Environmental Sustainability Policy

AYOOB AI LTD (trading as AyoobAI). Company number 15931832. 113 New Bridge Street, Innovation Northumbria Incubator, Newcastle upon Tyne NE1 8ST. Version 1.0, November 2026. Published at ayoob.ai.

1. Commitment

AyoobAI writes software and AI systems from scratch and runs them for its clients. We are committed to reducing the environmental impact of how we work and of the systems we build, to reaching net zero greenhouse gas emissions by 2040, and to reporting our progress openly every year.

2. Scope

This policy covers all of our operations and every service we supply to clients: software and AI development, hosting and operation of client systems, support, and the suppliers, equipment and travel these depend on. It applies to all staff, contractors and subcontractors.

3. Our main environmental and social impacts

We review our impacts each year. Our main environmental impacts are:

- electricity used by cloud hosting and AI computing for the systems we build and run
- staff devices, and what happens to them at end of life
- business travel and staff commuting
- energy used by staff working from home
- the goods and services we buy.

Our main social impacts are the accessibility and fairness of the systems we build, fair work for our staff and supply chain, and the protection of our clients' data.

4. How we reduce our impact

- **Right-sized AI.** We use the smallest model that meets the agreed accuracy target, process in batches where speed is not needed, and avoid unnecessary retraining.
- **Efficient software.** Every public website we build has a performance budget, caching and lean pages. This also helps accessibility and users on slow connections.
- **Hosting.** We host in the UK regions of major cloud providers that publish carbon data and renewable energy commitments. We right-size services and switch off non-production environments outside working hours. Where the provider offers it, we report the hosting emissions of each client system to the client.
- **Travel.** We are remote-first and meet by video by default. UK business travel is by rail or public transport where practical, and we do not take domestic flights.
- **Equipment.** We keep devices for at least four years, buy refurbished where suitable, and recycle through WEEE-compliant recyclers with certified data wiping.
- **Paperless working.** Documents, contracts and signatures are digital.
- **Suppliers.** Our suppliers must follow our Supplier Code of Conduct, including its environmental requirements.

5. Objectives and targets

Objective	Target	By
Net zero across scopes 1, 2 and 3	Net zero	2040
Cut emissions per employee from our 2025 to 2026 baseline	50% lower	2030
Publish a Carbon Reduction Plan (scopes 1, 2 and 3)	Every year	First by December 2026
UK business travel by rail or public transport where practical	No domestic flights	From November 2026

Objective	Target	By
Non-production cloud environments switched off outside working hours	Every new project	From 2027
End-of-life devices recycled through WEEE-compliant recyclers	100%	Ongoing
Staff sustainability training	100% of staff each year	Every year

6. Measuring and reporting

We measure our emissions each year using the GHG Protocol Corporate Standard and the UK Government's greenhouse gas conversion factors, and publish our Carbon Reduction Plan on our website in the format of the UK Government's Procurement Policy Note on carbon reduction plans. We report contract-level hosting emissions to clients where the provider makes the data available.

7. Training

Every new starter receives a briefing on this policy at induction, and all staff complete sustainability training every year. A record is kept.

8. Responsibilities and review

The Director and CEO, Husain Ayoob, is responsible for this policy. We manage it through the same management system processes we use for our ISO 27001:2022 certification: document control, internal audit and annual management review. This policy is reviewed every November.

Approved by	Husain Ayoob, Director and Chief Executive Officer
Signature	Husain Ayoob (typed signature)
Date	9 November 2026