

# Building a more sustainable and inclusive future

CSR Report | 2021 - 2022



# Contents

## Introduction

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Our purpose

Unipartner and the ESG

## Our Pillars: People, Planet and Digital

---

People – learning and skills

People – rights and CRS

Sustainability (environmental)

Digital

## Partnerships

---

GeSI – Digital with Purpose

Microsoft Partner Pledge

## How do we promote our purpose internally?

---

## How do we support our customers?

---

Solutions and services

## Closing notes

---

## Bibliography

# Our Purpose



## Fernando Reino da Costa

President & CEO at Unipartner

Sustainable Development sits on three base vectors that are interconnected: the economy, the environment – how we protect and conserve it, and the social component that is people.

They form the foundation upon which sustainable development aims to achieve long-term prosperity, while simultaneously addressing environmental challenges and promoting social equity.



**The economy:** focuses on ensuring that economic growth and development are pursued in an inclusive and environmentally responsible way. It emphasizes the need for sustainable business practices, responsible resource management, and equitable distribution of wealth without compromising the well-being of future generations.



**The environment:** highlights the importance of protecting and conserving natural ecosystems. It involves efforts to reduce pollution, mitigate climate change, conserve biodiversity, manage natural resources sustainably, and promote renewable energies, in order to create a healthier and greener planet.



**The social component:** recognizes the fundamental role of people and communities in improving quality of life, creating fair and just societies, and achieving sustainable outcomes. It encompasses aspects, such as poverty eradication, social equity, education, healthcare, gender equality, and inclusive governance.

Since the three vectors are linked, they require a holistic and integrated approach to decision-making, with the main objective of working together to nurture an environment where all individuals and beings can thrive.

How can we really develop and evolve as a society to a more sustainable future on all these levels?

The current society – the one we have built and live in now, is the result of technology innovation and a process of change - socially and culturally. Although we have been influenced by past generations, at a macro level, our values have changed, because we are not the same people we were a few years ago, personally and professionally.

Today, we attribute value to different things, such as: nurturing a sense of community and proximity, giving purpose to our professional activity and achieving a better quality of life, fighting the negative impact of plastic on the environment and promoting electric mobility.

Besides evolving as people, we also aim to support and advocate for organizations that actively promote the values and practices we believe in. For this reason, organizations that are socially responsible, beyond their business and activity, are focused on accompanying and managing these cultural changes.

The technological evolution we see happening every day is exponential, and its adoption has become increasingly faster and more global, which is helping accelerate the transformation and growth of organizations, as well as create a big impact on our society. An example of this is employment sustainability, particularly due to the introduction of Digital in practically all professions and activities, and the widespread of automation.

As discussed in the GeSI Smarter 2030 Report (2015), the information and communication technology (ICT) industry has the power to supply digital services that can address several challenges, regarding sustainability topics like climate change and circular economy, human rights and needs, as well as governance. These solutions are able to spread at a faster speed than non-Digital ones due to their reach and access to majority of global population. Its human-centric approach aims to increase the quality of life and connect people like never before, with the potential to contribute significantly to higher levels of education, requalification, and new job opportunities/careers as it is the biggest player in the knowledge economy.

Due to its nature, the ICT sector has the capacity to shape market needs and offer new products that, frequently, consumers do not know they need yet. Besides, it helps organizations implement or accelerate new business and work models that provide employers and employees with more comfortable, manageable, and agile growth.

At Unipartner, we are committed to Digital and we believe it is key to achieving the UN's 17 SDGs and to build a better world for everyone in it. In fact, there are 169 metrics to achieve the UN's 17 SDGs, out of which 103 metrics need Digital Technologies in order to be widely and fully addressed. . Our commitments can be better understood through tangible examples that consist of creating and implementing innovative digital solutions and services, which contribute to:

- improving access to digital health care services with inclusive high-performing platforms;
- supporting organizations' cloud journeys, from adoption to management and governance;
- accelerating smart cities; developing technological competencies and partnering up with governments and global organizations, such as Microsoft, Outsystems or Salesforce to drive innovation and create better services for customers and citizens.

The green change can happen in several ways. For example, for organizations, besides the resource optimization practices we are by now familiar with, which are usually related to fuel, energy or water consumption, by migrating our processes and documents to the Cloud we are incentivizing investment in greener datacenters, which allow organizations to reduce their carbon footprint and save costs.

Moreover, digital innovation has allowed for all technological evolution we have seen especially in the recent past decades, and more recently, have allowed companies and institutions all around the world to keep working remotely. Additionally, it has proven to help cities and services, namely citizen services, to become smarter, quicker, more inclusive and efficient – ranging from e-democracy to virtual agents, e-commerce and e-payments.



# Unipartner and the ESG

Unipartner's mission is to help clients innovate, evolve continuously, and exceed their goals. We do this by supporting them in solving digital transformation and business challenges side by side, with the purpose of making the difference in their business and their people. Our team is proud to be a driver of innovation that accompanies clients throughout their whole journey, providing a high-quality service and close advisory next to those who are in it.

Unipartner's approach is guided by the ESGs (Environmental, Social, Corporate Governance), therefore, focused on a triple bottom line: people, planet, digital.

We work towards making sure we put increased profits into programs that create our organization and people sustainable growth but also in programs that give back, reducing the gap between social stratification and inequalities in our community and contributing to a better world environment for this and the next generations. Moreover, minimizing the environmental impact has always been a concern of Unipartner. We have implemented significant environmental practices into the management of our business, not only to fulfil legal obligations, but also as a long-term commitment and connection with the environment and the community. This is a vision that we have incorporated in our ethos and culture as an organization. Additionally, Unipartner is concerned with governance and complying with policies among different stakeholders and committed to following best practices in all business decision-making processes, just like at social and environmental levels.

Unipartner is part part of a select group of companies with an Integrated Management System (IMS) of all 3 ISO certifications – ISO 9001, ISO 27001:2013 in Information Security - Management System and ISO 20000-1 in Service Management Systems. These certifications demonstrate our commitment to excellence and the highest standards in both information security and IT consulting services.

An IMS is a framework for coordinating and aligning various management systems and standards, such as quality management, environmental management, and health and safety management, under a single set of processes and management structure. This means that we now only have one auditing process that addresses all standards instead of three separate ones, this is a testament to our dedication and commitment to quality and best practices in everything we do.

## Why is the ESG important?

According to the European Green Deal, by 2050, all member states aim to have circular economies, having achieved net-zero emissions. While the European Union (EU) has a head start, the United States also has bold plans to decarbonate the economy and aim for the net-zero emissions target by 2050.

Companies are already experiencing the financial consequences of failing to act on sustainability as many countries have implemented regulations, such as carbon taxes, and even the financial and banking sectors have even integrated ESG rules into their funding criteria. For Unipartner, it is important to take into consideration the ESGs in all our actions. It allows our organization to demonstrate our dedication to improving our social responsibility and contributing to sustainability.

## What does this mean for companies?

Companies need to put sustainability and ESG strategies in place right away, addressing main challenges of net-zero and circularity. Those who consider ESG aspects will have a higher valuation than those that do not.

“Big” industry will perhaps face the biggest challenges of all, especially with their supply chains. They need to invest in innovative product development to create new technologies that provide policies, which will make them more resilient during crisis.

Finally, it will be upon the leadership to drive these ESG goals. Without proactive leadership, businesses cannot hope to make the industry-wide impact that we need. Forward-thinking C-level executives must focus on sustainability and make decisions for the greater good if they want to see solid bottom-line results from their strategic business decisions.

This journey drives the economy to change and to grow, so that businesses can develop sustainability and ESG strategies that achieve net-zero and circularity goals in compliance with 2050 targets and remain profitable while maintaining access to financing through banks and capital markets.

# Our Pillars: People, Planet and Digital

The UN's 17 Sustainable Development Goals aim to enhance people and the planet for more peace, growth and ecosystem sustainability. They are a way for member countries to reinforce their partnership, coming from different parts of the world and different socioeconomic contexts.

Unipartner's internal practices and the services and solutions we support clients with aim to go beyond solving their business and digital challenges.

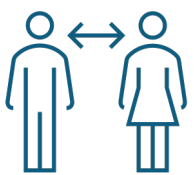
Our mission is to use them for people's well-being and creating a positive impact on the world. Therefore, our purpose-driven work contributes directly to 9 of the 17 of the UN SDGs:



Good health and well-being



Reduced inequalities



Gender equality



Sustainable cities and communities



Affordable and clean energy



Responsible consumption and production



Decent work and economic growth



Climate change



Industry, innovation & infrastructure

## People – learning and skills

### Continuous learning

According to Nova SBE university's study in collaboration with McKinsey, "The Future of Work in Portugal: Requalification as Imperative", Portuguese workers will have to update their skills/qualifications or change profession until 2030. Why? Because 50% of time spent in labor tasks in Portugal is susceptible to automation with existing technologies. Which means there is a huge potential for modernization. If we do not include people in this modernization process, we, as a country, will fall behind international competitors, which would not only mean significantly higher rates of unemployment and increased social inequalities when it comes to qualifications, especially in more advanced ages gaps.

There are two roles at play: as organizations it is crucial to accelerate digitalization and to emphasize human capital through initiatives that promote reskilling and the update of competencies. It is also necessary to build a more digital and sustainable culture focused on productivity and, most importantly, continuous learning. Because digital transformation is only sustainable and changing when the human capital is at the core.

The ways in which we acquire knowledge has changed significantly. Today we have access to a diverse range of contents, so organizations' challenge is to manage this skilling path, by guiding and providing contents that are relevant to each people profile, stimulating and creating the conditions to ensure success and ultimately contributing positively to cultural shift that we see is happening.

On the other hand, there is something for us to do as individuals too. It is important to be conscious that with the exponential growth and advancement of technologies, it is up to each individual to be willing to renew and update their qualifications. It will only happen if we go outside our comfort zone and start leading with innovation, creating continuous learning habits and seeking knowledge.

## Academies

Unipartner invests in the talent of young people, in or after high school or university, and provides them with enriching experience that definitely help them strive from the beginning of their careers by welcoming them into Academies in the different seasons of the year. For many, this is their first contact with innovative tools and technologies in specific areas. However, the incredible work they produce since the very beginning reveals remarkable progress and creates a significant positive impact on each team.

Unipartner has also created the USA Mentoring Program, which comprises our Summer Academies. In the Program, mentees are guided by Unipartner mentors throughout their internships to help them grow as individuals and professionals and are given a set of tasks in a specific area/project to deliver and present within deadlines.

Between 2020 and 2022, each year, Unipartner Academies averaged 38 new talents from different paths and phases in their academic lives. Each Academy edition has revealed great success and the best way to prove is the fact that majority of trainees integrated the Unipartner family, bringing with the energy and forward-thinking.

## Technological academies

Learning is part of expanding our horizons and evolving in our careers. Unipartner has reinforced its investment in technological academies for technologies, such as OutSystems, Salesforce and those of Microsoft. These programs allow trainees of different backgrounds to keep learning and updating their soft skills and technical knowledge and helps Unipartner strengthen its teams with the arrival of new people that bring innovative ideas to the table.

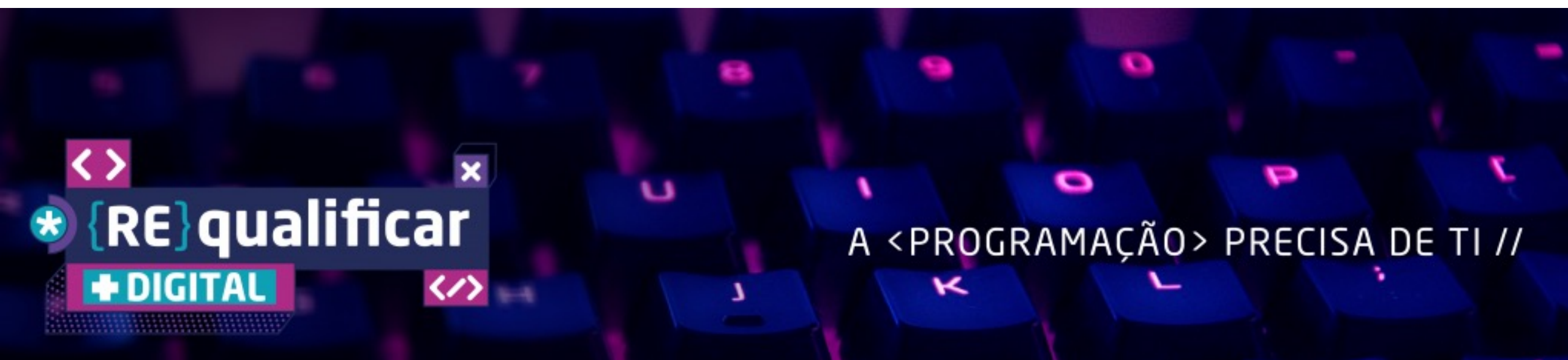
Throughout this journey, trainees have the chance to be mentored. Mentors provide their guidance and support trainees in developing practical cases, enriching their knowledge and nurturing a culture of teamwork.

## Requalification Programs

Unipartner is also engaged in making Portugal more competitive which reflects in its strong connection to requalification initiatives.

Programs like REqualificar +DIGITAL and Upskill allow organizations to invest and hire professionals from all backgrounds in order to give them a new career opportunity in the ICT sector.

REqualificar +DIGITAL is a partnership of Governo Regional da Madeira, Startup Madeira and Universidade da Madeira. Unipartner has participated in both editions of this initiative that aims to requalify active population with higher education (bachelor, master or doctorate), for the IT industry. It has been a major opportunity for unemployed and/or individuals who wish to change their career path and integrate a new industry.



The UPskill Program includes various academies, investing in people and their continuous learning, as well as IEFP (Instituto do Emprego e Formação Profissional) internships.

These social responsibility actions aim to give back to the community by training and supporting people in developing their technological competencies. APDC, IEFP and CCISP collaborate in this national scope project that aims to reskill professionals so that they can be integrated in, especially, IT companies.

Unipartner is a member of UPskill with opportunities in Microsoft technology, from CRM to .NET and Azure, as well as O365 infrastructure.

As a result of our participation in both programs, 85 professionals joined our team, gained new competencies in several areas and technologies, and accelerated their careers.

## Your Future is Now

The “Your Future is Now” program gives Unipartner employees the opportunity to pursue studies and advanced learning/training partial co-participation in paths such as postgraduate courses, executive masters and MBAs .

The program is open to any University institution and a very wide-ranging opportunity to:

- strengthen knowledge and skills, in technical and non-technical areas;
- consolidate the career, strengthening the Curriculum and professional evolution;
- increase productivity and motivation, as well as strengthen networking and soft skills.

The academic environment, the open spirit, the new relationships and the exchange of experiences with people from different areas and backgrounds, combined with the knowledge acquired, have a positive effect on the path of each one of us and give your career a view to the future.

## Mentoring Program

Throughout various stages of our careers, we may have found ourselves receiving guidance from others, as well as guiding others in personal or professional situations. To be successful and continue to learn and grow, development becomes an important aspect of our everyday lives.

Mentoring is a proven, effective strategy that can contribute significantly to overall professional development and career progression.

Unipartner’s Mentoring Program is an annual initiative that creates relationships between mentor and mentee, by helping our participants share knowledge and build connections, providing opportunities for them to enhance their personal and professional capabilities.

On the one hand, mentors can develop feedback and mentoring skills while contributing to the development of other(s), as well as leverage their experience and knowledge.

On the other hand, mentees gain the knowledge, skills, confidence and self-awareness for job-related success, grow and learn in a supportive environment and build a network of influential contacts.

Although the corporate world keeps changing at high speed, digitalization has also opened opportunities to accelerate the modernization and transformation of organizations, as well as the skilling of human capital and promotion of a digital culture. Which is why we keep investing in our people with programs that allow them to renew or enhance their skills and bring them closer through the sharing of knowledge and experiences.



## People – rights and CSR

People are a crucial dimension when it comes to acting towards change, as they are the primary resource of power and initiative.

Unipartner believes a supportive, ever-evolving workplace culture build the grounds to keep employees and collaborators proud, engaged and productive. Besides, contributing to a happy, inclusive, diverse, healthy and safe work environment will help your teams become more motivated in their careers and will prevent dissatisfied employees, absenteeism and turnover.

At Unipartner, we have several initiatives and processes that enhance the support we aim to provide our amazing teams and the communities, that complement our mission of helping our clients innovate, evolve continuously and exceed their goals.

Our social dimension of the ESGs is fortunately extremely diverse. It comprises mindsets and initiatives that range from our concern with our people's working rights, as indicated in Unipartner's code of conduct, our dedication to diversity and inclusion, the growth and continuous development of our people and the well-being of the community around us. For this reason, our initiatives go beyond our office doors and out to those who might be in need or looking for extra support, through actions of philanthropic character.

Our social work outside the office consists in partnering with diverse organizations to promote the use of digital and the resources we have at reach for the common good. Under the umbrella that is philanthropy, Unipartner holds diverse charity initiatives that aim to reach and satisfy different poverty needs. Our teams participate in food banks, donations of food baskets and school stationery, among others, to help reduce social poverty in families that struggle, especially whilst raising young children.

At Unipartner, we never forget those who need help the most. That is why we've worked closely with several different associations that do great efforts to support people in various situations:

- Helping the community center;
- Organizing and coordinating charity donations and support for social institutions (we are partners to a number of institutions, like Casa das Cores and Centro Paroquial Social de Porto Salvo);
- Relief for wildfire victims;
- Supporting organizations that provided support to people who affected by the war in Eastern Europe – the ones that came to Portugal to restart their lives and those still living in Ukraine;
- Working alongside Associação Protetora dos Pobres, in Funchal (Madeira) to support most unprotected groups, in terms of satisfying necessities.

Promoting people's well-being is part of our vision: not only through our services, but also through the impact we can make when we come together as one. Our team's commitment, support and generous donations that have made all our solidarity campaigns possible and remind us of what we can do when we come together to make a difference.



## Solidarity team

As mentioned previously, Unipartner has been acting to promote initiatives with an impact on these two aspects, meeting the 17 UN Sustainable Development Goals. These are inserted in different areas, and some of them are more focused on the Human component, such as reducing inequalities, gender equality, eradicating hunger, equality education, while others focus on building a greener future or even partnering with organizations for innovation and economic growth.

Throughout Unipartner's journey as an organization, we have maintained a consistent line of solidarity actions. In 2021, we created the Solidarity Program, whose group meets periodically to plan and implement solidarity actions and ongoing support to a number of associations.

Within the period of this report, which was also a time of hardship and change, we carried out a series of solidarity actions, both on Portugal's mainland and in Madeira, where we have a Centre of Competencies. Only in 2022, we carried out 2 large campaigns – 1 of them in the summer, which had 3 initiatives, and another around Christmas time. In summer 2022, we ran our own "Restart" campaign to support the situation in Ukraine with the following actions:

- We held an action for our team to donate goods, where we partnered with I Help Ukraine, SOS Criança and Câmara Municipal de Oeiras
- We sponsored a lunch with the then ambassador of Ukraine in Portugal, which reverted to support the complicated situation that many people are still going through
- We gave our people with the chance to provide financial support through the benefits we choose as Unipartner employees.

These 3 initiatives allowed us help Ukrainian families arriving in Portugal that needed continued support in their new beginning.

Later that year, at Christmas time, we also supported several associations in various ways:

- the Christmas presents for our employees' children (under the age of 13) had charitable nature, as they came from the Parish of São João de Deus;
- the Christmas postcards for our customers were from Casa das Cores;
- we held a new donation campaign to collect goods for families supported by the Centro Social Paroquial de Porto Salvo, in mainland Portugal, and Associação Protetora dos Pobres, in Funchal, Madeira.

In 2023, we are proud to announce we have already planned our solidarity actions for the year, in which we will be collaborating with associations that support a wide range of causes.



## Giving Back

One of the particular initiatives Unipartner participates in is IRS consignment. The Covid-19 pandemic brought many challenges, namely for people that were already living with struggle. Therefore, Unipartner called the team to action in order to reinforce our help to social institutions already supported by us.

We encouraged our people to donate 0,5% of their tax to a Social/Charity Institution by slightly modifying the way they filled out their IRS and with no added cost. It allowed our teams to make a more personal donation, by choosing the organization they would like to support.

Each year, we commit to helping society through activities of social responsibility and helping local communities. For this reason, in 2021, we created a new donation policy - "Giving Back". It is about having the opportunity to help and make a difference for those who need it most. The donations benefit allows our employees to support projects through their employee benefits.

In 2021, Unipartner's "Giving Back" was able to donate a total of 3444,10€ to the following institutions:



## Happy & Healthy at Home and Office

The Happy & Healthy at Home and Office (H3O) Program contemplates challenges for the whole team that take place around special international days and dates cherished and celebrated by Unipartner internally. Moreover, it includes discounts and facilitated services that our people can enjoy at home and the office, nurturing a sense of belonging whilst keeping everyone safe and engaged. During Covid-19 the H3O provided the Unipartner family with moments of fun to enjoy as a team, online and offline, and acted as a space where all collaborators could bond and feel included.

## Health campaigns – Vaccination

Every year, Unipartner joins the Flu Vaccination campaign in Portugal, in partnership with the group “a Farmácia. a Farmácia checks the number of employees interested in receiving the vaccine early on in order to avoid constraints.

This vaccination is recommended by the World Health Organization as a way of promoting health and well-being, particularly among the working population who are exposed to various risks in their daily lives. The process has no costs for employees and helps preserve everyone’s well-being.

## Gender equality

Equality is a topic Unipartner sees with a very clear perspective. We promote it in and as an organization and we have made it part of our culture. We have done so with no effort as it has been part of our values from the very beginning and is something we see as natural. Our team sees no bias or difference and treats each of its people as the same, regardless of gender.

Besides, Unipartner promotes different activities throughout the year to raise awareness to the value of equality and the importance of making sure there is equity for every single one. We celebrate International Women's Day and International Men's Day on a yearly basis with several aligned initiative, for instance, online panels and discussions made up of some of our professionals at both junior and senior levels, that approach important themes. Also, Unipartner puts forward people of both genders to represent the team in many external activities, such as the participation in events and media articles.



## Accessibility Fundamentals Training

When technology is as advanced as it is in the present, we must take advantage of it to make content inclusive of people of all abilities.

At Unipartner we assume the commitment of helping develop a society increasingly evolved and concerned with accessibility, inclusion and transparency.

For this to be possible, everyone's commitment is necessary, and we will make the change with teamwork.

We want to make a difference in an increasingly digital society and our ambition led us to challenge the whole Unipartner team to do the Microsoft Accessibility Fundamentals Training.

Additionally, since we reached the team goal of having 90% of our company doing this training, we were able to donate 500€ to an association linked to social inclusion voted by the team.

## Battle for a Cause

Nova Tech Club has brought to life Battle4Cause. Battle for a Cause is a challenge designed and organized by Nova Tech Club that aims to create the entrepreneur spirit in the Nova SBE Community, generate a stronger bond between students and partners, and enhance students' project management and team management skills. However, the focal point of the competition is to make the world more accessible to the people with a disability using technology. Students, in groups of 2-4 members, have access to diverse events and mentorship from experts in the field, in order to develop technological solutions for better accessibility for disabled people. At the end, all teams pitch their ideas to a panel of judges that not only chooses the winner of the competition, but also shows willingness to invest in the most interesting ideas and implement them within their social responsibility programs.

Due to the partnership between Unipartner and Nova SBE, we are proud to participate in the multiple editions of this initiative by contributing to the awards given to the winning teams and having members of our team as members of the judge panel.

## Sustainability (environmental)

Investing in people and their requalification is extremely important in order to move towards a more sustainable society that evolves alongside technology, innovation and new generations.

However, for us to be able to do so responsibly, we must think beyond people, and focus on the impact our actions have on the planet and especially on the environment.

As we know, there is an enormous pressure on nature resources that comes predominantly from mass production, its consumption and wastage.

On a food level, the Food and Agriculture Organization in the United Nations (FAO) indicates in the present a third of food that is produced is wasted, so we can only imagine that as the world population grows and evolves the tendency to mass consume and waste will only keep increasing. Besides, half of that food waste happens in our own homes, which means the trend of fast-purchasing and fast-consuming/using different products and services, not just food, is now rooted in our cultures. For this reason, only we can act to stop this cycle and help slow down production and consumption, in order to achieve a more balanced growth and ultimately contribute to a more sustainable environment.



Adopting an environmentally friendly corporate behavior is crucial to help save the planet and start replenishing the environment that is currently in great danger. As organizations there are many things we can do to mobilize action:

- Take a preventive approach to environmental challenges and integrating the principle of sustainable development;
- Carrying out initiatives to promote environmental responsibility among employees, suppliers and customers through awareness-raising, training, and the dissemination of good environmental practices;
- Minimizing the environmental impact resulting from the exercise of its activity, promoting energy, water and paper efficient practices, and minimizing waste production;
- Seeking continuous improvement of its process, incorporating “Reduce, Reuse and Recycle policies”;
- Encouraging the dissemination of environmentally friendly technologies;
- And complying with current environmental legislation.

Unipartner has a set of internal initiatives that promote awareness and action towards fighting climate change, many of them achieved with the help of digital. They include:

- paper-reducing initiatives and services, for instance, digital signatures and less printing – making all documents digital;
- fighting the use of plastic through water purification systems, coffee machines that do not need capsules and the use of glass bottles by everyone in the company – every person that joins our team is given a reusable water bottle at their onboarding;
- investing in electric means of transportation is very important for our organization as they make a less negative impact on the environment. In 2016, the Unipartner Board acquired hybrid vehicles and, since then, has aimed to expand that practice throughout the organization), taking advantage of the electrical charging points at our headquarters.

These differences, while somewhat simple, make a huge difference in the ecological grand spectrum. It also contributes to the reduction of Unipartner’s ecological footprint. Furthermore, and perhaps with even more impact, we are proud to participate in initiatives and groups that promote sustainability, like the Global Enabling Sustainability Initiative (GeSI) and the Microsoft Partner Pledge, which we will be diving into in the next chapters.

## Circular Economy

The Unipartner team engages in circular economy initiatives that allow our community to give products a new life by extending their lifecycle, whether it is by giving them to others or repurposing them. We hope to respond to circular economy challenges and reduce waste by lowering the need to acquire new products.

### Device Obsolescence, Recycling and Reuse Process

We promote processes that encourage usage of work/office equipment to obsolescence and extend their lifecycles by repairing and reusing pieces of older machines. Additionally, when it comes to the equipment used by our organization, we follow a procedure that consists of handing devices and, for example, printer toners, at end of life to a certified third party that handles destruction when they are obsolete.

The average lifecycle of our computer park is 4,4 years. By policy, every computer is reassigned and the ones that have some kind of malfunction are used as a source of pieces for the ones that might need.

53% of the total computer park has more than 3 years and 40% has 5 or more years.

## Digital For Good

Our team is proud to be a driver of innovation that accompanies clients throughout the whole journey, providing a high-quality service and close advisory next to those who are in it.

Digital opens a world of opportunities for cities that wish to become greener and eventually more sustainable. They allow for new means of transportation (electric or no fuel, like bicycles) that can be rented and utilized at a click's distance, reducing the number of cars on the roads and the amount of CO2 emissions to the atmosphere.

But digital goes beyond that. It provides enterprises, governments and public administration institutions the chance to offer people of all ages and locations online access to digitized services that previously would have to be done in person. The Unipartner team works with government organizations to promote digital innovation through a group of solutions that improve citizen service, digital inclusion and sustainability. But, in order to grow as a society in all aspects and industries of life, we must go beyond the work and services provided by government institutions. Additionally, we support organizations in Financial Services & Insurance, as well as Commerce & Industry to help them accelerate their ICT solutions, that have the potential to contribute directly and indirectly to decrease their ecological footprints.

## Cloud-based organization

The cloud is an extremely safe option when it comes to accompanying and boosting the growth of an organization. At Unipartner, we work with a hybrid cloud, based on Microsoft public cloud services, which helps make our processes more agile, facilitates collaboration and efficiency, and support the increasing amounts of data we produce and deal with on a daily basis.

Besides, it allows us to keep our teams and customer-related data secure and accelerate our sustainability goals, by reducing our carbon emissions to the planet, when compared to an on-premises service.

As an information systems integration company, which has Digital as the core of its business, the cloud is the ideal option for warehousing our data. Additionally, we are currently collecting information regarding our CO2 warehousing consumptions to calculate the positive impact of our own cloud on the environment, in order for us to monitor and work towards continuing to reduce our ecological footprint.



# Digital

Digital is our core business, is how we support organizations in several different sectors overcome their business and IT challenges, create a more agile culture and accelerate their innovation journeys. On the one hand, with digital technologies becoming increasingly part of society and business models in general, there are numerous opportunities for growth and differentiation on the market. On the other hand, it can bring several challenges for both people and organizations to manage. An example of this is the recent developments in Artificial Intelligence and the ethical issues they can raise.

We, as a team, work towards promoting the ethical use and implementation of AI, due to its potential to significantly impact society. AI can be used to automate decision-making processes, create autonomous systems, and develop intelligent technologies that can change the way we live and work. However, AI systems can perpetuate and amplify existing biases and discrimination, and their decision-making processes can be opaque and difficult to understand. Therefore, our concern with developing ethical AI solutions is essential to ensure that they are deployed in a way that aligns with our values and benefits society as a whole.

## Security regulation

We are motivated and committed to keeping our data and that of our people safe. Our work is guided by a strict security regulation that define a set of security practices, rules and duties in order to achieve:

A healthy and safe ecosystem at Unipartner, protecting all the information that differentiate Unipartner from the remain competitors (business information, intellectual property, our knowledge and processes, unreleased solutions/services, etc.).

A security mindset with the objective of developing and providing services compliant with our clients' requirements and to be recognized and trusted to offer services that enhance our clients' performance with innovative solutions, but with safe solutions as well.

Unipartner has also achieved the ISO 27001 certification. This internationally recognized standard outlines the requirements for an Information Security Management System (ISMS) and helps organizations manage and protect their sensitive data. Achieving this certification required a thorough assessment of our information security practices, including risk assessments, security controls and ongoing monitoring and review. Also, it reinforces our commitment to continuous improvement and the ability to adapt to changing threats and vulnerabilities.

## Privacy policy

Unipartner's personal data protection policy was developed with the aim of making customers, employees, subcontractors, and contacts aware of the principles, rights and obligations to be fulfilled in terms of personal data protection. It also explores how they should be complied with in the context of any business activities in which the processing of personal data takes place, regardless the role of Unipartner (responsible, joint responsible or subcontractor) in such processing.

The policy is based on the legal and technical standards, of which the GDPR stands out, due to its specificity in the field of personal data protection and the transversality of its application, both material and territorial.

Read more about our Privacy Policy [here](#).

## IMS (Quality) Policy

At Unipartner, our Integrated Management Systems Policy sums up the essential elements of our commitment to excellence, quality and security in our processes, operations and IT services management. This policy applies to all activity developed by Unipartner and is aligned with our strategy to deliver services that are compliant with our customers' requirements and that have quality and are resilient, ensuring confidentiality, integrity and availability, with the objective of complying with the expectations of the interested parties.

Quality and security are crucial to the success of IT service delivery and management and are essential parts of Unipartner's Business Principles, expressed on the commitment of providing the best services and solutions, respecting quality, information security and IT services management best practices, and by being an active actor in our sector and market about these topics.

Read more about our IMS Policy [here](#).



# Partnerships

## GESI – Digital with Purpose

In a moment where the world is simultaneously growing at the fastest speed, racing to fight climate change and achieve a more sustainable future, no business can be successful without societal and environmental purpose, and no societal purpose can be achieved without action by business.

### Digital as an opportunity

Research shows digital technology can be a crucial factor in helping societies, countries and governments all around the world transform the ways of life, help contain global warming and significantly contribute to achieving the UN's 17 SDGs as a whole. However, people on their own are not able to make such a big shift to greener and more responsible practices. In order for worldwide full action to be taken with the help of digital innovation, businesses and especially the ICT industry must use their resources and the potential of digital they have at reach to initiate this collective transition.

At Unipartner, we have an ambition to create business value through radically accelerating the enabling power of digital technology to help achieve the 2030 UN Sustainable Development Goals (SDGs) and the Paris Climate Agreement, whilst minimizing any negative externalities that may arise. To meet these ambitions and to help deliver purpose-driven economies of tomorrow, we pledge to catalyze collective action through GeSI and to leverage the power of our organizations in support of the "Digital with Purpose Movement" through enthusiastic, deep and inclusive adoption of key digital technologies.

The GeSI (Global enabling Sustainability Initiative) is a worldwide organization and a leading source of impartial information, resources, and best practices for achieving integrated social and environmental sustainability through digital technologies. GESI looks at the future with a forward vision that prepares businesses to face challenges that have significant impact on their own activities, people and the planet. Alongside a network of top private, public and civil sector partners, it positions the ICT industry at the forefront of a strategic agenda that aims to utilize digital innovation to respond to climate change and achieve the UN's SDGs.

## Digital with Purpose

The UN's 17 SDGs are set for 2030, and with the help of Digital, they are all within reach. We have a climate problem in our hands, and we must act upon it as soon as we can, using the resources we have access to. Since the ICT industry has not answered this problem efficiently and fast enough, the Digital with Purpose movement calls all organizations in this sector to Walk the Talk and in fact start making the difference.

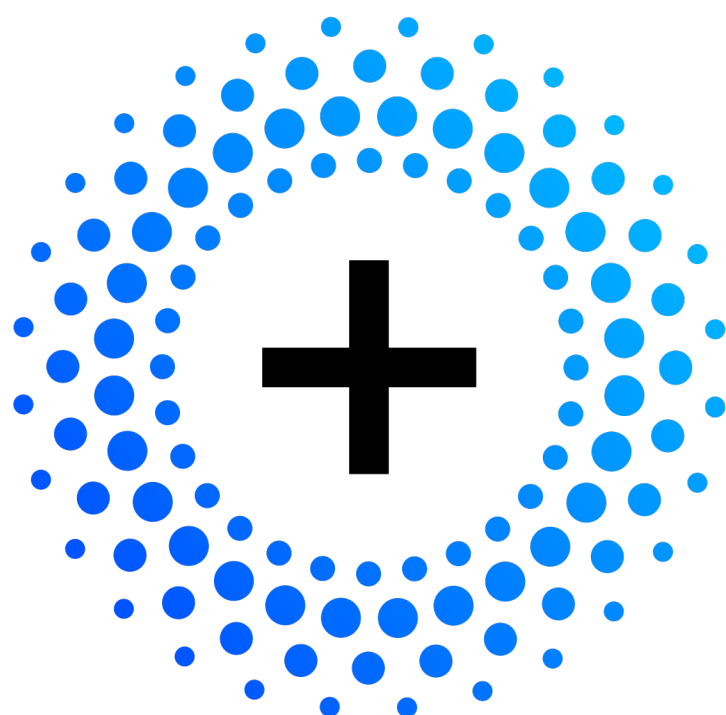
The Digital with Purpose Movement's several leading members have come together to create business value through the use of digital innovation. By doing so they are on the path to accelerating their journeys towards sustainability and transforming societies for the better.

Alongside remaining members of GeSI, Unipartner has signed a 'pledge' and has been given 12 months to complete the Assessment Framework that will diagnose our progress on the journey to achieving Digital with Purpose.

By signing the pledge, we commit to:

- supporting the United Nations Sustainable Development Goals and to establish practical and incremental steps to become a purpose-led business;
- to take and report concrete action on climate change, in line with the Paris Agreement;
- to embrace the principles of impact transparency and report accordingly every year according to the Digital with Purpose Assessment Framework;
- to develop and deploy digital technology with positive societal impact.

Besides contributing to making the world a greener, better place, the members that succeed are given access to what GeSI's research identifies as a USD \$2.1 trillion market for low carbon digital solutions, and what the Business Sustainability Commission finds is a potential USD \$36 trillion market for the SDGs overall (GeSI, 2021).



# DIGITAL WITH PURPOSE

## Why is Unipartner's partnership/membership so important, as a Digital company?

Unipartner strongly supports a global transformative agenda that leverages the full power of digital technologies to reform today's economic model of growth and production, so that it purposefully contributes to society and the health of the planet.

Joining the GeSI is an incredible step for Unipartner and other leading, huge names in the ICT and Consulting industry to create solid plans that will help them, and stakeholders, become significantly more sustainable.

We are working with the GeSI and members on the Digital with Purpose Movement to bring change and transformation, by not only making the difference through our purpose-driven work in digital innovation, but also by expecting and supporting our clients get there. We are acting and we are spreading the word inside and out, to help partner organizations, clients and people use digital innovation towards cultural change and to make their own contribution to sustainability and socially responsible.

Our collaboration with GeSI focuses on three main sub-themes: climate change, circular economy and digital trust and responsibility. Besides actively participating on the movement's working groups to accelerate change, each year, we are assessed in the three sub-themes.

### Climate change

The two concepts of digital technology and environmental sustainability are often mutually reinforcing. GeSI and Accenture's SMARTer2030 (2015) reinforces how a larger adoption of digital solutions can accelerate economic growth while reducing our negative impact on the planet, especially through the GHG emissions.

GeSI helps members combat climate change through innovative tools, frameworks, services, and resources, since digital innovation is proven to help reduce at least 20% carbon emissions (from 2015 until 2030).

Each member of the movement is assessed in terms of solutions and metrics and conclude how they can contribute to this purpose of slow down global warming and even try to revert such massive shifts. In our case, our efforts go beyond the services and solutions we provide to help organizations solve their business and IT challenges, such as specialized cloud adoption services. Our Digital with Purpose movement efforts can and have also been measured through our internal practices.



## Circular economy

It is known that electronic waste (e-waste) can cause significant damage to the environment which, in turn, contributes to climate change. We cannot hope to cut emissions to net-zero by 2050 without taking this into account.

Unipartner's internal practices for device obsolescence, recycling and reuse have been outlined above. We extend devices lifecycles to 5 years and follow a procedure that consists of handing devices at end of life to a certified third party that handles destruction when they are obsolete.

Our aim is to implement a new roadmap with objectives and metrics until the end of 2023, that will discriminate how we are working towards perfecting the ways in which we recycle and reuse devices, but also how we can decrease waste across the value chain.

Externally, our goal is to invest on developing new digital solutions that will help clients promote their own circular economies, whether it involves devices or other pieces of equipment/belongings.

## Digital trust and responsibility

Bringing digital expertise and sustainable practices together should be at the forefront of strategic thinking for any business. It can be a significant way to differentiate, gain long-term viability, build trust, strengthen global relationships, and have the opportunity to participate in policy discussions that create impact.

Digital solutions footprint goes beyond improving the health of the planet's ecosystems and allowing for new, more flexible work models that contribute to people's well-being. They are also great generators of business. According to GeSI and Accenture's Smarter 2030 report (2015), digital innovation-driven business can equal China's GDP YoY, making it a huge accelerator of the economy at global scale. But with such impactful consequences, come challenges that have to do with governance, digital trust, and privacy.

As a responsible organization, that aims to promote best practices in line with ethical views, Unipartner's commitment is expressed in many strands: the use of technology and digital innovation for good, through privacy, as well as processes that review and update our security regulations.

## New Digital with Purpose Movement certification level

All members of the Digital with Purpose movement have participated in the annual assessment framework and evidence submission that evaluates our progress towards becoming more sustainable and responsible – internally, and next to our clients.

The work and efforts of the Unipartner team have gone above and beyond in the past couple years and, therefore, have been recognized by GeSI and their independent review partners. We have moved up from "Committed" to "Developing" members.

Part of the movement's assessment process was to become part of the Ellen McArthur Foundation's Circulytics tool, which measure companies' circular economy's efforts.

Both Circulytics and our new DWP movement recognition are starting points with great impact that will help us define our roadmap and enable us to accelerate our path towards a better world for all of us.



# Microsoft Partner Pledge

As a Microsoft partner based in Portugal, Unipartner shares the global vision to empower people and organizations to achieve more. Unipartner joined the Microsoft Partner Pledge at the moment of its foundation as brings together Portuguese partners to make the difference. Unipartner supports the Microsoft Partner Pledge in including all people in skilling initiatives that will open new doors in terms of jobs but also towards a more sustainable digital transition, as the demand for people to work in the IT sector grows. Together, Microsoft and its partners can and do have powerful impact throughout the Partner Pledge's 4 vectors: Education - Upskilling, Sustainability, Diversity & Inclusion, and Ethical AI.

## Environment – sustainability

Together, we work on different areas, such as the environment, digital trust, and social responsibility, to create a better world. In terms of environmental efforts, as members, the Partner Pledge is a platform in which members put forward their focus on sustainability and reducing their carbon footprint, not only internally, but also alongside every supplier and as part of enterprise customer engagement moving forward.



**Partnerships:** embedding sustainability into strategic alliances;



**Transparency:** increasing transparency around our carbon footprint for our services and offerings;



**Tools:** utilize new tools to enable customers to better monitor and manage their carbon footprint, for example using the Microsoft Sustainability Calculator.

## Diversity and inclusion

The social strand of the Microsoft Partner Pledge aims to improve inclusion by diversifying the workforce of organizations, doing so through:

- ensuring the commitment of members leadership; ensuring representation of people at different levels and functions;
- addressing gender inequality;
- contributing to the construction of solutions and services accessible to all individuals, regardless of disability or difficulty;
- and promoting national and global initiatives that are already dedicated to improving social conditions inside and outside organizations.

## Education and upskilling

When it comes to providing learning and upskilling opportunities, our organization strives to, wherever possible, ensure we are ambassadors of Microsoft Portugal's Digital Skills initiatives, aiming to raise internal awareness of Digital Skills initiatives and take advantage of all opportunities to provide staff with new skills training:

- Promote the Digital Skills initiatives to customers, including the Global Digital Skills and the local Empowering You – Ativar Portugal;
- Support and commit to the UPskill;
- Ensure the promotion of Apprenticeships: review minimum requirements in selection criteria for early-in-career roles – particularly whether a degree is truly required or not;
- Seek opportunities to inform young people about digital careers. e.g., by enabling past apprentices to visit schools and colleges, or by providing work experience opportunities.

## Empowering You – Ativar Portugal

Unipartner joins Microsoft, actively in the promotion of Empowering You – Ativar Portugal.

Digital Innovation enables people of all backgrounds to achieve their highest potential. Microsoft has built a solid ecosystem of Partners to support digital innovation in clients and helping people develop digital skills in an inclusive and diverse manner.

Just like the name suggests, “Empowering You: Ativar Portugal” has great focus on helping people and organizations in Portugal build a better future. The program is a joint effort by Microsoft, LinkedIn and GitHub, which comprises a training platform with free learning paths to help individuals conquer the most listed job vacancies on LinkedIn.

## Governance and ethical AI

The Microsoft Partner Pledge also aims to promote and reinforce the use of AI for good – “ethical AI”.

The pledge’s objective is to ensure the members build and use AI in a responsible way, consistent with design principles:

**Fairness:**  
utilize Artificial Intelligence to create efficiencies while securing dignity and preventing bias.

**Accountability:**  
any decision made by this technology should be accountable to both citizens to consumers.

**Explainable:**  
AI must be explainable and understandable.

**Ethics:**  
AI must aid humanity and respect rights, among which is privacy.

# How do we promote our purpose Internally

Our mission and our purpose are what guides the work we do every day. It is very important that we convey these messages to our teams across the organization and that we make them feel involved in brainstorming new initiatives, and that we provide them with the opportunity to contribute directly to our causes.

Apart from the internal events and initiatives we organize for our teams, we also aim to promote our CSR and sustainability efforts through internal communications, for several reasons.

**1**

**Awareness:** communicating sustainability and CSR actions to internal teams can increase their awareness and understanding of our goals and initiatives. This can help our collaborators understand the importance of aspects like sustainability and motivate them to take actions that align with the organization's objectives.

**2**

**Engagement:** effective communication can help enhance engagement and make them feel involved by nurturing a stronger sense of community within the organization.

**3**

**Accountability:** it can help hold the organization accountable and transparent about our commitments.

**4**

**Innovation:** engaging our teams in sustainability efforts can also lead to innovative ideas and solutions that can further improve our performance and expand the range of services we provide our customers with that have direct or indirect impact on reducing their environmental impact.

Overall, communicating actions that support our purpose to internal teams is important to reinforce our culture and to bring everyone together to achieve our own goals and the sustainability agenda for 2030.

## Onboarding kits

One more way in which we aim to promote our vision and act upon it is through our onboarding kits for our new hires. Over the years, Unipartner has invested in more sustainable options. Besides helping reinforce our new hires' sense of belonging and connection to our organizational values, they also allow us to reduce plastic consumption and appeal to more conscious behaviors.

Sustainability is one of Unipartner's pillars of action. It's also becoming an increasingly important point, even a priority, for customers. Besides promoting our initiatives and our purpose as an organization on different external channels, such as social media, our website blog, our CSR and Sustainability reports, the initiatives we hold with partners such as GeSI and the Microsoft Partner Pledge, and in the media, we also share success stories that show how we're helping organizations become more sustainable.

But, often, there is little awareness in the market of the contribution of digital solutions to sustainability and to the significant improvement of life on the planet, in general. Which is why it is crucial to share with customers, partners and other organizations we work with the ways in which certain technologies, tools or solutions can make the difference.

We do this by discovering alongside our customers new solutions that can bring new perspectives to their businesses and truly impact the footprint they're leaving behind.



# How do we support our clients?

According to the Smarter2030 report (GeSI and Accenture, 2015), digital solutions have the potential to reduce 9.7 times more carbon emissions than they produce. Additionally, they are the enablers that will allow us to achieve at least 103 targets out of the 169 established under the UN's SDGs 2030, as mentioned before.

There are several sustainable and socially responsible initiatives we promote next to the organizations we collaborate with and support – whether they are customers, partners, suppliers, or the community around us. We not only lead many of them, but we also expect those organizations to share the message and walk the talk next to Unipartner.

Our innovative services and solutions are allowing organizations in several industries sectors change their processes, become more efficient, agile and sustainable. We are committed to keeping evaluating their impact on sustainability and social responsibility, by following EU standards, as well as the framework of the Digital with Purpose movement, and to developing new solutions that will explore innovative perspectives with great positive impact on our customers.



# Solutions and services

## Cloud Journey

The cloud can have great impact on organizations' operations, spendings and growth. Although such technology is already part of every organization's operations at some level, the challenge is to help them understand its full potential.

Unipartner supports organizations in the journey to become fully cloud-based, by delivering services to support planning, moving and managing this change with a robust governance and change management methodology. With numerous benefits for organizations in all sectors, "moving" all data workloads to a public cloud provider, like Microsoft Cloud, builds the access to innovative services, increases flexibility and scalability, and reinforces cybersecurity strategies.

Additionally, it reduces the environmental footprint in several ways, such as: lowering electricity consumption, by switching to more efficient technologies and facilitating the use of renewable energy; requiring a significantly lower number of physical infrastructures with an extended end-of-life and contribution to circular economy.



### Better Infrastructure

Cloud datacenters are designed to scale and built for energy efficiency to achieve optimal utilization.



### Reduce Electricity Use

Traditional hardware requires high maintenance, uninterrupted power supply, cooling and a large amount of electricity.



### Higher Utilization Rate

The use of resources can be improved with high utilization rates, increasing efficiency.



### Minimize Climate Impact

Optimizes servers consume less energy and reduce environmental impact.



### Hardware Refresh Speed

Hardware is renewed faster due to high usage rates, which allows energy savings by utilizing more efficient hardware technology.



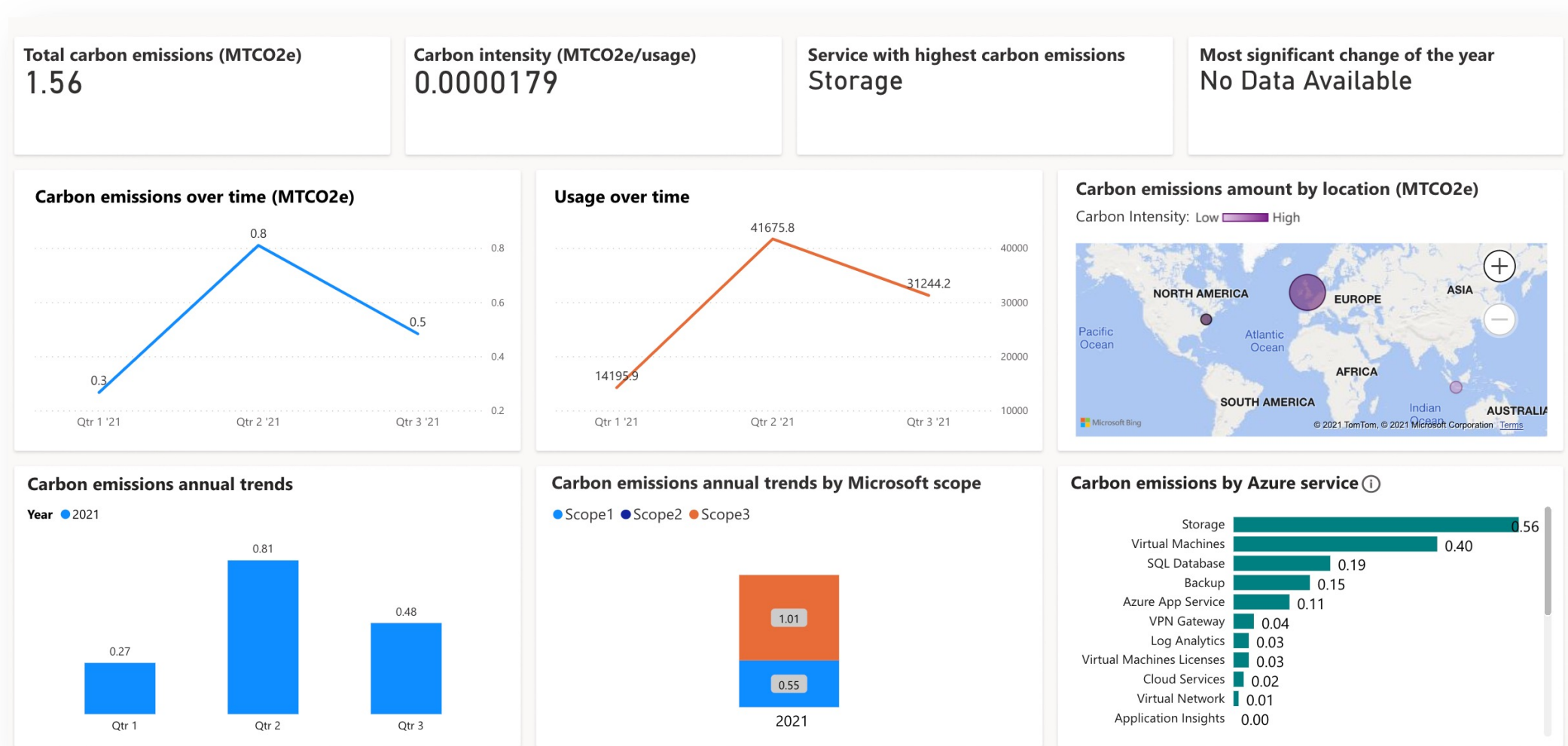
### Reuse of Components

The hardware components are designed for higher end-of-life reuse.

To support this journey Unipartner implements a Cloud Sustainability Dashboard, that allows organizations to classify, quantify and monitor emissions and consequent impact on the Greenhouse Gas (GHG) Protocol's 3 scopes, by:

- **Monitoring** greenhouse effect gas emissions related to the use of Azure and other Microsoft cloud services;
- **Comparing** the real usage of the cloud with emissions avoided over time, achieved by the efficiency of Microsoft's datacenters;
- **Estimating** emission reduction by migrating applications and services to the cloud;
- **Exporting** emission data reports by scopes and presented in mtCO2e, to support reporting and regulatory compliance.

By having this capacity, businesses are able to make strategic backed decisions to reduce their carbon footprint.



We have developed an ebook that demonstrates how organizations can make the transition and take advantage of a personalized cloud journey that fits their business models and needs, taking them one step closer to achieving their sustainability goals.

Get to know how organizations can make the move to the cloud and maximize the possibilities that it provides.

You can access our ebook that explores the impact of transitioning to the cloud [here](#).



## Virtual Desktop Infrastructure

An example of a cloud-based solution with significantly positive consequences to environmental sustainability is Virtual Desktop Infrastructure (VDI). VDI is a technology that uses virtual desktops and applications to provide virtual machines on a centralized server, setting them up to end-users on-demand.

VDI can truly make an impact as it brings several benefits that physical machines cannot compare to at this point.

As a technology, it works on a server. Therefore, it avoids extreme use of physical infrastructure, such as desktops. Thus, reducing the need to purchase new hardware equipment, and can even be accessed from tablets.

It consumes a significantly lower amount of power and does not require cooling support, which helps reduce energy bill consumption and spendings, as well as carbon emissions from air-conditioning systems (Annodata, 2023).



## Client Success Story - A new flexible virtual desktop infrastructure

IEFP is a public institution that invests in people with initiatives that give them an opportunity to become requalified, like Worldskills Portugal.

Unipartner supported IEFP to completely transform the way they hosted the Worldskills Portugal competition - from in-person, physical and local infrastructures to remote and cloud-based.

Our team worked with IEFP in the development and implementation of an app and desktop virtualization service to completely change the execution model of the competition, with the help of Microsoft Azure Virtual Desktop technology.

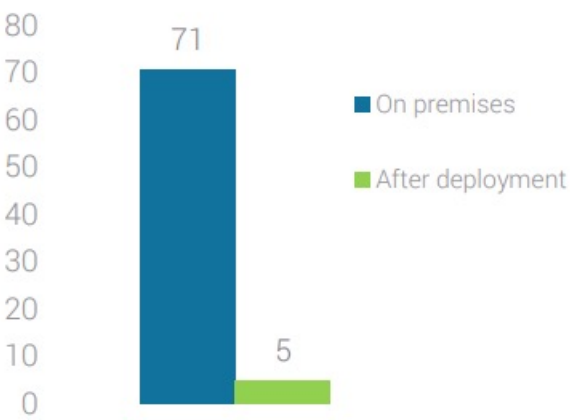
The solution implemented helped IEFP present a more sustainable, secure and efficient competition, at both cost and carbon emission levels.

On the other hand, by drastically reducing the level of physical Infrastructure necessary for the event, the solution also allowed for a simpler information systems management.

Find out how by accessing the success story [here](#):

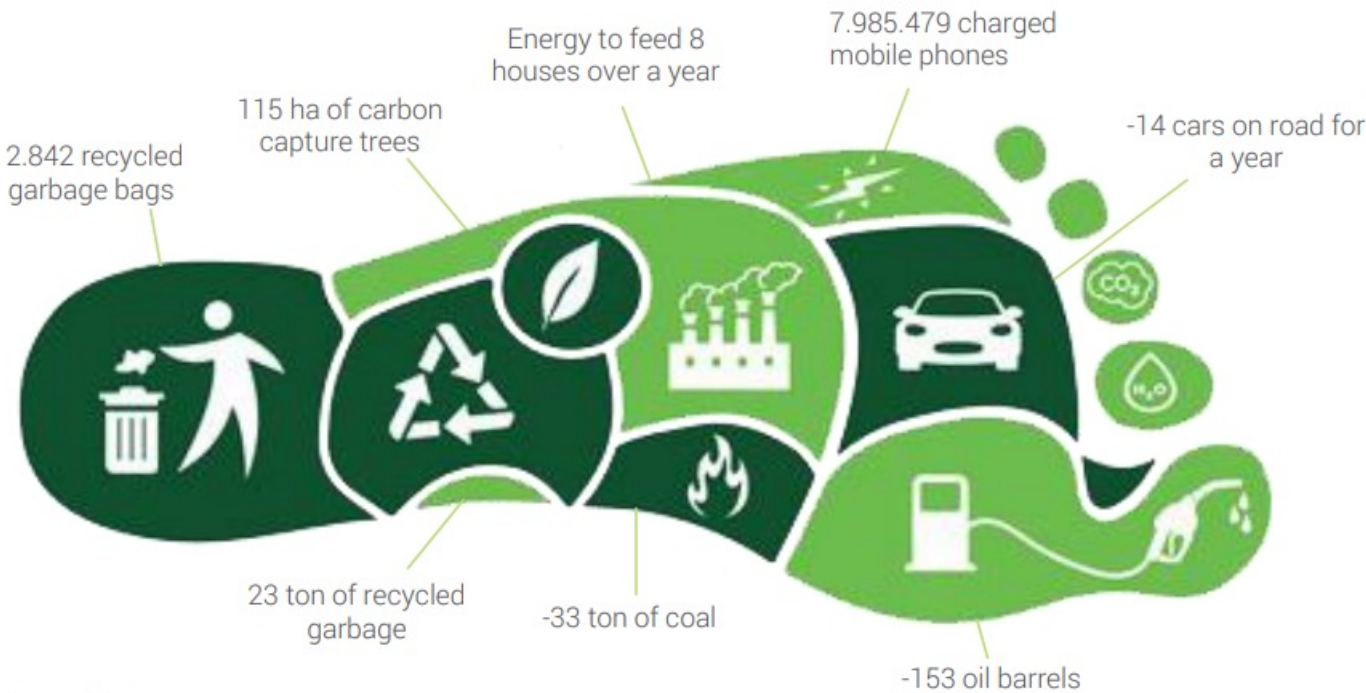
Carbon footprint over a year<sup>(a)</sup>

CO<sub>2</sub>e emissions (ton)<sup>b)c)d)</sup>



-66	ton CO <sub>2</sub> e	220.752	kWh
93%	reduction	0,10	€/kWh
		22.075	€

66 ton of carbon are equivalent to:



a) For 8760 hours (1 year) b) PUE = 2 c) 1 kWh = 0,32 kgCO<sub>2</sub>e d) Emissions impact dashboard factors (tonCO<sub>2</sub>e/h)  
This report is preliminary. Full details will require a deep analysis. The emissions may vary according with the on-premises configurations and emissions factors within the region of the infrastructure.

\*Fig IEFP's sustainability impact analysis report

## Social responsibility, digital responsibility

### Cybersecurity and Cyber-resilience Decreet-Law 65

CNCS's (Portuguese National Cybersecurity Center) Cybersecurity Report, published in December of 2022, recognizes the absence of information security strategies in Public Administration Entities, which can prevent them from fulfilling their compliance duty.

It's crucial that organizations invest in a strategy that combats regulatory unconformities, but also helps mitigate cyberattacks, prevent the leak of sensitive data and keep services available and resilient.

Unipartner supports organizations to identify the domains that can expose them to such risks through an approach that consists of a complete analysis to correlate and adapt security practices to their real needs.

**1**

Unipartner's baseline supported by security frameworks internationally recognized and backed by European and Portuguese legislation;

**2**

Pragmatic approach based on risk management, with a focus on assets that make up the attack surface;

**3**

Focus on the operationalization and transposition of controls to the technological side.

We can help your organization (public administration) comply regulatory requirements through an approach that focuses on network and information systems security measure.

Find out more [here](#).

## Device Modern Management

Flexible working models, such as hybrid and remote, bring numerous benefits to organizations.

Therefore, more and more entities are betting on the transformation of their work context. This transformation comes with several challenges associated with managing equipment outside the corporate network, software updates, maintenance and management of workplace security services, data security risks on corporate and/or personal devices.

Which means, their workstation management teams must be trained and have technological solutions prepared to support their new realities.

Unipartner's vision is aligned with Microsoft's Modern Management concept, providing tools and services that enable the concept of mobility and device management (personal or corporate) in hybrid or 100% cloud-based contexts.

We've prepared an ebook that can demonstrate how modern device management can address your organization's challenges through Unipartner's approach to a successful implementation of modern workplace management.

Our solution, based on Microsoft Intune, allows organizations to manage all devices on a single platform, protecting organizations' data and providing better user experiences for their employees.

You can read the ebook in full [here](#).



# Closing notes

There are many fronts where we can and must act. On an individual level, by introducing initiatives of sustainable nature in the day-to-day of our organizations, we increase the sense of community, of mutual help, of proximity between employees and, thus, achieve greater levels of engagement and satisfaction within the organization. And in doing so, we are acting in a socially and environmentally responsible manner.

When it comes to our industry, we find that it is increasingly important for consulting companies to help their customers be more responsible and sustainable. This is because the business world is becoming more aware of the impact that companies have on the environment, society, and the economy, and customers are demanding that companies take responsibility for their actions.

IT Consulting companies have an even more unique role to play in helping their customers become more responsible and sustainable. They can provide expertise and guidance on sustainability practices, help companies develop strategies and plans, and provide support in implementing innovative solutions and initiatives. Additionally, incorporating sustainability into business practices can also have financial benefits for companies, such as cost savings from increased efficiency, reduced waste, and improved reputation among consumers and investors.



But sustainability is not all that organizations can do to become more responsible and create a positive impact on the world. Technology itself, in particular, Artificial Intelligence, plays a crucial role. Working with ethical AI and investing in digital trust and responsibility are key building trust with customers, stakeholders, and society as a whole. On the one hand, investing in using ethical technology prevents organizations from unconformities with regulatory requirements and avoid legal liability. On the other hand, aligning business practices and purposes with moral technologies plays a significant part in not perpetuating bias, discrimination, or harm to individuals or groups.

More positively, Digital is a key resource for organizations that look to foster innovation and creativity as it encourages the development of solutions that fulfil diverse needs and interests.

If we believe in a more sustainable, socially responsible and increasingly digital world, let us take advantage of the moment we are experiencing to reflect on the social responsibility that we hold. It depends on each one of us to drive the digital transformation side by side with a cultural change, setting an example and mobilizing initiatives that accelerate this change in organizations.

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