



DATAMARS

**Our
Sustainability
Journey.**



At Datamars, our sustainable performance and growth as a business is intricately linked with the value we create for people and for the planet. We're focused on making a measurable difference to what matters most. That purpose has driven Datamars' success to today and sits behind our sustainability promise and drives us into the future.

What matters most to us is the acceleration of sustainable food production and farming systems, the sustainable use of scarce resources and the enhancement of societal health. We have big aspirations, but they're important for us all.

We exist in a world where data is everywhere. The desire to use it is increasing and changing the way we live. The world is also under huge pressure to be more productive with less. This combines to mean that increasingly, important decisions need to be made.

When we have access to information – data and insights, not just instinct - we can make better informed decisions and have more certainty that the actions we take can make a measurable difference where it counts.

This underpins the technology we develop, how we deliver value and guides the way we operate as a responsible business.

We believe in and stand behind our customers. Our product solutions help them make better informed decisions to enhance their sustainable production, commercial success and quality of life; whether that's on farm, delivering targeted animal treatment or making the best use of scarce resources like water, feed and land for sustainable productivity. Whether it's across entire agriculture sectors, enabling traceability to help protect societies from disease, which can impact livelihoods and food supply. Whether it's in keeping families united with their beloved pets. Or whether it's enabling greater circularity in the textile sector, reducing disposable consumption and waste.

We want to do the same within Datamars - using information to help us make better informed decisions to improve our own impact as a global business.

We have a proud legacy and a compelling future. We're on a journey to lead the way for a smarter, more sustainable future for our customers, our communities, and our planet. Our Environmental, Social and Governance (ESG) goals and practices are an integral part of this journey.

While I'm proud of what we've done, and what we are working on now, we have much to learn and do. Thanks to all of you who contribute. We look forward to continuing to share our learnings along the way.



DANIELE DELLA LIBERA,
DATAMARS CEO



Our vision is clear:

World leader in harnessing the power of data to measurably improve productivity and quality of life.



Our purpose is strong:

To make a measurable difference.



Our mission is simple:

Information is the way to a better, more sustainable world.

OUR VISION AND PURPOSE

A decision can change everything.

Datamars is a global data solutions company with a 30 year legacy in animal and textile solutions. Building on our success in RFID identification solutions we're bringing together products, technologies and capabilities to put powerful data in the hands of our customers so they can make better informed decisions and achieve measurable success – today and tomorrow.

Our solutions deliver insights that help customers define what now looks like, what tomorrow could be and to track the improvements to get there. The results? More profitable decisions, less environmental impacts and higher quality of life.

Datamars customer
facing locations in

23
countries



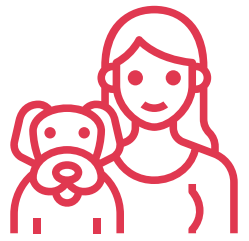
2000+
employees worldwide



6
production
hubs globally



221,000
pets reunified with their families
thanks to our PetLink database



250+M Textile RFID tags
in use.



4,000,000+
pets in our PetLink
database North America



50M
pets microchipped
since 2017



124M
livestock RFID tagged for
traceability since 2018





10,000+

Textile ID system installations
across 40 countries



45,000

users of our Datamars Livestock
cloud solution globally



58M

animal performance
records captured within
Datamars Livestock

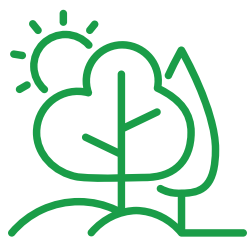


56%

waste recycled
in 2020

11.5m³

water consumed per
employee in 2020



5,637Tn

CO₂e Carbon footprint
(scope 1,2) as at 2020*



20%

women in leadership positions
(Includes; executive, senior management,
regional and functional level leaders)

* Carbon footprint has been completed following GHG protocol and under external guidance. Data is not yet verified so remains an estimate.

Information points the way to a better, more sustainable world.

We believe in the value our livestock management, pet and textile solutions can bring to our customers and sectors as a whole.

Our product solutions, anchored by RFID identification technology and enhanced by an ecosystem of devices and software, capture and bring data together to deliver meaningful insights to our customers. In doing so, our customers are able to manage their impact and make decisions and take actions where it counts.

It's making us
markedly better
animal and land
managers."

MURRAY GREY, GLENFORRIE STATION, AUSTRALIA,
Users of Datamars Livestock's Tru-Test
Remote Walk Over Weighing system.



DATAMARS ***Livestock***[™]

We provide tools to enable traceability on-farm and across markets, measurably improve livestock producers' ability to produce high quality protein in a sustainable manner and deliver solutions that provide peace of mind.

Our intelligent solutions offer world-class precision in heat and health detection, autonomous weighing and fence monitoring using a combination of sophisticated, practical algorithms and robust hardware.

Our ecosystem covers the breadth of farm infrastructure, animal identification, weight and activity based individual animal performance systems, animal health delivery systems, and easy-to-understand intelligence with our Datamars Livestock cloud solution.

DATAMARS **Pet**

We enable traceability of companion animals and bring real joy to pet owners by reuniting them with their lost animals.

Our RFID identification products and reunification platform technologies are used by veterinarians, animal shelters, charitable organisations, customs and health organisations around the world to help care for and reunify lost pets with their human families and help control the spread of infectious diseases.

textile[™]**ID** **DATAMARS**

We measurably improve productivity and service levels in textile service industries by helping them identify, track and manage their important assets.

Our RFID LaundryChips[™] and reading systems support the traceability and management of flat linen, work wear, private wear and cleaning materials across the main sectors linked to the textile laundry business: industry, healthcare, hospitality and elderly care.



Our Sustainability Pillars.

We believe in making a measurable difference.

This purpose underpins how we deliver value and guides us in operating our business in a responsible way ensuring that our environmental, social and governance practices deliver a measurable difference for our customers, employees, sectors, communities, shareholders and our planet. We are in support of and align our efforts and commitments to the UN Sustainable Development Goals and closely follow global best practice guidance and standards on ESG matters.

The following four pillars guide our strategy and focus.

1

Sustainable productivity and improved quality of life.

Maximise the positive impact Datamars has in our livestock, pet and textile sectors through the design, development and delivery of products and service solutions that support sustainable production, commercial success, and quality of life.

2

Responsible company operations and supply chains.

Minimise or avoid negative impacts, including those related to climate change, through our commitment to environmental stewardship and our proactive and systematic supply chain and production management.

3

Commitment to people, performance and safety.

Attract and retain a diverse population of employees that reflects our communities, and empower and enable our people to make a measurable difference to our performance and sustainability as an organisation.

4

Thriving communities.

Advance vulnerable populations and the local communities in which we operate, by evaluating and further improving our social and economic impact.

Our aspirations

1

Sustainable productivity and improved quality of life.

- Support and accelerate sustainable food production and farming systems that nourish the world population respecting the health of people, animals and the planet.
- Deliver solutions which support and accelerate the sustainable use of scarce resources and societal health.
- Reach 500m CHF annual revenue within the mid-term.

2

Responsible company operations and supply chains.

- Net zero across all operations and value chain (scope 1, 2 and 3) by 2050.
- All major sites ISO14001 Environmental Management System (EMS) certified by 2025.
- Minimise waste.
- Maximise use of recycled materials within our products.
- Have 100% of our supply chain partners aligned to our code of conduct and ethics policies.

3

Commitment to people, performance and safety.

- Zero harm work environment.
- Increased hazard and near miss reporting.
- Minimum monthly critical workplace inspections.
- >30% leadership positions held by women (team leaders, supervisors, specialists and above).
- 100% employee completion of conduct and ethics training and policy acceptance.

4

Thriving communities.

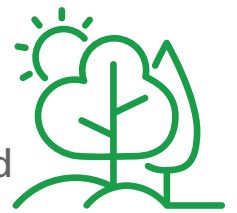
- 100% of our commercial hubs supporting rural prosperity programmes demonstrating measurable impact.
- 100% of our operational hubs with active community prosperity programmes demonstrating measurable impact.

2022/2023 key outcomes

First major site
100% renewable
energy certified



Net zero
strategy
published



Aligned community prosperity
programmes active in all major
commercial and operational hubs



North America ISO14001
environmentally certified

New technology solutions
enabling sustainable productivity
released to market



Global industry partnership in
place to support acceleration of
global sustainable beef production

Workplace safety
inspection targets
achieved



D&I policy
rolled out
globally



Second climate impact
assessment completed
and verified.

Our impact highlights

Our commitment to ESG is an ongoing journey. Like our customers, we're harnessing the power of data to help us understand, measure and make better informed decisions to improve our impact.

80%

of our global revenue is from solutions which support the sustainable production of food and the security of food systems

57%

of our major Datamars sites are ISO14001 environmental management certified

60%

of plastic waste was recycled back into our products within our Slovakia and Thailand production facilities in 2020, thanks to innovative reuse programmes and R&D innovation. Over 75% of the remaining waste was sorted and provided for recycling

100%

of waste was recycled in Datamars Spain in 2020 resulting in a waste carbon footprint (TnCO₂e) of almost zero

95%

of employees worldwide completed new Code of Conduct and Anti-Bribery and Corruption training in 2021

534

employees completed professional development training during 2020

Sustainable productivity and improved quality of life.

We strive to maximise the positive impact Datamars has in our livestock, pet and textile sectors; to customers, society and the environment, through the design, development and delivery of products and service solutions that support sustainable production, commercial success and quality of life.

Product solutions that drive sustainable production and a sustainable future.

We stand behind our customers — those who work the land, who protect societies from disease, who nurture animals and their place in society and who work to safely support our textile industries.

Every day, and across the globe, our people work together to design, develop and deliver product solutions that empower customers to be more sustainably productive and to make the best use of scarce resources such as water, feed and land.

The Datamars Difference – supporting a smart future

Our product solutions make it possible to clearly understand, monitor and improve the impact that we all have. They enable better-informed decisions based on data, information and insight - not just instinct. Through our solutions, customers are empowered to reduce impact on the environment, advance commercial success, revolutionise industries, and enhance quality of life.

Our 50+ strong Research & Development (R&D) team is primarily located across our Switzerland and New Zealand sites, leveraging local talents, legacy innovation hubs and closeness to key markets in both the northern and southern hemispheres.

Alongside ongoing research and development and partnerships to continually evolve our portfolio, we are also committed to creating better ways to measure and certify the sustainability and resource efficiency benefits of productivity solutions like ours.



UN Sustainable Development Goals



Current activities

New product developments and partnerships

To deliver product solutions that enable greater productivity, efficient use of scarce resources and improved wellbeing across livestock, textile and companion animal sectors. Current flagship developments are in the areas of animal activity monitoring, remote walk over weighing, broader fence and farm monitoring solutions, advanced animal tracking and cloud based data insight solutions that bring benefit to customers and across value chains.

Improving the means to measure and certify the sustainability and resource efficiency of our productivity solutions

To support customer decision making, reporting and compliance and recognise the positive impact that our customers are having.

We're exploring opportunities and industry collaborations to help make the value of decisions and improvements achieved on farm, for example, be visible at a regional, national or sector level to help inform government decisions, policies and approaches.

Recent highlights

- 2017 launch of Remote WOW (walk over weighing) solution using world first technology to capture accurate weigh data regularly with little or no human intervention, to support animal health, welfare and productivity.
- 2021 launch of Active Tag – a total monitoring system providing livestock producers with data that combines gesture recognition and multi-metric analysis to deliver accurate, reliable, and timely estrus and health alerts about every cow in the herd.
- 2021 acquisition of Irish based agri-technology company, HerdInsights, bringing their well-known remote animal monitoring system that provides year-round reproductive and health information to dairy farmers into the Datamars Livestock portfolio, and accelerating ongoing development in animal performance monitoring.
- Reached 45,000 registered users of Datamars Livestock in 2022, making the solution one of the most wide reaching global databases of active livestock performance information across the world.

Our stories



Remote WOW powers sustainable livestock production

At the Glenforrie Station in Australia, the Remote WOW system is helping the Grey family more efficiently and sustainably manage their livestock and resources, by providing the ability to understand and act on individual weight based animal performance information remotely, via their smartphone and without human intervention.

The Grey's typically run five-and-a-half-thousand head of Brahman cattle across their 327,000 hectares of land.

Before adopting WOW, mustering cattle to the yard for weighing could result in cattle losing up to five percent of body weight on the 14km walk from paddock to yard. It took two weeks for those animals to get back to their original weight.

Placed next to a water source, the Remote WOW weighs cattle in the paddock with little human intervention.

Real time insights are delivered via Datamars Livestock Cloud on how livestock are progressing towards target weights, together with early warnings of poor performance and health issues. This helps livestock producers make informed decisions regarding feed and health treatment and allows for more efficient resource use.

The Remote WOW system feeds into Glenforrie's bigger goal of a more connected farm, with animal welfare at the core of what they do. They also use the system to improve soil health and better manage grazing pressures to ensure they're not overgrazing.

"It's making us markedly better animal and land managers."



Cow behaviour insight leads to breeding gains

In Methven, New Zealand, Barry Flynn milks a 620-strong Friesian herd on 196Ha. He's implemented Datamars Livestock's Tru-Test Automated Heat Monitoring with Tru-Test Active Tag collar solution to track cow behaviour and improve animal health and breeding performance.

We wanted to explore how we could improve our breeding performance. One key strategy for doing that was collars," says Barry. He was extremely pleased with the results after the first 21 days. "The collars were picking up a few heats that I, with my trained eye, would never have picked up," says Barry. The data showed they were inseminating at the right time and holding onto pregnancies.

Barry says the collars are giving them a clear health advantage. "Asking the cows to calve down in August and then demanding they calf in the first week in November is like expecting them to be athletes. It's not giving them much time to heal and recover. With these collars, we are doing our best to ensure the sustainability of our herd."

They've also reduced costs and become more efficient. "With collars, you only need one person in the shed. It's saving me two hours every day allowing me to be outside managing the farm, where I should be. Plus, all the cow data is integrated and available through the Datamars Livestock cloud software which I can access via the phone app.

"The data gives you the opportunity to be proactive. Small things can make a huge difference to the whole impact of your season."

Our stories



Partnering for livestock disease eradication in New Zealand

Agtrac, the agricultural service provider that Datamars owns 51% of, developed a solution encompassing Datamars Livestock software, readers and training to accurately and effortlessly test and track animals for tuberculosis disease in New Zealand.

On-behalf of OSPRI, AsureQuality tested over 2.6 million animals in a year. Datamars was the only provider able to provide a streamlined solution at scale, within the required timeframe that had both hardware and software solutions, as well ongoing training and technical support for AsureQuality's 150+ technicians. AsureQuality first adopted Datamars Livestock cloud software. The Datamars Livestock app was used to sync data to the cloud and staff log in to check animal results. If an animal has a positive result, Agtrac can quickly reference the EID (electronic identification) to see when and where the animal was sampled. AsureQuality instantly saw gains in productivity once the Datamars Livestock solution was adopted to track OSPRI's TBFree programme, including a significant reduction in labour hours.



Certainty in times of crisis

The advent of the global coronavirus pandemic in 2020 has meant that health has never been more of a priority.

In this time of crisis, our Datamars Textile ID business is trusted to help to protect the lives of those working in some of the most at risk environments.

To keep patients and health care workers safe, hospitals around the world are relying on our radio frequency identification (RFID) technology to track doctor's gowns and face masks as well as hospital bed linen, to ensure items are properly sterilized and remain effective.

Datamars LaundryChips™ are the most trusted product of their kind in a hospital environment. Our technology is the market leader in enduring the harshest industrial laundry conditions and, as a result of research, development and independent testing we know our RFID technology can be used safely in an MRI.

Datamars Textile ID's dedication to quality gives customers confidence, especially when lives are on the line.

Responsible company operations and supply chains.

We aim to minimise or avoid negative impacts, including those related to climate change, through our commitment to environmental stewardship, and as seen in our proactive and systematic supply chain and production management.

As part of our environmental stewardship we're committed to reaching Net Zero carbon emissions by 2050. We're forming a clear picture of our environmental footprint and have identified the areas where we can make the most improvement in the reduction of greenhouse gas emissions and in the efficient management of water, waste and energy resources.

Four key impact areas we're currently focusing on are;

- carbon efficient transportation methods for our products
- reduction in energy consumption through our production facilities
- increased investment in renewable energy
- reduction and innovative reuse of waste and,
- consideration of materials used for our products and packaging.

Achieving sustainable improvement requires a core focus on culture and the way we do things. For this reason we remain committed to having all seven major Datamars sites (Switzerland, Slovakia, Spain, Thailand, North America, New Zealand and Brazil) ISO14001 Environmental Management System certified by 2025.

Our first major site was certified in 2017, and today we have four of our seven major sites certified. We have seen immense value in this with our teams being educated and empowered to implement processes and systems as part of their daily operations that make a genuine positive impact on environmental management and culture.

We don't achieve success alone. Partnering with supply partners who are aligned to the same values and ethics as we are is important to us and critical to our performance.



UN Sustainable Development Goals



Current activities

ISO14001:2015 Environmental Management System certification preparation for our main Datamars North American site.

Global Climate Impact assessments in line with global GHG protocol, to benchmark and monitor our GHG emissions (Scope 1, 2 and Scope 3), water, energy, and waste management efficiency.

Net zero driven climate impact improvement programme

Related to Scope 1, 2 and 3 GHG emissions as well as resource efficiency across waste, water and energy use. Includes taking action on initial improvement areas, with a key focus on energy, and the creation of best practice targets and reporting to support our net zero aspiration.

Implementation of existing reduce, reuse and recycle practices across broader sites including plastic regrind reduction, reuse programmes and waste sorting improvements.

Recent highlights

- Achieving ISO14001 Environmental Management System certification in Datamars Thailand in 2021.
- Completion of a full global climate impact assessment during 2021, delivering baseline carbon footprint and environmental (waste, water, energy) estimates and clarity of priority improvement areas.
- All livestock identification tag organisers and blisters shifted in 2020 to being made from natural recycled Polypropylene (rPP)
- Reporting zero waste to landfill in five of our global sites in 2020.

Our stories



Environmental certification achievement for Datamars Thailand

Datamars Thailand is the fourth Datamars site to receive the ISO14001:2015 Environmental Management System certification.

Thailand joins Datamars Spain, Switzerland and Slovakia who also hold the certification environment.

“We are incredibly proud of our Thailand team. This is an important step in Datamars’ ongoing environmental journey and towards our goal of having all major Datamars sites ISO14001 Environmental Management System certified”, says Datamars CEO, Daniele Della Libera.

ISO14001:2015 is considered international best practice. It specifies the requirements for an effective environmental management system and provides a framework that an organization can follow.

To achieve the ISO14001 standard, sites need to consider all relevant environmental issues, such as air pollution, water and sewage issues, waste management, soil contamination, climate change mitigation and adaptation and resource use and efficiency. Achieving the standard requires continuous improvement, with measures regularly reviewed and adjusted to maintain certification.

According to Daniele, for Datamars, receiving the ISO14001 certification is fundamentally about helping the company achieve its environmental objectives and manage its responsibilities in a systematic, externally verified and independent way: “We are continually building on our efforts to make a measurable difference to sustainability worldwide. At Datamars we are on an improvement path, and have much more that we want to learn and do. These achievements from our team are great milestones to celebrate along the way,” he says.



Reduce, reuse, recycle – Datamars Spain’s waste efforts recognised

Datamars Spain has put much effort into its waste management practices in recent years, including clear in-house sorting protocols and staff training.

Alongside significant reduction and reuse activity which reduces the total amount of waste from operations, 100% of all remaining waste is recycled (70% of waste being paper and board). This importantly means disposal of waste from Datamars Spain was almost negligible from a carbon footprint perspective.

“In 2017, as part of the ISO 14001 certification, we implemented a waste management system. It was focused on recycling, reducing consumption, and reusing. The key to our success has been the collaboration, support, and sense of responsibility of all team members across all departments.” Said Teresa Pérez, Quality Manager, Datamars Spain. “Small actions by each of us has made a remarkable difference in our carbon footprint. I’m really happy, and proud of my colleagues.

In terms of recycling we have a strong focus on education, making it easy and also seeking innovation or interesting opportunities. For example, alongside dedicated recycling areas, the Datamars Spain team also have several ‘second life’ paper containers where paper is gathered to reuse in different ways. The team also collaborate with external community programmes where recycling of goods, such as bottle caps, is done for both environmental purposes but also to raise funds for vulnerable community initiatives, such as children with mobility problems. The combination of these programmes and the internal focus on awareness and engagement is key to their success.

Commitment to people, performance and safety.

Our ambition is to attract and retain a diverse population of employees that reflects our communities; and to empower and enable our people to make a measurable difference to our performance and sustainability as an organisation.

We want our people to bring their best selves to work, and to go home at the end of the day safe and well.

We're committed to developing a culture globally where speaking up on health, safety, ethics and wellbeing matters is encouraged so we have a greater ability to learn, act and improve, and to demonstrate that positive changes, small or big, can make a difference.

With teams located around the world and a management group based across our many regional hubs, we're a proudly diverse global organisation.

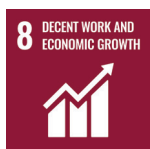
We know Diversity and Inclusion is key for healthy, progressive and sustainable societies. Likewise is its importance for our own healthy and high performing business. We're committed to attracting and retaining a diverse population of employees that reflect our communities, as well as ensuring we have the environment that supports belonging and the valued contribution of diverse populations.

We strongly support the global need to achieve greater gender equality. Within Datamars we want to create an environment where women are encouraged and supported throughout the business, with the aspiration to have at least 30% women's representation in leadership and governance positions.

This goal will be achieved through a focus on all aspects of the employment lifecycle that attract, support and provide pathways for women to continue to thrive, contribute and succeed.



UN Sustainable Development Goals



Current activities

Diversity & Inclusion (D&I) charter, strategy and action plan including targets and programmes to promote and encourage D&I within our workplace that reflects our communities, mitigates potential bias and supports our aspiration to have at least 30% representation of women in leadership and governance.

Data protection compliance reviews and updates including General Data Protection Regulation (GDPR) – including robust processes for future ongoing compliance.

Internal ESG SteerCo to champion and manage ESG objectives and progress alongside governance and management.

Implementation of global ESG KPIs as part of overall business performance metrics that support strategic importance and visibility.

Visibility and recognition of the efforts and improvements made in ESG areas through regional and global reporting, connected with communications efforts.

Recent highlights

- Over 1300 LTI free days in a row celebrated in our Datamars Brisbane logistics hub in May 2022.
- 95+% of relevant staff completed updated Code of Conduct, anti-bribery and corruption training and signed global policy in 2020.
- 100% websites owned across the group were independently reviewed to ensure strict adherence to data privacy laws in 2021.
- Board and management signed a new Diversity and Inclusion charter in 2021, including commitment to achieving >30% representation of women in leadership roles.

Our stories



Expanding horizons – Paolo Cicuta's career journey

Italian born Paolo Cicuta took the opportunity to live abroad and joined Datamars Slovakia as an Injection Molding Specialist five years ago. Now he is on a new adventure in Datamars Brazil, taking on the challenge of setting up our new injection molding plant in Porto Alegre.

Paolo has a passion for injection molding, starting work in the sector at age 17. When he was contacted about a position in Datamars Slovakia, he realised it was a chance to have an experience abroad with a growing multinational company.

In Slovakia, Paolo was mainly involved in the optimization of production processes and in the validation of new molds and products. He helped the local production grow and gave support for the purchase of new machines and equipment and for the transfer to the new plant. Paolo enjoyed his time in Slovakia and is thankful for the opportunity Datamars gave him to grow with the company.

"If you show potential and seek opportunities, Datamars gives you all the support to help you grow."

In 2020 Paolo heard that Datamars was opening an injection molding plant in Porto Alegre. He told management that if they needed a person to help start production they could count on him.

"The thing that attracted me to this new role is the possibility to start a production plant from zero, build a new team, have personal growth and utilise my potential. With a population of 429 million, South America has enormous potential for Datamars."

Paolo arrived in Porto Alegre in August and is feeling comfortable in his new home.

"I am very happy I took this opportunity; I have learned new languages and am collaborating with some fantastic colleagues. A better choice I could not make!"



Speaking up for safety

Datamars' Brisbane team achieved 1308 lost time injury-free days in May 2022. Datamars Australia Operations Manager, Grant McVie, shares how he cultivates a safety-first culture in the workplace.

He says it's not what we do, it's how we work.

"Making a difference is something we do both internally and externally. We want our people to get home safe and well every day."

Grant shared that safety is the first topic in every meeting along with ongoing training. There's also an openness to discussing and calling out safety issues in their workplace. In fact, it's encouraged.

Grant has empowered all employees to speak out about safety concerns, no matter their job or position in the company. It's encouraged you call out your colleague, kindly, or raise it with a manager promptly. We praise that kind of behaviour and just expect it of each other."

"It's about talk and action," Grant said. "Each month I meet with my team and share the next Safety House topic, and they pass these down to their teams for on the ground training."

Datamars Australia developed a 'Safety House' methodology which contains daily and monthly management routines. This includes documents used to train teams on the latest best safe practices.

He also encourages a what happened and how do we make sure it never happens again approach across the team. Everyone has easy access to site and safety information. Not all staff have computer access on-site, however, they do all have smartphones. QR codes are utilised so staff can access important information and provide feedback with greater ease.

Making it easy to speak up and report health and safety matters is key.

Thriving communities.

Advance vulnerable populations, and the local communities in which we operate, by evaluating and further improving our social and economic impact.

We're in a unique position where the knowledge and passion of our team members, combined with our product technologies, means we can contribute to education and technology programmes within in vulnerable communities to support improved food production, income and economic stability.

Datamars is proud to have participated in programmes and to continue to be involved with local, national organisations and governments to support efforts in this space.

Each Datamars site around the world is closely connected to a local community. With the support and involvement of our local teams, we are committed to contributing as members of those communities in a way that improves social and economic prosperity.

It's important that as an organisation we're active members of our communities in ways that make a difference, and it's important to our employees too.



UN Sustainable Development Goals



Current activities

Investment in programmes that support the prosperity of our local rural sector communities, with a strong focus on mental health and youth development programmes.

Participation in programmes that enhance sustainable food production systems within emerging markets, with a focus on supporting vulnerable populations.

Support the prosperity of our local communities, with a key focus on vulnerable populations close to our operational hubs.

Support of youth development and career opportunities through programmes and initiatives to engage within our business.

Recent highlights

- 2022 confirmed partnership with the NZ Rural Support trust 'Talk to Me' national tour initiative raising awareness and funds for mental health and wellness support within rural communities across New Zealand
- 2021 North America participation in the Workforce Solution of Central Texas – Teacher Externship Programme. A professional development collaboration working to build a bridge between industry and education, benefiting businesses, schools, and the future workforce
- Datamars Thailand participation in IEAT socio-economic development initiatives (ongoing each year) including local reforestation and building check dams
- Datamars Thailand long term partnership with Than Nam Sai Child Home in Lamphun. Ongoing support each year in the form of staff time spent with the children, donations of food, blankets and personal care items
- PigBoost development project in Uganda in 2020. Participation to help increase the productivity of pig smallholders in Uganda supported by the UK Government's Global Challenges Research Fund.

Our stories



PigBoost in Uganda

Pig farming is one of the fastest growing livestock activities in Uganda, increasing not just food production, but also income and employment.

In 2020 Datamars partnered with the Roslin Institute, a world-leading institute for animal science research, with genetics specialists AbacusBio and Ugandan based organisations Vetline Services and Makerere University on 'PigBoost'. PigBoost is a developmental project to increase the productivity of pig smallholders in Uganda supported by the UK Government's Global Challenges Research Fund.

The PigBoost developmental project aims to help livestock producers make sustainable data-driven decisions and manage their herds for improved genetics. Datamars Tagfaster (RFID tags), readers and visual tags are being used to manage and collect the data from the day of the pig's birth, to allow accurate recording of breeding, production and disease data. Pigs who are the most fertile and have the highest growth rates can be targeted for breeding, while animals with potential diseases can be identified and isolated.



Supporting vulnerable communities in Lamphun, Thailand.

Members of our Datamars team in Thailand helped build dams to nourish the local environment in Huay Khun Nam Forrest, Lamphun.

The activities took place as part of the team's wider community membership in the IEAT (Industrial Estate Authority of Thailand), a government initiative to encourage local industries to grow together in economic, social, community and environmental aspects.

The team donated funds towards the activity, as well as getting stuck in to plant 200 trees and build 'check dams'; a type of small dam constructed across a channel to lower the velocity of water flow and reduce erosion in the forest.

As part of our IEAT membership, the team have also participated in a number of vulnerable youth based community projects including funding for local schools and ongoing support for the Than Nam Sai Child Home. The Than Nam Sai Child Home is an ongoing charitable partner, providing a home for orphans and education for vulnerable children in the Lamphun province. The Datamars team have provided support in the form of lunch events between Datamars staff and the children, donations of food, bedding, personal care items and sports equipment.



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