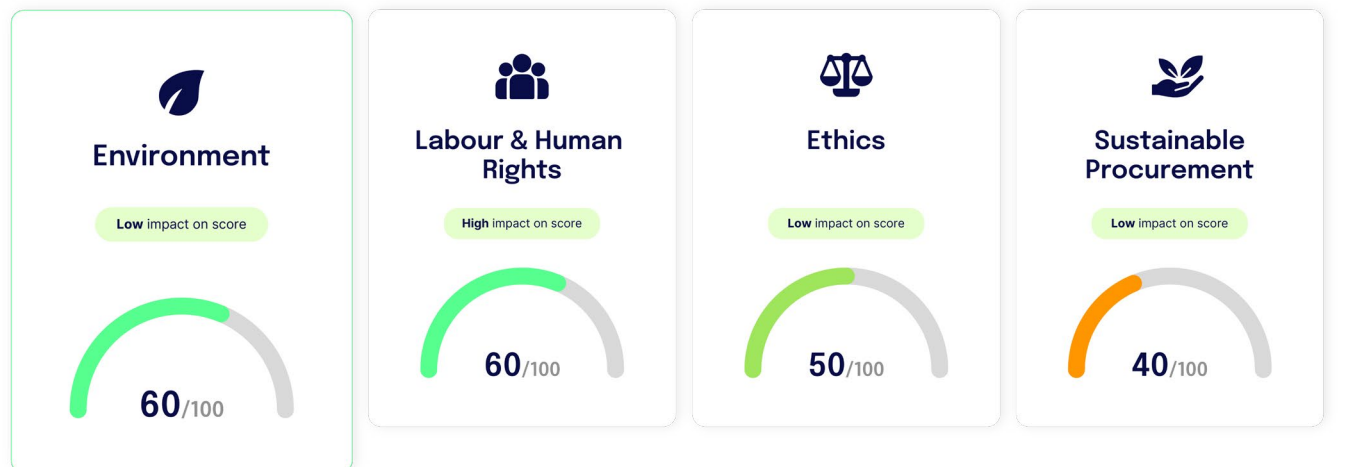
Governance

Strengthening our governance practices, including risk management and compliance, is crucial for advancing our overall ESG performance.

Overall score

Percentile
65th

56/100



Closing thoughts from our ESG Associate

As we wrap up this year's sustainability report, I am proud to share the progress and achievements we've made in advancing our sustainability agenda. Since stepping into my role as Group Business Operation & ESG Associate in April 2024, I have been inspired by the dedication and collective efforts of our team. Our journey in sustainability has seen significant milestones, and I am excited to outline our accomplishments and our forward-looking plans.

In 2023, Staffbase made notable strides in integrating sustainability into our operations. Our focus on reducing Scope 1 and Scope 2 emissions has laid a strong foundation for our net-zero goals. However, achieving these targets requires ongoing refinement and enhancement of our strategies. We have successfully addressed challenges related to data collection and offset projects, improving our processes to ensure accurate reporting and impactful results.

One of our major accomplishments has been improving our policies and refining our data collection methods. This has enabled us to make informed decisions and enhance our environmental impact. Additionally, our commitment to local offsetting projects, such as tree planting in Schlegel and Erzgebirge, has furthered our efforts to make a tangible difference in our communities.

In 2024, we have been preparing for the Corporate Sustainability Reporting Directive (CSRD) and planning the establishment of a Special Interest Group (SIG) for sustainability. This SIG will drive focused initiatives and enhance our sustainability efforts across the organization. We will also invest in further local offsetting projects and aim to improve our EcoVadis score to Silver.

Our emphasis will shift towards strengthening our sustainability policies, developing procurement questionnaires, and enhancing data collection processes. These efforts are aimed at fostering closer departmental collaboration and raising ongoing awareness about ESG within the company.

In an increasingly competitive landscape, it is crucial for us to not only keep pace with industry leaders but to also set a benchmark for sustainability practices. To this end, we will launch a dedicated sustainability webpage

to better communicate our achievements and initiatives. This will help us showcase our progress, attract top talent, and explore new collaborations that amplify our impact.

Despite the complexities and challenges associated with achieving the Paris Agreement's goals, our commitment to creating a sustainable future remains steadfast. Every small contribution is vital to achieving our long-term objectives. Our focus should be on the positive impact we can create and the collective effort required to drive change.

Together, we have the opportunity to redefine industry standards and inspire others to follow our lead. Building a sustainable world is not only a necessity but a responsibility that we must embrace wholeheartedly.

Thank you for your continued dedication and support. I look forward to our ongoing journey toward sustainability and the positive impact we will achieve together.

Nathalie Korn

Group Business Operations & ESG Associate



Contact us

If you have comments, suggestions, or additional questions about our Carbon Emissions Report, please reach out to:

✉ esg@staffbase.com