CLOUD&CULTURE

30 JULY 2026

PUBLIC SUMMARY · VERSION 1.1.0

Sustainability policy

Our footprint is almost entirely computing. We would rather publish a gap than an estimate.

Baseline	2025-09-30 → 2026-09-30
Assurance	Self-reported
Offsetting	Residual only
Next review	2027-09-30

BINDING COMMITMENT · FROM VERSION 1.1.0

We offset our residual emissions

Registry-retired credits, durable removals preferred, certificate held before the purchase is recorded. Offsets sit outside the account — the reported figure always stands at gross.

7
activity categories inside the boundary

2
categories recorded as nil, not omitted

0
estimated figures in the account

01 · POSITION

Almost all of our environmental impact is computing: hosting, and the AI inference we use to build software. We state what we count, we say when a number does not exist, and we make no environmental claim we cannot evidence.

02 Scope

The reporting entity is Cloud & Culture Ltd. Inside the boundary: office energy; computing and hosting; AI inference used in development; hardware; home-working energy; subcontracted work; events and their local travel.

Print and client travel are recorded as nil, not omitted. Recording a nil is not the same as omitting a line.

03 Measurement and baseline

Baseline: 30 September 2025 to 30 September 2026 — our accounting period, so the carbon baseline shares a boundary with the financial accounts. It may be restated once a further representative trading year exists.

Where a figure cannot be obtained, we record "no data published" and do not estimate it. The absence is itself the finding.

ACTIVITY	BASIS	ACTIVITY METRIC	STATUS
Hosting	Provider carbon footprint report	Spend, compute hours	**Measured**
Office energy	Supplier energy records	kWh	**Measured**
Hardware	Purchase records	Units, purchase date	**Measured**
AI inference (development)	No per-unit figure published	Token volume	**No data published**
Content delivery	No per-unit figure published	Spend	**No data published**
AI inference (in-app)	Not yet in service	—	**Nil**
Print, client travel	No activity in period	—	**Nil**

Hosting emissions are taken from our provider's carbon footprint report — a vendor figure, GHG-Protocol aligned, not third-party assured, and open to restatement by the provider.

04 Operational commitments

These bind us now, and none of them depends on revenue. Several cut cost and emissions in the same direction, which is why they carry no premium to bear.

01 Primary hardware is kept for its full supported life and not replaced early for upgrades.

02 The longest available support plan is taken at purchase; faults are repaired in preference to replacement.

03 Refurbished handsets are used for testing.

04 We choose the lowest-carbon cloud region among those meeting our data-residency, latency and cost needs — normally a UK or EU region.

05 We are migrating hosting towards serverless deployment. Its effect is measured, not asserted.

06 We use the smallest AI model capable of the task. Routine, high-volume work goes to the smaller, faster models; the largest reasoning model is reserved for work that demonstrably needs it. Extended-thinking and agentic modes are switched on per task, not left on by default, and context length is kept to what the task requires. This is evidenced through spend and token-volume records, not asserted as a carbon reduction.

07 Air travel is constrained.

05 Targets

We have not set a reduction target, and we would rather say so than publish one we cannot stand behind. We hold a single baseline year; a target built on it alone would not mean anything. Targets will be set once a representative trading year exists, and when they are, they will be absolute rather than intensity-only, carry a target year with at least one interim milestone inside the current directors' tenure, and state the implied annual reduction rate.

06 Offsets

We offset our residual emissions — what is left after the commitments above have been applied. Offsetting is the last step, never a substitute for reduction, and no reduction commitment is relaxed because it exists.

Credits are retired on a recognised registry — Gold Standard, Verra VCS or the UK Woodland Carbon Code — and we hold the retirement certificate, in our name and with serial numbers, before the purchase is recorded. A supplier who cannot produce a registry retirement record is not used. Durable removals are preferred to avoidance credits, and the credit type is always stated alongside the tonnage. Purchases round up to the next whole tonne; the over-purchase is recorded as an over-purchase, not as an additional reduction.

CLAIMS LIMIT

Offsets are held outside the account as contributions and are never netted against reported emissions. The reported figure always stands at gross. Retiring credits does not entitle us to be described as carbon neutral, net zero, climate positive or carbon negative, and we do not use those words about ourselves.

07 Claims and language

We make no environmental claims in our own marketing. We do not repeat a supplier's environmental description of itself; we report only our own allocated emissions, attributed and dated. Any claim we do make must have dated evidence held before publication — not assembled on challenge — and is recorded in a claims log with its source, date and approver.

08 Accountability, reporting and review

One named director is accountable for this policy — not “the company”, not “management”. Figures are reviewed once a year on 30 September, matching our accounts, and we record adverse results, including increases and missed targets, not only improvements.

This version is self-reported and not externally assured. The hosting figure is vendor self-reported and may be restated. Next review: 30 September 2027.