



# CATEGORY: INTERNATIONAL, SUSTAINABILITY BEST PRACTICE AWARD - AD TECH SERVICES



## Results

## EMPLOYEE GREEN ENERGY PROGRAM

### Challenge

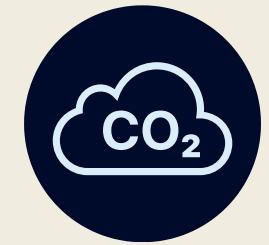
With the rise of hybrid and remote work models, energy consumed for home offices has become 21% of MobileFuse's total emissions.

### Brief

Develop an emissions reduction initiative that fits seamlessly into MobileFuse's broader company strategy aimed at achieving net-zero emissions, demonstrating its commitment to comprehensive sustainability practices.

### Solution

Develop the 'Employee Green Energy Program', offering a structured and supportive process for MobileFuse's employees that does the legwork for them by navigating energy companies' green energy programs, and finding the best way to move to clean energy options.



Reduced 58 tons of CO2 emissions



Cost savings by reducing the need for carbon credits



Enhanced employee morale and satisfaction



### Execution

- Conducted extensive research to understand the carbon footprint associated with employees' home energy use.
- Conducted a thorough Greenhouse Gas (GHG) emissions inventory to measure and track the emissions reductions from this program.
- Identified suitable green energy options, reporting these back to the employee with detailed information.

- Provide ongoing support to the employee, assisting them to transition to the green energy option they prefer.
- Once the employee has successfully switched to a renewable energy source, we record all relevant details of the transition.
- Conduct annual check-ins with each participating employee to ensure continued engagement and address any further needs.