



Your Virtual Sustainability Officer®

Case Study - Fintech

Project Context

Alectro worked directly with a globally funded, London-based fintech.

Traditional banks' expensive branches can't compete with fintechs. By embracing digital innovation, fintechs can offer a better service to a new generation of customers.

The dominant younger generation of consumers (Millennials & Gen Z) has quickly adopted these new and improved fintechs. They offer a more tailored experience, and offer a gateway to a fairer financial system for all.

Our client was focussed on creating a fairer experience that applies to all generations (especially the younger group). This is critical in a world where a triple bottom line is becoming standard practice.

This business model required a thorough understanding of the environmental impact to contribute to the overall socially responsible model. The Virtual Sustainability Officer® gave this data to them quickly and easily.



Project Goals

The Fintech had 4 key goals when deploying the Virtual Sustainability Officer®:

1. **To understand** its own carbon footprint so that it could act with environmental stewardship moving forward
2. **To engage** all employees with the process so that they could understand their contribution to the impact, and could contribute to future initiatives
3. **To prepare** data for reporting operational footprint for funding rounds (ESG awareness increasing), B-corp submission, and finding suitable office.
4. **To act** to become carbon neutral organisation



How the Virtual Sustainability® Officer Worked

Overall, the Virtual Sustainability® analysed over 50,000 data points over the period of analysis.



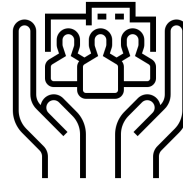
Expense Data

We automatically analysed all line-by-line expense data from Xero and Pleo to get a detailed analysis of spend structure.



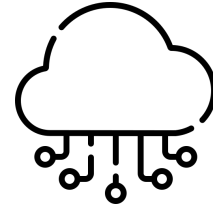
Facilities Data

All data from the FM facility was provided to allow the platform to understand the office impact.



Employee Input

>97% of employees engaged with the analysis, providing information, opinions and suggestions.

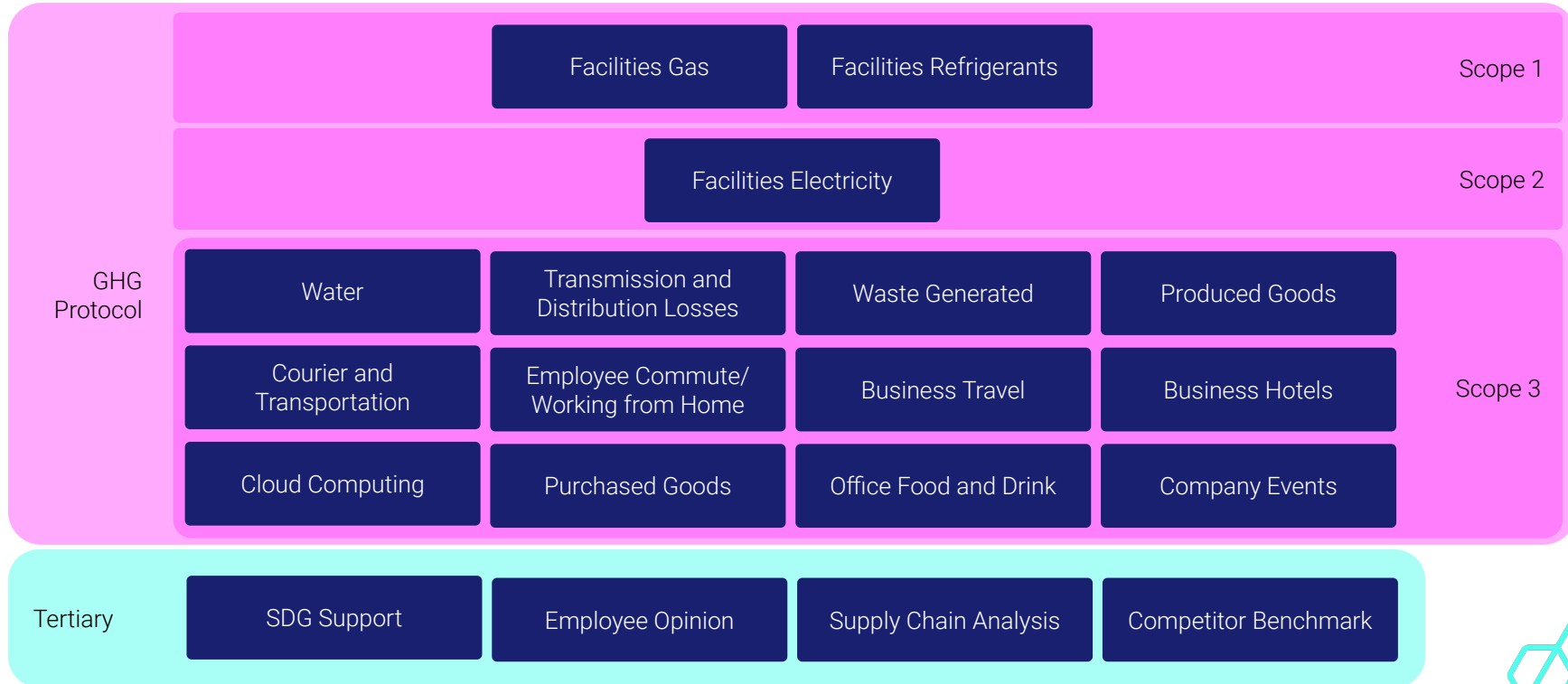


Quotidian Data

Specific data like cloud computing impact and credit card production were modelled on a bespoke basis.



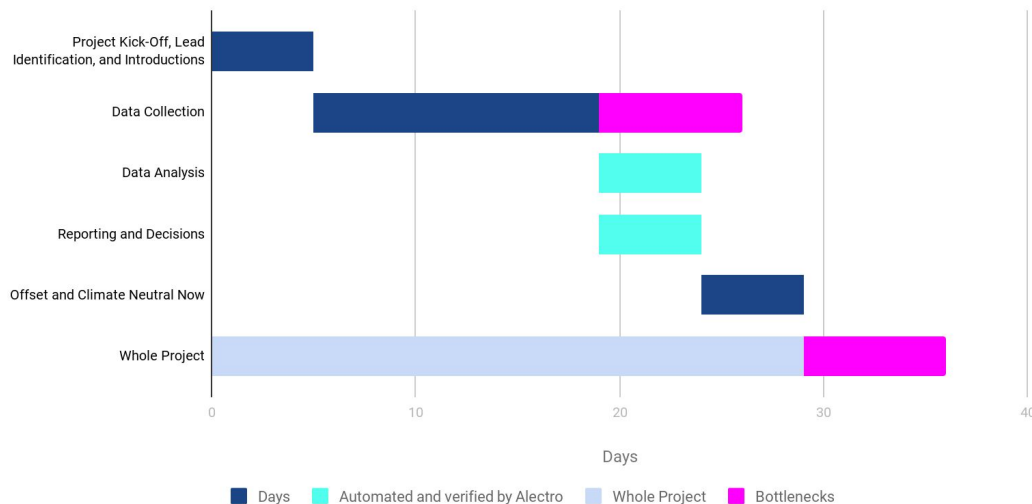
What the Virtual Sustainability Officer® measured



Onboard to Results - Timeline

We delivered all of the onboarding within 1 month, helping the company go from nothing to a fully understood carbon footprint much faster than they expected.

Setting up the Virtual Sustainability Officer®



During platform kick-off we work through our data-request, confirming availability and contextualising data, we will ask to be put in contact with your responsible data holders.

We aim for all the data to be in the platform within approximately one month.





The Results

At the end of the project, we reflected on the goals of the project, and compared the results against them with our client

To Understand

Our client understood the carbon footprint, the hotspots to target for emission reduction, and was able to compare performance against its peers.

To Prepare

The data we provided was used in future ESG components of investment conversations, improved the environmental B-corp score for submission, and gave the client the knowledge of what to look for when looking for a new office space.

To Engage

The project engaged >97% of staff, providing them with a platform to engage with the company policies, to make suggestions on improvements, and to contribute to a future-thinking company.

To Act

Through a combination of data and engagement, we were able to provide carbon offset projects that met the need of the employees wishes, and the company's goals.



An example support project

Safe Water Access in Rwanda.

CO2balance works with local groups and NGOs in Rwanda to deliver clean, safe water by identifying and rehabilitating broken-down boreholes. An ongoing maintenance programme, alongside water sanitation and hygiene training, ensures a safe and reliable community water supply is maintained.

As well as reducing emissions and helping our climate, this project provides:

- A supply of clean safe water for communities
- Reduced incidence of waterborne diseases and diarrhoea, lifting the burden of disease on people's livelihoods
- Less time and effort spent collecting wood to boil and sanitise water
- Reduced expenditure on wood fuel, leaving money free for other household expenses
- Reduced pressure on local wildlife and ecosystems due to reduced deforestation





Contact Us



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