BROWSER

Environmental Policy

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Introduction

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Introduction

Browser London Limited is committed to minimising the environmental impact of our operations and contributing positively to global efforts to address climate change. As a digital design, user experience, and software engineering agency, we recognise that while our work is primarily knowledge based, our choices around energy use, infrastructure, travel, and procurement still carry environmental consequences.

We aim to operate responsibly, reduce unnecessary consumption, and make informed decisions that support long term environmental sustainability. This policy outlines how we manage our environmental responsibilities and embed sustainable practices across our business.

2. Our Environmental Commitment

Browser London Limited commits to:

- Reducing our carbon footprint wherever reasonably possible
- Using energy and resources efficiently
- Supporting credible climate positive initiatives
- Working with suppliers and partners who share similar environmental values
- Continually reviewing and improving our environmental performance

Environmental responsibility is viewed as an ongoing commitment rather than a fixed target, recognising that technology, standards, and best practice continue to evolve.

3. Climate Leadership and Carbon Offsetting

Browser London Limited demonstrates climate leadership through active participation in carbon offsetting and reforestation initiatives.

We contribute to **Ecologi**, a recognised climate action platform, by:

- Offsetting our environmental impact based on the number of employees within the business
- Supporting verified tree planting and carbon reduction projects
- Maintaining ongoing contributions rather than one off gestures

Browser London was among the early adopters in the UK SME sector to integrate employee based climate contributions through Ecologi, reflecting our proactive approach to environmental responsibility.

While offsetting is not a substitute for reducing emissions, we view it as an important complementary measure alongside practical reductions in energy use and consumption.

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4. Remote First and Hybrid Working Model

Browser London operates a remote first, hybrid working model. This significantly reduces:

- Daily commuting emissions
- Office energy consumption
- The need for large, permanently occupied office space

Where in person collaboration is required, we encourage:

- Use of public transport
- Consolidated travel planning
- Remote participation where physical presence is not essential

This approach supports both environmental sustainability and employee wellbeing.

5. Energy Efficiency and Digital Operations

As a digital agency, a significant proportion of our environmental impact relates to energy consumption through devices, servers, and cloud infrastructure.

We actively seek to reduce energy usage by:

- Powering down devices, monitors, and peripherals when not in use
- Enabling energy saving modes on laptops and workstations
- Avoiding unnecessary always on systems

For development and hosting environments:

- Servers and cloud resources are scaled appropriately for usage
- Non production environments are powered down or minimised during periods of low or no use
- Automated processes are used to avoid excessive compute or storage consumption

We prioritise efficient architectures and responsible use of cloud services rather than over provisioned systems.

6. Sustainable Digital Design and Engineering

Environmental considerations are embedded into how we design and build digital products.

This includes:

- Optimising front end performance to reduce data transfer and processing requirements
- Building efficient codebases that minimise unnecessary computation
- Designing accessible, usable interfaces that reduce user friction and wasted interactions
- Encouraging efficient content delivery through caching, compression, and optimised assets

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Efficient digital products not only improve user experience but also reduce energy consumption across devices and infrastructure.

7. Hardware and Equipment Management

Browser London aims to reduce environmental impact associated with hardware procurement and disposal. We:

- Extend the lifespan of laptops and devices wherever practical
- Reuse, refurbish, or responsibly recycle equipment at end of life
- Avoid unnecessary upgrades driven purely by convenience rather than need
- Select energy efficient devices where possible

Peripheral equipment such as monitors, keyboards, and networking hardware is reused across multiple lifecycle stages.

8. Responsible Procurement and Suppliers

We consider environmental factors when selecting suppliers and partners, particularly in relation to:

- Cloud hosting and infrastructure providers
- Software platforms and tooling
- Office and coworking space providers

Where possible, we favour suppliers that:

- Demonstrate environmental responsibility
- Publish sustainability or environmental policies
- Invest in renewable energy or carbon reduction initiatives

We recognise that as an SME our influence is limited, but we aim to make responsible choices within our scale.

9. Waste Reduction and Resource Use

Browser London Limited works to minimise waste generation through:

- Digital first documentation and collaboration
- Avoidance of unnecessary printing
- Responsible disposal and recycling of electronic waste

In shared office environments, we comply with local recycling and waste management policies and encourage responsible use of shared resources.

10. Employee Awareness and Engagement

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Environmental responsibility is supported through awareness rather than enforcement. We encourage employees and contractors to:

- Adopt energy conscious working habits
- Reduce unnecessary travel
- Share ideas for improving environmental performance
- Consider environmental impact when making day to day decisions

Environmental considerations are discussed as part of wider operational and strategic reviews.

11. Monitoring, Review, and Continuous Improvement

Environmental performance is reviewed periodically at management level. This includes:

- Reviewing energy usage patterns
- Assessing the effectiveness of remote and hybrid working
- Reviewing offsetting contributions and supplier practices

As the business grows or changes, this policy will be updated to reflect new opportunities to reduce impact and improve sustainability outcomes.

12. Compliance and Responsibility

Browser London Limited complies with applicable environmental legislation and regulations relevant to our operations. The Managing Director holds overall responsibility for environmental policy oversight, with all employees and contractors expected to support its implementation through responsible working practices.

13. Commitment

Browser London Limited is committed to operating as a responsible digital agency that balances innovation, commercial delivery, and environmental stewardship. Through practical action, informed decision making, and ongoing contribution to climate positive initiatives, we aim to reduce harm and support a more sustainable digital future.