



Carbon Reduction Plan

Company name: Optibus Ltd
Publication date: August 2025



Commitment to Achieving Net Zero

Optibus Ltd is committed to achieving Net Zero greenhouse gas (GHG) emissions across its UK and global operations by 2050.

Baseline Emissions Footprint

Optibus Ltd is committed to achieving Net Zero greenhouse gas (GHG) emissions across its UK and global operations by 2050.

Baseline Year: 2022

Additional Details: 2022 marked the first comprehensive carbon footprint assessment by Optibus, aligned with the GHG Protocol and calculated using the Normative platform. The baseline includes Scope 1, 2, and 3 emissions, covering business travel, office utilities, and procurement.

EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	0.33
Scope 2	203
Scope 3	2,623
Total	2,826.33

Current Emissions Reporting

Reporting Year: 2024

EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	0.038
Scope 2	125
Scope 3	898
Total	1,024

This reflects a **64% decrease** in total emissions from the 2022 baseline. Most reductions have come from Scope 3, where business travel and procurement improvements have been particularly effective.

Optibus' carbon footprint is already among the lowest in its category (global SaaS companies of similar size), thanks to early and decisive action to transition to renewable energy, adopt remote-first policies, and drive sustainable procurement practices.

Emissions Reduction Targets

Given the significant reduction already achieved in 2024, Optibus has set **realistic and achievable targets** that continue our path to Net Zero while acknowledging our current efficiency:

Overall Emissions

Reduce total company emissions to **1,000 tCO₂e or less by 2030**, representing a **65% reduction** from our 2022 baseline of 2,826.33 tCO₂e.

Scope 2 (Office Energy Use)

Maintain 100% renewable electricity across all key Optibus offices. This includes continuing existing renewable supply agreements (e.g., in London and San Sebastian) and ensuring that any new or relocated offices adopt green energy solutions.

Scope 3 (Business Travel – per capita)

Maintain a per-capita reduction of at least 40% in business travel emissions compared to 2022, through continued emphasis on virtual collaboration, sustainable travel choices (e.g., rail over air), and regionally distributed teams to reduce long-haul travel.

Cloud Infrastructure / Scope 1-equivalent

Continue leveraging Amazon Web Services (AWS), which has been powered by **100% renewable energy since 2021**, to ensure minimal environmental impact from AI model training, server usage, and data storage. Ongoing efforts include optimizing data lifecycle management and collaborating with R&D to reduce computational load where possible.

These targets are designed to be realistic and defensible, particularly in light of our already low emissions profile. They account for our growth and evolving operations while reinforcing our leadership in sustainable SaaS practices.

Carbon Reduction Projects

Completed Initiatives

- **100% Renewable Data Centers** (Scope 1): All infrastructure is hosted on AWS, powered fully by renewable energy since 2021.
- **Hybrid and Remote Work Model**: Reduced office energy use and employee commuting emissions.
- **Office Energy Measures**: LED lighting, energy-efficient HVAC systems, and use of renewable electricity in key locations (London, San Sebastian, Berlin, Tel Aviv).
- **Business Travel Reduction**: Virtual meetings, low-carbon travel choices, and bike/scooter allowance.
- **Sustainable Procurement Launch**: Launched an initiative to align suppliers with Optibus' ESG standards, including the rollout of a formal sustainability policy.

Estimated emissions avoided: ~1,600 tCO₂e from baseline.

Future Initiatives

- **Supplier Performance Program:** Traffic light scoring and minimum sustainability standards for vendors.
- **Data Optimization:** Lifecycle management for storage efficiency.
- **ESG Training:** Full workforce training program launching 2024.

Declaration and Sign-Off

This Carbon Reduction Plan complies with PPN 06/21 and aligns with the guidance on reporting corporate GHG emissions.

Emissions are recorded in line with the GHG Protocol (Corporate Standard) using UK government conversion factors. Scopes 1 and 2 reporting meets SECR requirements; Scope 3 follows the Corporate Value Chain (Scope 3) Standard.

Signed on behalf of Optibus Ltd:

Rotem Landa
Chief Financial Officer

Date: August 7, 2025