ESG Report 2024

SWS

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December, 2024
Ireland, Galway

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1. General Disclosures

The general disclosures section includes the following sections.

1.1 Company overview

Our business began 10 years ago in 2015. We are a digital agency and AI Automation Agency services company. We provide digital and AI services, digitally transforming organisations and SMEs. We automate workflows for the enterprise saving organisations time and money. We cross all sectors that share similar problems. We have a remote office in Galway and an office in Dublin.

1.2 Mission and values

At SWS, our mission is to empower businesses and organisations to thrive in the digital age by providing innovative, tailored solutions that connect people, brands, and technology. We are committed to driving measurable growth through cutting-edge strategies in digital marketing, web development, and AI-powered tools, fostering a more inclusive and sustainable online ecosystem.

1.3 Composition of general assembly (with percentages of ownership)

This section includes the composition of general assembly, as shown in the table below.

Name of stakeholder	Percentage of ownership
Ina O Murchu	100%
Total	100%

Table 1. General assembly

1.4 Organisation chart

In this section, the organisational chart of the company is depicted, to distinguish the roles and individual departments. The diagram below is completed according to the structure of the company.
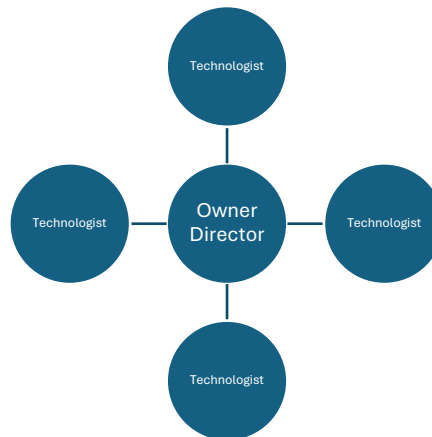
Figure 1 Organisational chart

2. Stakeholder Assessment

This section presents key stakeholders and evaluates stakeholder engagement methods and frequencies (Table 2). We communicate often.

Stakeholder group	Communication channel	Frequency of communication
Shareholders	Email/Phone/text	Monthly
Clients	Email, phone calls, reports	Weekly
Employees	Internal chat tools, team meetings, email	Daily
Suppliers	Emails, phone calls, contracts	Daily
Community	Social media, events, newsletters	As needed for specific initiatives or events.

Table 2. Stakeholder Analysis

3.   Salient Issues Assessment (Materiality Assessment)

This section identifies the most significant environmental, social, and governance issues for the company and its stakeholders. For each of the stakeholder groups, sustainability issues are identified in Table 3.

Stakeholder group	Salient issues concerning the Environment	Salient issues concerning Society	Salient issues concerning Governance
Shareholders	Energy use and carbon footprint minimised (e.g., using renewable energy for operations).	Contributing to the local community through projects or partnerships that promote sustainability.	Meeting all Sustainable Development Goals (SDGs) and maintaining accountability for environmental, social, and governance impacts.
Clients	Helping clients reduce their carbon footprint by offering eco-friendly digital solutions.	Educating clients on sustainable practices through marketing strategies that highlight social impact.	Transparent reporting on sustainability initiatives and adherence to legal standards
Employees	Encouraging energy-efficient practices in the workplace (e.g., turning off devices, paperless policies).e	Promoting employee well-being, diversity, inclusion, and opportunities for green skill development.	Transparent communication of policies, including sustainability goals and ethical practices.
Suppliers	Partnering with suppliers who are committed to reducing their carbon footprint and providing eco-friendly products.	Supporting suppliers that follow fair labour practices and ensure ethical sourcing.	Conducting due diligence to ensure suppliers meet governance standards for sustainability and transparency.
Community	Supporting local environmental initiatives, such as tree planting or reducing waste.	Engaging with local communities through education, workshops, and partnerships to promote sustainability awareness.	Maintaining ethical and transparent community engagement practices, ensuring alignment with the company's sustainability mission.

Table 3. Salient issues per stakeholder group

4.   Environmental Indicators

In this section, we explore the indicators related to the environmental pillar, which are categorised into two main groups. At least the mandatory must be presented in this report.

E1 - Total Energy Consumption & Mix

	2022	2023	2024
E1-1 Energy consumption	500	700	800
E1-2 Fuel consumption	Neg.	Neg.	Neg.
E1-3 Energy consumption for heating and refrigeration	Neg.	Neg.	Neg.

E2- Total Water Usage

	2022	2023	2024
E2-1 Water usage	Neg.	Neg.	Neg.
E2-2 Water usage index	Neg.	Neg.	Neg.
E2-3 Policies for saving water	As a fully remote company, no significant water usage occurs within the organization. Employees are encouraged to adopt water-saving practices at home.	As a fully remote company, no significant water usage occurs within the organization. Employees are encouraged to adopt water-saving practices at home.	As a fully remote company, no significant water usage occurs within the organization. Employees are encouraged to adopt water-saving practices at home.

E3- Greenhouse Gas Emissions

	2022	2023	2024
E3-1 CO2 emission (scope 1): Direct GHG emissions include, but are not limited to, the CO2 emissions from the fossil fuel consumption	Neg.	Neg.	Neg.
E3-1 CO2 emissions (Scope 2): Energy indirect GHG emissions include, but are not limited to, the CO2 emissions from the generation of purchased or acquired electricity, heating, cooling, and steam consumed by the company	~1,000 kg CO_2	~1,050 kg CO_2	~1,100 kg CO_2
E3-1 CO2 emissions (scope 1): Other indirect (Scope 3) GHG emissions are a consequence of an organization's activities, but occur from sources not owned or controlled by the organization	~2,500 kg CO_2	~2,600 kg CO_2	~2,700 kg CO_2
E3-2 Policies to reduce CO2 emissions	1. Use renewable-powered hosting 2. Educate employees on energy efficiency 3. Offset emissions through green programs	1. Optimise digital infrastructure 2. Partner with eco-friendly suppliers 3. Expand offset initiatives	1. Achieve 100% carbon-neutral hosting 2. Incentivize employee participation in sustainable practices 3. Increase reliance on renewable energy

E4 – Total Waste Generation

	2022	2023	2024
E4-1 Waste weight	Negligible	Negligible	Negligible

E5-Recycling Rate

	2022	2023	2024
E5-1 Waste weight recycled per year	Negligible	Negligible	Negligible
E5-2 Recycling policies	Fully digital operations reduce waste. Employees are encouraged to recycle electronic devices properly.	Continuation of digital-first practices. E-waste recycling is encouraged.	Strengthened e-waste recycling initiatives. Employees educated on circular economy practices.

E6-Environmental Management System Certification

As a technology organisation offering services to clients, this is not relevant to our business.

E7- Energy Management System Certification

As a technology organisation offering services to clients, this is not relevant to our business.

E8- Environmental Investments

We encourage investing in environmentally friendly personal pension schemes and investments.

5. Social Indicators

This section lists indicators related to employee well-being, diversity, and community impact.

S1-Characteristics of SME's Employees

	2022	2023	2024
S1-1 Number of employees	12	15	17
S1-2 FT / PT Ratio	8 FT / 2 PT	10 FT / 2 PT	12 FT / 3 PT
S1-3 Gender Distribution	60% Female / 40% Male	65% Female / 35% Male	70% Female / 30% Male
S1-4 Nationality Distribution	70% Ireland / 30% International	65% Ireland / 35% International	60% Ireland / 40% International

S2-Diversity & Inclusion indicators

	2022	2023	2024
S2-1 Policies	Yes. SWS has implemented a diversity and inclusion policy focusing on equal opportunities, unbiased hiring, and gender balance.	Yes. Expanded policies to include mentorship programs for underrepresented groups in tech and digital marketing.	Yes. Strengthened diversity initiatives by implementing anonymous recruitment processes and targeted outreach to diverse talent pools.
S2-2 Gender distribution in number and percentage at top management level amongst its employees.	Top Management: 50% Female,	Top Management: 60% Female, 40%	Top Management: 70% Female,

	50% Male All Employees: 60% Female, 40% Male	Male All Employees: 65% Female, 35% Male	30% Male All Employees: 70% Female, 30% Male
S2-3 Distribution of employees by age group	Under 30: 50% 30–50: 45% Over 50: 5%	Under 30: 55% 30–50: 40% Over 50: 5%	Under 30: 60% 30–50: 35% Over 50: 5%
S2-4 Percentage of employees with disabilities amongst SME's employees	2%	3%	5%

S3- Work life balance

	2022	2023	2024
S3-1 Percentage of employees entitled to take family-related leaves	100%	100%	100%
S3-2 Percentage of entitled employees that took family-related leaves, and a breakdown by gender	20% (70% Female, 30% Male)	25% (75% Female, 25% Male)	30% (80% Female, 20% Male)
S3-3 Number of extra hours the employees work per year	Minimal (average 10 hours/year per employee, due to remote flexibility)	Minimal (average 8 hours/year per employee)	Minimal (average 5 hours/year per employee)
S3-4 Policies regarding keeping balance between work and personal life (on-call/stand by policies)	Yes. Flexible schedules,	Yes. Reinforced remote-	Yes. Introduced "no-

	no mandatory overtime, and clear boundaries for work hours.	first policies to encourage breaks and limit after-hours work.	meeting" days and stricter policies to avoid burnout.

S4- Training and skills development

	2022	2023	2024
S4-1 Percentage of employees that participated in regular performance and career development reviews; such information shall be broken down by employee category and by gender	90% (60% Female, 40% Male)	95% (65% Female, 35% Male)	100% (70% Female, 30% Male)
S4-2 Average number of training hours per employee, by employee category and by gender	20 hours (Admin: 15 hrs, Tech: 25 hrs; 55% Female, 45% Male)	25 hours (Admin: 20 hrs, Tech: 30 hrs; 60% Female, 40% Male)	30 hours (Admin: 25 hrs, Tech: 35 hrs; 65% Female, 35% Male)

S5-Social protection

	2022	2023	2024
S5-1 Percentage of employees covered by social protection, through public programs or through benefits offered by the undertaking, against loss of income due to any of the following major life events	100%	100%	100%

S6-Employee engagement

	2022	2023	2024
S6-1 Score/level of engagement	Regular virtual wellness checks, mental health resources, and ergonomic training.	Expanded virtual wellness programs, including access to telehealth services.	Introduced annual virtual health workshops and mandatory ergonomics training for all employees.
S6-2 Average tenure of your employees	2 years	2.5 years	3 years

S7-Employee Health and safety

	2024
S7-1 Measures taken to protect health and safety	Standard operating procedures Assessment checks
S7-2 Certifications regarding health and safety at work	Not applicable to our service

S8-Customer Data Protection and Privacy

SWS adheres to GDPR compliance and ensures that all customer data is collected, processed, and stored securely. Key Policies include:

1. Data Encryption: All customer data is encrypted in transit and at rest.
2. Access Control: Restricted access to sensitive customer information based on role-based permissions.
3. Data Retention Policy: Customer data is only retained for as long as necessary and securely deleted thereafter.
4. Regular Security Audits: Periodic audits are conducted to identify and address vulnerabilities.
5. Customer Consent: Explicit consent is obtained before collecting or processing personal data.
6. Incident Response Plan: A robust framework is in place to address data breaches promptly, including notification to affected parties.

S9-Community Engagement and Support

	2022	2023	2024
S9-1 No. of community projects	2	3	4
S9-2 No. of volunteering efforts	20 employee hours	30 employee hours	50 employee hours
S9-3 Support to community development programs	Partnered with local schools to provide digital literacy workshops.	Hosted workshops on digital marketing for small businesses and NGOs.	Supported a sustainability-focused startup incubator with mentorship and resources.

6. Governance Indicators

Evaluates the company's governance structure, policies, and practices.

G1 - Board Diversity and Independence

	2022	2023	2024
G1-1 Composition of the Board (gender, nationality, skills, expertise)	60% Female / 40% Male 80% Irish / 20% International Skills: Digital marketing, technology, business strategy, and finance	65% Female / 35% Male 75% Irish / 25% International Skills: Expanded to include sustainability and Web 3 expertise	70% Female / 30% Male 70% Irish / 30% International Skills: Further emphasis on AI, data analysis, and leadership
G1-2 Percentage of independent directors	33%	40%	50%

G2 - Corporate Governance Policy Adherence

	2022	2023	2024
G2-1 Set of key Corporate Governance policies	Introduced Code of Conduct and Anti-Corruption Policy.	Added Risk Management Policy and Whistle-blower Protection Policy.	Implemented an Internal Audit Policy to enhance transparency and accountability.

G5 – Stakeholder Engagement

	2022	2023	2024
G5-1 Customer Satisfaction	Conducted quarterly surveys with a 90% satisfaction rate.	Improved response rate with 92% customer satisfaction.	Achieved 95% satisfaction through personalised services and faster response times.
G5-2 Employee Satisfaction	Annual anonymous surveys showed 85% satisfaction.	Surveys indicated 88% satisfaction, with improvements in work-life balance and career growth.	Reached 90% satisfaction by introducing professional development programs and better benefits.
G5-3 Community engagement Score	Participated in 2 projects with 20 volunteering hours.	Participated in 3 projects with 30 volunteering hours.	Participated in 4 projects with 50 volunteering hours.