



FCEM-UNIDO Project on Circular Economy and Sustainability

Global White Book on Female Entrepreneurs in the field of Circular Economy and Sustainability

National Document in Italy & United Kingdom

Company Name:	Whiteready srl Benefit Corporation & WT London Limited
Name of Owner(s):	Luisa Bruna Caprotti_
Date of Establishment:	2005 & 2016
Number of Employees:	20
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Specific Website addressing sustainability initiatives:	https://www.whiteready.com & https://www.wr-london.co.uk
Social Media FB, LinkedIn Instagram...:	https://www.facebook.com/whiteready https://it.linkedin.com/company/whiteready-srl



Brief Description of the Company's Mission and Activities, Key initiatives / projects:

Whiteready Srl Società Benefit & WR London Limited

Mission

Whiteready Srl (Società Benefit) and its UK operating arm WR London Limited deliver secure, sustainable IT and cybersecurity solutions that help organisations operate reliably while reducing environmental impact. Their mission is to combine technical excellence with social and environmental responsibility: protect data and infrastructure, democratise access to digital skills, and advance green IT practices.

Core activities

- Managed hosting & cloud services (green-powered data centres)
- Domain registration, professional email hosting and website management
- Cybersecurity services: vulnerability assessments, penetration testing, continuous monitoring, incident response and gap analysis
- Remote backup, disaster recovery and business continuity solutions
- Custom web/app development and integration (from-scratch coding)
- IT consultancy, infrastructure design and managed services
- Multimedia production and digital communication support

Key initiatives / projects

1. Green Hosting & Energy Transition
 - Operation of servers in energy-efficient data centres (Italy), sourcing renewable electricity and partnering with recognised green certifications. Ongoing projects include reducing PUE, migrating clients to low-carbon hosting and publishing transparent energy reporting.
2. Società Benefit & Sustainability Programs (Whiteready)
 - Formal adoption of Benefit Corporation status to embed ESG objectives in governance. Active sustainability projects: reforestation programs, support for biodiversity (local apiaries), and funding for renewable installations in target regions via verified impact partners.
3. Secure Migration & Email Transfer Programme
 - Large-scale email and domain migration services including mailbox transfer, DNS coordination and continuity planning. Emphasis on minimizing downtime and protecting client data during transfers.
4. Cyber Resilience & Assessment Services

- Comprehensive security offerings: gap analyses, penetration tests, security audits and remediation roadmaps for SMEs and organisations requiring GDPR and sector compliance. Delivery includes technical remediation and staff training.

5. Digital Skills & Inclusion (Whiteready Academy)

- Training and mentorship programs for clients and local communities focused on cybersecurity basics, cloud literacy and responsible AI awareness—targeting women, youth and underserved groups.

6. Client-Focused Cloud & Backup Platform (Coopetition / WR cloud)

- A customizable cloud solution with local-folder syncing, frequent automated backups, scalable archive storage and white-label options for partners/resellers (including WR London white-label services).

7. Multimedia & Communication for Impact

- Production of corporate videos, event coverage and FCEM/BAWE digital content to amplify member stories, sustainability commitments and training resources via dedicated video platforms and galleries.

8. Strategic Partnerships & Community Engagement

- Collaboration with industry partners, charities and networks (e.g., Green Web Foundation, local NGOs) to extend impact, obtain verifications and co-deliver projects that marry tech solutions with social and environmental goals.

Outcomes & value proposition Whiteready and WR London combine robust technical services with measurable sustainability and social impact. Clients benefit from secure, compliant IT environments, practical training and lower carbon footprints — all supported by transparent reporting and a commitment to continuous improvement.



Please relate your company to the engagement in the UNIDO sustainability goals (SDGs) “Circular Economy and Sustainability”:

Alignment with UNIDO Goals on Circular Economy & Sustainability

Whiteready actively aligns its business model and operations with UNIDO’s priorities on circular economy and sustainability by embedding resource efficiency, waste reduction and social impact into its ICT services.

Key areas of engagement

1. Circular infrastructure and hardware lifecycle

- Hardware-as-a-Service and conscious procurement: prioritise refurbished, energy-efficient servers and negotiate supplier take-back/reconditioning clauses to extend asset life.
- E-waste management: partner with certified recyclers to ensure secure, traceable disposal and material recovery for end-of-life equipment.

2. Energy transition and efficiency (SDG 7, 13)

- Green hosting: operate servers in energy-efficient data centres powered by renewable energy; pursue verified guarantees of origin and continuous PUE reduction targets.
- Infrastructure optimisation: adopt virtualization, consolidation, and efficient cooling (free-cooling/modern systems) to lower energy per compute unit.

3. Waste minimisation and circular services (SDG 12)

- Promote software and architecture choices that reduce resource demands (containerisation, serverless where appropriate) and offer archiving tiering to limit active storage use.
- Offer clients circular service options (leasing, managed refresh, secure refurbishment) to reduce hardware churn.

4. Biodiversity and carbon compensation (SDG 15, 13)

- Support verified reforestation and mangrove projects and local biodiversity actions (apiaries) to offset emissions and restore ecosystems.
- Partner with recognised impact organisations to ensure transparency and measurable carbon removals.

5. Inclusive economy and capacity building (SDG 8, 4, 5)

- Training & outreach: run upskilling programmes in digital literacy, cyber hygiene and sustainable IT for clients and underserved communities, with special emphasis on women and youth.
- Local partnerships: collaborate with universities, vocational centres and NGOs to build circular tech skills and green IT awareness.

6. Responsible partnerships & standards (SDG 17)

- Work with industry partners, certified recyclers, green energy providers and NGOs to scale circular solutions and ensure compliance with best practices and regulatory requirements.
- Pursue third-party verification and reporting to demonstrate accountability.

Measurable commitments and impact

- Reduce data centre PUE and energy intensity year-on-year; increase share of renewable electricity used by servers.
- Divert end-of-life hardware from landfill via certified recycling/refurbishment pathways; track volumes recycled and materials recovered.
- Fund and report verified reforestation/mangrove restoration projects to offset operational emissions.
- Deliver training hours and placement outcomes for target beneficiary groups; publish participation and impact metrics.

Why this matters By integrating circular economy principles into ICT services, Whiteready reduces environmental footprint, lowers clients' operational risk, and creates socio-economic value through skills, jobs and sustainable supply-chain practices. This approach directly supports UNIDO's agenda by demonstrating how technology firms can transition to circular, low-carbon, inclusive business models and scale practical solutions across industries and regions.

SDG 7 – Affordable and Clean Energy:

➔ UNIDO supports energy efficiency, renewable energy solutions, and sustainable production systems within industrial sectors.

SDG 8 – Decent Work and Economic Growth

➔ UNIDO strengthens industrial policy, SMEs, and entrepreneurship to create jobs and develop fair and sustainable value chains.



SDG 12 – Responsible Consumption and Production

- ➔ UNIDO promotes the circular economy, resource efficiency, waste reduction, and sustainable supply chains in manufacturing.

SDG 13 – Climate Action

- ➔ UNIDO assists industries in decarbonization, CO₂ reduction, and climate resilience, helping countries transition toward green industry.



► The company has obtained the following certifications under the below listed norms:

(please delete all norms, which are not applicable, and add missing norms)

- GRI Standards
- ISSA 5000
- GHG Protocol
- ISO 9002
- B Corp Certification
- UNI/PdR 125:2022 Gender Equality Certification
- GreenWebFoundation Certification

► Details of the study, the year(s) under evaluation:

Study details — Whiteready (evaluation period)

Scope

Assessment of Whiteready's environmental, social and governance (ESG) performance with a focus on sustainability, circularity and social impact across core operations (hosting, data-centres, services, company programs).

Period under evaluation

Primary reporting years: 2024–2025 (with baseline reference to 2023 where relevant).

Ongoing monitoring: Q1–Q2 2025 for preliminary updates and verification inputs.

Data sources

Operational data: energy consumption (monthly kWh), PUE metrics, server utilisation, backup/ storage volumes.

Procurement & asset records: hardware purchases, refurbishment/ take-back logs, supplier statements.

Financials: capex/opex related to sustainability investments, donations and project funding.



HR & social data: headcount by role/gender, training hours, volunteer activities, community projects.

Third-party documents: supplier attestations (green energy), certification/verification reports, partner impact reports.

Key metrics & indicators

Environmental: total electricity use, % renewable energy, PUE, scope 1-3 emissions (CO2e), volume of e-waste recycled/refurbished, water use where applicable.

Social: gender balance by level, training hours (digital & sustainability), community beneficiaries (e.g., reforestation, apiary projects), wellbeing initiatives uptake.

Governance: status of Società Benefit commitments, policies in place (ESG, procurement, data protection), number of audits and corrective actions.

Methodology

Guided data collection using standard metrics (GHG Protocol, GRI-aligned indicators).

Gap analysis comparing current practice vs. best practice / target standards.

Stakeholder input via interviews (management, operations, suppliers, selected clients).

Quantitative analysis, evidence validation and triangulation with third-party documents.

Drafting of ESG profile and recommendations, followed by internal review and finalisation.

Deliverables



Baseline ESG profile and dashboard (2024–2025).

Gap Analysis Report with prioritized remediation actions.

Draft Sustainability Report (compact first version) suitable for publication.

Roadmap / development plan with short (6–12 months) and medium (12–36 months) milestones.

Data pack for client/stakeholder sharing and benchmarking.

Verification & next steps

Prepare documentation package for third-party verification where required.

Implement quick-win actions (energy optimisation, policy updates) while planning capital projects (hardware lifecycle programme, renewable procurement).

Set quarterly monitoring cadence and annual public disclosure.

Responsibility & timeline

Project lead: Whiteready Sustainability Officer (with support from operations, finance and HR).

External support: technical verifier/consultant for GHG & energy validation (as needed).

Estimated timeline for final report: 8–10 weeks from data confirmation; quarterly updates thereafter.

► **The company has obtained the following certification(s) / validation / verification for its sustainability efforts:**

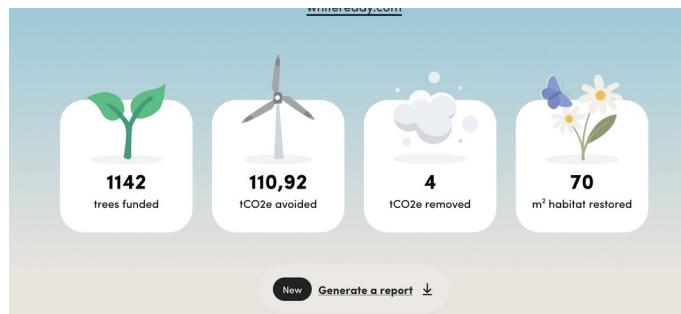
The company has obtained the following certifications / validations / verifications for its sustainability efforts:

- B Corp / Società Benefit registration (legal status)
- Green Web Foundation listing / Green Web badge (renewable-powered hosting verification)
- ISO 14001 (Environmental Management System)
- ISO 50001 (Energy Management System)
- Energy Performance Certificate / PUE reporting verified by independent auditor



- Carbon footprint verification (GHG inventory) by an accredited verifier (ISO 14064 or GHG Protocol assurance)
- LEED / BREEAM or equivalent certification for data centre facilities
- EPEAT / Energy Star (for certified hardware procurement)
- Verified carbon offset projects partner (Ecologi)
- Third-party verified social impact or gender equality certification (Gender Equality Seal)

On date 8th December 2025 our impact is:



OpenES Platform: Through a guided process based on standard metrics you can measure your sustainability performance and obtain an ESG profile, share your data with clients and other stakeholders without having to duplicate it each time, access benchmarks and personalised development plans to grow and improve, quickly generate a first version of your Sustainability Report, showcase your company's achievements and benefit from the sharing of best practices by other businesses, as well as access numerous services and products offered by providers and innovative ESG organisations.