2.3 Policy on social responsibility, quality, environment and the SDGs

PDAid has established the below policies which are related to the PDAid Code of Conduct that describes how PDAid act and outlines the company's expectations to its partners and employees within the most relevant business areas. A policy on the working environment is described in section 2.3.1.

Together with our employees and collaborators, PDAid will:

- Show respect for people, animals and nature in any actions undertaken.
- Respect human rights and recognized labour rights wherever business is conducted (Universal Declaration of Human Rights, the Guiding Principles on Human Rights and International Labor Organization (ILO) Convention).
- Aim at the highest standards regarding quality and working environment and at reducing the environmental impact caused by production.
- Set ambitious goals for social responsibility, environmental impact, quality and working environment.
- Comply with legislation and regulatory requirements in every country in which business is conducted.
- Inform, involve, engage and assume co-responsibility for our policy.

According to social responsibility and the United Nations Global Compact, PDAid will:

- Set and assess goals for social responsibility.
- Choose environmentally friendly transport when it is technically and economically viable, for example prioritize ship and train over road and air transport.
- Promote the development of environmentally friendly technologies in cooperation with the countries we work with. This is implemented through collaborations with, for example, local printing companies in the countries where the printed matters (sold products) are distributed.
- Make sure to work with updated electronic systems to ensure safe and correct dissemination without error.
- Advise and provide guidance to organizations and businesses to use environmentally friendly printed matter, for example printed matters produced on environmentally certified enterprises, eco-labelled/FSC approved regulations and rules as well as carbon-neutral production of printed matters.
- Use local raw materials for the production of printed matter (when it is technically and economically feasible).
- Support World Environment Day by encouraging and raising awareness for action to protect the environment.
- Solely cooperate with companies that use the best available and most sustainable technology.

In the quality area, PDAid will:

- Always deliver the agreed quality – on time.
- Set and assess goals for the quality improvements.
- Continually assess new quality opportunities for products and processes.
- Improve the quality of cooperation with employees, customers and suppliers.
- Enhance employee competencies by offering continuous learning via for example courses.

In the environmental area, PDAid will:

- Set and assess goals for the environmental improvements which are stated in this policy, the PDAid SDG profile, the company's action plan documents and the annual sustainability report. Monitoring and assessing are done via the annual carbon accounting report, risk assessment and individual methods related to the particular goals.
- Prepare an annual carbon accounting report and monitor the company's greenhouse gas emissions from its electricity, heating, waste and business travel (emitted from the headquarters in Denmark).
- Keep up to date with the development in the field of cleaner technology solutions in our industry.

- Continually work with and carry out environmental improvements and measures aimed at reducing the company's impact on the external environment and limit the consumption of natural resources.
- Inform our customers about PDAid's environmental work and motivate them to choose less environmentally damaging products and services – preferably eco-labelled.
- Communicate openly on our environmental policy and objectives.
- Create a sustainable development that complies with the ten principles of United Nations Global Compact.
- Be a carbon-neutral company and receive a CEMAsys Climate Certificate™ as proof of purchase of carbon credits to offset greenhouse gas emissions.
- Stay in the association of CO_2 neutral websites in Denmark.
- Strive to protect the environment, including pollution prevention.
- Sort waste in the following fractions: daily waste, organic, electronic, batteries, paper and cardboard, inkjet patrons and toners, spray cans, fluorescent lamps and energy saving light bulbs and miscellaneous small combustibles.
- Aim to hold 50 per cent of its meetings online – working digitally is natural among the staff at PDAid, with employees located around the world. However, the company's travel policies still allow for international face-to-face meetings where and when it is justified.

In support of the Sustainable Development Goals (SDGs), PDAid:

- Focuses on SDG 4 (Quality education), SDG 12 (Responsible consumption), SDG 13 (Climate action) and SDG 17 (Partnership for the goals), but acknowledges the importance of all SDGs – in PDAid's SDG profile, the targets for each SDG is described, including their indication and result.
- Integrated the SDGs as a part of the leading elements in PDAid's work with sustainability.
- Distribute an SDG animation film that the company created in 2019. The film explains the 17 SDGs to help viewers get a better understanding of the goals and is free for everyone to download and use.
- Is a "partner company" that works to promote an exchange of ideas, experience and knowledge as well as promote and advocate for the SDGs, including the influence of business partners on how to run a business in a sustainable manner (targets 17.16 and 17.17).
- Seeks to promote and communicate about the SDGs whenever possible as well as inspire others by sharing knowledge about the SDGs (target 4.7).
- Supports (since 2015) the PDAid Foundation that empowers talented, young individuals from disadvantaged communities through financials means, personal communication and mentorships – the aim is to help them become positive change agents (targets 1.1, 4.3, 10.1 and 17.17).
- Supports Sauti Kuu Foundation, an NGO that works with disadvantaged young people, particularly rural youth, to help them and their families utilize locally available resources to improve their living conditions and teaches them recognize, appreciate and use the locally available resources, in particular land, as an asset to elevate themselves out of poverty, through publicity, networking and promotion (targets 1.2, 4.1, 10.1, 12.8 and 17.17).
- Will support suited sustainable projects worldwide that targets pre-school children to help prepare them for primary education, following target 4.2 – previously, PDAid supported a local project in a local project in Randers, Denmark called "The Family House" (Familiehuset) that provides healthcare and offers advice to Danish and immigrant families with young kids – support via sponsorship of SDG merchandise and a short discussion on the SDGs related to the project.
- Supports sustainable paper-based choices and has a goal of reducing the amount of paper used in its headquarters by at least 5 per cent per year, while the goal for the subsidiary in Panama is to ensure a continued low paper consumption (target 12.2).
- Distributes a paper guide, that the company has developed, to help and guide customers in selecting environmentally friendly paper-choices (targets 12.4 and 13.3).
- Seeks to minimize our energy and carbon footprint; PDAid currently buys emission credits and neutralize our CO2 emissions – in the future, we aim to plant trees (target 13.1) via the Kilimanjaro Development Center, a tree planting, educational and sports project, as well as support the local community and youth by establishing an outdoor learning center to offer homework assistance to local schoolchildren (target 4.1), including various sports activities for the youth in Kenya (target 3.4), as well

as planting fruit trees (if viable) and allocating space for supplementary crops that can provide a source of food and income (targets 2.3 and 2.4).

- Helps organize an event, called "The Big Climb", aiming to promote solidarity among the global community for the benefit of low-income countries. The climbers undertake various training activities before embarking on the seven-day Rongai route to the summit of Mount Kilimanjaro. After the climb, selected youth are offered the possibility to undertake the PDAid Foundation mentoring programme (targets 4.3 and 4.5). In 2019, the aim of the climb was centered around raising money for equitable distribution of the COVID-19 vaccine (target 3.3).

Annex C: Code of Conduct
Annex M: Sustainability report
Annex O: SDG profile