

Infobip launches ESG arm for a sustainable future in tech

Communications company Infobip has introduced a sustainability business unit, Infobip.org, following a company-wide mandate to make it easier for the business not only to accurately track and report on environmental and social targets but also to operationalise its social giving initiatives.



Source: Supplied

In line with Infobip's mission to simplify how brands connect with, engage and delight its customers at scale, the company has introduced a new domain to make it easier for stakeholders to transparently share environmental, social and governance (ESG) initiatives through a communications hub as well as to make it simpler for the company to partner with the charitable sector.

Making a lasting impact with a comprehensive ESG strategy

As the sustainability journey accelerates, Infobip.org seeks to make a lasting positive global impact with a comprehensive ESG strategy due to launch in 2022. It entails adopting the highest ethical standards on business conduct, investing in communities through non-profit partnerships, specifically those that help close the demographic, educational and geographical gaps in STEM, and by giving back through monetary and in-kind donations. These will be administered both through Infobip on a global scale and The Infobip Foundation in Croatia.

Environmentally, Infobip says it adapted everyday business pursuing sustainability initiatives such as waste reduction, energy and water conservation, recycling and environmentally friendly travel ensuring business is conducted in an ecologically and socially responsible manner, ensuring that company success and development does not exploit local or international natural resources. All these initiatives will be tracked and communicated on Infobip.org, the company said.



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Chris Blair 12 Jan 2022



From offering pro-bono CPaaS and SaaS solutions to eligible non-profit organisations, or through Infobip's Bippers4Community volunteering programme, Infobip believes it has a duty to make a positive and meaningful impact both to its employees and the wider communities in which it operates.

Aurora Volarović, vice president of public affairs at Infobip commented: "Whether it's the company's response to the Covid-19 pandemic or perspectives on how environmental, social and governance principles should be integrated to further our field for the advancement of society, we remain committed to our approach to corporate responsibility. We will achieve this by working transparently, with integrity and respect."

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