

Our Sustainability Mission

When Xenum was founded in 2004, the expectations for companies to work on sustainability and minimising environmental impact were completely different than what they are today. In today's day and age, we are aware of the climate crisis and the urgency of the problem. It is important that everyone contributes to solving this global issue by taking action immediately and drastically. Therefore, Xenum will also be taking responsibility by facing the problem head-on.

Based on what we know about the climate crisis today, we feel it would be irresponsible to continue the production process without taking its environmental impact into consideration. That's why Xenum commits to taking drastic and effective measures. In the context of our sustainability mission, we commit to being 100% carbon neutral before 2030, with realistic and achievable milestones set along the way.

Our sustainability mission requires us to make short-term as well as long-term changes to our business model. These changes must include the principles of 'just transition', while also taking the people who are involved in this declaration into consideration.

We strive to maximize the benefits for all those involved (shareholders, employees, distributors and clients) while fully committing to the measures necessary for improving the climate crisis.

We are, of course, realistic and are aware that "climate neutral" in the literal sense of the word does not exist. To be climate neutral in the literal sense, our activities and production process could not affect the environment or climate change in any way. This would mean not emitting any greenhouse gases, such as CO₂. We are aware that this is not a realistic goal to work towards. As a company, the only way to achieve climate neutrality is through certificates that can be purchased. However, Xenum wants to do more.



Our Sustainability Commitments



Say goodbye to disposable water bottles before the end of 2022

As of September 2022, we have fully made the switch from disposable water bottles to reusable Doppler bottles. Every Xenum employee has their own Doppler. This may be a small initiative, but it saves a huge amount of plastic that would normally be discarded. We also have an installation that provides filtered and chilled water for our employees. Thanks to these changes, disposable water bottles are a thing of the past at our office.



Stop using plastic bags before the end of 2022

Small orders that were picked up at the office, goodie bags at events etc. Although they can sometimes be handy, plastic bags are anything but sustainable.

Therefore, we have completely swapped them out for canvas tote bags. Not only are these of a higher quality than their plastic counterparts, they're reusable too!



Make the switch to solar panels before the end of 2023

A big step in becoming a sustainable company is becoming self-sufficient by switching to solar panels.

We will depend fully on our own solar energy before the end of 2023!



Partnering up with *One Tree Planted* before the end of 2024

We discovered One Tree Planted while looking for a non-profit organisation whose mission resonated with our values. Motorised vehicles are unfortunately not environmentally friendly because they emit CO₂. Even though some of our products actually reduce the amount of CO₂ emitted, we believe we can do more. Trees are a vital part of converting CO₂ into oxygen, which in turn reduces the amount of CO₂ in the air. By partnering up with One Tree Planted, we can directly influence our air quality in a measurable way.*

*When we start this collaboration, Xenum will donate 1 USD to *One Tree Planted* for every order placed through our webshop. A tree gets planted for every dollar they receive. For Xenum, this will add up to around 300 trees per year!

