



MyPup Climate Action Plan

1. Commitment and Context

MyPup recognises that climate change is a pressing global challenge and that last-mile delivery comes with unavoidable 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 global 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 outlines the actions, non-emissions targets, governance, and stakeholder engagement through which MyPup seeks to minimise negative environmental impact and strengthen its positive contribution.

2. 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 together 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

3. 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 removed. 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.

4. 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.

5. Actions (Current and Planned)

5.1 Energy independence and renewable energy use for own operations and additional hubs

MyPup ensures that all energy used at its own hubs is certified green energy. Moreover, the plan is to determine how to source certified green energy for additional hubs

Current status: Pure Energie provides us with a certificate of green energy for all energy used in our own hubs. This is updated annually. There are still cases where the hub is full and we have to charge a van on an outside area, for this energy from the grid 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 our procurement assessment that is annually reviewed.

5.2 Environmental impact calculations

To provide accurate data to stakeholders on how many emissions were saved, MyPup has set up an environmental impact calculation, depending on external data and internal data combined.

Current status: MyPup currently estimates environmental savings using an external average of **100 g CO₂ per parcel**, following research from Thuiswinkel.org (2023). Because we drive once to each building with a pick up point (instead of going individually for one parcel which is the case normally), we save those 100g per parcel after each first parcel delivered. Additionally, because we deliver as much as possible with electric transport, the first parcel is climate neutral since we have no CO₂ emissions in delivery compared to the regular courier services.



Data: With this calculation, we reportedly have saved 322,414.50 KG of CO₂ from 2014 until December 2025.

Actions: Recognising the limitations of this approach, MyPup is working towards developing its own calculation method based on a company-specific carbon footprint. This will allow for more accurate analysis and responsible comparison with large delivery companies such as PostNL and DHL. We would no longer be dependent on a number provided by an outside research, but simply compare the CO₂ emissions that we have per parcel to those of large delivery companies.

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: every quarter has a focus on a certain topic that the whole company dives into. With our E-NPS and JEDI survey, we can determine what is living amongst employees most and make sure this is organized collectively.

Data: E-NPS:

Actions: Making sure workshops take place quarterly and are followed up on, in combination with the E-NPS twice per year. The themes of the workshops are based on both the outcomes of the E-NPS as well as the topics required for the B Corp recertification. The E-NPS serves as a KPI to make sure our standards are met.

6. Stakeholder Engagement

Stakeholder engagement is a core element of MyPup's climate action 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 kept updated and asked to fill out our sustainable procurement assessment to determine where we would like them to improve on making the right impact.
- **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 Impact

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

Future engagement initiatives include:



- Updating the sustainable procurement requirements to work towards achieving the goals of percentage of ideal suppliers
- Further enforcing MyPup's position as thought leader by organizing knowledge sessions where we can include multiple stakeholders and learn together how to make the best impact.

7. Targets (Non-Emissions Targets)

The following targets are **non-emissions-based** and 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 state:** Company-specific method implemented
- **Deadline:** 2027

Target 3 – Stakeholder involvement

- **Objective:** Strengthen structural involvement of employees and partners in climate-related improvements
- **Indicator:** E-NPS and evaluation meetings with partners
- **Improvement target:** E-NPS of 8
- **Deadline:** Annually reviewed

8. Resources and Governance

Resources



Implementation of this Climate Action Plan is supported through dedicated human, technical, and financial resources.

Human Resources

MyPup allocates employee time and management oversight to support implementation of climate-related activities.

- COO: approximately **4-8 hours per month** for overall coordination, monitoring progress, and reporting.
- Operations Team: approximately **4 hours per month** for implementing initiatives, collecting operational data, and monitoring performance indicators.
- Customer Success and relevant support teams: approximately **10 hours per month** for stakeholder engagement, supplier communication, and awareness activities.
- Management Team: annual review of climate objectives and progress as part of strategic planning.

Technical Resources

MyPup utilizes existing operational and reporting systems to support climate action implementation, including:

- Energy consumption data from facilities and operations.
- Supplier sustainability assessments and procurement data.
- Environmental impact and emissions calculations.
- Internal reporting dashboards and KPI tracking tools.
- External sustainability expertise and carbon accounting support where required.

Financial and Material Resources

MyPup commits resources annually through its operational planning process to support implementation of this Climate Action Plan.

- Annual climate and sustainability budget: **€ 500 per year**.
- Budget allocated for environmental impact measurement and reporting: **€ 500 per year**.
- Budget allocated for sustainability improvement projects, such as renewable energy procurement, waste reduction measures, or operational efficiency improvements: **€ 300 per year**.
- Where specialized expertise is required, MyPup may engage external consultants, auditors, or sustainability advisors.

Governance



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

9. Approval and Review

This Climate Action Plan was reviewed and formally approved by MyPup's Management Team, serving as the company's highest governing body, on October 5, 2026

The CEO retains overall accountability for the implementation of the plan, while the COO is responsible for coordinating actions and monitoring progress.

The Climate Action Plan will be reviewed annually and updated where necessary to reflect progress, changing stakeholder expectations, and new climate-related data.

Approved by:

Luke van der Wardt

Chief Executive Officer

Date: __October 5, 2026_____

Sources

Thuiswinkel.org. (2023). *E-commerce delivery footprint monitor 2023: CO₂-uitstoot in de last mile bezorging*. Thuiswinkel.org. retrieved from <https://www.thuiswinkel.org/kennisbank/downloads/e-commerce-delivery-footprint-monitor/>