

Climate action plan

Effective 8 October 2026. Applies to Setsail Interactive Inc. and Setsail Marketing, Inc.

Our commitment

Setsail supports the global goal of limiting warming to 1.5°C and commits to reducing avoidable climate impacts within its operations and influence.

Setsail is a remote-default professional services business with a small office and studio footprint. We have no manufacturing, owned vehicle fleet, warehouse or owned data centre. We have not yet completed a formal greenhouse gas inventory, and we make no carbon-neutral or validated science-based target claim.

Boundary

The plan covers Setsail Interactive Inc. and Setsail Marketing, Inc. It includes office and studio energy, business travel, physical production, purchased digital services and other relevant purchased services, measured using a documented method.

Actions

1. Measurement baseline

By: 31 January 2027

Operations and Finance document the 2026 reporting boundary, available office energy and business travel data, relevant purchased service categories, calculation factors and exclusions. All known business travel transactions are coded, and a completeness log is kept for energy and supplier data. Estimated activity is labelled as estimated. The result is a reproducible baseline and a register of data gaps.

2. Business travel

By: From the effective date

Every new nonessential business trip request includes a check for a remote, rail or combined-trip alternative, recorded with the decision. Operations tracks trips and travel emissions quarterly.

3. Digital services

By: 30 April 2027

Review the three most material digital service procurement decisions for environmental risks, supplier climate information and practical lower-impact alternatives.

4. Website performance

By: 100% of relevant releases by 30 June 2027

Operations sets a release procedure with the development lead: each relevant new or rebuilt website gets a page-weight and performance check, with a documented optimization or exception, before release. We do not convert page-weight improvements into carbon savings without a defensible method.

5. Electronics

By: From the effective date

Track every retired company-controlled electronic item. Prioritize repair, reuse or documented authorized recycling, with no such item knowingly sent to ordinary landfill. Review the disposal log quarterly and keep receipts or reuse records.

Reduction targets

Once the baseline is complete, the directors will review it at the next annual review and decide whether, and where, to set emission reduction targets, using qualified external input where appropriate. Any target will be added to this plan with its baseline, method and owner.

Resources

- The Chief Executive Officer is accountable; one Operations owner and one Finance data owner deliver the plan.
- Two staff hours per week for the first twelve weeks to build the baseline, then one hour per month for monitoring.
- Existing accounting, travel and asset records, documented emission factors and supplier disclosures.
- A quarterly executive review slot.
- Paid external advice or purchases require separate budget approval.

Stakeholder engagement

We will discuss travel alternatives and practical constraints with workers and project owners, discuss lower-impact delivery options with clients, request relevant environmental information from material suppliers, consult office landlords on energy data, and seek qualified external input when setting any reduction targets. We record dates, input received, decisions and resulting changes to this plan.

Review and publication

This plan is published on Setsail's public policies page in an accessible format. Progress is reviewed at least annually as part of the review in Schedule C. The full plan is updated no later than 36 months after adoption, and sooner after any major change to the business.