

Climate Action Plan

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MyPup recognises that climate change is a pressing global challenge and that last-mile delivery has inherent environmental impacts. At the same time, MyPup believes that the way logistics are organised can significantly influence traffic flows, energy use, air quality, and overall environmental impact in cities.

MyPup commits to supporting the global ambition to limit warming to 1.5°C, in line with the Paris Agreement. In doing so, MyPup focuses on operational efficiency, responsible energy use, transparency, and collaboration with stakeholders, rather than setting standalone greenhouse gas reduction targets at this stage.

This Climate Action Plan builds on MyPup's double materiality assessment and sets out the actions, non-emissions targets, governance, and stakeholder engagement through which MyPup aims to minimise environmental impact and strengthen its positive contribution.

1. Scope and Focus Areas

This Climate Action Plan applies to MyPup's own operations and relevant parts of its value chain, with a focus on areas where MyPup has direct influence or can work with partners to drive improvement.

The plan covers the following focus areas:

- Energy independence and renewable energy use at MyPup hubs
- Route optimisation and delivery efficiency
- Parcel consolidation and traffic reduction
- Transparency and data quality related to environmental impact
- Collaboration with employees, partners, clients, and users

2. Climate-Related Impacts and Risks

MyPup's main negative environmental impact arises from CO₂ emissions linked to parcel transport in last-mile delivery. These impacts are inherent to the business model and cannot be fully eliminated. Without focused action, there is a risk of increased emissions, congestion, and negative effects on urban environments.

At the same time, MyPup's consolidation-based delivery model offers a positive impact by reducing the number of delivery movements compared to traditional delivery methods. This contributes to reduced traffic volume, improved air quality, and safer streets. Maximising this positive effect requires continuous optimisation, reliable data, and close cooperation across the value chain.

3. Climate Policies and Approach

MyPup's climate approach is based on the following principles:

- Efficiency first: reducing unnecessary movements through smarter planning
- Responsible energy use: prioritising certified green energy
- Transparency: communicating clearly and responsibly about environmental impact
- Stakeholder collaboration: working with employees, partners, clients, and users to improve outcomes

MyPup prioritises operational and organisational actions that enable measurable progress and continuous improvement.

4. Actions (Current and Planned)

5.1 Energy independence and renewable energy use

MyPup ensures that all energy used at its own hubs is certified green energy. In addition, MyPup is working towards sourcing certified green energy for additional hubs.

Current status:

Pure Energie provides certification of green energy for all energy used in MyPup's own hubs. This is updated annually. In cases where a hub is full and vehicles need to be charged externally, grid energy is used.

Data:

- Number of partners using green energy: 10
- Total number of partners: 13 (2026)

Actions:

Delivery partners are actively encouraged to use green energy. This is monitored through the annual procurement assessment.

5.2 Environmental impact calculations

To provide stakeholders with insight into emissions savings, MyPup uses an environmental impact calculation based on a combination of external and internal data.

Current status:

MyPup currently estimates environmental savings using an external average of 100 g CO₂ per parcel, based on research from Thuiswinkel.org (2023). Because deliveries are consolidated to a single location rather than made individually per parcel, emissions are reduced for each additional parcel delivered after the first.

Additionally, as deliveries are conducted as much as possible using electric transport, emissions per delivery are significantly lower compared to traditional courier services.

Data:

Based on this calculation, MyPup estimates that 322,414.50 kg of CO₂ was saved between 2014 and December 2025.

Actions:

Recognising the limitations of this approach, MyPup is working towards developing a company-specific calculation method based on its own carbon footprint. This will enable more accurate analysis and responsible comparison with larger delivery companies such as PostNL and DHL, without relying solely on external averages.

5.3 Internal engagement and learning

Environmental impact is discussed internally during development weeks and operational reviews. These moments provide space for employees to identify risks, share insights from daily operations, and suggest improvements.

Current status:

Each quarter focuses on a specific theme that the company explores in depth. Through the E-NPS and JEDI surveys, MyPup identifies key employee priorities and ensures these are addressed collectively.

Actions:

Workshops are organised quarterly and followed up on, in combination with the E-NPS conducted twice per year. Workshop themes are based on both E-NPS outcomes and topics relevant for B Corp recertification. The E-NPS serves as a KPI to monitor employee engagement and internal alignment.

5. Stakeholder Engagement

Stakeholder engagement is a core element of MyPup's climate approach.

- Employees are involved through feedback surveys, development weeks, and discussions on efficiency and sustainability in daily work.
- Delivery partners are encouraged to use green energy and participate in route optimisation. They are regularly assessed through the sustainable procurement assessment.
- Clients are engaged through transparent communication about consolidation, delivery efficiency, and environmental impact.
- Users are informed through responsible marketing and clear communication on how MyPup's delivery model contributes to cleaner cities.

Impact of stakeholder input

Stakeholder input has influenced MyPup's focus on transparency, improved data quality, and the move away from generic averages towards company-specific impact calculations.

Future initiatives include:

- Updating sustainable procurement requirements to increase the share of preferred suppliers
- Strengthening MyPup's position as a thought leader by organising knowledge sessions with multiple stakeholders

6. Targets (Non-emissions targets)

The following targets focus on enabling progress, improving data quality, and strengthening climate-related performance.

Target 1 – Energy management

- Objective: Increase the share of certified green energy used in operations
- Indicator: % of total energy consumption from certified renewable sources
- Baseline: 77% (10/13 partners)
- Target: 100% (13/13 partners)
- Deadline: 2030

Target 2 – Data quality and transparency

- Objective: Develop and implement a company-specific environmental impact calculation
- Indicator: Publication of methodology (yes/no) + update frequency
- Baseline: External average used
- Target: Company-specific method implemented
- Deadline: 2027

Target 3 – Stakeholder involvement

- Objective: Strengthen structural involvement of employees and partners
- Indicator: E-NPS and evaluation meetings with partners
- Target: E-NPS of 8
- Deadline: Annually reviewed

7. Resources and Governance

Resources

Implementation of this Climate Action Plan is supported by:

- Operations teams responsible for delivery execution
- Management oversight to prioritise efficiency and sustainability

Governance

- Overall accountability: CEO
- Operational lead for climate actions: COO

8. Monitoring and Review

Progress against this Climate Action Plan is monitored using operational data, energy usage information, and stakeholder feedback.

- Review frequency: annually (second Friday in January)
- Responsible team: CEO and CTO

The plan is updated as data quality improves, targets are refined, and stakeholder expectations evolve.

Sources

Thuiswinkel.org (2023). *E-commerce delivery footprint monitor 2023: CO₂-uitstoot in de last mile bezorging*.