



# Sustainability Plan

[DIVVY.COM.AU](https://divvy.com.au)

# Sustainability Plan

This document aims to position DIVVY as a socially and environmentally responsible company by outlining DIVVY's progress and intentions in these areas. The document demonstrates that DIVVY is a desirable place to work, an attractive, innovative and trustworthy company for B2B clients to do business with, and a credible, ethically sound organisation for customers to do business with.



FOREWORD

# From the CEO

“

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.....

At DIVVY, we have always benchmarked against the highest possible standards for the technology we develop, the parking products we offer and the services we provide our customers, however, in 2020, that is no longer enough. Sustainability – as it applies to both the environment and society – is now, a business imperative for all companies. We must take the same high standards and dedication we bring to bear on the technology and products we develop and apply them to operating our business in a socially and environmentally responsible fashion.

People naturally want to work for, buy from, and do business with companies they believe in and research conducted by Nielsen in 2018 showed that **81%**

**of global consumers feel strongly that companies should help improve the environment.** Additional research suggests that organisations that engage in corporate social responsibility are **more appealing to job applicants** and tend to **retain motivated staff.**

The research serves to confirm that which we instinctively already know. Our DIVVY management team has been engaged in dialogue for some time now, about the importance of environmentally responsible practices, the value of a diverse and inclusive workplace, and the promotion of homegrown Australian technology and ideas. I am proud to say that these have always been guiding tenets in the way we run our business however, the

time has come for us to establish a more formal business-wide set of principles and commitments to which our business will adhere.

In all aspects of our operation we strive to be honest, to listen, to exceed, and to innovate, indeed, these principles are so important to us we have enshrined them as our corporate values. It is these same values that will light our path as we work together to continue DIVVY's growth as a sustainable and socially responsible business.

 **Grant Fowler** - Chief Executive Officer, *DIVVY*



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ABOUT DIVVY

## Who we are

DIVVY started life as a disruptive idea in 2011, sparked by the frustration of wasted hours spent driving around Sydney looking for a parking space. What if drivers looking for a park could be matched up with unused parking spaces, saving time, generating revenue for parking space owners and taking cars off the road? And thus, DIVVY was born.

DIVVY began life as a peer-to-peer booking platform for parking in busy locations, listing vacant car spaces in privately owned driveways, carports and office buildings, but by 2015, DIVVY was focussing on unlocking the underutilised parking in commercial buildings. In 2019 DIVVY launched Justbooked, a parking aggregator that allows drivers to search, compare and book parking from multiple car park operators all on one site.

Today, DIVVY operates an enterprise-based business model, working with Australia's largest property organisations and tenants to manage staff parking and generate revenue from unused parking spaces. The in-house development of exclusive technology, both software and hardware, is a key focus for DIVVY and sets us apart from others in the parking industry.



# Our strategy

Our **sustainability strategy** is based on four key pillars: Environment, Diversity + Inclusion, Proudly Australian and a Happy + Healthy Workplace.

# Environment

## Overview

It was a desire to 'do better' for the environment that led to the birth of DIVVY.

Up to 30% of the traffic in our CBDs is comprised of cars driving around looking for a parking space and so imagine the reduction in vehicle emissions and travel times that could be achieved if everyone could drive straight to a pre-booked parking space. DIVVY was created to unlock underutilised parking spaces and make them available for pre-booking, meaning less traffic, fewer emissions, shorter travel times and less stress.

Both our B2B parking solution, DIVVY Enterprise, and our consumer parking product, DIVVY Marketplace, help to make better use of existing parking spaces in our nation's crowded CBDs and this means less cars on city streets and reduces the need for the provision of new and additional parking facilities. Conversely, when a business implements DIVVY Enterprise to manage their staff parking, it can also work to discourage employees from taking their car to work. For example, when a company chooses to charge their staff for parking via DIVVY, it encourages its workforce to find an alternative way to get to work, such as carpooling or public transport.

We have been working towards paperless parking since the beginning. With every generation of parking technology we have developed, the goal has been 100% digital cloud-based parking management, and that is what we offer our B2B clients. Car parks using the DIVVY parking solution can be operated and managed entirely without paper. With DIVVY's QR code operated car park access controllers, there are no paper pull-tickets. For a 100-space car park, that equals up to 1.3 million paper pull-tickets saved every year. The DIVVY Enterprise real-time parking data and reporting functions are housed in the cloud, so there are no paper reports.

We also endeavour to make environmentally sustainable choices in our workplace. We provide recycling bins for paper, cardboard, glass and aluminum for both office and personal waste. Our office tissues and paper towels, made from sustainable bamboo and sugarcane, are purchased from Who Gives A Crap, a B Corp certified company donating 50% of their profits to build toilets in the developing world.





# Sustainability Strategy: Environment

## Targets

To continue our commitment to making more environmentally sustainable business choices, our short-term commitments are:

- › Increase the level of recycling in our office by raising staff awareness and encouraging staff to make use of the recycling bins in the office.
- › Reduce our spend on single-use plastic by swapping out disposable and non-recyclable items for reusable and sustainable alternatives. Initial focus areas include cutlery, water bottles, packaging, shopping bags, dishwashing liquid bottles and coffee pods.
- › Develop a criteria checklist for employees to consider before procuring products or services for the business, to help guide sustainable choices, limit consumption, and reduce waste.
- › Produce 50% of our printed marketing collateral on recycled paper by 2021.
- › Provide our entire team with a reusable coffee cup to reduce the number of disposable coffee cups sent to landfill.

## Commitments

Our longer-term commitments to environmental sustainability include:

- › Achieving B Corp certification by 2022. B-Corp certification is a rigorous process designed to hold business to the highest standards of balancing profit and purpose, and that includes a stringent assessment of the company's environmental performance. To attain B Corp certification the environmental impact of a company's facilities, materials, emissions and resource and energy use are considered, as well as that of their distribution channels and supply chains. B Corp assessment also measures a company's products and services, and whether they are designed to solve or alleviate an environmental issue.
- › Prioritising procurement of reusable items over disposable products for use in our office and site installations whenever possible.
- › Procuring exclusively recycled paper for use in our office and reducing overall paper usage.
- › Recycling all batteries and e-waste produced by our office and onsite activities.
- › Including a footer on all emails from DIVVY and Justbooked asking the receiver to think twice before printing.
- › Using contractors and suppliers with responsible environmental practices whenever possible.

# Diversity + Inclusion

## Overview

The advantages of a diverse and inclusive workforce are numerous and well-known and serve to benefit both the company and its employees. They range from increased creativity and productivity to happier employees.

The fostering of a diverse and inclusive workplace, where employees of different ages, cultural backgrounds, physical abilities and disabilities, races, religions, genders, and sexual orientations are welcome, has long been standard practice at DIVVY. For a workforce of only 29 people, we are proud to note that our employees have cultural backgrounds spanning four different continents, and 40% of positions in our management team are held by females.

## Targets

To continue to support the diversity and inclusivity of our workforce, over the short term we are:

- › Aiming for females to make up 50% of DIVVY's management team
- › Introducing a 'same job, same pay' policy. Where there are two or more staff members with comparable qualifications, experience and skills holding the same position, they will be remunerated equally.
- › Establishing two 'cultural days' a year where employees will be encouraged to get together and share their culture in the workplace.





## Sustainability Strategy: **Diversity + Inclusion**

### **Commitments**

Our longer-term commitments to a diverse and inclusive workforce include:

- › Increasing our involvement with professional networks promoting diversity and inclusivity in our industry, such as 'females in tech' groups.
- › Acknowledging, in the workplace, holidays of cultural significance to our employees, such as Diwali and Lunar New Year.
- › Reviewing candidate pools when recruiting for vacant positions to ensure that there is a diversity of applicants and if necessary, widening and extending the recruitment process to ensure that there is a relatively diverse group of candidates. Diversity in this

context is to be considered as relative to the role being recruited for.

- › Prioritising the use of diverse and inclusive contractors and companies in all our business operations.
- › Fostering a work environment where independent thought and creativity is encouraged, and every individual has the right to be heard and acknowledged.
- › Facilitating opportunities for employees to undertake further training, outside the scope of their role, for the purpose of furthering understanding and appreciation of diversity and inclusion.

# Proudly Australian

## Overview

DIVVY is proud to be a 100% Australian owned company. We are passionate not only about making a positive contribution to our nation by providing smarter parking and technology solutions, but about making a positive contribution to Australia's economic development and prosperity too. DIVVY is unique in the Australian parking landscape in our focus on the in-house, onshore development and creation of new technology. We prioritise Australian services and products in the course of running our business, we make use of Australian contractors and service providers whenever possible and choose Australian as often as we can when sourcing parts, materials and manufacturing for our technology products.

## Targets

To reinforce our commitment to Australian manufacturing, we aim to have our technology products certified to use the Australian Made and Owned logo by 2022. Trusted by 88% of Australians, products must undergo an assessment by a third-party accreditation system in order to use the logo.

## Commitments

To continue to strengthen our investment in the Australian economy, over the longer term we will prioritise our commitment to procuring goods and services from Australian organisations with an emphasis on purchasing Australian products from Australian businesses. We want to minimise our footprint by purchasing, whenever we can, products with low carbon miles.





## SUSTAINABILITY STRATEGY

# Happy + Healthy workplace

### Overview

The health and well being of our staff is paramount.

It is widely recognised that work-life balance is an essential aspect of a healthy work environment.

Maintaining work-life balance helps reduce stress and leads to a healthier and more productive workforce.

Creating a flexible work environment is one of the best ways to meet the work-life balance of most employees. DIVVY offers employees flexible work hours, with start and finish times able to be varied around predetermined core hours, and the ability to work from home where applicable.

We also strive to improve the overall workplace experience for our employees by prioritising a healthy culture and cultivating a happy workplace environment.

Fresh fruit is provided for staff in our office, and we create regular opportunities for social connection, such as all-staff potluck lunches. To provide employees with regular opportunities for professional development, we run informal 'Lunch and Learn' sessions, where senior staff share their knowledge and insights with interested

employees, and more formal 'Innovation Sessions', with external speakers visiting the DIVVY office to address interested staff about their area of expertise.

Additionally, the physical health and safety of our staff and visitors to our workplace is of the utmost importance. We are committed to providing a safe environment for all staff and visitors to our workplace, as outlined in our Work Health and Safety policy.

### Targets

In the further pursuit of a healthy and happy workplace, in the short term we aim to:

- › Establish an annual social calendar consisting of regular optional events, with all staff invited to attend.
- › Introduce a staff volunteering policy, giving every staff member the opportunity to take one paid leave day each quarter to volunteer at a not-for-profit organisation. Ideally, staff will make use of their professional skills in their volunteer role.

# Sustainability Strategy: **Happy + healthy workplace**

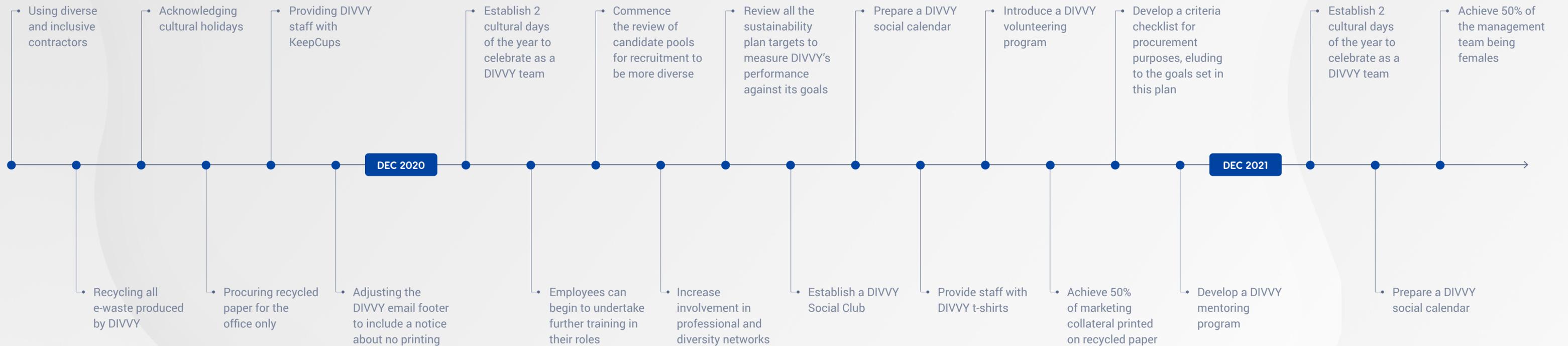
## Commitments

Over the longer term, we intend to:

- › Achieve B-Corp certification by 2022. B-Corp certification is a rigorous process designed to hold business to the highest standards of balancing profit and purpose, and that includes an assessment of the company's relationship with its workforce. B-Corp certified companies value employee satisfaction and build stronger relationships. The vast majority of employees at B Corp certified companies are highly satisfied with where they work.
- › Establish a social club, run by and for our employees, with the aim of having a greater employee input to the company's social activities.
- › Provide our whole team with a DIVVY or Justbooked t-shirt that employees can opt to wear to work, to promote inclusivity, equality, and team spirit.
- › Provide staff with even more options for flexible work, such as expanding our current work from home policy.
- › Encourage employees' professional development by facilitating their attendance at relevant industry conferences, seminars, webinars and networking events, including seeking appropriate opportunities for staff to speak at and contribute to such events.
- › Develop and promote a mentoring program to stimulate the professional and personal growth, creativity and entrepreneurial spirit of mentees. To be facilitated by senior staff for the benefit of junior staff members.
- › Facilitate opportunities for cross-organisational collaboration on pan-DIVVY projects that fall outside the remit of any one employee or department. As a small company we can provide employees opportunities to work on projects outside their usual remit, giving employees the chance to broaden their skill set and experience.



# Activities timeline





Optimising bookable assets through **smarter technology**

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