

Leadership Companion

Environmental Sustainability Policy

Effective Date: 02 March 2026 | leadershipcompanion.co

AI is not weightless. Every conversation on this platform consumes real compute, and compute consumes real energy. We take responsibility for that. This policy says what we are doing about it today, and where we are heading.

What We Believe

The digital world and the natural world are connected. Leadership Companion runs on AI infrastructure that draws on the planet's resources. We will not pretend otherwise.

We do not aim to simply reduce our impact. We aim to go beyond it. That starts with being honest about what we can measure and prove right now, and building from there.

What We Are Doing Today

These are our current, active commitments. We can evidence each one.

Tree Planting Commitment

We plant trees for every subscriber who joins Leadership Companion, tiered by plan:

- Starter plan: one tree planted per subscriber
- Pro plan: two trees planted per subscriber

This commitment applies to our first 100 members. At that point, we will reassess our approach, moving from a per-signup model to a token-based model that directly links our environmental commitment to platform usage. We will update this policy when that transition occurs.

One tree for Starter, two trees for Pro is our founding commitment. It is simple, transparent, and actionable from day one. As we grow, we will scale this commitment in proportion to the actual compute our platform consumes.

Our reforestation partner is One Tree Planted. All tree planting is verified and reported. We publish our running total at leadershipcompanion.co.

How the Token Model Will Work (Post-100 Members)

After our first 100 members, we will transition to a token-consumption model. Tokens are the unit of work in AI. They are measurable directly from our infrastructure. This is how we will link our environmental commitment to what the platform actually does, rather than to sign-ups alone.

The more conversations we support, the more we will give back. We will publish the per-token ratio and our running total when this model goes live.

Additional Commitments

- We track token consumption across the platform and will calculate tree planting commitments monthly once the token model is live
- We select AI providers partly on the basis of their published environmental commitments and data centre energy sourcing
- We avoid unnecessary compute by routing tasks to the most appropriate model for each job rather than defaulting to the largest
- We purchase electricity from a supplier committed to renewable energy
- We default to remote work and virtual collaboration, avoiding unnecessary travel

What We Are Building Towards

These are our intentions for the next 12 months. We will re-evaluate and update this policy at that point.

- Transition from per-signup tree planting to token-based reforestation once we reach 100 members
- Publish the token-to-tree ratio and methodology when the new model goes live
- Publish a quarterly sustainability report showing token volume, trees planted, and any changes to our AI infrastructure choices
- Formalise our AI provider selection criteria with a published environmental scoring framework
- Explore additional carbon offset mechanisms beyond tree planting as the platform scales
- Invite our subscribers and partners to contribute to our reforestation commitment

Contact and Updates

This policy is reviewed and updated as our practices evolve. The next scheduled review is at 100 members, when we will publish the revised token-based commitment.

Questions about our environmental commitments: hello@leadershipcompanion.co

Website: leadershipcompanion.co