

Acronis

# Acronis ESG Report 2025 Summary:

Sustainable growth  
and responsible  
implementation of AI

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# Executive overview

In 2025, Acronis continued to strengthen the “trust foundations” of the business — security, privacy, responsible technology governance and resilience — while operating in a market shaped by rapid AI adoption, increased regulatory scrutiny and rising expectations from customers, partners and investors. A key milestone this year was completion of Acronis’ first double materiality assessment (DMA), which sharpened ESG priorities and clarified where consistent measurement, ownership and governance are required as the company scales.

The DMA identified five material topics guiding strategy and reporting:

**Protection of consumer privacy.**

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**Business conduct (including corporate culture and anti-corruption).**

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**Security-related impacts on communities.**

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**Responsible use of AI.**

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**Climate change.**

# 2025 performance highlights across Environmental, Social and Governance

## Environmental: Emissions transparency, renewable sourcing

- | Total Scope 1–3 emissions declined 40% year-on-year, driven primarily by a 41% reduction in Scope 3 (which remains the dominant share of the footprint). Scope 3 emissions are primarily driven by Category 11 (Use of sold products) at 82.1%, followed by Category 1 (Purchased goods and services) at 7.9%, Category 8 (Upstream leased assets and data centers) at 7.1%, and Category 6 (Business travel) at 1.8%.
- | Acronis increased renewable energy matching from 0% to 70% through energy attribute certificates (market-based Scope 2 accounting).
- | Acronis completed a major infrastructure transition, migrating 100+ PB from a Frankfurt site scheduled for demolition to a facility with stronger energy-efficiency characteristics and ISO 14001/ISO 50001 certifications, while prioritizing hardware reuse and certified recycling.
- | 18 Environmental Days across 11 regions delivered 1,500 kg of waste collected and 1,780 trees planted.

In 2025, Acronis advanced environmental performance primarily through improved transparency of data in GHG reporting, renewable electricity matching reaching 70%, and disciplined execution of a major data center transition (Frankfurt migration), complemented by measurable employee-led environmental initiatives.

## Social: Retention, engagement, skills and scaled community impact

- | Voluntary attrition improved to 7.51% from 8.49% in 2024.
- | Acronis delivered 85+ structured training sessions, launched LinkedIn Learning globally (≈70% adoption), and employees completed 9,000+ courses (77,000 learning hours) via Acronis Academy.
- | Women represented 18.2% of the C-suite (up from 16.7%), and leadership development for all employees continued via mentorship programming (41 participants).
- | Community impact (Acronis Cyber Foundation Program): Delivered three school and computer classroom projects (1,289 children), eight IT skills programs and 40 cyber safety workshops (2,500+ participants), enabled by 600+ employees (33% of workforce) contributing 2,378 volunteer hours, together with 33 partners.

Social performance in 2025 was anchored in workforce continuity, engagement recovery and scaled skills-building, both internally and through the partner ecosystem, while maintaining a measurable community program aligned to digital inclusion and cyber safety.

## Governance: Materiality-led focus, strengthened oversight, responsible AI and value chain foundations

- | ESG governance strengthened through appointment of a Board Sustainability Champion and a cross-functional ESG committee at Acronis coordinating delivery across operations and functions.
- | Completed our first DMA, established the governing framework for ESG prioritization, reporting scope and longer-term roadmap (five material topics plus emerging topics identified).
- | In 2025, Acronis expanded AI use across product development and internal operations under a structured governance framework. Internal surveys indicate 80%+ of employees use AI tools weekly and ~40% use AI assistants daily. The AI Usage Policy, accountable system ownership and restrictions on entering confidential / sensitive data (unless controls are verified) are reinforced through mandatory training and ongoing oversight. Early R&D results indicate measurable productivity benefits, including ~15% faster code writing and up to ~20% gains in AI-assisted test development.
- | Launched Compliance Navigator, an interactive tool to help MSPs and end clients translate requirements (e.g., NIS 2, DORA, HIPAA) into actionable steps mapped to Acronis capabilities.
- | Advanced responsible procurement by rolling out a procure-to-pay system to improve process efficiency, transparency and scalability for future supplier data collection.

Governance progress in 2025 was driven by clearer ESG prioritization (DMA), stronger board-level oversight through a Board Sustainability Champion appointment, and risk-aligned control frameworks for responsible AI, privacy / security expectations and value chain management.

# Partner ecosystem enablement

Given Acronis' MSP-first model, partner capability building remains strategically material. In 2025, Acronis Academy trained 4,000+ partner employees per quarter across 162 countries and seven languages, with learners earning three to four certifications per learner on average (doubling certification rates year on year). Acronis also strengthened partner feedback and co-innovation loops through partner community mechanisms.

The Partner Ambassadors Program brought together 40 MSP ambassadors from 20 countries, who supported 10+ industry events and webinars and participated in 10 structured feedback focus groups to provide direct input on product experience and go-to-market priorities. In parallel, the Partner Advisory Council (PAC) expanded to 200+ members and convened 28 online and in-person sessions in 2025, creating a recurring forum for partner dialogue with Acronis leadership and helping translate partner feedback into actionable roadmap and enablement improvements.



## 2026 forward focus

Looking ahead, the ESG Report sets a clear direction: Continue strengthening the foundations of trust (security, privacy, responsible AI), improve ESG data governance and consistency, deepen engagement across employees and partners, and define a company-specific transformational KPI in 2026 aligned to investor expectations.