



## WHYMPR sustainability act

We, as a company, are conscious that human activity impacts our environment and puts humanity at risk.

The core of our project is to bring together a community of people who are passionate about mountain outdoor activities, allowing them to share their experience, to benefit from advice on how to access routes safely and to discover new outing opportunities.

Our users, and the community they represent via our application, are strongly linked to nature and concerned about environmental preservation issues. We therefore consider it is important to be transparent on how our business impacts the planet. And also feel we must use our company to work on measures and solutions to contribute to environmental preservation.

This document's purpose is to:

- Give a true and unbiased picture of the positive and negative impacts our company has on the planet.
- Set goals for the company to reduce its impact on the planet.
- Think of features that could help the planet.

### 1. Whympr's impact

#### Negative

Team impact:

- Team emails sent
- Team emails stored
- Team electricity usage
- Team new hardware equipment
- Team online storage
- Team car trips
- Team flights

App and web impact:

- User website visits
- User app download
- User app browsing
- User emailing

Other impact:

- More people outdoor, means more impact on nature (tracks, trash, disturb animals).
- Risk of "insta tourism" if some spots get very popular on the app and drain too many people in specific areas.

### **Positive**

- + Less paper consumption, as you can access topos on the phone and just the one you need instead of buying a book with 100 routes (paper, transport, trash...).
- + Work from home (less transportation).
- + People can find outdoor activities not far from their location, so less transportation.
- + The more outings we show the more users will spread out and therefore not all go to one spot and wreck that place (Instagram tourism).
- + Play a positive role on the promotion of nature and sensibilization of community members about the need to preserve nature. The app can be seen as a showcase to display beauty and weakness of nature and a tool to communicate on sports impact on environment and good practices to reduce this impact.
- + Give 1% of our turnover to environmental associations through the 1% for the planet organization.

## **2. Sustainability action plan**

Company commitments:

- All company tech products which are not to be used must be either sold on refurb websites or sent to a recycle center.
- All tech equipment for employees are to be purchased from refurbished specialists.
- Remove all unnecessary documents on the company's cloud once a year.
- Limit tradeshow travel which requires air travel to 1 per year.
- Create a yearly report to present results based on this act.
- Share this initiative as well as yearly results report on social media to inspire other companies to do the same.
- Use green servers.
- Promote environmental associations on the app, through our social media and our website

Employee recommendations:

- Recycle your waste.
- Turn off your computer and internet at night and unplug multi plugs.
- Try to access websites as directly as possible and avoid search websites.
- Use file transfer websites to add attachments to emails instead of adding documents in the email.
- Unsubscribe to all unuseful emails.
- Clean up your cloud stored documents once a year.
- Clean up your email storage once a quarter.
- Do audio calls if video is not necessary.

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**Whympr app**

- On iPhone : <https://itunes.apple.com/gb/app/whympr/id1131231365?mt=8>
- On Android [https://play.google.com/store/apps/details?id=com.whympr.w&hl=en\\_GB](https://play.google.com/store/apps/details?id=com.whympr.w&hl=en_GB)