



2025 LINX Impact Plan

Our journey towards environmental, social, and governance excellence.



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1. Introduction from the CEO

Welcome to our first ESG report, a milestone that reflects our commitment to embedding ESG principles into the heart of our operations here at the London Internet Exchange (LINX).

While we may be at the beginning of this journey, we are approaching it with purpose and ambition. We recognise the importance of aligning our business practices with the expectations of our members, partners, and wider community — not only to meet regulatory standards where applicable, but to contribute meaningfully to a more sustainable and inclusive digital future.

At LINX, we believe that our role in the digital infrastructure ecosystem comes with a responsibility to operate sustainably, ethically, and transparently.

As a member-owned organisation, collaboration, community, and long-term value have always been at the heart of what we do — giving us an already strong foundation in the ESG space. We're proud to now formally begin our journey into Environmental, Social, and Governance (ESG) reporting.

Following an initial audit with our external consultants Inspired, our focus is on understanding our impact, identifying opportunities for improvement, and setting the foundations for long-term progress. This report outlines the steps we've taken so far, the areas we're prioritising, and the values that will guide us as we evolve. Future reports will deep dive more into metrics, measurements and targets.

We are excited to share this first chapter with you and look forward to working together to build a resilient, responsible, and forward-thinking LINX.



Jennifer Holmes
Chief Executive Officer
London Internet Exchange (LINX)



2. Strengths

Aided by our mutual, membership owned structure, LINX has made significant progress in Environmental, Social, and Governance (ESG) matters informally over the years. Our existing policies and processes demonstrate a long-standing commitment to these principles. LINX has already achieved several positive outcomes, particularly through our strong corporate governance and community focussed projects.

Governance Strengths

- **Company Strategy:** LINX has a clear sense of purpose and direction, with regular reporting to staff, the board and the membership on what we're aiming to achieve and how we're progressing. We're currently finalising our 2026–2028 plan, which will set out our next phase of goals and priorities for the business and our members.
- **Governance Structure:** Our Board selection process is open and thoughtful, taking into account the views of our members and wider community. We place importance on having a diverse mix of experience and perspectives and make sure that any potential conflicts of interest are handled transparently.
- **Macroeconomic Factors:** LINX stays alert to what's happening in the wider world, from inflation and changes in technology, to shifts in the global economy and our industry. This helps us plan ahead and make informed decisions that keep the organisation resilient and forward-looking.
- **Security and Compliance:** Integrity is central to how we work. We follow clear policies, and all staff know their responsibilities through our Staff Handbook and Acceptable Use Policy. We take pride in maintaining high standards of honesty and fairness in everything we do.

Environmental Strengths

- **Measuring Scope 1 and 2 Emissions:** LINX is working with sustainability experts to measure our direct (Scope 1) and energy-related (Scope 2) emissions. We're also focused on improving energy efficiency when choosing equipment and stay in close contact with vendors to track improvements in energy performance, especially for high-power equipment.

- **Measuring Scope 3 Emissions:** Alongside our consultants, we're also looking at our wider (Scope 3) emissions, those linked to our supply chain and partners. This includes working with our data centre partners to boost energy efficiency and develop clearer ways of tracking and reporting carbon impact across our operations.
- **Environmental Taxes or Fines:** LINX has not received any environmental fines.

Social

- **Working Practices:** LINX has clear processes and guidance in place such as our staff onboarding framework and Staff Handbook, to make sure everyone who works for LINX understands their role and responsibilities. These help the organisation run smoothly and support staff through any operational changes.
- **Wellbeing:** The wellbeing of our team is a top priority. LINX offers private health insurance for employees and their dependents, alongside 24/7 mental health support and trained mental health first aiders across the organisation.
- **Community Integration:** LINX plays an active role in the wider internet community. We advocate for fair and open internet policy, support community initiatives, and work with local schools and colleges in London to offer internships, apprenticeships, and mentoring opportunities, helping to grow future talent and skills in our industry.
- **Privacy:** LINX takes privacy seriously. Any past complaints have been investigated and resolved, and we now have a formal process in place for responding to data or privacy breaches quickly and transparently.



LINX in the Community

Training & Knowledge Sharing

As part of our commitment to fostering a more inclusive and resilient digital ecosystem, we actively invest in community education and capacity building. Through a series of in person and virtual technical training sessions titled Learn with LINX, we strive to empower our members and the wider internet community with the knowledge and skills needed to play a part in the ever-evolving connectivity ecosystem.

These sessions cover essential topics such as Border Gateway Protocol (BGP) and peering fundamentals, helping participants better understand the backbone of the internet and how to optimise their network operations. This year, we also collaborated with RIPE (Regional Internet Registry for Europe) to host free training sessions in London on security around BGP and IPv6.

This Learn with LINX initiative has been particularly impactful this year in Africa, where LINX hosted a two-day, in person “BGP & Peering 101” course in Nairobi, Kenya.

The event was well received by local network operators, engineers, and stakeholders, many of whom expressed appreciation for the accessible, high-quality training tailored to regional needs. By sharing expertise and fostering collaboration, LINX not only supports technical development but also contributes to the long-term sustainability and growth of internet infrastructure in underserved regions.

LINX in the Community

Exploring New Community Initiatives

Here at LINX we are always open to supporting new initiatives and collaborating where we can with community partners.

We were approached by Accent Housing Group to collaborate for Get Online Week to support groups of residents in over 55 social housing with digital exclusion. The team visited the estate and assisted setting up their computer room, shared information on how the Internet works and provided a drop-in service to assist residents with questions they had about their online devices, safety online or getting connected.



Deep dive / ESG in action case study

Bringing ESG into our LINX Member Meetings & Events

For many years at our LINX Member Meetings, we would gift all attendees with a branded t-shirt and a piece of merchandise. These items ranged from sweets, re-usable coffee cups, re-usable cutlery to gadgets or water bottles. We made a conscious effort where we could to find merchandise that we would class as reusable, multipurpose as well as being sustainable while being within budget.

However, this was getting more of a challenge to find things that people haven't got from another event and something that we hadn't given before. The biggest hurdle was cost. All items were increasing in price, then the printing costs (adding the LINX logo) increased and then came the increase of postage to the office and then shipping it to the event venue.

Our marketing team evaluated the value of the event merchandise and decided to stop the gifts, but keep the event t-shirts.

Taking inspiration from supermarkets like Tesco and Waitrose, we made the decision to use the money LINX originally spent on the merchandise and donate it to charity. Therefore, now when you attend a LINX Member Meeting, you pick up a purple token and place it into one of the two charity donation boxes that are linked to our chosen charities within our industry.

The money LINX would usually spend on the merchandise is divided based on the number of tokens in each charity box at the end of the event. In recent years, we have donated to causes like Keep Ukraine Connected; Childnet, Citizens Online and Good Things Foundation.

For some of the large events in Africa where we invest in an exhibition stand to promote our new interconnection hubs here, as companies do, we hand out branded merchandise. The marketing team try and make these giveaways themed around the country the events are in and try wherever possible to source and manufacture locally.

For example, in the past, LINX have done 'The big 5' African animal keyrings, reusable raffia shopping tote bags with a LINX coloured African pattern fabric and document holders created sustainably with local Kenyan fabric.

As well as supporting the local economy by purchasing our merchandise in country, it also saves money on time and money on shipping things from the UK. Additionally, it helps to reduce our carbon footprint.

Holly Ruff, Global Events Manager at LINX





3. Progress so far in 2025

LINX have spent 2025 further embedding ESG priorities into our overall business strategy, ensuring that sustainability and responsible governance are part of everyday decision-making. A key focus moving forwards will be strengthening how LINX measures and manages our emissions, alongside improving visibility of our wider environmental impact. LINX also plans to document and publish more about our ongoing ESG initiatives to increase transparency, and to include stakeholder feedback, such as through the membership surveys, as part of the approach. Operationally, LINX will continue to integrate ESG considerations into planning, and will deepen our understanding of how our data centre operations and performance contribute to the long-term environmental and social goals.

4. Opportunities - strengthening ESG at LINX

Publishing Our First ESG Report:

LINX will publish its first ESG report on the 2025 financial year. This will outline our sustainability approach, highlight what we're already doing well in more detail, and set out the areas we're looking to improve. It's an important step in being open about our progress and goals.

Reporting Our Emissions:

Once our work with our chosen ESG consultants is complete, we'll publish our full carbon footprint — covering Scope 1, 2, and 3 emissions — and continue to report on it every year. This will help us track progress and be transparent about our environmental impact over time.

Building Environmental Awareness:

LINX will continue to engage with its community to raise awareness of environmental issues — sharing knowledge, promoting good practice, and encouraging action across our network to support a more sustainable digital future.

5. Summary

This initial ESG focus is a big step forward for LINX, showing how we're starting to bring Environmental, Social, and Governance thinking into everything we do. We've already got a solid foundation thanks to our member-owned structure and long-standing focus on transparency, community, and doing things the right way for the good of our members.

We've made good progress, from improving how we measure emissions, to supporting staff wellbeing and running training sessions that help build internet skills around the world. We're also working closely with partners and our consultants, Inspired, to better understand our impact and find ways to do even more.

Looking ahead, we're committed to being open about our journey, sharing what we learn, and continuing to build a more sustainable and inclusive future for LINX and the wider internet community.

This is just the beginning, and LINX is ready to lead with purpose.

“LINX has made significant progress in ESG matters. Their existing policies and processes demonstrate a long-standing commitment to these principles. We look forward to working with LINX to refine and enhance their ESG impact and strategy moving forward.”

Inspired.

