

SAFERsleep Carbon Reduction Plan

SAFERsleep is a specialized New Zealand-based healthcare technology provider. With a dedicated team of fewer than 20 staff operating under a **100% remote-working model**, we maintain a naturally low-carbon footprint. This plan outlines our commitment to maintaining and further reducing our environmental impact to achieve Net Zero emissions.

1. Commitment to Achieving Net Zero

SAFERsleep is committed to achieving Net Zero greenhouse gas (GHG) emissions by **2050** at the latest. Given our lean, remote operational model, we have set an ambitious "stretch target" to reach Net Zero by **2040**. We recognize the importance of decarbonizing the digital health sector to support New Zealand's wider environmental goals.

2. New Zealand renewable Energy

In New Zealand, the percentage of energy from renewable sources differs significantly depending on whether you are looking at the total **primary energy supply** (which includes transport and industrial heat) or just **electricity generation**.

3. Electricity Generation (High Renewables)

New Zealand is a global leader in renewable electricity, with the majority of its power coming from hydro, geothermal, and wind.

- **Current Record (2025/2026):** In the quarter from October to December 2025, renewable electricity generation reached a record high of **96.4%**.
- **Annual Average (2024):** For the full 2024 calendar year, **85.5%** of electricity was generated from renewable sources. This was a slight decrease from 88.1% in 2023 due to lower-than-average rainfall affecting hydro lakes.
- **Future Targets:** The New Zealand government has set an aspirational goal of achieving **100% renewable electricity by 2030**.

2. Total Primary Energy Supply (Includes Fossil Fuels)

When considering all energy used in the country—including petrol for cars, gas for heating, and coal for industry—the renewable percentage is lower because of the heavy reliance on fossil fuels for transport.

- **2024 Total:** Renewables accounted for **45.5%** of New Zealand's total primary energy supply, which was a record high.
- **Energy Mix (2024 Estimates):**
 - **Oil:** ~33% (primarily transport).
 - **Renewables (Hydro, Geothermal, Wind, Solar):** ~45.5%.
 - **Natural Gas:** ~14%.
 - **Coal:** ~6%.

3. Key Renewable Drivers

- **Hydro:** Remains the "backbone" of the system, though output varies based on annual rainfall.
- **Geothermal:** Provides a highly reliable "baseload" of renewable power that is not dependent on weather.
- **Wind & Solar:** These are the fastest-growing sectors. Wind capacity nearly doubled between 2020 and 2024, and solar generation increased by over **70%** year-on-year by late 2025.

3. Baseline and Current Emissions

As we do not operate physical office spaces or a vehicle fleet, our emissions are primarily driven by the energy used in home offices and essential business travel. Noting that all our staff are currently based in New Zealand we are already operating at a base of 96.4% of renewable energy.

Since SAFERsleep does not have a physical office, our **Scope 2** emissions are now calculated based on an estimated average of **0.7 tCO₂e per person per year** for home office energy use (laptop, monitors, lighting, and heating/cooling during working hours). This is only for staff without personal renewable energy sources at home. However, given the renewable energy sources already used this can be reduced to approximately 4% of the above value, **0.028tCO₂e per person per year**

Note on Scope 2: As a remote team, Scope 2 reflects the estimated electricity consumption of 20 home-office setups. SAFERsleep aims to influence these emissions through staff education and sustainable procurement. Some home offices are already utilizing 100% renewable energy via solar power and battery storage, and staff are encouraged to adopt this where possible.

Note on Scope 3: Air travel offset via carbon credit schemes and accommodation and car hire estimated at a per day rate of **16.2Kg CO₂e** per day based on the below assumptions. Yearly assumptions are based on 8 weeks travel in the UK per year.

- **Electric Car 5.8 kg CO₂e per day**
- **UK Average (DEFRA):** The standard benchmark for a UK hotel stay is **10.4 kg CO₂e per room per night**.

Reporting Year	Scope 1 (Direct)	Scope 2 (Indirect Energy)	Scope 3 (Subset)	Total Emissions
Baseline (2024)	0.0 tCO ₂ e	0.336 tCO ₂ e*	907.2 kgCO ₂ e	<1 tCO₂e
Current (2025)	0.0 tCO ₂ e	0.25 tCO ₂ e*	907.2 kg CO ₂ e	<1 tCO₂e

3. Emission Reduction Targets

To maintain our progress toward Net Zero, we have adopted the following targets:

- **By 2028:** 50% reduction in travel-related emissions, via utilization of virtual meetings and carbon offset programs via airlines.

- **By 2035:** 78% total reduction against baseline.
 - **By 2040:** 100% Carbon Neutrality (Net Zero).
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4. Carbon Reduction Projects & Initiatives

Remote Operations & Energy (Scope 2)

- **Digital Decarbonization:** Prioritizing cloud service providers and data centers with verified Carbon Neutral certifications.
- **Power Management:** Implementing company-wide policies for hardware (laptops/monitors) to ensure energy-saving modes are active.
- **Home Office Support:** Providing staff with guidance on switching to renewable energy retailers in New Zealand.

Business Travel & Commuting (Scope 3)

- **Virtual-First Policy:** Utilizing high-quality virtual meeting platforms as the default to minimize the need for domestic and international travel.
- **Sustainable Transit:** Where travel is essential (e.g., hospital site visits), staff are encouraged to use public transport or electric vehicle (EV) hire options.
- **Sustainable Lodging:** Prioritizing hotels with recognized "Green" or "Sustainable" certifications for necessary overnight stays.
- **Air travel:** All air travel is offset via airline carbon credit schemes where available. As a standard the Air NZ model is used where possible. [Voluntary Emissions Contribution | Air NZ](#)

Learning and Culture

- **Climate Awareness:** Hosting "Lunch and Learn" sessions to share best practices for reducing home-office waste and energy use.
 - **Sustainability Champions:** Encouraging staff to lead internal initiatives that contribute to biodiversity, such as supporting local New Zealand conservation projects.
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5. Declaration and Sign-off

This Carbon Reduction Plan has been reviewed and signed off by the **SAFERsleep Executive Board**. It will be updated annually to reflect our evolving data and technological advancements.