SETTING A SUSTAINABLE COURSE

"

As a responsible digital agency [2]
we want to be a key collaborator
for businesses pushing for a more
sustainable future for people and
the planet.

INTRODUCTION

People and planet. We are inextricably part of this earth and very dependent on it being healthy. At present, the way we are living is not sustainable, and we can't carry on in the same way. It's no longer up for discussion and it's a necessity that we act.

Digital technology holds great potential as a catalyst for sustainable business transformation. While tech itself can be made more sustainable, we must really use its potential to become sustainable. The bridging of digital prowess and sustainable practice should be at the forefront of strategic thinking for any business. Likewise, we believe we can make a strong impact when consulting our client's digital transformation and in the digital products we build at the core of their business.

Looking inward, it starts with having a sustainable and healthy workplace, fostering a culture where everyone partakes. We intend to use the resources we have to push for positive change. And change is needed all together.

Our digital agency is committed to a new sustainable course. Towards greater harmony and balance in our relationship with the planet we want to keep. For us and future generations. This report shows how we're making that happen.

Planetary boundaries

Human activity affects the Earth's climate and ecosystems more than ever. This risks the stability of the entire planet. Developed by the Stockholm Resilience Centre, the concept of planetary boundaries identifies nine critical Earth system processes and their associated boundaries, which we should not exceed to maintain a stable and hospitable planet[1].

New research shows that six of nine boundaries are being crossed as of 2023[2]. Crossing these boundaries could trigger irreversible, catastrophic changes, often referred to as "tipping points" that jeopardize the permanent well-being of both natural ecosystems and humanity's future. While climate change is arguably the most critical boundary, they are all interconnected.

Changes in one can influence and exacerbate challenges related to others, creating complex feedback loops within the Earth system. It is therefore extremely important that we consider our efforts and solutions in relation to all the boundaries so we don't cause damage in one area while trying to cause good in another.

The boundaries are:

- **Climate change:**
  Keeping the global temperature increase at 1.5 degrees Celsius.

- **Biodiversity loss:**
  The extinction of species critical to Earth's ecosystems.

- **Ocean acidification:**
  Limit the decrease in ocean pH due to increased carbon dioxide (CO2) absorption, preventing harm to marine life.

- **Stratospheric ozone depletion:**
  Depletion of the ozone layer, which protects us from harmful ultraviolet (UV) radiation.

- **Land-system change:**
  Limiting the conversion of natural habitats into agricultural or urban areas, preserving biodiversity and ecosystems. Freshwater change: Sustainable use of freshwater resources, ensuring that consumption does not exceed the planet's capacity for renewal.

- **Atmospheric Aerosol Loading:**
  Controlling the concentration of airborne particles and pollutants that affect air quality and climate.

- **Novel entities:**
  Minimizing human-made chemical pollutants and materials that do not exist naturally in the environment like microplastics in the ocean and our food.

- **Biogeochemical flows:**
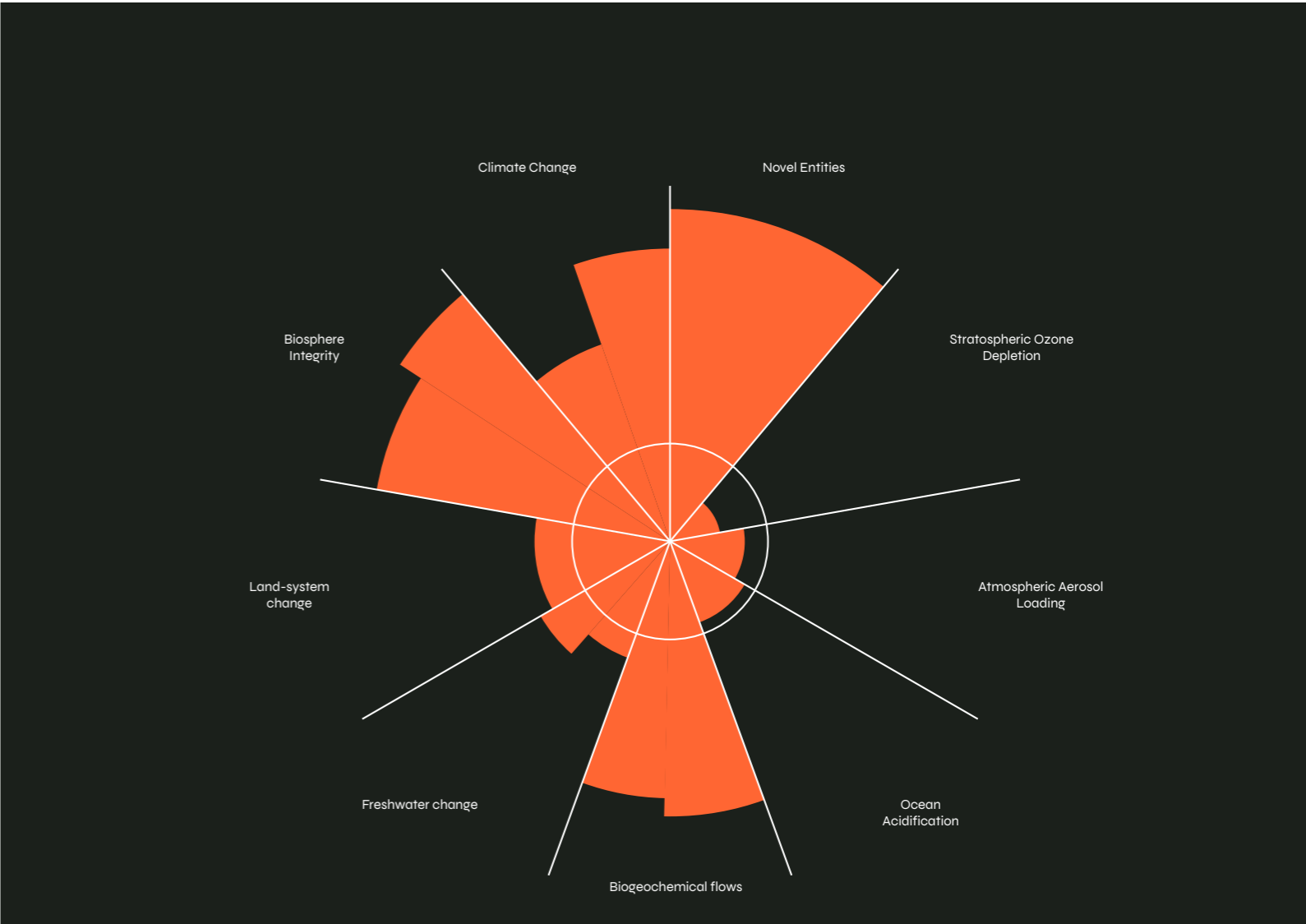 Limiting chemicals like nitrogen and phosphorus that cause widespread environmental degradation.

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Figure: Planetary Boundaries 2023, Stockholm Resilience Centre[3]

Our priorities

Climate change is one of the most urgent planetary boundaries due to its far-reaching and potentially catastrophic impacts on ecosystems, societies, and economies. Climate change is accelerating. For the last 10,000 years, temperatures have only fluctuated by +/- 1 degree Celsius. With current emissions we are heading for an increase of 4°C or even 6°C and with it comes all kinds of doomsday scenarios[4]. The Paris Agreement has set the goal of limiting temperature increase to below 1.5°C, but how do we do that? The answer is simple: We have to lower our emissions exponentially and reach true net zero emissions.

In Adapt we approach the task by adopting the principles of Carbon Law and Double Carbon law. The central principle of Carbon Law is to halve your carbon emissions every decade. This is something we should expect from companies in developing countries. We live in a highly industrialized part of the world. We, therefore, aim to halve our emissions in only five years instead of ten - referred to as Double Carbon Law. We aim to repeat this process of halving our emissions every five years going forward. As you will see in this report, most of our emissions come from purchased goods and services. That is something we will work on going forward. But it also means that we will focus heavily on helping our clients bring down emissions through optimizing existing solutions and developing new responsible digital products in the future.
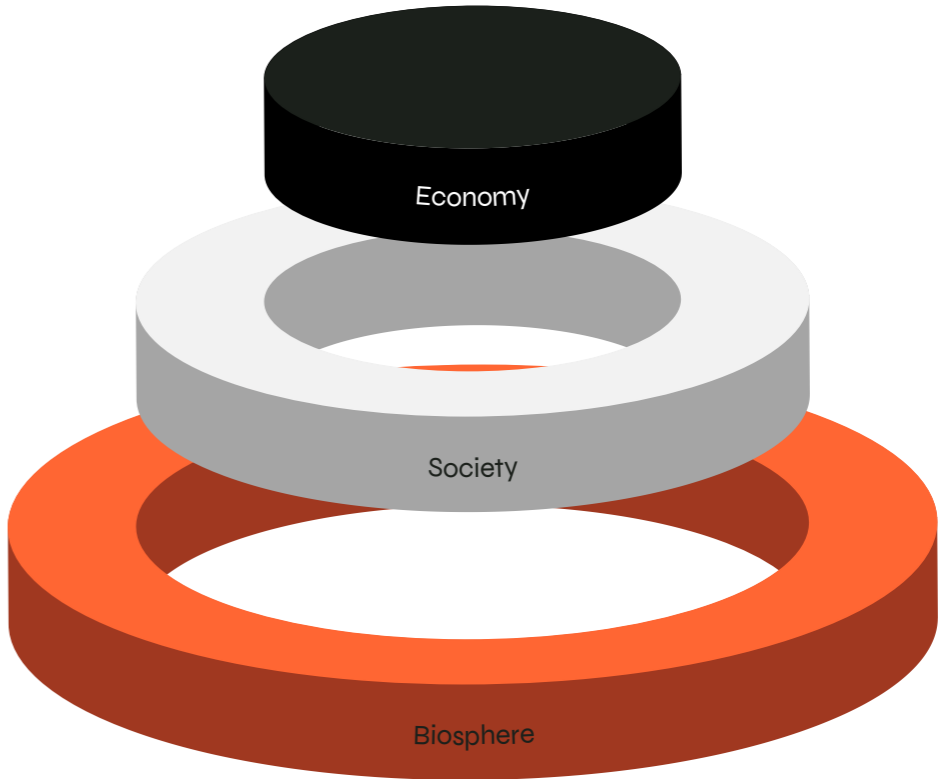
When you think of sustainability, you likely see the 17 SDGs in all their colorful square-ness. Much has been said about the SDGs. We can all agree that an improvement in all 17 areas would be beneficial to humankind. Where they however often come up short is when companies cherry-pick their favorite goals to justify what they are already doing. The truth is that not all of the 17 goals are equally important. The Stockholm Resilience Centre has suggested that we instead arrange the SDGs as a "wedding cake" with three levels[5]. At the bottom of the cake is the biosphere. It is directly related to environmental protection and sustainability of the planet. The second tier represents the societal layer. It focuses on addressing social issues and improving the well-being of individuals and communities. The third economic layer addresses economic issues to create a more equitable world.

For Adapt this means that we first prioritize the biosphere in our sustainability strategy. It is the foundation that everything else stands on. It doesn't mean that we won't work to improve social and economic goals simultaneously. We just believe that true sustainability and meaningful progress can only be achieved with a healthy planet at the center.
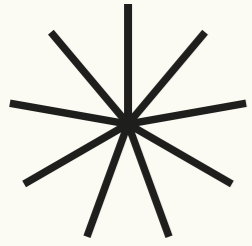
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Figure: The SDG's wedding cake 2016, Stockholm Resilience Centre

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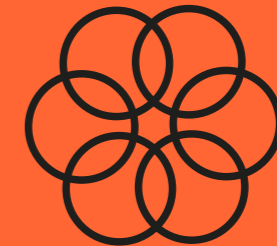
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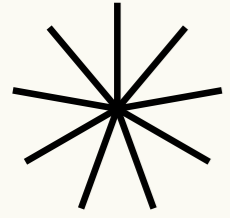
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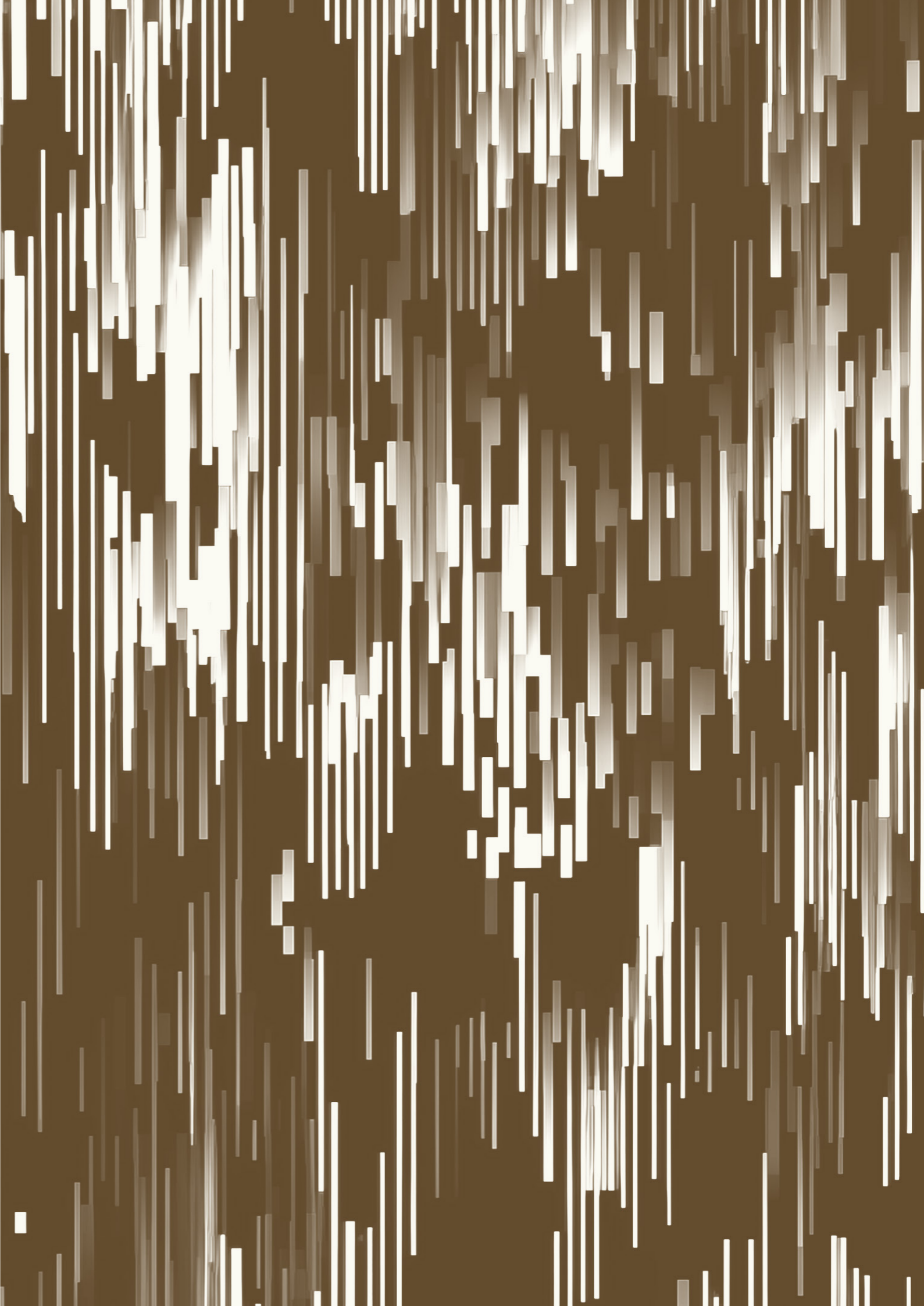
Enviromental footprint

We are committed to minimize our global environmental impact. While our local footprint may appear relatively small when compared to others, we acknowledge the importance of addressing our own negative impact before advocating for change in our clients' businesses.

Main goals

2024	2024	2028
	25%	**50%**
We minimize food waste to the bare minimum	We reduce our carbon footprint by 25%	We reduce our carbon footprint by 50%

ADAPT

Sustainability Strategy

Sustainability through digitalization

We want to be an agency that promotes sustainability and innovation through collaborative partnerships with our clients. We aim to increase the sustainable offerings we bring to the market while strengthening our sustainable frameworks in our strategic deliverables.

Main goals

2024

90% of all our digital solutions is hosted on low-carbon-grids

2024

50% of the total marketing budget is allotted to drive a sustainable agenda

2024

We have defined cross-functional digital sustainable offerings

2024

We have grown our client-base in sustainable transition areas

2025

Certified
B Corporation

We apply for certification "BCorp"

Positive impact on people

We want to be the best workplace of our employees' career and we have worked to quantify this over the past few years. Mental health is paramount, particularly in preventing burnout or mental overload. Whether it's private or work-related pressure, we aim to address issues of such nature preemptively before it's too late.

Main goals

2024

2024

Increase eNPS +10 pt. (43->53) (1)

Increase Stress metric +1 pt. (7.5->8.5). (2)

1) eNPS score can range from -100 to +100. A score between +10 to 30 is good, but higher scores are possible. In line with this, a score of +50 would be considered excellent, whereas +80 is best-in-class. https://officevibe.com/guides/employee-net-promoter-score

2) The Stress metric in OfficeVibe is a sub-metric to overall Wellness amongst employees and indicates the level of support employees feel when experiencing stress or excessive workload.

ADAPT

Sustainability Strategy

ENVIRONMENTAL FOOTPRINT

Commodities

Our office was renovated in late 2021, and updated with modern energy-efficient solutions throughout. All windows were replaced (old windows were sent for recycling) and the building had additional Insulation installed. We have added numerous timers which are turning off our most energy-consuming amenities, as well as movement sensors on all floors and toilets. LED lighting is a standard for all lamps at the office.

However, we are sure we can do more, especially in daily purchases. Before buying new we will evaluate if we can reduce or reuse. We want to advocate for the same approach in all our purchases, no matter if it is office supplies, merchandise or furniture.

We consider:

- To be more aware of improper consumption by actively monitoring our commodities.

- Prioritize low-energy solutions when buying office supplies and hardware.

Our main aim 2024

1
_____

We establish a procurement policy based on a waste hierarchy, emphasizing the principles of rethinking, reducing, reusing, or recycling before making any purchase.

Environmental footprint

Our commodities 2020-2022

	2020	2021	2022
Electricity consumption kWh	15.551	11.411 (1)	29.943
Heat Consumption			
District heating	577,14	653,723	621,114
Energy meter MWh	27,208	26,951	13,966
Hardware purchase (electronics) DKK	512.479	632.181	525.379

1) Electricity consumption is based on office use. The Covid-19 lockdown in 2020 and beginning 2021, has a large effect on the numbers presented.

At the end of 2021 we moved office space and Ørsted had a delay transferring the billing to us. Therefore 3 months of 2021 is lower than it would be.

Food and food waste

Food is a core offering to our employees and an important aspect of our day at the office. We want to offer healthy and nutritious food with a reasonably low carbon footprint. From H2 2023, we have already decided to remove beef and lamb at lunch.

Food waste

Roughly a third of the world's food is wasted, that's about 1.3 billion tons a year. And we are not better than most companies. We can do more to reduce our food waste and find alternatives to throw out what we do not consume.

We consider:

- Offer healthy and nutritious food to our employees, with a focus on local produce and low carbon footprint.

- Audit our external partners in food and beverage on sustainable parameters

- Communicate environmental footprint in the food we offer, to give the employees an individual choice.

- Measure nutrition and our carbon footprint in our food offerings.

Our main aim 2024

1

Provide employees with the option to take any remaining lunch home with them.

Travel

We are a national based office, located in the center of Copenhagen. We travel by bike or train whenever we can. We provide bikes for employees to use for meetings in town and we encourage employees to choose EV taxis for meetings otherwise not accessible by bike or train.

Travel by plane is necessary only when attending conferences or meetings in countries not reasonably close to Denmark. Hotel stays can be associated with significant emissions depending on the type of hotel, rating and room size.

We are aware that the price of offsetting 1 ton of CO_2 is approximately 51 dollars[6] . So clicking "yes" to a 6-dollar offset on a roundtrip across the Atlantic doesn't solve anything. We refuse to take this market-based approach. To make a real difference in carbon emissions, the offsetting should provide an additional benefit that would not have occurred without money from the carbon offset. Let's be honest: Offsetting is also not a viable alternative to regulatory initiative. But it's better than doing nothing at all.

We consider:

- Leaving the smallest carbon footprint when meeting with clients and partners or attending conferences abroad.

- Use of company bikes, EV transportation, or train whenever possible

Our main aim 2024

1

We define how to properly offset our CO2 emissions when we travel by plane.

2

We provide clear guidelines for company travel and hotel selection.

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Our travel numbers 2020-2022 (1)

	2020	2021	2022
Estimated travel by car/taxi (kg CO2eq) (2)	689.932	162.637	617.990
Estimated travel by plane (kg CO2eq)	4.344.525	0	10.035.273
Estimated travel by bus (kg CO2eq)	14.475	7.720	13.124
Total estimated travel emission (kg CO2eq)	5.048.933	170.358	10.666.387

1) Travel calculation is based on carbon emission factors defined by https://ourworldindata.org/travel-carbon-footprint.

2) We have combined travel by car and taxi, with petrol as fuel. This is the most pessimistic option, as most taxis in Copenhagen are either hybrid or EV.
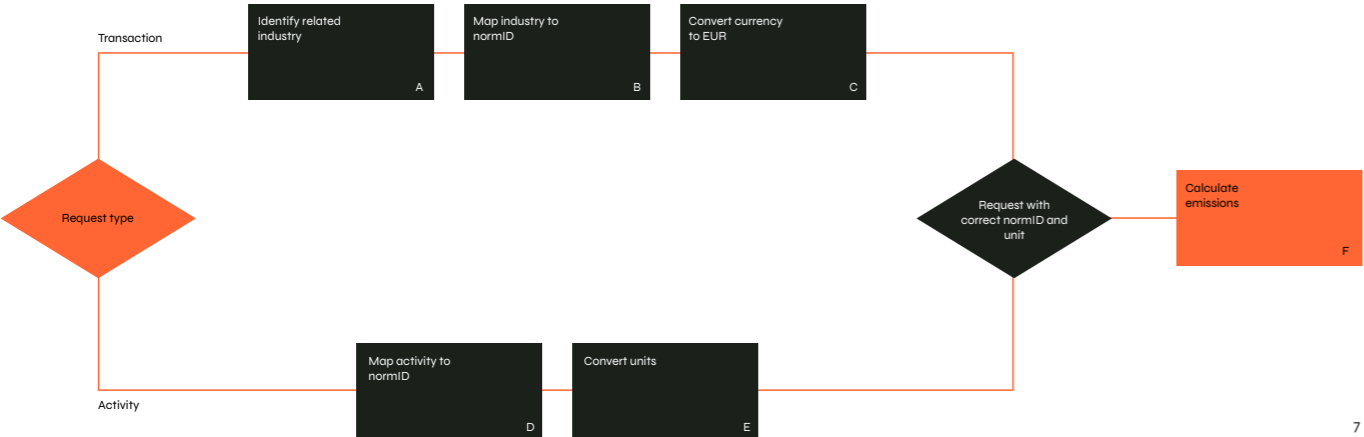
Emission reports (2020-2022)

We have used the Normative's Carbon accounting tool to find out what our past 3 years' emissions accumulate to and how they are divided into scopes 1, 2, and 3..

The Normative emissions calculator is based on all our company costs, except salary expenses. The calculation is based on a transaction: the amount of how much is being purchased, and the activity, what is being purchased. These two factors then calculate the emission level based on financial cost.
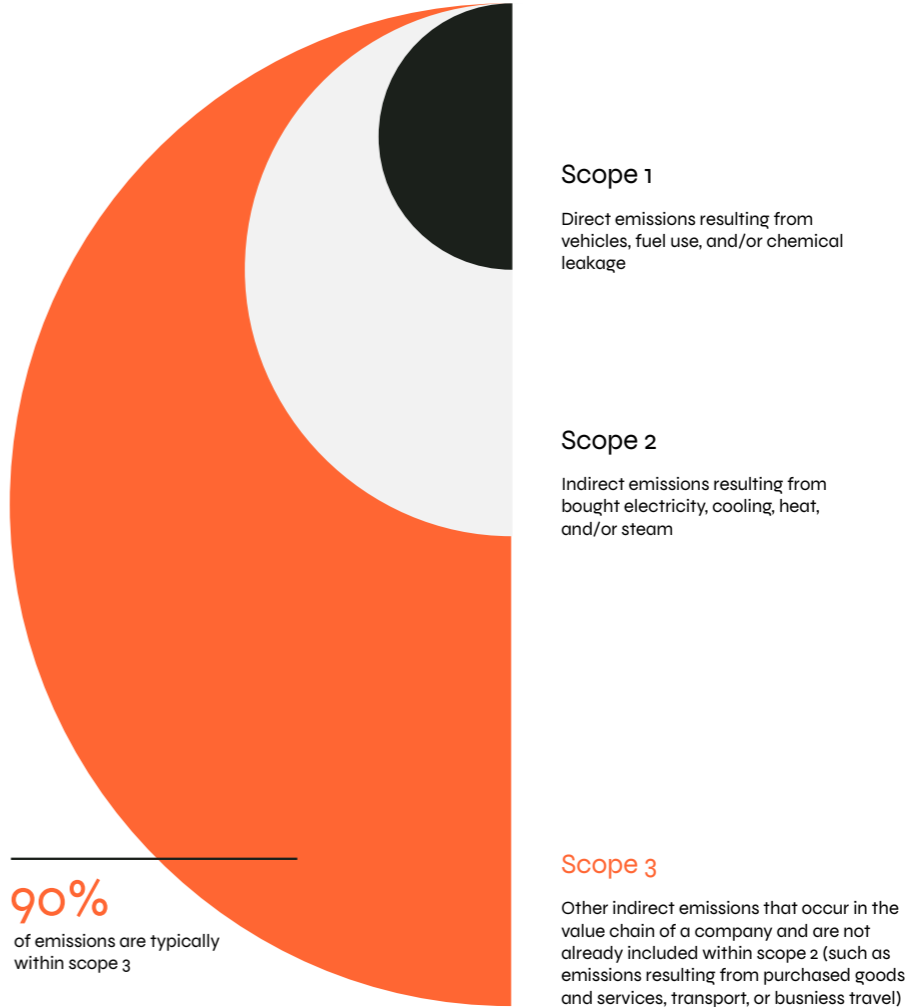
Since they only validate expenses this can be used as a guidance, and split of our emissions, but not as a final figure of our emissions.

30   31

```
Transaction ─┌────────────────┐  ┌────────────────┐  ┌────────────────┐
             │ Identify related│  │ Map industry to │  │ Convert currency│
             │ industry        │  │ normID          │  │ to EUR          │
             │              A  │  │              B  │  │              C  │
             └────────────────┘  └────────────────┘  └────────────────┘

  Request type                        ┌────────────────┐  ┌────────────────┐
  ◆                                    │ Request with    │  │ Calculate       │
                                       │ correct normID  │  │ emissions       │
                                       │ and unit        │  │              F  │
                                       ◆                  └────────────────┘

Activity   ┌────────────────┐  ┌────────────────┐
           │ Map activity to │  │ Convert units   │
           │ normID          │  │                 │
           │              D  │  │              E  │
           └────────────────┘  └────────────────┘
```

7

Scope 1

Direct emissions resulting from vehicles, fuel use, and/or chemical leakage

Scope 2

Indirect emissions resulting from bought electricity, cooling, heat, and/or steam

90%
of emissions are typically within scope 3

Scope 3

Other indirect emissions that occur in the value chain of a company and are not already included within scope 2 (such as emissions resulting from purchased goods and services, transport, or busniess travel)

8

Company carbon emission is widely categorized in 3 scopes: Direct, Indirect, and Other indirect emissions. This categorization is based on the origin of the usage, and unless you run a manufacturing company, most emissions are in scope 3.

Adapt does not generate any direct emissions (scope 1). We have some indirect emissions (scope 2) such as heating and electricity for our office building, but they only bear 3% of our total emissions.

Over the past three years, 90% of our emissions have been attributed to scope 3. In 2021 the total emission is significantly higher than the year before and after. This is due to office relocation as well as purchasing furniture for our new office space.

ADAPT

1 Jan 2022 - 31 Dec 2022

Estimated total emission
tonnes CO$_2$e

542

Country
Denmark

Sector
Information technology (IT), software and computer related activities

Scope 3	% of emissions	tonnes CO$_2$e
Electricity	73.2%	16.7
Heat	26.8%	6.11

Scope 3	% of emissions	tonnes CO$_2$e
Business travel	1.4%	7.21
Purchased goods and services	97.2	505
Capital goods	1.4%	7.12

Business Carbon Calculator by
Normative

SUSTAINABILITY THROUGH DIGITALIZATION

Strategy

We are committed to adopting a sustainable strategic approach and design principles that guides our decisions and actions in all our collaborations while expanding our sustainability offerings to the market. Our client portfolio is a reflection of our values, and we must always consider how the companies we engage with affect both people and the planet.

Sustainability offerings

We're formalizing our first sustainability offering, a challenging area for our business. Our role in the sustainability value chain necessitates a comprehensive understanding to effectively apply it for our clients. Changing habits is a formidable task, and our digital experiences can indeed influence the world by fostering habit changes.

We consider:

- No involvement in potential companies associated with socially irresponsible(1) or unsustainable practices(2) and with no ambition to change.

Sustainability goals in projects

In our strategic facilitation, we will push for environmentally friendly and social responsibility considerations, ensuring that our projects not only meet their objectives but also contribute positively to the world around us. In other words we want to make the planet a stakeholder and make sure we also consider the overall value chain that the user journey is a part of.

We consider:

- The whole life cycle of the digital product we are creating. Are we causing any sustainability issues down the value chain?

- Mapping customer journeys from a full lifecycle perspective, e.g. using exercises from the Systemic Design Toolkit.

- Mapping the proposed solutions' direct or indirect impact while analyzing its alignment with Sustainable Development Goals (SDGs).

- Setting project guidelines of which questions we should ask ourselves when we start up a new project for an existing or a new client

Our main aim 2024

1

Add sustainability offerings to our services.

2

Growing our customer portfolio to represent clients who want to do projects that are rooted in sustainability goals.

3

Separate Adapt entirely from companies with socially irresponsible (1) or unsustainable practices (2) as a core product or delivery.

1) We define "socially irresponsible companies" as companies with a core offering that directly has a negative impact on people, violating human rights, utilizing child labour or creating harmful addictions.

2) We define "unsustainable practices'' as practices that have a direct negative effect on the biosphere and ecological damage to the planet, deforestation, fracking and oil extraction.

Our main aim 2024

1

Setting strategic and measurable targets with a sustainable offset in our collaborations.

2

Building a Social Digital Responsibility (SDR) guideline for clients to enable them to act socially responsible.

Design

We strive to design based on thorough user research and thoughtful design thinking processes. We work closely with our clients to transform user needs into aesthetically pleasing designs that follow best practices. We will consider the environmental cost of meeting the user's needs, while making sure we are creating the most efficient solution as possible, regardless of the user's background or abilities.

Low-impact design

We pledge to design meaningful and creative experiences without having an outsized impact on the planet. We want to make more conscious and sustainable visual design decisions, by considering when to use eco-friendly color palettes and opting for hues that require less energy to display on screens to reduce the overall power consumption of digital devices.

Additionally, we make efforts to employ media formats that are optimized for lower data usage and quicker loading times, thus decreasing the energy required for data transmission.

We consider:

- Letting the user choose what they want to focus on, e.g. avoiding auto-load of items such as videos or content.

- Minimize the use of heavy media types such as video and high-resolution images.

Efficiency in user experience

We are dedicated to creating intuitive products that are simple and easy to use. We strive for efficient solutions that have the least possible amount of friction for the user. However, optimizing the user experience also leads to less resource consumption and less server usage.

By adopting Object-Oriented User Experience (OOUX) guidelines we can enhance our design process, so we make sure we reduce complexity in the digital solutions we build. OOUX starts by defining clear and distinct objects to be manipulated by the user, their purpose, and the relationship between them.

We consider:

- Making efficient user flows free from barriers, where the user has to go through a minimum amount of steps in order to quickly perform their task

- Reusing components across projects, so we don't end up developing a variety of similar components that each requires maintenance

- Broadening of the term of sustainability to also mean sustainable in terms of having long-lasting design

Our main aim 2024

Our main aim 2024

1
_____

Define guidelines for low-impact design in terms of color, font, and visual content to be used as default on client projects.

1
_____

Integrate principles inspired by OOUX into the Adapt design process, as a separate synthesis step before we go into the design, but after we have done user research. This involves training sessions and workshops with team members.

Digital inclusion & accessibility

Digital Inclusion refers to the equitable access to and meaningful use of digital technology and the Internet. Adapt delivers digital experiences like websites and apps to end consumers. Our focus is therefore on making sure those experiences are designed and developed in ways that are accessible and usable by everyone, regardless of disabilities, age, socioeconomic status, or other factors.

We consider:

- Recognizable and consistent navigation

- Clear visual hierarchy and spacing

- Logical IA and clear CTAs

- Appropriate touch and click target sizes

- Sufficient color contrast and consideration for color blindness

- Consistent user feedback and error handling

- Clear and concise language in copy/UX writing

Our main aim 2024

1

Define principles for more diverse user testing including people with disabilities.

2

Define a process to avoid bias in recruitment for user testing, this is to meet the needs of everyone regardless of disabilities, age, socioeconomic status.

3

Apply guidelines for our solutions to be accessible to people with a diverse range of hearing, movement, sight, and cognitive ability.

4

Measure the emission of the digital products we build.

Development

We actively embrace open-source software to minimize the need for ground-up development. Our primary development work relies on popular programming languages and frameworks, allowing us to leverage pre-built functionality. To streamline our development process and reduce resource consumption, we adhere to agile development principles. When conducting code reviews, we prioritize performance optimization, to ensure smoother user experiences. This not only benefits end users but also decreases hardware resource usage, such as CPU cycles, leading to reduced power consumption. While developers often focus on performance, it is currently done from a business perspective. Thus, our developers will need to broaden their skill set in order to simultaneously and continuously consider the environmental impact of architectural and code decisions.

We consider:

- Architecture and development should focus on viable functionality

- Using frameworks and tools that are optimized and sturdy

- Maintainable, reusable and documented code

- Programming language performance vs. speed of development

- Support for the open source communities as an active part of the Rust & Laravel communities.

- WCAG-compliant development.

- Google Lighthouse to measure our performance on all projects.

Back-end Development

Our backends and CMSs are written in a wide range of languages as well as frameworks. Some of our solutions have reached an age well beyond retirement being almost non-maintainable, and running on expired, non-optimized underlying software. We aim to initiate talks with clients on out-dated solutions to move them towards a sustainable platform.

The technical department has during the last year started specific talks about a transition towards more strongly typed languages in the years ahead. This transition should also include thoughts about the carbon footprint of the development, maintainability, and energy consumption.

Frontend & App Development

In recent years different types of Javascript frameworks hurdled towards more complexity and large codebases. This directly affects the consumption of each device, where the code gets executed.
With handheld devices, we should strive to use more caching (where possible) to prevent backend usage and unnecessary transport of data.

Our main aim 2024

1

Improve architecture and performance by adding processes for making cleaner and more maintainable code.

2

Project-based performance reviews.

3

Give back to the community - share & maintain some of our packages.

ADAPT

Sustainability through digitalization

Cloud hosting

Global emissions from cloud computing range from 2.5% to 3.7% of all global greenhouse gas emissions, thereby exceeding emissions from commercial flights (about 2.4%). We provide cloud hosting through 3rd party vendors for the majority of our clients[9]. Our primary cloud service vendor platform.sh provides options to choose regions for each solution we host. Each region has an estimated g CO_2/kWh. By changing the location for deployment from a high-carbon grid to a low-carbon grid, we can reduce our CO_2 emission by up to 15x[10].

We consider:

- Audit solutions to measure load time, identify bottlenecks, etc. to reduce data usage.

- Initiate talks with our hosting providers about powering down unused staging and development environments during off-hours (e.g. at night and public holidays)

Our main aim 2024

1
_____

Significantly reduce our carbon intensity on our cloud hosting, with a target of 90% of solution on low-carbon grid by 2024 (1).

1) We define a low-carbon grid as "Energy Grid Carbon Intensity" below 100 g CO_2/kWh

Cloud hosting 2020-2022

	2023
Solutions hosted (platform.sh)	67
Solutions hosted on low-carbon grids (g CO_2/kWh > 100)	34%
Solutions hosted on high-carbon grids (g CO_2/kWh < 100)	66%

Sustainability through digitalization
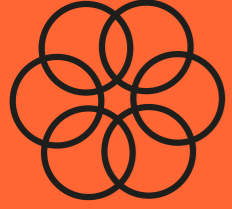
POSITIVE IMPACT

ON PEOPLE

Health and well-being

Health and well-being is important for us. We strongly believe that exercise, healthy food, and room to breathe is of utmost importance, for our employees to thrive and grow.

We have undertaken an assessment of various facets of health and well-being within the organization, encompassing mental health support, physical environments, physical activity, work-life balance, and family-friendly policies.
An observation in our audit is an increase in long-term sick leave. We acknowledge that private matters can be a root cause in long term sick leave and are difficult to prevent, but we want to address every employee's need to accommodate mental pressure.

We consider:

- Sick child policy
- Offer health insurance options proactive and preventive
- Promoting non-alcohol events

Perks:

- Additional 5 holidays.
- Adapt Run Club – Every employee is free to exercise up to three times a week
- Focus time between 10.30-11.30 everyday
- Work Away Wednesdays - No meetings, Work from home or the office
- 6 months maternity / 3 months paternity leave with full pay
- Healthcare plan including chiropractor, massage, coaching and such.
- Personal education fund
- Dental insurance

Employee sick leave 2020-2023

	2020	2021	2022	2023 (nov)
Long term sick leave	1	1	3	4

OfficeVibe (Employee Experience Platform)

	2022	2023
eNPS (-100 – 100)	26	43 (+17)
Overall engagement	7.6	7.8 (+0.2)
Personal Growth	8.0	8.0
Ambassadorship	8.0	8.1 (+0.1)
Relationship with manager	7.9	8.3 (+0.4)
Relationship with peers	7.9	8.2 (+0.3)
Wellness	7.8	7.8
Happiness	7.8	7.7 (-0.1)
Alignment	7.6	7.6
Recognition	7.2	7.3 (+0.1)
Satisfaction	7.2	7.6 (+0.4)
Feedback	7.1	7.5 (+0.4)

0-2,9: Critical, 3-4,9: Very low, 5-5,9: Low, 6-6,9 Good, 7-7,9: Very good, 8-8.9: Great, 9-10: Amazing[11]

Our main aim 2024

1

We define an action plan for early signs of stress related symptoms.

2

We define new guidelines for illness registration to gain more in-depth insight into sickness in general.

ADAPT

Positive impact on people

Diversity and inclusion

In a diverse and inclusive workplace, everyone feels involved. No matter who they are or what position they hold. It's essential that this feeling is present throughout the workplace and is expressed in all layers and initiatives, to also ensure equality and belonging.

In 2020, only one out of four employed IT consultants in Denmark was a woman (Danmarks Statistik). And in 2022, fewer than one in three enrollments in IT education programs were women (Ministry of Education and Research). This is naturally reflected in our recruitment but also inevitably feeds our bias.

Based on our gender representation data, it is evident that we have significant progress to make in achieving a more equitable gender balance in leadership. Although there are no instant solutions, we acknowledge that improvement is imperative.

We consider:

- Fair recruitment, promotion, onboarding, assessment, and work-life in Adapt

- We want to be an inclusive workplace to all employees

- We ensure to have a physical workspace accessible to all, including those with disabilities

Age representation

	2023
Gen Z (1995-2009)	29 %
Gen Y (1981-1994)	47 %
Gen X (1965-1980)	23 %
Boomers (1944-1964)	2 %

Representation

	Total	Senior	Lead	Director	DK Board
Female	32%	19%	25%	17%	0%
Male	68%	82%	75%	83%	100%

Internationality

	2023
Denmark	84%
EU/EFTA	13%
Non-EU/EFTA	3%

50   51

Social impact & education

To us, being socially responsible is about caring for parts of our society that shape our future. It's looking towards communities and systems where we can improve the social capital and keep empowering our employees to be the best version of themselves, capable of helping where help is needed.

Whether it's nourishing our full-time employees' bright minds with our new educational fund or bolstering students in ongoing internships with a sincere hope that our students become full time employees, personal growth is what will keep us delivering exceptional digital products we can be proud of, and that's why it's alpha omega to us.

As the facts show, we are involved in various community-reaching activities - the most profound being our collaboration with ReDi School of Integration.

We consider:

- Starting a walk-in-my-shoes program for the unemployed.

- Giving back open-source packages - code and design, that is not client-restricted to educational institutions.

- Engaging more with IT educational institutions for free lectures on development, design, and UX.

Our main aim 2024

1

Improve utilization of the educational budget for all employees.

2

Maintain an avg. conversion rate of 4 new student internships/apprenticeships to full-time employees per year.

3

Increase collaboration with ReDi School of Digital Integration.

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Positive impact on people

Community outreach

Activity	The cause
ReDi School of Integration collaboration	We facilitate space for ReDi's tech education courses to women with refugee and migrant backgrounds as we believe capabilities in IT should be for everyone to learn.
Hack Nights	We co-arrange and facilitate Copenhagen Rust Group and LaravelCPH meetups as we believe there is much to gain in networking with the Copenhagen-based development community.
KEA Career Day	We attend the educational institution KEA's career fair to give students a real impression of what it's like to work in a digital agency like ours.

Development in student internships and apprenticeships from 2020-2022

	2020	2021	2022	Yearly conversion to full-time employee in avg (2022+2023).
Student internships	11	13	9	4
Apprenticeships	1	3	4	4

Educational budget

Budget utilization	58%
Employees use of educational funds	30%

Philanthropy

We believe that philanthropy is grounded in the notion of utilizing one's resources to improve society and enhance the welfare of others. A fundamental aspect of philanthropy is the absence of an expectation for personal or company gain or receiving anything in return.

Adapt does not have a long history in philanthropic efforts or involvement in charity. This has never been either strategically prioritized or present in our daily work. We want this to change.

We collaborate with some of the largest NGOs in Denmark; Danish Red Cross and Oxfam Denmark. Even though we are immensely proud of these collaborations, we do not consider this philanthropy, as we receive payment for our work. We do however believe that these organizations must be a fundamental part of our client portfolio and that we therefore must do our utmost to contribute to their success.

We consider:

- Invest time in non-profit organizations in our client portfolio

- To engage in our local community projects

- Establish a distributed team across agencies in our network to work on a shared philanthropic goal.

References

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