

Sustainable Intelligence

The 6Analytix Sustainability Strategy, 2026–2030

"Turning Data into Decisions That Drive Growth" — now extended to the decisions that protect the planet we all depend on. ([6Analytix](#))

Our Position

6Analytix is not a manufacturer, a logistics fleet, or an energy-intensive factory. We are a data, analytics, AI, and infrastructure consultancy — and that gives us a distinctive, credible sustainability story that goes well beyond the usual corporate pledge. Our core services already include data strategy, data engineering and integration, business intelligence, advanced analytics, Power BI, data modernisation, and governance ([6Analytix](#)). Every one of these disciplines can be pointed directly at reducing energy, water, and carbon — for ourselves and for every client we serve.

That is our advantage: we do not just talk about sustainability, we **build it into the architecture**. This strategy sets out how.

Purpose. To make sustainability a practical outcome of every 6Analytix engagement — reducing the environmental footprint of digital estates, improving the efficiency of data and AI workloads, giving clients the tools to measure their own performance, and investing visibly and transparently in nature and our local community.

Ambition. By 2030, 6Analytix will operate as a low-carbon, low-waste consultancy, with sustainability embedded in the design, delivery, and governance of every relevant data, AI, software, and infrastructure engagement — supporting the UK's wider transition to a lower-carbon, nature-positive economy.

The Four Pillars

Pillar	Commitment	Why it matters
1. Measure and Reduce	Build a complete operational carbon baseline, then reduce energy, travel, cloud consumption, procurement impact, and e-waste — before we ever rely on offsetting	Avoids vague "green" claims and makes every year's progress auditable
2. Build Greener Digital Systems	Design every data platform, warehouse, dashboard, AI solution, and piece of infrastructure with energy, storage, and compute efficiency built in from day one	Data and AI workloads can consume significant compute; efficient architecture cuts cost and carbon together
3. Enable Clients Through Data	Package our own strengths — dashboards, carbon-data engineering, ESG data models, and decision-support tools — as a formal client offering	Turns sustainability from a cost centre into a growth line that plays directly to what we already sell

Pillar	Commitment	Why it matters
4. Restore More Than We Consume	Build a long-term, transparent nature-recovery partnership with Six Oaks Farm, alongside responsible tree planting, biodiversity, soil, and habitat work	Converts environmental commitment into visible, local, verifiable impact — not a one-off offset purchase

The guiding discipline behind all four is simple: **measure, reduce, then restore**. Tree planting and nature investment are genuinely valuable, but they complement — they never replace — real reductions in energy use, travel, hardware, and unnecessary cloud consumption.

Pillar 1 — Measure and Reduce: Our Operational Footprint

Establishing the baseline

Within the first six months of this strategy, 6Analytix will establish a full emissions baseline across all three recognised scopes:

- **Scope 1** — any direct fuel use, such as company vehicles or premises fuel.
- **Scope 2** — purchased electricity for offices, test labs, server rooms, and any company-controlled facilities.
- **Scope 3** — business travel, commuting, cloud and SaaS consumption, purchased hardware, waste, suppliers, and any outsourced data-centre capacity.

Although a consultancy of our size is unlikely to fall within the UK's mandatory Streamlined Energy and Carbon Reporting (SECR) regime — which applies chiefly to quoted companies and large unquoted companies or LLPs exceeding two of: £36m turnover, £18m balance sheet, or 250 employees — the UK Government actively **encourages voluntary reporting** using the same energy and greenhouse-gas KPI framework ([GOV.UK Environmental Reporting Guidance](#); [SECR Quick Facts](#)). Reporting voluntarily, and to the same rigour as a large company, is itself a statement of leadership.

Our headline target

6Analytix will reduce absolute Scope 1 and Scope 2 emissions by at least 50% by 2030, against a 2026 baseline, while measuring and progressively reducing material Scope 3 emissions from cloud services, purchased technology, travel, and suppliers.

Where our footprint actually sits — and what we will do about it

Source	Action
Cloud data platforms and AI workloads	Right-size compute, retire idle environments, and choose cloud regions with strong renewable-energy credentials
Laptops, monitors, and networking hardware	Buy durable, repairable, energy-efficient equipment; extend lifecycles through repair and responsible refurbishment; use accredited recycling and secure data destruction only when reuse isn't possible
Client travel and commuting	Make rail the default for domestic travel; run a virtual-first policy for routine workshops, stand-ups, and discovery sessions; apply a "travel carbon check" — does this trip materially improve the outcome? — before any in-person visit is booked

Source	Action
Office electricity and heating	Procure renewable-electricity tariffs for all company-controlled premises where feasible
Purchased services and suppliers	Introduce supplier questions covering renewable energy, emissions reporting, hardware take-back, and recycling standards
Waste	Reduce single-use materials and unnecessary printing across all offices

This is deliberately unglamorous work — and that is exactly why it is credible. Reduction has to come before restoration.

Pillar 2 — Build Greener Digital Systems: Sustainability by Design

Our website already positions 6Analytix around data modernisation, engineering and integration, advanced analytics, BI, governance, and cloud strategy (6Analytix). We are formalising sustainability as a quality characteristic of everything we build — sitting alongside security, accuracy, performance, and compliance — through a new **Sustainable Delivery Standard**, applied to every new solution and major upgrade:

Design area	Sustainable default
Data ingestion	Load only what is required; use incremental loads and change-data capture rather than frequent full reloads
Data storage	Defined retention schedules; obsolete datasets removed; cold data archived; sensible compression and file formats
Data modelling	No duplicated data marts, unmanaged extracts, or unnecessary copies of the same source data
Data transformation	Optimised SQL and pipeline logic; tuned partitions and clustering to avoid repeated full-table scans
BI and reporting	Duplicate dashboards rationalised; refresh frequency optimised; unused reports and models retired
AI and ML	Smallest model that meets the business need; no unnecessary retraining; compute and inference volume tracked
Environments	Non-production environments paused automatically when inactive; ephemeral dev/test infrastructure
Governance	Every data product has an owner, classification, retention policy, refresh schedule, and end-of-life date

A simple illustration: a warehouse refreshing every table in full, every hour, is technically convenient — and environmentally expensive. Moving eligible feeds to incremental processing and removing duplicate transformation paths cuts compute, storage, cost, *and* carbon at the same time. That alignment between cost efficiency and environmental efficiency is what makes this pitch commercially compelling, not just ethically appealing.

Right-sized AI, not AI for its own sake

AI is powerful, and 6Analytix wants to use it well rather than everywhere. Our rules:

- Start with the business decision, not the largest available model.
- Use conventional analytics, rules engines, or smaller models wherever they achieve the same outcome.
- Measure model quality against compute cost, latency, and energy intensity — not accuracy alone.
- Reuse approved models and features instead of training duplicates.
- Set retention limits for prompts, embeddings, logs, and intermediate outputs.
- Prefer scheduled batching over always-on inference wherever the business need allows it.
- Include a "sustainability impact" section in every AI solution design document.

The same discipline that lowers our environmental footprint also lowers cloud spend and improves system reliability — this is not a trade-off our clients have to accept, it is a win on every axis.

Pillar 3 — Sustainable Infrastructure: Getting the Terminology (and the Strategy) Right

This is the piece of the puzzle that prompted this strategy — the "liquid cooling" and "submersible hardware" instinct was exactly right; here is the precise language, and the properly considered position behind it.

The terminology

Term	What it means
Green / sustainable data centre	A facility engineered from the ground up to minimise energy, water, and carbon intensity per unit of compute delivered
Direct-to-chip liquid cooling	Coolant is piped directly to a cold plate on the processor, removing heat far more efficiently than blown air
Liquid immersion cooling	Servers and components are fully submerged in a non-conductive ("dielectric") fluid that absorbs heat directly from every surface — this is the "submersible hardware" concept, and it is a real, mainstream sustainability technology (U.S. Department of Energy ; Baltimore Aircoil)
Closed-loop cooling	Coolant is continuously recirculated rather than drawn from and evaporated to the environment, minimising water consumption
Heat reuse / waste-heat recovery	Waste heat captured from cooling is redirected to warm buildings, greenhouses, or local heat networks rather than being discarded
PUE (Power Usage Effectiveness)	Total facility energy ÷ IT equipment energy. Typical air-cooled data centres run at 1.4–2.0; immersion-cooled facilities routinely achieve 1.02–1.05 (DOE ; GRC Cooling)
WUE (Water Usage Effectiveness)	Litres of water used per kWh of IT energy. Industry average is roughly 1.8 L/kWh; immersion cooling can bring this to effectively zero , since heat is rejected via dry coolers with no evaporative water loss (Rax)

Term	What it means
CUE (Carbon Usage Effectiveness)	kg of CO ₂ e emitted per kWh of IT energy — the metric that ties cooling choice directly back to climate impact (DOE)

In short: air-cooled facilities can spend up to 70% of total IT power on cooling alone; immersion-cooled facilities can bring that figure down to as little as 2%, while using little to no water ([Opteon/Chemours](#)). That is the scale of impact we are talking about — and it is exactly the kind of high-density, high-performance infrastructure that modern AI and analytics workloads increasingly demand.

Our position, precisely stated

We will not claim that 6Analytix itself must own a liquid-cooled data centre to be credible on this topic. Our real strength — and our real offer to clients — is as **the adviser and solution architect** who helps organisations choose the right infrastructure for high-density AI, GPU, HPC, and intensive data-processing workloads:

For every high-density data, AI, or infrastructure engagement, 6Analytix will assess workload efficiency, renewable-energy availability, cooling method, water implications, hardware lifecycle, and heat-reuse potential before recommending an architecture.

In practice, this means we evaluate:

- Public-cloud regions and providers on renewable-energy sourcing, carbon reporting quality, and service fit.
- Colocation providers that disclose PUE, WUE, renewable procurement, heat-reuse arrangements, and equipment lifecycle practices.
- Direct-to-chip or immersion cooling for high-density GPU/AI deployments, where it genuinely improves lifecycle impact and total cost of ownership.
- Closed-loop systems over water-intensive, open-loop cooling wherever practical.
- Opportunities to capture and reuse waste heat for buildings, local networks, or industrial use.
- Hardware utilisation *before* recommending new purchases — consolidate, virtualise, schedule, and right-size first.

"Before adding hardware, we optimise utilisation. Before expanding storage, we reduce data waste. Before choosing a data-centre design, we measure energy, carbon, water, and lifecycle impact."

This is a sophisticated, defensible position — not a slogan. Liquid and immersion cooling are genuinely transformative technologies for the right workloads, and we will always frame them as an assessed, evidence-based recommendation rather than a universal answer, because that is what makes the claim durable under scrutiny.

Pillar 4 — Enable Clients Through Data: Sustainable Intelligence as a Service

Our biggest sustainability contribution will never be our own office footprint — it will be the impact we help every client achieve. This is where 6Analytix's actual product meets the planet's actual needs, and it is the most commercially exciting part of this strategy.

A new named offering: Sustainable Intelligence

Using Power BI and modern data platforms, we will help clients build governed, auditable models bringing together:

- Energy bills and meter data
- Fleet and travel data
- Procurement and supplier data
- Waste and recycling data
- Building-management-system data
- Cloud usage and workload data
- Asset registers and hardware lifecycles
- ESG reporting data

...and turn it into transparent, trusted measures: energy use by site or workload, estimated emissions by source and scope, cloud spend and idle-resource rates, data-centre PUE/WUE where available, AI workload intensity, travel emissions, and progress against carbon targets.

A fixed-scope Sustainability & Efficiency Assessment

A packaged engagement that identifies:

- Wasteful queries, over-refreshing dashboards, and inefficient ETL/ELT patterns
- Duplicate datasets, reports, and unnecessary data movement
- Orphaned cloud resources and inactive environments
- Over-provisioned warehouses, virtual machines, and AI compute
- Retention-policy gaps
- Suitable use cases for high-efficiency infrastructure, including liquid or immersion cooling

The output is a **quantified roadmap** — showing estimated reductions in cost, energy, storage, compute, and emissions — not a generic slide deck. We also help clients ensure their sustainability data is governed to the same standard as their financial data: documented methodology, audit trails, lineage, accountable owners, and quality checks. Sustainability reporting loses credibility fast when the underlying data isn't trusted — governance is our specialism, and it is exactly what this space needs.

Restoring More Than We Consume: Our Partnership with Six Oaks Farm

Tree planting sits within a bigger, more ambitious nature-recovery programme — and our relationship with Six Oaks Farm is the anchor of it. Done properly, transparently, and measurably, this becomes a genuine differentiator rather than a token gesture.

What we will build together:

- Fund native, appropriate tree and hedgerow planting — prioritising the right species for the site, not simply the maximum tree count.
- Support hedgerow restoration, field margins, pollinator habitat, ponds, and soil-health projects alongside planting.
- Prioritise long-term maintenance and survival rates over one-off planting-day headlines.
- Sponsor staff volunteering days for planting, habitat restoration, and monitoring — turning this into a lived, shared experience for our team, not just a line item.
- Apply our own data and BI skills to help Six Oaks Farm collect, model, and visualise its environmental data.

A public Impact Dashboard, built by us, showing:

- Trees planted and survival rate
- Hectares of land improved or restored
- Hedgerow length restored
- Habitat types created or enhanced
- Volunteer hours contributed
- Funding committed and delivered

This reframes the story from "we plant trees" to something far stronger: **we use our own data expertise to strengthen a long-term local nature-recovery partnership, and we report the outcomes openly** — turning our core business capability into direct, visible environmental good.

This local effort also sits within the national picture: the UK Climate Change Committee's Balanced Pathway to Net Zero calls for **460,000 hectares of new mixed woodland by 2035**, lifting UK woodland cover from 13% to 15% ([Climate Change Committee, Sixth Carbon Budget](#)) — a target that has since been reinforced, with the Seventh Carbon Budget calling for planting rates to more than double to 37,000 hectares a year by 2030 ([Climate Change Committee, Seventh Carbon Budget](#)). Every hectare Six Oaks Farm restores, with our support, contributes directly to that national effort.

One important discipline we will hold ourselves to: we will never claim that tree planting alone makes 6Analytix "carbon neutral." Sequestration varies hugely by species, location, survival rate, and time. Instead, we will always separate and report:

1. Gross footprint
2. Reductions achieved

3. Residual emissions

4. Nature and carbon-removal contributions

"We prioritise emissions reduction. Our support for trees, habitats, and regenerative land management is a genuine contribution to nature recovery – not a licence to avoid reducing emissions at source."

Roadmap: 2026–27 Foundations to 2030 Ambition

Area	2026–27 foundation target	2030 ambition
Carbon measurement	Establish Scope 1, 2, and material Scope 3 baseline	Mature annual measurement and public reporting
Operational emissions	Identify top three emissions sources and reduction actions	Reduce Scope 1 and 2 emissions by 50% from baseline
Renewable electricity	Confirm renewable supply for controlled premises	Maintain 100% renewable electricity procurement where feasible
Travel	Implement virtual-first and rail-first policy	Materially cut emissions per employee/engagement from baseline
Hardware	Asset register, reuse pathway, certified end-of-life disposal	Extend asset life; zero landfill for IT equipment
Green delivery	Sustainable Delivery Standard on all new major projects	Sustainability design review embedded in every relevant engagement
Client impact	Launch Sustainable Intelligence dashboard and assessment offer	Deliver measurable client energy, cost, storage, and emissions reductions annually
Nature recovery	Formalise Six Oaks Farm partnership and baseline impact measures	Deliver an annually reported, long-term local restoration programme
Transparency	Publish first annual impact statement	Publish a detailed annual report with targets, performance, and methodology

The 6Analytix Sustainability Pledge

We will design data and AI solutions that are efficient, governed, and proportionate to the task.

We will reduce unnecessary storage, processing, duplication, travel, and hardware waste.

We will measure our impact and report progress openly.

We will help clients turn sustainability data into better decisions.

We will support long-term local nature recovery with transparent, measurable outcomes through our partnership with Six Oaks Farm.

We will not use tree planting or carbon claims as a substitute for reducing emissions at source.

Closing Statement

Sustainable Intelligence, by 6Analytix.

We believe better data should create better outcomes — for organisations, people, and the planet. 6Analytix helps clients modernise data, analytics, AI, and infrastructure in ways that improve performance while reducing unnecessary compute, storage, energy use, and digital waste. We apply sustainable-by-design principles across data engineering, reporting, cloud platforms, AI solutions, and infrastructure architecture, including the careful, evidence-led use of technologies like liquid immersion cooling for the high-density workloads that genuinely benefit from them.

We measure and reduce our own environmental impact, make responsible technology choices, and invest in long-term nature recovery through our partnership with Six Oaks Farm. Our commitment is simple: **reduce first, measure openly, and use data to create environmental value that can be seen and trusted.**

This is not a generic corporate social responsibility statement bolted onto the business. It is built from what 6Analytix actually sells and delivers every day — and that is precisely what makes it convincing.

Sources

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