Making sustainability management flow

Sustainability Report BeCause 2023.

Table of Contents

Table of Contents - continued

Table of Contents - continued

Tables

Introduction

At BeCause, we believe that sustainability is fundamental to our identity and operations.

It drives our commitment to developing innovative products and solutions that empower organizations to enhance their sustainability efforts while ensuring our own operational and financial health. We see sustainability as a dual focus—integrating responsible practices into both our internal operations and the products we create.

This first sustainability report underscores our dedication to transparency and accountability. We are committed to openly sharing our environmental, social, and governance objectives, along with our progress in achieving them. Tracking these metrics is essential for addressing the challenges and risks that may impact our long-term success. So, by prioritizing sustainability reporting, we not only hold ourselves accountable but also strengthen our strategic resilience.

Our mission is to supercharge corporate sustainability management for the win—for both businesses and the world. This vision guides us in creating simple, efficient tools that help companies effectively manage their sustainability workflows, ultimately maximizing their positive impact on people, the planet, and profits. By aligning our sustainability initiatives with our overarching goals, we aim to create lasting value for our stakeholders and foster thriving ecosystems.

Equipped with the expertise, passion for sustainability, and determination to tackle challenges head-on, we are transforming sustainability into a competitive advantage and a source of resilience for both our clients and ourselves. We recognize that sustainability is a journey with a complex roadmap. Moving from plans to progress—and from hype to results—requires ambition, innovation, and transformative experience. With our know-how and dedication, we are poised to navigate the complexities of both our product roadmap and our sustainability journey, helping companies quickly scale through tools that drive growth, cut inefficiencies, and turn sustainability into a competitive edge.

Frederik Rubens Steensgaard (CEO)
and Jonas Bruun Jacobsen (CTO)

Message From The CSO

As a company dedicated to simplifying, accelerating, and reducing the cost of sustainability data management for stakeholders in hospitality and tourism, we recognize the weight of our own responsibility to lead by example.

In 2023, we take an important step forward: this is the first year we are formally reporting on our sustainability journey. Our approach is grounded in the principles of the Triple Bottom Line, emphasizing the interconnected impact of people, planet, and profit within our business model. This approach underscores our belief that companies can drive economic growth, foster social equity, and support human development simultaneously. By focusing on financial and non-financial indicators alike, we aim to create long-term value while building resilience, enhancing risk management, and sharpening our competitive edge.

Central to our mission is a strong emphasis on technological innovation, which drives both our product and operations. When leveraged intelligently, technology plays a pivotal role in accelerating sustainability at individual, organizational, national, and global levels, in alignment with the 17 UN Sustainable Development Goals (SDGs). Sustainable technology encompasses tools and systems designed with environmental, social, and economic sustainability in mind, such as smart sensors and software for tracking and optimizing performance. By harnessing these innovations, we help tourism businesses streamline operations, address ESG issues, and meet today's needs without compromising the future, simplifying data management to achieve sustainability goals efficiently.

The work we do in sustainability data management is also crucial in addressing the dual imperatives of compliance and opportunity in today's rapidly evolving sustainability landscape. With frameworks like the Corporate Sustainability Reporting Directive driving the need for robust sustainability reporting, businesses must now collect, manage, and leverage vast amounts of data to meet regulatory requirements and unlock strategic advantages. BeCause facilitates this by simplifying data processes and fostering transparency, empowering organizations to not only comply with standards but also create meaningful impact. In the tourism industry, this means stakeholders can optimize operations, reduce waste, and align with consumer expectations. For example, the integration of sustainability certifications and comprehensive reports enables customers to make informed purchasing decisions based on verified environmental and social credentials, fostering trust and driving differentiation in a competitive market. Beyond compliance, big data enables real-time resource optimization and predictive analytics, allowing tourism businesses to enhance efficiency and sustainability at scale. By bridging the gap between compliance needs and actionable insights, BeCause transforms sustainability challenges into opportunities for innovation and long-term value creation.

We recognize that the path to a more sustainable future requires continuous learning, innovation, and collaboration. Looking ahead, we are excited to grow as a company, refine our approach, and develop world-class tools that empower our customers to achieve their sustainability goals. Together, we can create a meaningful, measurable impact for people and the planet.

"At BeCause, sustainability is more than our mission; it's the foundation of who we are and how we operate."

Alina Arnelle

Facts 2023

Customer satisfaction 94%

Median first customer service response time: 17 min 26 sec

0% churn

Number of industry partners

Number of claimed accounts

1

Demonstrate product-market fit for the BeCause sustainability hub

- **2.6x customers:** More than doubled customer portfolio to 44.
- **New marquee customers:** E.g. *Google, Radisson, Tripadvisor, TUI, easyJet,* etc.
- **0% churn:** Satisfactorily retained every customer within our focal market segment, namely 'Travel & Hospitality', incl. customers e.g. *Booking.com, Wonderful Copenhagen,* etc.

2

Expanded subscription revenue and strategic partnerships

- **+285% ARR:** More than tripled subscription revenue, thus following the strong growth trajectory set in the years before, ever since hyper-focusing in on the 'Travel & Hospitality' market.
- **New groundbreaking, strategic partnerships**

3

Expected to roll-out and revolutionize industry practices in the coming years

- **With industry associations:** United Nations Global Sustainable Tourism Council (UN GSTC) to centralize all sustainability certifications bodies and data for the travel ecosystem
- **WEEE Europe** to centralize all sustainability certification bodies and data for the electronics producers ecosystem
- **With commercial players:** Initiation of project with Booking.com to make BeCause the sole acceptable medium for hotel sustainability data;

4

Raised capital to accelerate growth further in 2024

- €450,000 pre-seed round: *Prolab Holding* (April 2023) and Alchemist Accelerator (December 2022 to June 2023 'demo day').
- €2,400,000 seed round:
  - Co-led by Ugly Duckling Ventures (Denmark) and Superangel.io (Estonia);
  - Supported by Sean Brown (UK), Sean Evans (SP), Patrick Patrong (DK); and
- Since then, in February 2024, Curiosity Venture Capital (NL).

Other exciting things happened in 2023

- 5.000 companies using BeCause i.e. active, claimed company accounts 10x from 500.
- World's largest hotel sustainability data bank.
- 25,000 companies streaming data via BeCause hub.
- 1.8x ARPA Annual Revenue Per Account (ARPA).
- +3 employees: 10 Causies (employees) became 13.

General

[BP-1] General basis for preparation of sustainability statements

[BP-2] Disclosures in relation to specific circumstances

This report features a sustainability statement and complies with the European Sustainability Reporting Standards (ESRS) as mandated by the Corporate Sustainability Reporting Directive (CSRD).

The 2023 report covers the period 1 January 2023 to 31 December 2023 and has been prepared on an unconsolidated basis from our 2023 financial statement. Although BeCause is not presently required to comply with the CSRD, as a sustainability data management hub, we recognize the importance of adopting these standards promptly to acquire the necessary expertise.

The report contains our double materiality assessment (DMA). The DMA process, outlined in ESRS IRO-1, encompasses impacts, risks, and opportunities related to BeCause's operations as well as our upstream and downstream value chains. The reach of BeCause's policies, actions, targets, and metrics throughout our value chain is detailed in the sections addressing the topical standards.

Sustainability Governance

[GOV-1] Role of the administrative, management and supervisory bodies

[GOV-2] Information provided to and sustainability matters addressed by administrative, management and supervisory bodies

At BeCause, sustainability is at the core of our business, integrated into every level of decision-making. The following graph illustrates our governance structure, featuring the Board of Directors, Advisors, Executive Management, and the Customer Advisory Board. This framework ensures robust oversight and a strong commitment to sustainable practices throughout the organization.

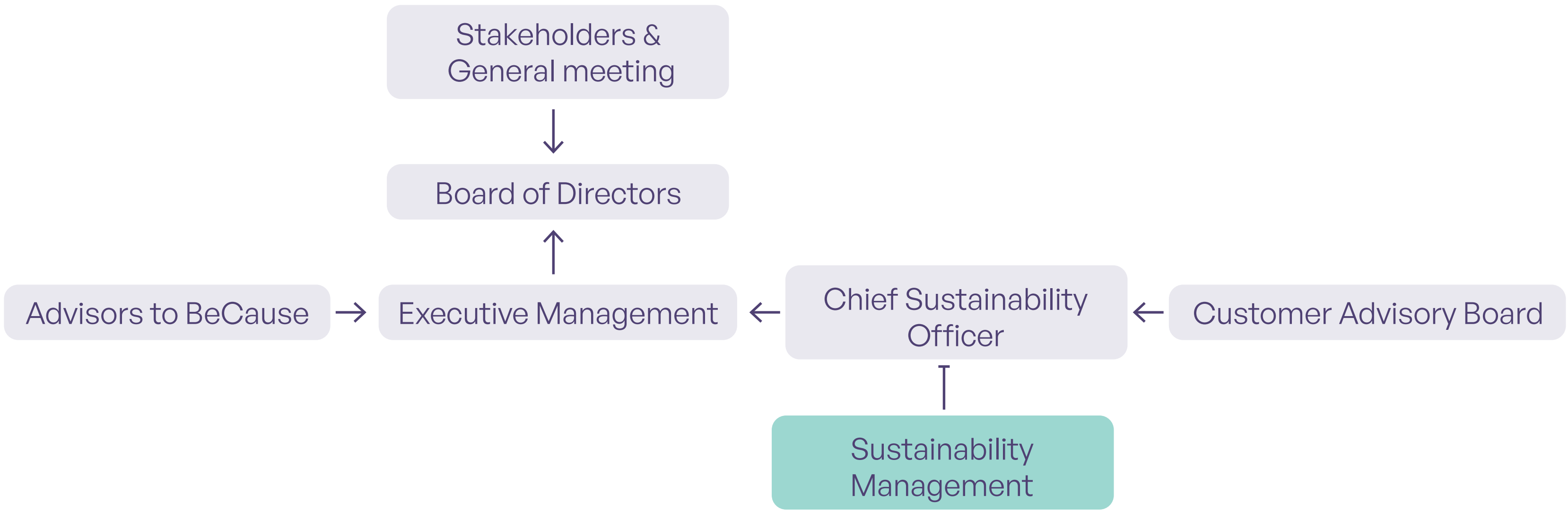


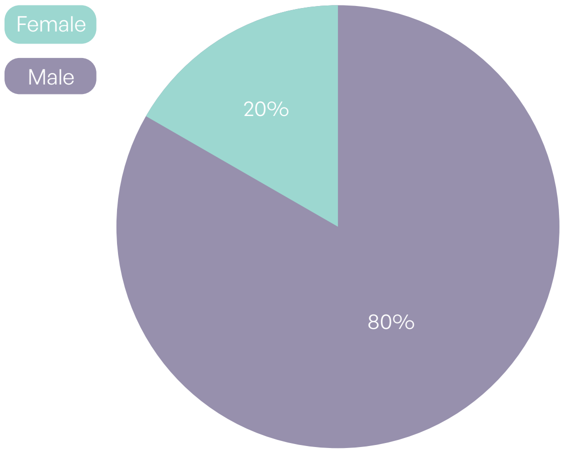
Figure: Governance structure

Board of Directors

The Board of Directors comprises the Executive Chairman and 5 directors and a secretary. The Board members are experienced professionals from DeepTech, science, AI, data and infrastructure.

The Board receives monthly updates from the Chief Sustainability Officer and provides insights into the ESG–related industry opportunities.

The Board has approved the annual sustainability report, along with the chosen material topics included in it.



Board Members

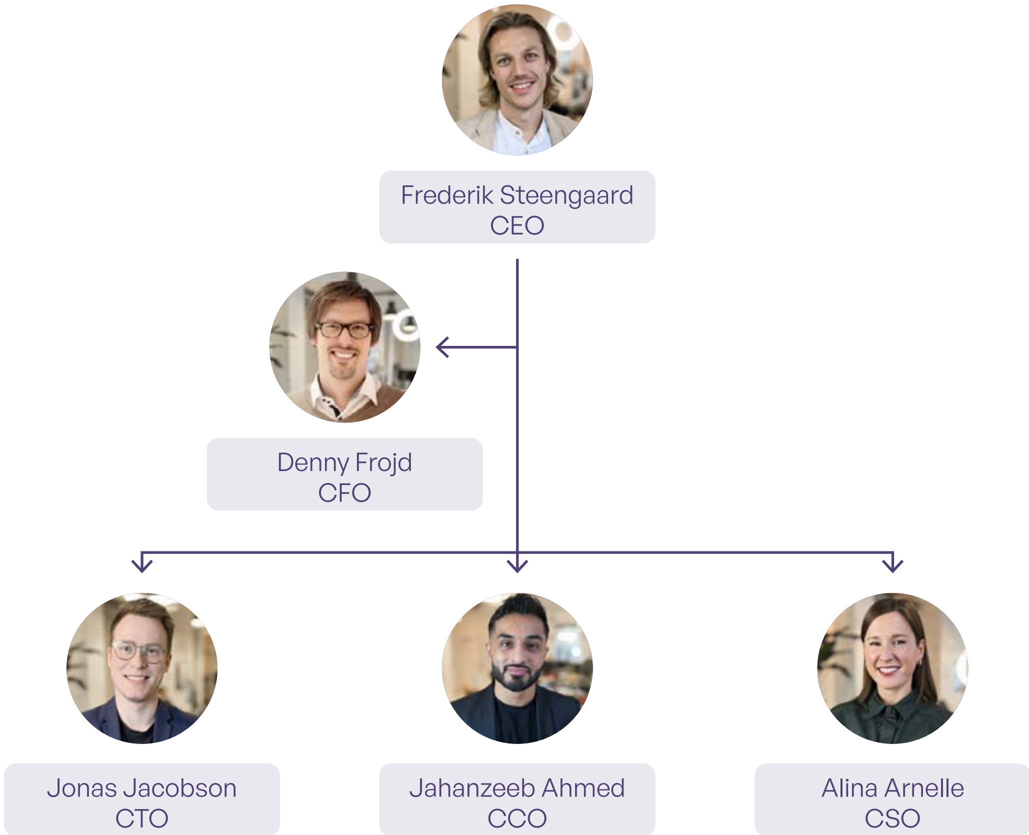
- Christian Oxlund (Chairman of the Board)
- Frederik Steensgaard (CEO)
- Jonas Braun Jacobsen (CTO)
- Kärt Siilats
- Andreas Green Rasmussen
- Carsten Mahler

Executive Management

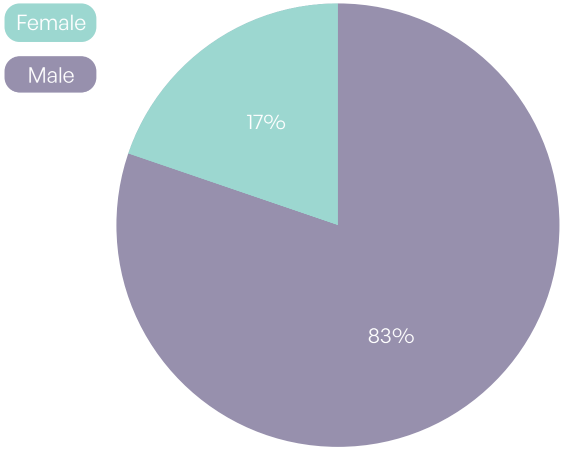
The BeCause executive management team is tasked with setting the company's business strategy, achieving its goals, and ensuring all material impacts, risks, and opportunities are considered. The management team are experienced professionals with backgrounds including organizational innovation and entrepreneurship, strategic market creation, software engineering, cyber security, environmental science and corporate sustainability.

- Frederik Steensgaard (He/Him) serves as the Chief Executive Officer (CEO) and Co-Founder, focusing on amalgamating strategic direction and cultivating a culture for BeCause.
- Jonas Braun Jacobsen (He/Him), the Chief Technology Officer (CTO), ensures the engineering team's development of the BeCause platform aligns with customers' needs and expectations, maintaining high standards and pace within the team.
- Supporting the co-founders is Jahanzeeb Ahmed (He/Him), our Chief Commercial Officer (CCO), whose primary focus is on developing and growing BeCause's commercial activities, including customer success, marketing, and sales.
- Denny Fröjd (He/Him), the Chief Financial Officer (CFO), oversees the company's financial operations, including financial reporting, budgeting, and risk management.
- Alina Arnelle (She/Her), the Chief Sustainability Officer (CSO), contributes to and devises the company's strategy, incorporating the latest sustainability trends and co-developing products to keep the company aligned with relevant industry-specific developments.

ESG matters at BeCause fall under the Board of Directors, which has delegated authority to the Chief Sustainability Officer (CSO). The Board regularly receives updates on ESG issues from the CSO and has approved this report, including the selection of material topics within it.



Diversity of the Executive Team



Advisors to BeCause - Advisors to BeCause are highly experienced professionals from diverse industries and backgrounds, including FinTech, DeepTech, software development, and international startup accelerator programs. Advisors deliver insights on market trends and emerging opportunities.

Customer Advisory Board - The Customer Advisory Board comprises some of our most valued customers who offer us industry insights, including challenges, needs, and trends, as well as essential feedback on our ongoing product development.

[GOV-3] Integration of sustainability-related performance in incentive schemes

BeCause currently does not incorporate sustainability-related performance in its incentive schemes.

Sustainability Management

[GOV-5] Risk management and internal controls over sustainability reporting

BeCause's approach to overall risk management, including sustainability risks and impacts, and internal controls for sustainability reporting focuses on ensuring accurate and reliable disclosure of its sustainability performance. This involves an annual systematic identification and assessment of our most significant business, sustainability and legal risks.

The Chief Technology Officer oversees the risks related to software and technology, whereas the Chief Financial Officer holds the ultimate accountability for the overall risk management.

The assessment of risks associated with sustainability data collection, measurement, calculation methodologies and reporting processes is performed by the Chief Sustainability Officer.

"By implementing robust internal controls, we aim to maintain the integrity and credibility of our sustainability disclosures, aligning with the most relevant industry standards and stakeholder expectations."

Alina Arnelle | Chief Sustainability Officer | BeCause

We maintain regular monitoring and evaluation of the processes as they are integral to identifying areas for improvement and ensuring compliance with relevant regulations and guidelines.

[GOV-4] Statement on due diligence

Core Elements of Due Diligence	Disclosure Requirement	Paragraphs in the Sustainability Statement	Relevance to Impact Materiality
Embedding sustainability due diligence in governance, strategy and business model.	ESRS 2 GOV-2	Sustainability Governance	Governance
	ESRS 2 GOV-3	Sustainability Governance	Governance
	ESRS 2 SBM-3	Stakeholders	Governance
Engaging with affected stakeholders.	ESRS 2 GOV-2	Sustainability Governance	Governance
	ESRS 2 SBM-2	Stakeholders	Governance
	ESRS 2 IRO-1	Process	Governance
Identifying and assessing negative impacts on people and the environment.	ESRS 2 IRO-1	Process	Social and Environmental
	ESRS 2 SBM-3	Stakeholders	Environmental
Taking actions to address negative impacts on people and the environment.	ESRS E1	Climate related risks	Environmental
	ESRS E1	Our strategic approach to climate change	Environmental
	ESRS E5	Our strategic approach to resource use	Environmental
	ESRS S1	Workforce related risks	Social
	ESRS S1	Our strategic approach to own workforce	Social
Tracking the effectiveness of these efforts.	ESRS E1	Our climate journey	Environmental
	ESRS E5	Resource use and circular economy	Environmental
	ESRS S1	Our workforce- related efforts	Social

Business Model and Value Chain

[SBM-1] Strategy, business model and value chain

Our Mission:
"Supercharging Corporate Sustainability Management FTW (*For The Win & The World)."*

We are dedicated to providing the simplest, fastest, and most synergistic way for businesses to handle their sustainability workflows and dataflows, enabling them to maximize their positive impact on people, the planet, and profits.

Our Vision:
"Sustainable Choices, Flowing through Thriving Ecosystems."

We envision a future where sustainable choices flow seamlessly for decision-makers and impact-makers across various ecosystems, such as Travel & Tourism, ensuring that all can thrive.

Description of business model and value chain

BeCause ApS is a SaaS company revolutionizing how businesses manage their sustainability information infrastructure. Unlike traditional methods that rely on a complex, fragmented, and manual stack of files, emails, and niche-purposed systems, BeCause offers a unified single source of truth and an automated data hub for its customers.

By centralizing and automating sustainability data management, we empower companies to focus on their core mission of driving positive environmental and social impact, without the burden of fragmented and inefficient information systems. This approach eliminates the inefficiencies and challenges of managing fragmented sustainability data, ensuring a streamlined and cohesive process.

Significant products offered

BeCause offers tailored solutions to enhance sustainability data management within the hospitality and travel industry. Our four distinct industry solutions are customized for specific segments:

Solution for Hotel Brands: Our platform enables hotel brands to efficiently collect, monitor, analyze, and showcase their sustainability performance data. Additionally, we facilitate sharing relevant data points with third-party partners, such as certifications and online travel agencies (OTAs).

Solution for Certifications: We streamline the certification process for industry certifying bodies, automating their workflows and enabling them to share certified entity information with third-party partners like OTAs and destination operators.

Solution for Online Travel Agencies (OTAs): Our solution allows OTAs to display verified sustainability information about their accommodation options, helping travelers make informed decisions based on reliable data from third-party partners such as certifications. BeCause enhances data management efficiency for travel agencies through collaboration and automation.

Solution for Destinations: Our solution allows Destination Management Organizations (DMOs) and National Tourism Organization (NTOs) to display third-party verified sustainability information about the accommodations, restaurants, tour operators, venues and tourism-related entertainment opportunities within the geographic focus of the customer organization.

Each of these solutions is designed to address the unique needs of its respective segment, ensuring more effective sustainability data management across the industry.

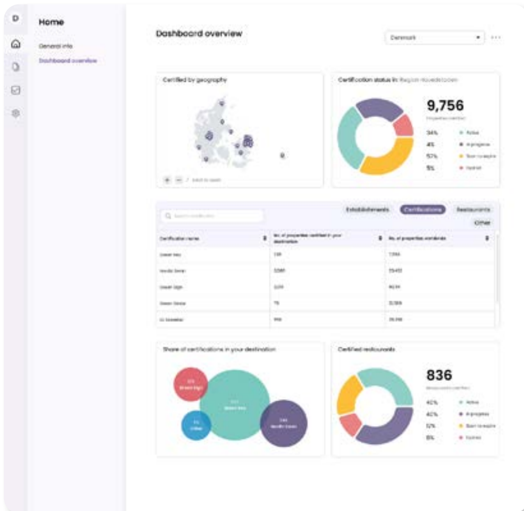


Figure: Example of the Destination's Dashboard (with data used for illustrative purposes only)

Markets served

A diversity of markets were served during 2023. Tourism businesses in forty-three (43) different nations utilized BeCause for sustainability data management services.

Australia	1	Netherlands	3
Austria	3	Norway	1
Belgium	2	Spain	5
Denmark	4	Sweden	1
Finland	1	Turkey	1
Germany	4	United Arab Emirates	1
Ireland	1	United Kingdom	6
Italy	3	United States	6

Critical future solutions

As a company with high aspirations and ambitions, we are dedicated to continuously developing the best solutions to simplify our customers' lives. We will keep enhancing our existing product segments in alignment with industry and market developments and will actively share our experiences and insights with the broader industry ecosystem. Additionally, we aim to expand our strategic partnerships and create long-lasting win-win collaborations.

We are soon launching a "Destinations Solution" to support destination management companies (DMCs) with their sustainability data management needs. These companies serve as vital intermediaries within the network of local travel service suppliers and travel agencies, which increasingly rely on sustainability information to meet travelers' purchasing criteria.
Additionally, we recognize the critical need for trustworthy benchmarking data sets in sustainability reporting. This will be another key area of product development, addressing a significant need within the industry.

BeCause in Five Years

Timeline 2018–2023

2018

Company founded

First employee recruited

2019

First iteration of the sustainability reporting product launched

First customer onboarded

2020

Flagship office opened in Copenhagen, Danmark

Recognized with CBS Startup award

2021

First business angle investment

Company rebranded as BeCause ApS

2022

Accepted to the Microsoft GSEP 2022

Received The One Initiative award and recognized as one of the top 50 Nordic Impact Startups

Top 12 of the Green Startups Cup

Admitted to the Alchemist Startup Accelerator program

500 company users

2023

Rounded 10 employees

Pre-seed investment round

Seed investment round

5,000 company users

Stakeholders

[SBM-2] Interests and views of stakeholders – general

Our Code of Conduct underscores our unwavering commitment to proactive stakeholder engagement, achieved through continuous dialogue aimed at understanding their positions, concerns, and expectations. These interactions shape our sustainability initiatives, projects, and processes, ensuring alignment with stakeholder interests and perspectives.

Guided by principles of openness, transparency, and integrity, our Code of Conduct adheres to international standards, including the United Nations Guiding Principles on Business and Human Rights. Engagement with stakeholders on material sustainability matters is undertaken by our executive management and employees in general.

Insights gained from such engagements are likewise integral to informing our due diligence processes and double materiality assessments.

The following table summarizes our key stakeholder engagements, their purposes, and outcomes. The insights from these engagements inform our due diligence process and materiality assessment, detailed further in our IRO-1 statement.

Investors

Engagement:
- Monthly investor updates
- Periodic meetings
- Calls, e-mails and questionnaires

Purpose:
- Enhancing transparency
- Understanding expectations
- Attracting responsible investment

Outcome:
- Responses to investor queries
- Adapted overall as well as sustainability practices

Employees

Engagement:
- Scheduled leadership communication
- Performance and development reviews
- Trainings
- Questionnaires

Purpose:
- Inclusion of views and perspectives
- Creation of a well-balanced workplace

Outcome:
- Maintenance and improvement of a company culture
- Internal policy updates
- Internal process updates
- Internal initiatives

Partners

Engagement:
- Direct dialogue
- Calls, e-mails and questionnaires

Purpose:
- Pooling expertise and diverse solution capacities
- Sharing of sustainability knowledge and experience

Outcome:
- Thought leadership
- Empowerment of our community
- Collaboration projects
- Product improvement

Suppliers

Engagement:
- Supplier due diligence

Purpose:
- Ensuring responsible sourcing

Outcome:
- Adherence to BeCause's Code of Conduct

Customers

Engagement:
- Daily support through our customer service
- Calls, e-mails, online and in-person meetings

Purpose:
- Building trust
- Enabling customers to achieve their goals

Outcome:
- Speeding up customer sustainability journeys and enhancing positive impacts

Regulators

Engagement:
- Tracking business-relevant regulatory updates

Purpose:
- Knowledge of the latest regulatory changes and developments

Outcome:
- BeCause regulatory compliance
- Alignment of business model and strategy
- Value creation for our customers through regular updates

Industry and sustainability associations

Engagement:
- Participation in joint initiatives
- Participation in conferences, seminars and webinars

Purpose:
- Knowledge of best practices within our industry

Outcome:
- Alignment on sustainability methodologies and practices
- Community development

Table 1: Key stakeholder engagements, purposes and outcomes

Material Impacts, Risks and Opportunities

[SBM-3] Material impacts, risks and opportunities and their interaction with strategy and business model

Double materiality assessment

In preparation for the Corporate Sustainability Reporting Directive (CSRD) compliance, we conducted our first ever Double Materiality Assessment (DMA) following the EFRAG IG1 Materiality Assessment implementation guidance released in May 2024, with a conscious objective of refining our approach in future iterations. This assessment strictly adheres to the European Sustainability Reporting Standards (ESRS) 1 criteria, which mandate the inclusion of sustainability information related to material impact, risks, and opportunities (IROs) identified through a double materiality approach.

Identifying material matters is essential for determining what information to disclose in our sustainability statement regarding material IROs. To begin our DMA, we performed a comprehensive impact assessment to evaluate BeCause's effects on the environment and society from an inside-out perspective. This assessment considered the actual or potential positive and negative impacts of our operations and value chain on people and the environment over the short-, medium-, and long-term.

Subsequently, we conducted a financial assessment from an outside-in perspective to understand the sustainability-related risks facing our business. We also considered cases where sustainability matters generate risks or opportunities with a material influence on our company's development and financial performance over varying time horizons. Where possible, we quantified these impacts and risks, supplementing them with qualitative evaluations.

The IROs were assessed and scored at a gross level, with an overall gross risk rating assigned based on the impact and likelihood scores. A sustainability matter was deemed material if at least one IRO exceeded the threshold, indicating either impact materiality, financial materiality, or both. Matters were considered non-material if no IROs were identified or if all IROs fell below the thresholds. The IROs and their scores were developed from scientific literature and finalized in a workshop with stakeholder representatives.

At BeCause, we integrate sustainability risks into our Enterprise Risk Management (ERM) framework by systematically incorporating these risks into our overall risk strategy. Annually, we update our risk register with detailed profiles for each significant risk and develop targeted mitigation strategies.

We allocate resources to manage these risks effectively, establish monitoring mechanisms to track our risk management efforts, and conduct regular reviews to ensure responsiveness to new developments. Transparent reporting to both internal and external stakeholders support this comprehensive approach, ensuring that sustainability risks are thoroughly managed and embedded in our ERM framework.

BeCause is committed to updating our DMA bi-annually to reflect evolving trends, underlying assumptions, and changes in context and regulation. We will conduct thorough periodic reviews to maintain the effectiveness and relevance of our DMA.

The following pages provide detailed information on the results of our Double Materiality Assessment and the processes we applied.

BeCause Value Chain

BeCause, a Software as a Service (SaaS) company based in Denmark, operates within a structured value chain that integrates environmental, social, and governance (ESG) principles into all aspects of our business. This value chain comprises upstream, own operations, and downstream activities, each contributing to our commitment to sustainability, and delivering impactful solutions to our clients.

Upstream activities

Infrastructure: Our reliance on cloud computing is essential for service delivery, but it also introduces risks related to climate change, particularly carbon emissions from data centers. To mitigate this impact, we actively seek partnerships with cloud providers that prioritize renewable energy.

Procurement: Our procurement strategies focus on driving financial growth through strategic sourcing and infrastructure development. We also consider the environmental implications of our equipment and packaging. The associated risks of climate change and responsible consumption prompt us to adopt sustainable sourcing practices and minimize our environmental footprint.

Own operations

Research and development: Our commitment to technology innovation creates opportunities in clean tech. By investing in sustainable solutions, we aim to enhance our product offerings while positively contributing to environmental objectives.

Sales and marketing: This area involves advertising, branding, and lead generation, where we face risks related to product safety, quality, and governance that could affect community relations. We prioritize transparency and ethical marketing practices to build trust and accountability with stakeholders.

Internal operations: Our focus on service delivery, maintenance, security, compliance, and data management is crucial for ensuring product safety and quality. We recognize governance risks and implement robust policies to safeguard our operations.

Health and well-being: We acknowledge the risks associated with health and safety and human capital development. By promoting a safe and inclusive workplace, we enhance employee well-being and foster innovation.

Downstream activities

Platform services: The impact of our platform services is significant, directly influencing customer outcomes and the benefits of product usage. However, we must address privacy and data security risks by implementing stringent measures to protect user information and comply with relevant regulations.

Interaction with business strategy and decision-making

The material impacts, risks, and opportunities identified throughout our value chain are integral to shaping BeCause's business strategy and decision-making processes. By proactively addressing risks associated with climate change, responsible consumption, and data privacy, we position ourselves for enhanced operational resilience and competitive advantage.

Our strategic emphasis on clean technology and sustainable practices informs our R&D initiatives, ensuring our product offerings align with the growing market demand for environmentally friendly solutions. Additionally, our dedication to ethical governance and strong internal operations bolsters our brand reputation and cultivates long-term relationships with clients and stakeholders.

As we navigate these challenges, BeCause remains committed to embedding ESG principles in our core business functions, reinforcing our mission to create positive impacts within our community and industry.

BeCause supply chain

Upstream value chain	Own operations	Downstream value chain
Infrastructure	R&D	Platform services
Procurement	Sales & marketing	
	Operations	
	HR	

Figure: BeCause Internal Value Chain

BeCause supply chain

Upstream value chain

Infrastructure

- Cloud
  - Risk: “Climate change”: Carbon emissions.

Procurement

- Economic: Financial growth, Infrastructure development.
- Environmental: Equipment and packaging.
  - Risk: Environmental “Pollution & Waste” - Electronic waste, Packaging material and waste.
  - Social: Supply Chain Labor Standards.

Own operations

R&D

- Technology development computing
  - Opportunities in CleanTech.

Sales & marketing

- Advertising, branding, quoting, sales lead generation, etc.

Operations

- Service delivery and maintenance, Security and Compliance, Data management, Vendor and partner management, CX.
  - Risk: Product Safety & Quality, Community Relations.

HR

- Employee hiring and retention
  - Risk: Health & Safety, Human Capital Development.

Downstream value

Platform Services

- Customer impact (product usage benefits).
  - Risk: Privacy and data security

Procurement

- Sales & marketing

Figure: BeCause External Value Chain

Process

[IRO-1] Description of the processes to identify and assess material impacts, risks and opportunities

We recognize that our operations are deeply intertwined with the broader societal and environmental context in which we operate. Here we provide a detailed overview of the material impacts, risks, and opportunities that have emerged from our Double Materiality Assessment, highlighting how these factors influence and shape our strategic direction and business model.

By identifying and understanding these critical elements, we aim to align our resources and initiatives with our commitment to sustainability while ensuring compliance with regulatory frameworks and meeting the expectations of our stakeholders. We will explore the interconnectedness of these impacts and risks with our overall strategy, revealing how they inform our decisions regarding product development, operational practices, and market positioning.

This holistic approach not only enhances our operational resilience but also empowers us to seize new opportunities that arise from the transition towards a more sustainable economy. Through this examination, BeCause aims to illustrate how integrating ESG considerations into our core business practices not only drives value creation but also positions us as a trusted partner for our clients in their sustainability journeys.

Dimension: Environmental			
Topic: Climate Change Mitigation and Energy			
Identified impact or mitigation opportunity (for growth and differentiation)	Description	Value chain location	Time horizon:
Impact: Increased disclosure and compliance pressure	As global attention on climate change and greenhouse gas (GHG) emissions intensifies, BeCause expects stricter requirements for disclosing environmental performance. The increasing demand for transparency, driven by frameworks like the Corporate Sustainability Reporting Directive (CSRD) and other ESG regulations, presents compliance risks for both BeCause's own operations and reporting, as well as for its customers. This dual impact significantly influences our product strategy, as we must ensure our platform supports comprehensive environmental tracking and reporting to help clients meet these evolving standards.	Own operations and downstream	Mid-term and long-term
Impact: Increased scrutiny from financial institutions	Sustainability performance is increasingly influencing financial institutions' decision-making, making it more challenging for companies, especially smaller ones, to secure funding without strong sustainability ratings. This impact is particularly pronounced for clients in high-emission sectors like tourism and hospitality, heightening financing risks for our customer base. At the same time, BeCause itself may face similar financial pressures, as our sustainability performance will also play a critical role in accessing capital.	Own operations and downstream	Mid-term and long-term
Risk: Rising operational costs due to sustainable transition	As BeCause commits to more sustainable practices, short-term operational expenses are expected to rise due to the adoption of new technologies, increased energy efficiency, and carbon accounting measures. This presents a challenge as we work to balance these higher upfront costs with long-term savings, positioning the company for resilience in a market that demands sustainability.	Own operations	Short-term
Risk: Carbon accounting demands	Growing demand for carbon accounting from customers—many of whom now need emissions data for their Scope 3 calculations—introduces the need for robust carbon tracking and reporting tools. Not addressing this could pose a competitive risk, as clients may seek other platforms that provide this data seamlessly.	Downstream	Mid-term
Opportunity: Compliance enablement solutions	BeCause is uniquely positioned to help businesses of all sizes, across various geographies, navigate increasingly stringent regulatory environments. Our platform can provide clients with the tools they need to collect, analyze and distribute their ESG data, monitor compliance, and ensure they act according to the latest industry global ESG	Downstream	Short-term
Opportunity: Investment in carbon accounting tools	To address growing client demand for carbon data, BeCause has identified an opportunity to invest in a robust carbon accounting tool, allowing for accurate tracking and reporting across the value chain. This not only strengthens our own compliance efforts but also enables us to offer an all-encompassing ESG platform. By expanding our capabilities, we can attract customers who prioritize working with an all-in-one solution, solidifying our market position.	Downstream	Long-term
Opportunity: Market differentiation through sustainability leadership	As financial institutions increasingly prioritize climate-conscious businesses, we see a strategic opportunity to differentiate BeCause by embedding sustainability directly into our product. This ensures that not only do our solutions support clients in improving their sustainability performance, but the platform itself aligns with these goals. By providing specialized SaaS tools for sustainability reporting and KPI tracking, we enable clients to focus on their ESG objectives without worrying that the solution they're using undermines their progress. This dual focus on product sustainability and customer success positions us as a trusted, long-term partner and sets us apart from competitors.	Own operations and downstream	Short-term and mid-term

Dimension: Environmental			
Topic: Responsible Consumption			
Identified impact or mitigation opportunity (for growth and differentiation)	Description	Value chain location	Time horizon:
Identified impact	SaaS companies are significantly impacted by resource consumption, particularly through the need for frequent hardware acquisitions, which contribute to electronic waste and increase their overall environmental footprint. Additionally, office operations, including the disposal of outdated electronics and food waste, place further strain on resources and contribute to sustainability challenges.	Own operations	Long-term
Risk: Increased operational costs	Regular hardware upgrades and inefficient waste management practices drive up operational expenses and contribute to resource inefficiencies, potentially affecting the company's profitability and environmental goals.	Own operations	Mid-term
Opportunity: Circular economy partnerships	By partnering with organizations that repurpose old hardware—such as humanitarian initiatives that donate refurbished computers to schools in underserved regions—BeCause can reduce electronic waste while contributing to social good. This also enhances employee satisfaction and pride, as they are working for a company committed to responsible consumption and positive social impact.	Own operations	Long-term
Opportunity: Sustainability leadership	Implementing strong waste reduction and resource management practices not only reduces environmental impact but boosts brand reputation and attracts environmentally conscious clients and talents who prioritize working with companies committed to responsible consumption.	Own operations	Long-term

Dimension: Social			
Topic: Privacy and Data Security			
Identified impact or mitigation opportunity (for growth and differentiation)	Description	Value chain location	Time horizon:
Identified impact: Data privacy and security	Non-compliance with data protection regulations, such as the General Data Protection Regulation (GDPR), can lead to significant financial and legal repercussions. SaaS companies face risks if they fail to obtain proper consent, ensure data subject rights, or adequately protect personal data, all of which could result in hefty fines, legal penalties, and loss of customer trust. Moreover, ensuring data security is crucial for maintaining operational integrity and protecting sensitive information.	Own operations	Short-term
Risk: Data breach notification	GDPR mandates that data breaches must be reported within 72 hours. Failing to meet this deadline not only leads to substantial fines but also damages the company's reputation.	Own operations	Short-term
Risk: Data transferring	Transferring data outside the EU requires strict adherence to GDPR regulations, including the use of mechanisms like Standard Contractual Clauses (SCCs). Non-compliance can result in legal complications, fines, and restrictions on data transfers.	Own operations	Short-term
Risk: Third-party compliance	Transferring data outside the EU requires strict adherence to GDPR regulations, including the use of mechanisms like Standard Contractual Clauses (SCCs). Non-compliance can result in legal complications, fines, and restrictions on data transfers.	Own operations	Short-term
Risk: Third-party compliance	SaaS companies must ensure their third-party vendors meet GDPR standards. Inadequate management of these relationships can result in shared liability and compliance risks.	Own operations	Short-term
Risk: Data Subject Access Requests (DSARs)	Managing and responding to DSARs efficiently is crucial. Failure to do so can result in regulatory action, customer dissatisfaction, and reputational damage.	Own operations	Short-term
Risk: Data Protection Impact Assessments (DPIAs)	Failing to conduct DPIAs for high-risk processing activities can lead to non-compliance and increased scrutiny from regulators.	Own operations	Short-term
Risk: False sense of security	Over-reliance on policy packages and risk assessments without strong implementation and monitoring can create gaps in actual security measures, leaving the company vulnerable.	Own operations	Short-term
Risk: Resistance to change	Implementing new security policies may face resistance from employees and stakeholders, making it difficult to achieve full compliance and operational efficiency.	Downstream	Mid-term
Opportunity: Enhanced trust and reputation	By proactively addressing GDPR and data security requirements, BeCause can build strong customer trust and enhance its reputation as a secure and reliable SaaS provider, attracting more clients.	Own operations and downstream	Short-term and Mid-term

Dimension: Social			
Topic: Privacy and Data Security			
Identified impact or mitigation opportunity (for growth and differentiation)	Description	Value chain location	Time horizon:
Opportunity: Improved data management practices	Compliance with GDPR leads to stronger data management, including better data governance, efficient handling of DSARs, and more streamlined data processing. This can result in operational efficiency and long-term cost savings.	Downstream	Short-term
Opportunity: Strategic partnerships	Demonstrating strong data protection compliance can open doors to partnerships with other businesses that prioritize high data protection standards, creating growth opportunities.	Own operations and downstream	Short-term and Mid-term
Opportunity: Competitive advantage	Offering robust data security and compliance practices differentiates BeCause from competitors, making it the preferred choice for clients concerned about privacy and regulatory adherence.	Downstream	Short-term
Opportunity: Innovation in security solutions	Meeting compliance challenges can drive the development of advanced security features and tools, providing new opportunities for product innovation and expanding the service offering.	Downstream	Short-term
Opportunity: Improved decision-making and operational efficiency	Strong risk assessment and data security practices enable informed decision-making, help identify vulnerabilities, and streamline processes, ensuring better resource allocation and proactive threat management.	Own operations	Long-term

Dimension: Social			
Topic: Fair and Equal Company			
Identified impact or mitigation opportunity (for growth and differentiation)	Description	Value chain location	Time horizon:
Impact: Regulatory compliance	Ensuring compliance with diverse employment terms and conditions across different regions is essential for maintaining a fair workplace. Non-compliance can lead to legal penalties and damage to the company's reputation.	Own operations	Short-term
Impact: Diversity and inclusion	Promoting diversity and inclusion is not only a regulatory requirement but also a fundamental aspect of creating a fair workplace. A lack of focus on these areas can lead to missed opportunities for innovation and creativity.	Own operations	Long-term
Impact: Equal opportunities	Establishing equal opportunities within the company is crucial for fostering a supportive and engaging work environment. However, it requires significant efforts to ensure that policies and practices are implemented effectively.	Own operations	Long-term
Impact: Occupational health and safety	Adhering to health and safety regulations is vital for protecting employees and maintaining operational integrity. Failure to comply can result in legal repercussions and operational disruptions.	Own operations	Long-term
Risk: Administrative complexity	Managing an international and remote team adds administrative complexity, raising the risk of overlooking specific employment regulations in different geographies, which could lead to compliance violations.	Own operations	Short-term
Risk: Increased legal and compliance risks	Failing to promote diversity and inclusion can result in violations of anti-discrimination laws, leading to legal actions, fines, and heightened regulatory scrutiny.	Own operations	Long-term
Risk: Reputation damage and talent loss	Companies perceived as not valuing diversity may struggle to attract top talent and face reputational harm, making them less appealing to both employees and customers.	Own operations	Long-term
Risk: Limited innovation and groupthinking	A lack of diversity can stifle creativity and lead to homogeneous thinking, resulting in missed opportunities for innovation.	Own operations	Long-term
Risk: Implementation challenges	Ensuring equal opportunities often requires significant changes to existing practices and policies, which can be resource-intensive and time-consuming.	Own operations	Mid-term
Risk: Resistance to change	Employees or management may resist initiatives promoting equality, leading to internal conflict and pushback.	Own operations	Mid-term
Risk: Unintended bias	Despite efforts to ensure fairness, unconscious biases in decision-making processes can still undermine the goal of equal opportunities.	Own operations	Mid-term

Dimension: Governance			
Topic: Fair and Equal Company			
Identified impact or mitigation opportunity (for growth and differentiation)	Description	Value chain location	Time horizon:
Risk: Compliance failure in health and safety	Non-adherence to health and safety regulations can lead to legal penalties and increased scrutiny from regulatory bodies.	Own operations	Mid-term
Risk: Increased costs	Implementing and maintaining robust health and safety measures can be resource-intensive, raising operational costs.	Own operations	Mid-term
Opportunity: Attracting top talent	By promoting a fair and inclusive environment, BeCause can attract top talent that brings diverse perspectives and innovative ideas, enhancing overall company performance.	Own operations	Short-term
Opportunity: Enhanced compliance and risk mitigation	Actively promoting diversity and inclusion helps ensure compliance with anti-discrimination laws, reducing the risk of legal challenges and enhancing the company's reputation.	Own operations	Short-term
Opportunity: Improved talent attraction and retention	Investing in diversity KPIs, diversifying talent search pools, and implementing unbiased hiring practices can boost employee engagement, improve retention rates, and ultimately contribute to a more dynamic workforce.	Own operations	Short-term
Opportunity: Enhanced innovation and decision-making	Diverse teams bring varied perspectives that drive creativity and lead to more informed decisions, fostering a culture of innovation.	Own operations	Short-term
Opportunity: Improved employee engagement and loyalty	Promoting equal opportunities and ensuring that policies are followed can enhance employee engagement and loyalty, reducing turnover and associated costs.	Own operations	Short-term
Opportunity: Positive reputation and branding	A strong commitment to health and safety enhances BeCause's reputation as a responsible employer, attracting clients, partners, and top talent.	Own operations and downstream	Short-term
Opportunity: Enhanced employee well-Being	Prioritizing health and safety improves physical and mental health, boosting morale and productivity while ensuring operational continuity by minimizing disruptions from accidents or health-related incidents.	Own operations	Short-term

Dimension: Governance			
Topic: Operational Excellence			
Identified impact or mitigation opportunity (for growth and differentiation)	Description	Value chain location	Time horizon:
Impact: Business ethics and integrity	Operational excellence relies heavily on the organization's ability to monitor and manage business ethics, addressing issues such as fraud, executive misconduct, unethical behavior, money laundering, and antitrust violations. Maintaining high ethical standards is crucial for the organization's overall integrity and performance.	Own operations	Mid-term
Impact: Supply chain management	Effective supply chain management ensures that the organization can deliver products and services efficiently while minimizing risks. This includes managing relationships with third-party providers and monitoring for compliance with ethical standards.	Own operations	Mid-term
Impact: Procurement practices	Strong procurement practices are essential for managing costs and ensuring that resources are acquired ethically and sustainably. This involves negotiating with suppliers and adapting to market changes while maintaining operational efficiency.	Own operations	Short-term
Impact: Supplier ESG assessment	Assessing the Environmental, Social, and Governance (ESG) performance of suppliers is vital for ensuring alignment with the company's values and minimizing risks associated with unethical practices in the supply chain.	Own operations	Long-term
Risk: Legal consequences	Ethical lapses can lead to significant legal repercussions, including fines, regulatory penalties, and lawsuits. Issues related to fraud or corruption can severely damage the organization's reputation and erode trust with customers, employees, and partners.	Upstream and own operations	Mid-term
Risk: Dependency on third-party providers	Relying heavily on third-party services, such as cloud infrastructure or software components, can create vulnerabilities if those providers experience outages, security breaches, or fail to meet service level agreements (SLAs). This dependency can impact the organization's operational performance.	Upstream	Mid-term
Risk: Human Rights violations	Insufficient oversight and lack of solid procedures in the supply chain can lead to potential human rights violations, resulting in reputational damage and legal liabilities associated with unethical supplier practices, including forced labor or unsafe working conditions.	Upstream	Mid-term
Risk: Cost fluctuations	Changes in supplier pricing can disrupt the company's cost structure and profitability. If procurement practices are not managed through long-term contracts or effective negotiations, the organization may face increased costs.	Own operations	Mid-term
Risk: Over-standardization	Rigid procurement policies can limit flexibility, making it difficult to adapt to changing market conditions or unique project requirements, potentially impacting operational efficiency.	Own operations	Mid-term
Risk: Lack of transparency	Limited visibility into suppliers' operations can hinder the organization's ability to assess risks, monitor performance, and ensure alignment with its ethical standards and values.	Upstream	Mid-term

Dimension: Governance			
Topic: Operational Excellence			
Identified impact or mitigation opportunity (for growth and differentiation)	Description	Value chain location	Time horizon:
Risk: Resource intensity	Conducting thorough ESG assessments of suppliers can be time-consuming and costly, especially for smaller companies like BeCause that may have limited resources to allocate for these evaluations.	Upstream and own operations	Mid-term
Risk: Resource intensity	Conducting thorough ESG assessments of suppliers can be time-consuming and costly, especially for smaller companies like BeCause that may have limited resources to allocate for these evaluations.	Upstream and own operations	Mid-term
Opportunity: Strengthening onboarding practices	Implementing robust onboarding practices, including comprehensive policies during agreement signing and utilizing e-signature platforms like DocuSign, can enhance compliance and ensure that ethical standards are upheld from the outset.	Upstream	Short-term
Opportunity: Defining clear supply chain procedures	Establishing clear procedures for managing relationships with third-party providers can mitigate risks and enhance operational resilience, ensuring continuity of service and ethical compliance throughout the supply chain.	Upstream and own operations	Mid-term
Opportunity: Sustainability and ethical sourcing	Developing solid procurement policies that prioritize sustainability and ethical sourcing can significantly enhance the company's reputation and align with customer values, attracting clients who prioritize corporate responsibility.	Upstream	Mid-term
Opportunity: Diversification of suppliers	Expanding the supplier base can reduce dependency risks and foster competition among suppliers, leading to better pricing, improved service levels, and increased resilience. Establishing longer contract lengths can also contribute to stability in procurement.	Upstream	Long-term
Opportunity: Collaboration on ESG practices	Assessing and collaborating with suppliers to improve their ESG practices can drive innovation in sustainable products and processes. This partnership not only enhances the company's environmental impact but also opens up new market opportunities and strengthens supply chain relationships.	Upstream	Long-term
Opportunity: Enhancing transparency	Investing in technologies or systems that improve visibility into suppliers' operations can facilitate better risk assessments, performance monitoring, and alignment with the company's ethical standards, ultimately supporting operational excellence	Upstream	Long-term

Dimension: Governance			
Topic: Technology for Impact			
Identified impact or mitigation opportunity (for growth and differentiation)	**Description**	**Value chain location**	**Time horizon:**
Impact: Economic and financial performance	The integration of advanced technologies can significantly influence the economic viability and financial health of the organization. Effective technology solutions drive efficiency, reduce operational costs, and enhance revenue generation.	Downstream	Long-term
Risk: Technical debt	Rapid development and deployment can accumulate technical debt, where outdated or poorly integrated components compromise product performance and reliability. This can lead to increased maintenance costs and hinder future development.	Own operations and downstream	Mid-term
Risk: Scalability issues	As user demand increases, the product must be capable of scaling effectively. Inadequate scalability can result in performance degradation, service outages, and overall customer dissatisfaction, potentially damaging the brand's reputation.	Own operations and downstream	Long-term
Risk: Market competition	The competitive landscape in the SaaS market is intense, necessitating continuous innovation. Failure to differentiate the product or adapt to emerging trends can result in lost market share to more agile and innovative competitors	Own operations and downstream	Mid-term
Opportunity: Innovation and differentiation	Investing in cutting-edge technologies and unique features can distinguish the product from competitors, attract new customers, and create a competitive advantage that enhances market positioning.	Own operations and downstream	Mid-term
Opportunity: Scalability and growth	Leveraging cloud infrastructure and scalable architectures enables the product to grow alongside user demand. This capacity for rapid expansion allows the company to adapt to market needs and seize growth opportunities.	Own operations and downstream	Mid-term
Opportunity: Integration and ecosystem development	Creating integrations with other popular tools and platforms enhances the product's value proposition, making it more appealing within a broader ecosystem and increasing customer loyalty.	Downstream	Short-term
Opportunity: Global reach	SaaS products can be deployed across diverse geographical markets with relative ease. This facilitates access to new customer segments, expanding the company's market reach and increasing revenue potential.	Own operations and downstream	Short-term
Opportunity: Customer insights	Analyzing usage data can yield valuable insights into customer preferences and behaviors. This information can inform product enhancements and the development of personalized features, ultimately improving customer satisfaction and retention.	Downstream	Short-term
Opportunity: Social impact	Utilizing technology for social good can enhance the company's reputation as a responsible corporate citizen. Developing solutions that address societal challenges not only fulfills a moral obligation but also resonates with a growing customer base that values corporate responsibility.	Downstream	Mid-term

[IRO-2] Disclosure Requirements In ESRS Covered By Sustainability Statements

Disclosure of topics assessed to be impact material

Standard	Topic
ESRS E5	Circular Economy

Disclosure of topics assessed to be double material

Standard	Topic
ESRS E1	Climate Change
ESRS S1	Own Workforce
ESRS S4	Consumers and End-users
ESRS G1	Business Conduct

Disclosure of topics assessed not to be material

Standard	Topic	Explanation
ESRS E2	Pollution	From the perspective of BeCause, the topic of pollution is largely irrelevant to our operations as a Software as a Service (SaaS) company, since we focus on delivering digital services rather than engaging in manufacturing or producing physical products that contribute to environmental pollution.
ESRS E3	Water and Marine Resources	We acknowledge that while water usage and pollution are relevant issues for SaaS companies, particularly concerning data center cooling requirements, our focus remains primarily on Climate Change and Mitigation. We recognize that the significant energy demands of our operations contribute to water resource depletion and potential pollution; therefore, we are committed to minimizing our impact by lowering our carbon footprint and reducing energy consumption, which, in turn, helps address water-related concerns.
ESRS E4	Biodiversity and Ecosystems	For BeCause, the topic of Biodiversity and Ecosystems is not considered material to our operations as a SaaS company. Our primary offerings are digital services, which do not rely on natural capital for product development and result in minimal exposure to nature or the need for natural resources acquisition. Additionally, our business model does not significantly depend on physical supply chains, further mitigating our direct impact on ecosystems and biodiversity. This enables us to concentrate our sustainability initiatives on other priorities that are more closely aligned with our operational framework.
ESRS S2	Workers in the Value Chain	The topic of Workers in the Value Chain is not material for BeCause, given our SaaS business model that encompasses both supply chains and demand chains. Our focus on the supply chain is addressed through our engagement with topics such as Climate Change, Resource Use, and Circular Economy, allowing us to have a direct influence on the support of our primary and secondary activities. Additionally, we are committed to mitigating any negative impacts on our demand chain by prioritizing Business Conduct and the interests of Consumers and End-users.
ESRS S3	Affected Communities	The topic of Affected Communities is not material for BeCause, as our operations as a SaaS company primarily involve the delivery of digital solutions rather than physical products or services that might directly impact local communities. Since our business model does not include significant interactions with specific communities or environments, our focus remains on areas such as Climate Change, Circular Economy and Business Conduct, which better align with our operational framework and sustainability goals.

Table 3: Disclosure of Topics Assessed as “Not Material”

ESRS	Topic	Sub-topic	Policy	Purpose
ESRS E1	Climate Change	Climate Change Mitigation and Climate Change Adaptation	Code of Conduct (CoC)	The policy defines the company's values and business processes in relation to climate data assessment, management and target setting.
			Procurement Policy	The policy defines the guiding principles for supplier procurement and office purchasing policies.
			Travel and Expense Policy	The policy defines the guiding principles for service outsourcing, supplier procurement and office purchasing policies.
ESRS E5	Resources use and circular economy	Resources inflows, including resource use and Resource outflows related to products and services and Waste	Travel and Expense Policy	The policy promotes responsible resource use within the company, ensuring that all travel expenses are necessary, cost-effective, & aligned with the company sustainability goals, minimizing environmental impact wherever possible.
			Workplace Policy	The policy addresses resource inflows and outflows by promoting sustainable behaviors ensuring that resources are used thoughtfully to minimize environmental impact both in the office and when working from home.
ESRS S1	Own workforce	Equal Treatment and Opportunities	Equality and Diversity Policy	The Equality and Diversity Policy ensures that the company fosters an inclusive, respectful, and non-discriminatory environment where all individuals, regardless of background or identity, have equal opportunities to succeed and contribute.
		Working Conditions	Workplace Policy	The policy addresses resource inflows by promoting sustainable behaviors such as energy efficiency, responsible waste management, eco-friendly purchasing, and green commuting, ensuring that resources are used thoughtfully to minimize environmental impact both in the office & when working from home.
ESRS S4	Consumers and end-users	Information-related impacts for consumers and/or end-users	IT Security Policy	The policy covers BeCause's ApS's security measures for protecting data, systems, and personnel, ensuring confidentiality, integrity, and compliance with relevant laws.
			GDPR Policy	The policy outlines BeCause ApS's commitment to complying with GDPR, detailing how personal data is collected, processed, stored, and protected, ensuring individuals' rights and data privacy are upheld.

Table 4: Policies Adopted to Manage Material Sustainability Matters

Minimum disclosure requirement – Actions MDR-A – Actions and resources in relation to material sustainability matters

Metrics and targets Minimum disclosure requirement – Metrics MDR-M – Metrics in relation to material sustainability matters

Environmental

Table 5: Overview of Sustainability Metrics – Environmental

Strategic focus area	Timeline	Goal	KPI
GHG Emissions	Short-term	Create an emissions baseline for 2024	Scope 1, Scope 2, Scope 3, Total GHG emissions (tCO2e)
	Ongoing	Measure our annual GHG emissions	Scope 1, Scope 2, Scope 3, Total GHG emissions (tCO2e)
	Long-term	Set emission reduction targets until 2030 and 2050	Total GHG emissions reduction (%)
		Establish suitable offsetting mechanism for emissions that cannot be reduced	Total GHG emissions offset (tCO2e)
Responsible Consumption	Ongoing	Create and implement a sustainable infused procurement policy	Purchased materials per type Share of eco- or fairtrade certified products purchased
			Number of single-use items
	Ongoing	Monitor our waste streams and reduce our waste	Track waste streams per material type and end-of life of these
			Amount of waste by waste-stream in l
			Waste reduced in %
	Ongoing	Prioritize sustainable and healthy food options	Internal food purchasing policy/guidelines
			Share of eco- or fairtrade certified food products purchased
			Food waste reduced in %

Table 6: Overview of sustainability metrics – Social

Strategic focus area	Timeline	Goal	KPI
Privacy & Data Security	Ongoing	Compliance with all applicable data privacy laws and regulations	Compliance rate
		Integrate data security seamlessly into business operations	Data protection impact assessments conducted & incidents detected and resolved
			Number of data subject requests handled
			Privacy breaches and affected customers
			Percentage of missing data
			Accuracy (match rate against trusted sources)
			Timeliness (age of data relative to update frequency)
			Ensured up-to-date information
			Consistency (rate of contradictions between data sources)
Fair and Equal Company	Ongoing	Employee satisfaction and engagement	Employee retention rate
			Employee turnover
			Employee annual eNPS
			Employee satisfaction rate
		Ensure employee health and safety	Employee pension scheme, % of covered FTEs
			Employee health insurance coverage, % of covered FTEs
			Absenteeism rate
			Number of well-being activities per year
		Ensure equal opportunities for all	Diversity (female/male per seniority level ratio)
		Foster a learning culture to enhance skills and knowledge	Training hours per topic
			Provide sustainability-related knowledge sessions and training 1x per quarter
			Number and description of culture building activities/initiatives

Table 7: Overview of sustainability metrics – Governance

Strategic focus area	Timeline	Goal	KPI
Operational Excellence	Ongoing/ Short-term	Optimize processes to improve productivity, and enhance resource utilization	Workflow process map overall implemented
	Long-term	Deliver high-quality products and services consistently	Quality standards (Number) creation & implementation (timeline)
			Customer satisfaction rate (CSAT)
			Customer retention rate
	Short-term	Create impactful internal policies	Number of policies annually reviewed/introduced
			100% of employees trained on internal policies
	Long-term	Achieve a company sustainability certification	Sustainability certification implemented
Tech for Impact	Long-term, Ongoing	Create SaaS platform impact assessment methodology	ESG metric KPIs for companies using our sustainability platform
	Long-term	Set SaaS impact goals until 2030	Create a list of adhering success KPIs

Environment

Climate change

Introduction to our climate journey

As a startup, BeCause is at the beginning of its sustainability journey, but we are committed to embedding sustainability at our core from the start. Carbon accounting is central to our long-term impact strategy, as we work to address climate challenges from the outset. While we are still early in this process, we aim to proactively address the challenges and opportunities tied to climate change.

"By addressing these risks early, BeCause aims to build a resilient, sustainable business that can adapt to the evolving climate landscape while maintaining compliance and long-term growth."

Climate-related risks

- Operational disruptions from climate change
  Risk timeline: Mid-term
  Increasing climate events such as storms, heatwaves, and droughts will likely impact operations in the mid-term, affecting both infrastructure (e.g., server maintenance) and customer locations.

- Compliance risks
  Risk timeline: Short-term
  Growing regulatory pressure for GHG and ESG reporting, particularly under CSRD, presents an immediate risk. Businesses must act quickly to ensure compliance and transparency within supply chains.

- Rising operational costs
  Risk timeline: Short-term
  The costs associated with adopting sustainable technologies and carbon accounting practices are immediate and will be felt in the short term, though these investments are critical for future resilience.

- Carbon accounting demands
  Risk timeline: Short-term
  Customers' need for Scope 3 emissions data is already increasing, making this a short-term priority for maintaining competitiveness and ensuring robust carbon tracking systems.

- Financing risks
  Risk timeline: Mid-term
  Financial institutions are gradually tightening their sustainability scrutiny, and businesses that lack strong sustainability credentials will face financing difficulties in the mid-term.

- Energy consumption
  Risk timeline: Long-term
  Rising energy demands and the shift to renewable energy will increase costs over the long term, as service providers pass on expenses related to sustainable infrastructure upgrades.

Our approach to measuring emissions

BeCause currently measures our Scope 1, 2, and partial Scope 3 emissions using the UNFCCC (United Nations Framework Convention on Climate Change) Greenhouse Gas Emissions Calculator. While we recognize that this is not an optimal long-term solution, it serves as a valuable starting point for understanding our emission hot spots and identifying which sources we should prioritize for future reductions.

The UNFCCC GHG Emissions Calculator is based on internationally recognized guidelines, including the IPCC (Intergovernmental Panel on Climate Change) Guidelines for National Greenhouse Gas Inventories and GHG Protocol standards. It offers a comprehensive framework for calculating emissions from various sources, such as energy use, transportation, and supply chains, providing us with essential insights as we build a solid foundation for effective carbon management and sustainability moving forward.

.

Table 8: GHG Footprint 2023

Category		Emission Source Category		t CO2e
GHG Protocol Standards: Corporate Scope - 1 and 2, Value Chain - Scope 3	Scope 1	Direct emissions arising from owned or controlled stationary sources that use fossil fuels and/or emit fugitive emissions	Fuels	-
			Bioenergy	-
			Refrigerants	-
		Direct emissions from owned or controlled mobile sources	Passenger vehicles	-
			Delivery vehicles	-
			Total Scope 1	-
	Scope 2	Location-based emissions from the generation of purchased electricity, heat, steam or cooling	Electricity	-
			Heat and steam	-
			Electricity for Evs	-
			District cooling	-
			Total Scope 2	-
	Scope 3	Fuel- and energy-related activities	All other fuel- and energy related activities	-
			Transmission and distribution losses	-
		Waste generated in operations	Waste water	-
			Waste	0.09
		Purchased goods	Water supplied	-
			Material use	-
		Business travel	All transportation by airl	4.38
			Emissions arising from hotel accommodation associated with business travel	1.03
			All transportation by sea	-
			All transportation by land, public transport, rented/leased vehicle and taxi	0.08
		Upstream transportation and distribution	Freighting goods	-
		Employees commuting		1.04
		Food		9.28
		Home office		5.30
			Total Scope 3	21.21
		Total Emissions		21.21

Emission scope explanation for BeCause

As a SaaS company, our Scope 1 and Scope 2 emissions are effectively zero. We do not own any vehicles, which eliminates any direct emissions that would fall under Scope 1. For Scope 2 emissions, we have ensured that our office space is rented from providers that source their energy from 100% renewable sources, specifically wind energy. This commitment allows us to minimize our indirect emissions related to electricity consumption.

Currently, we only measure partial Scope 3 emissions, but we recognize the importance of expanding our measurement scope to include emissions associated with our data servers. Data servers contribute significantly to emissions, primarily due to their energy consumption. The energy required to run and cool these servers can lead to substantial greenhouse gas emissions, particularly if the electricity used is derived from fossil fuels. As the demand for cloud-based services continues to grow, so too does the energy consumption of data centers, which necessitates a more comprehensive understanding of our total emissions footprint.

Our strategic approach to climate change

BeCause is dedicated to addressing climate change by continuously improving our comprehensive strategy focused on measuring and reducing our greenhouse gas (GHG) emissions. Our objectives include:

- Creating an accurate emissions baseline
    - Create an emissions baseline for 2024, encompassing Scope 1, Scope 2, and partial Scope 3 emissions. This one-time action will involve reviewing the sources and methodologies used in the 2023 baseline and conducting a gap analysis to define the required sources and methodologies for 2024.
- Ongoing measurement of GHG emissions
    - Measure our annual GHG emissions, including Scope 1, Scope 2, and transition to full Scope 3 emissions measurements. We will improve our data collection, monitoring, and analysis process based on the findings from our 2023 review. This will involve informing our team about their reporting responsibilities and collecting data for 2025 emissions.
- Setting long-term emission reduction targets
    - Define emission reduction targets for 2030 and 2050 based on our 2024 baseline. This will include researching and analyzing reduction potential, creating key performance indicators (KPIs) for annual emissions reduction, and developing a GHG emissions reduction policy.
- Implementing reduction measures
    - Implement measures outlined in our GHG emissions reduction policy and evaluate our progress against established targets annually. We will communicate these targets internally to foster accountability and engagement across the organization.
- Establishing offsetting mechanisms
    - Identify suitable offsetting mechanisms for emissions that cannot be reduced. We will review these mechanisms annually to ensure their effectiveness in supporting our climate goals.

Future actions

To enhance our sustainability efforts, BeCause is committed to improving our baseline by refining our greenhouse gas (GHG) accounting methodologies and strengthening our data collection and accounting tools. We are currently developing a comprehensive sustainability strategy action plan that will outline tangible actions and a list of tools to support our goals, particularly in achieving GHG emissions reductions in line with the 1.5 degrees Celsius target set by the Paris Agreement.

Once our action plan is established, we will focus on conducting a thorough resilience analysis, specifically examining our value chain assets and business activities, including energy consumption. Currently, our risk and resilience analysis is based purely on desk research; however, we aim to develop our capacity to create tailored analytics. This analysis will encompass implementing emission reduction scenario analyses, monitoring transition risks, and identifying opportunities for improvement while ensuring compliance and transparency in our reporting and practices.

To further improve our data collection processes and ultimately reduce our emissions, we plan to establish direct contact with our vendors. Collaborating with our server providers—one of our most critical stakeholders—will be essential in creating better data collection mechanisms and implementing effective reduction initiatives. By working closely with these partners, we aim to identify opportunities for emissions reduction and ensure our sustainability goals are met.

Additionally, we are developing internal policies and supporting procedures to ensure we have robust methods for tracking the effectiveness of our sustainability initiatives. These frameworks will enable us to evaluate our progress, make necessary adjustments, and ensure alignment with our overall goals for greenhouse gas emissions reduction and sustainable energy consumption

Resource use and circular economy

Introduction to our resource use and circular economy efforts

At BeCause, we recognize the vital importance of responsible resource consumption and the principles of a circular economy as essential components of our sustainability journey. As a startup, we are at the early stages of implementing practices that reduce our environmental impact while enhancing operational efficiency.

Resource-related risks

- **Resource consumption impacts**
  Risk timeline: Mid-term
  As a SaaS company, we face significant impacts from resource consumption, including the need for frequent hardware acquisitions, which contribute to electronic waste and an increased environmental footprint. Additionally, office operations generate waste such as electronics and food waste, further straining resources.

- **Increased costs**
  Risk timeline: Medium-term
  Frequent hardware upgrades and waste management can lead to higher operational expenses and resource inefficiencies.

- **Regulatory compliance**
  Risk timeline: Low
  Failure to address electronic and food waste properly may lead to legal penalties and regulatory scrutiny.

- **Reputational damage**
  Risk timeline: Low
  Poor waste management and resource consumption practices can harm the company's reputation, affecting talent acquisition and market positioning.

- **Operational disruptions**
  Risk timeline: Low
  Inefficient resource use and waste management may lead to disruptions in operations or difficulties in scaling sustainably.

Our strategic approach to resource use

BeCause is committed to implementing a sustainable procurement policy that emphasizes the use of eco-friendly materials and products. Our goals include:

- **Procurement**
  - Establish a procurement policy that outlines criteria for choosing suppliers, goods, and services. This will serve as a one-time action to set a foundation for sustainable procurement practices. We will review our policy and supporting procedures annually to incorporate lessons learned and adapt to evolving regulatory requirements.

- **Supplier and purchased product criteria**
  - We plan to develop clear criteria and guidelines for evaluating our suppliers and purchased products, ensuring alignment with our sustainability objectives. Additionally, we aim to establish guidelines for assessing our suppliers and purchased products based on a defined set of criteria, including ESG (Environmental, Social, and Governance) considerations.

- **Waste management and reduction**
  - Implement measures to track waste streams, including electronic and food waste. This ongoing effort involves establishing waste tracking processes, measuring waste volumes, and analyzing data to identify areas for reduction.

- **Food purchasing policy**
  - Develop guidelines prioritizing sustainable and healthy food options, including vegetarian choices. By engaging employees in this process, we aim to improve our food purchasing practices and reduce food waste.

By prioritizing responsible consumption and embracing the principles of the circular economy, BeCause seeks to reduce these risks while fostering a more sustainable and resilient business model. This strategic approach not only enhances our environmental impact but also leads to potential cost savings, making our operations more efficient in the long run.

Future actions

Moving forward, we plan to focus on creating internal policies and supporting procedures that enable us to track the effectiveness of our sustainability initiatives. We will evaluate our progress, make necessary adjustments, and ensure alignment with our goals for responsible consumption and circular economy principles. By proactively addressing these areas, BeCause aims to foster a culture of sustainability, minimize waste, and optimize resource use, ultimately contributing to a healthier planet and a more resilient business model.

Social

Own workforce

Introduction to our own workforce-related efforts

At BeCause, we recognize the vital importance of responsible resource consumption and the principles of a circular economy as essential components of our sustainability journey. As a startup, we are at the early stages of implementing practices that reduce our environmental impact while enhancing operational efficiency.

Own workforce-related risks

- **Regulatory compliance for employment terms**
  Risk timeline: Short-term
  Managing an international and remote workforce presents the risk of overlooking local employment regulations, increasing administrative complexity and the likelihood of non-compliance.

- **Diversity and inclusion risks**
  Risk timeline: Short-term
  Failure to promote diversity and inclusion could lead to anti-discrimination violations and regulatory scrutiny, especially under EU directives (Employment Equality, Racial Equality, Gender Equality Directives).

- **Reputation damage and talent loss**
  Risk timeline: Short-term
  A lack of diversity may harm our reputation, making it harder to attract top talent, and could diminish our appeal to both customers and employees.

- **Limited innovation and groupthink**
  Risk timeline: Mid-term
  Homogeneous teams risk stifling creativity and missing out on innovative opportunities, impacting long-term growth and competitiveness.

- **Implementation challenges**
  Risk timeline: Mid-term
  Introducing changes to ensure equal opportunities can be resource-intensive and challenging to implement effectively across all teams.

- **Resistance to change**
  Risk timeline: Short-term
  Some employees or management may resist equality initiatives, potentially causing internal conflict or delays.

- **Unconscious bias**
  Risk timeline: Mid-term
  Despite best efforts, unconscious biases in hiring or promotion processes may persist, undermining progress toward equality.

- **Occupational health and safety risks**
  Risk timeline:Mid-term
  Non-compliance with health and safety regulations poses legal risks, including penalties and heightened scrutiny from regulatory bodies. While implementing comprehensive safety measures may increase operational costs in the short term, these investments are essential to ensuring long-term employee well-being and maintaining a safe and compliant workplace.

Our strategic approach to own workforce

BeCause aims to create a supportive and dynamic workplace where employees thrive, through initiatives that focus on health, safety, diversity, and equal opportunities.

Our objectives include:

- Fair and equal company
    - Establish a baseline for employee retention and turnover rates by developing a robust data collection and monitoring process. This ongoing effort will involve setting KPIs, analyzing data, and making annual evaluations to create targeted actions for improving retention.
- Employee satisfaction and engagement
    - Design and launch annual employee satisfaction surveys and eNPS (employee Net Promoter Score) surveys. The results will establish baseline data, allowing us to set KPIs and make improvements based on annual evaluations. We will ensure continuous engagement by adapting our initiatives based on employee feedback.
- Employee health and safety
    - Ensure compliance with health and safety standards by tracking key indicators such as health insurance and pension scheme coverage, as well as absenteeism rates. By establishing a monitoring and evaluation process, we will track and address health and safety issues as they arise.
- Well-being initiatives
    - Plan and implement quarterly well-being activities, which will be promoted through an annual Well-being Calendar. We will evaluate employee participation and satisfaction to continuously improve these programs, with KPIs set to measure success.
- Equal opportunities for all
    - Develop data collection processes to monitor gender diversity, particularly at senior levels. Annual reviews of hiring practices, job advertisements, and flexible working opportunities will help identify any potential biases. We will establish KPIs to track diversity and take corrective actions based on annual evaluations.
- Fostering a learning culture
    - Create Personal Development Plans (PDPs) for all employees and assess the value of current training programs. Sustainability-related knowledge sessions will be held quarterly to enhance understanding and engagement. Monitoring training hours and gathering feedback will help refine our learning and development efforts.

Future actions

At BeCause, we understand that the foundation of our long-term success lies in investing in our most valuable asset—our workforce. By cultivating a resilient, diverse, and engaged team, we not only strengthen our operational capabilities but also fulfill our social sustainability commitments. A motivated and productive workforce directly impacts business growth, driving innovation and enhancing both employee satisfaction and retention.

In an era defined by rapid technological advancements, globalization, and evolving market demands, workforce development is no longer optional. It is critical to our adaptability and resilience. By prioritizing employee well-being, continuous learning, and professional development, we empower our team to develop essential traits such as self direction, problem solving, and time management. These traits are vital for fostering a productive work environment, which benefits employees through job security, opportunities for advancement, and better overall benefits.

We are committed to creating a workplace where employees feel valued and empowered. This includes offering wellness programs, flexible work arrangements, and opportunities for personal and professional growth. By nurturing a positive work culture that emphasizes collaboration and innovation, BeCause is building a sustainable business that not only adapts to changing market conditions but also creates lasting value for our employees, customers, and stakeholders.

Governance

Business conduct

Introduction to our business conduct and operational excellence

Our governance framework is built on principles of ethics, integrity, and operational excellence to foster sustainable growth and enhance stakeholder trust. We aim to ensure transparency, uphold rigorous ethical standards, and maintain high levels of accountability across our operations.

Our approach is designed to address the challenges posed by complex business environments, third-party dependencies, and the increasing need for sustainable supply chains. By prioritizing responsible resource management, ethical conduct, and operational effectiveness, we align our practices with our values, strengthening both our efficiency and our stakeholders' confidence in our mission.

Business conduct-related risks

- **Ethics and integrity (legal consequences)**
  Risk timeline: Short-term
  Ethical breaches, such as fraud or misconduct, could lead to legal action, fines, and regulatory penalties. Effective monitoring is essential to prevent risks that could damage our legal standing and corporate integrity.

- **Reputational impact**
  Risk timeline: Short-term
  Failure to uphold strong ethical standards can erode trust among customers, employees, and partners, ultimately impacting our reputation and competitive position.

- **Supplier ESG transparency and data reliability**
  Risk timeline: High
  Ensuring visibility and data accuracy across supplier operations can be challenging, which may lead to incomplete assessments and hinder decision-making.

- **Dependency on third-party providers**
  Risk timeline: Short-term
  Relying heavily on third-party providers for essential services can create vulnerabilities, particularly if those providers face outages, security breaches, or fail to meet SLAs, potentially affecting business continuity.

- **Human Rights violations**
  Risk timeline: Medium-term
  Without stringent supply chain management, we risk association with unethical practices, such as forced labor or poor working conditions. This poses legal and reputational challenges, as well as potential compliance risks.

- **Over-standardization risks**
  Risk timeline: Medium-term
  While standardization can streamline processes, overly rigid procurement practices may hinder flexibility, especially in adapting to market changes or project-specific needs.

- **Technical debt**
  Risk timeline: High
  Rapid software deployment can accumulate technical debt, potentially affecting product performance and scalability.

- **Market competition and customer satisfaction**
  Risk timeline: High
  Competing in the dynamic SaaS industry requires continuous innovation. Failure to deliver promised features or maintain competitive differentiation can affect customer satisfaction and retention.

Our strategic approach to business conduct

BeCause is dedicated to embedding governance principles across our operational and strategic framework.

Our core goals include:

- Operational excellence
  - Refine and enhance operational processes to drive productivity gains, maximize resource utilization, and support sustainable growth across the organization.
- Policy development
  - Establish and effectively communicate impactful policies by creating a comprehensive policy framework, integrating it into employee onboarding, and embedding it within ongoing internal communications.
- Pursue sustainability certifications
  - Explore and attain sustainability certifications, such as B-Corp or Great Place to Work, by conducting gap analyses and developing actionable plans for implementation.
- Technology and impact
  - Develop metrics to assess the impact of our SaaS platform by tracking key performance indicators related to customer satisfaction and platform-specific results.

Future actions in governance and business conduct

At BeCause, our strategic approach to business conduct centers on building a foundation of governance and operational excellence that aligns with our core values and supports sustainable growth of the company. By embedding ethical frameworks, policy packages and robust supply chain procedures into our operations, we ensure our practices meet the highest standards of responsibility. This commitment extends beyond compliance, reflecting our dedication to building trust with stakeholders and providing meaningful, long-term value to our customers, investors and employees.

As we continue to expand, we are continuously refining our governance model to blend centralized control for critical functions with the agility needed for innovation in non-core areas. Our growth strategy focuses on driving customer acquisition and retention by deeply understanding customer needs, identifying new market opportunities, and staying ahead of industry trends.

Through a proactive approach to planning and product development, we align our roadmap with both market demands and evolving customer expectations. This strategy enables us to scale sustainably, maintain competitive advantage, and continually add value through transparency, adaptability, and a commitment to lasting impact.