

DIMO

ROOTED AND REIMAGINED: EMBEDDING SUSTAINABILITY INTO THE CORE OF MODERN BUSINESS



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MEDIA SERVICES PHOTOFILE (DIMO)

In the modern corporate landscape, 'sustainability' is a term frequently deployed but rarely defined by systemic, structural change. For many organisations, it remains confined to the pages of an annual corporate social responsibility report or treated as a voluntary, auxiliary exercise.

However, DIMO is actively rewriting this narrative. By shifting its approach from retrospective compliance to forward-looking, core business integration, DIMO is proving that true environmental and social stewardship requires being both deeply rooted in data and bold enough to completely reimagine the status quo.

A LEGACY OF PIONEERING GROUNDWORK
DIMO's relationship with sustainable business practices is not a recent development. The group was a pioneering force in the domestic corporate arena, adopting advanced frameworks such as sustainability reporting and integrated reporting as early as 2004 and 2005.

In those early stages, the company established foundational benchmarks that focussed heavily on direct, targeted metrics primarily centred around

initial emission reduction goals and advancing gender diversity by increasing the representation of women in corporate leadership roles.

While these early interventions established DIMO as a forward-thinking entity, organisational leadership recognised that the global climate and economic landscapes were evolving rapidly. The traditional model of treating sustainability as a parallel corporate function was no longer sufficient. To survive and thrive in a resource constrained world, a more radical integration was required.

THE 2022 PARADIGM SHIFT: LAUNCHING AGENDA 2030
The defining turning point in DIMO's journey occurred in 2022. Leadership posed a fundamental, challenging question to the entire organisation: 'How do we do business more sustainably?'

The objective was no longer about managing a separate portfolio of green initiatives; it was about ensuring that every commercial transaction, operational workflow and strategic decision was executed through a sustainable lens. This philosophical shift culminated in the official launch of the Sustainability Agenda 2030 in April 2022.

Built upon a holistic framework, Agenda 2030 balances three interconnected pillars: building a resilient business: ensuring commercial operations and solutions are inherently sustainable; creating a resilient community: fostering employee well-being and generating tangible, positive community impact; and conserving a living planet: systematically minimising the company's ecological footprint.

To prevent this agenda from becoming a mere statement of intent, DIMO underwent a structural transformation in August 2022 by launching seven key performance indicators (KPIs) under the three pillars.

Initially, sustainability progress was evaluated through cross functional team discussions. When early internal participation fluctuated, however, leadership acted decisively to embed clear accountability at the absolute top from the CEO driving the agenda and the four pillars representing business, employees, communities and environment driven by four pillar heads.

Under the current architecture, the overarching Agenda 2030 is driven directly by Group Managing Director/Chief Executive Officer Gahanath Pandithage, ensuring absolute alignment with corporate strategy.

The individual pillars are spearheaded by key corporate leaders: Executive Director Rajeev Pandithage, who oversees the business pillar; Executive Director/Chief Human Resources Officer Dilrukshi Kurukulasuriya, who manages the

employee pillar; General Manager – Retail Segment Ravinsh Seneratne, who guides the community Pillar; and Chief Operating Officer – Automotive Engineering Solutions Mahesh Karunaratne, who steers the environment pillar.

ACCOUNTABILITY THROUGH DATA: EVALUATING THE SEVEN KPIS Four years into this structured journey, DIMO is demonstrating its transparency by openly evaluating its progress, adjusting its baselines and addressing its toughest operational hurdles. Central to the Agenda 2030 are seven rigorous KPIs that subject the company's climate and social ambitions to empirical measurement.

THE BIODIVERSITY BLUEPRINT: 1:1 RESTORATION One of DIMO's stand out environmental metrics is its commitment to a 1:1 biodiversity restoration ratio.

The operational logic is honest and direct. When DIMO constructs a commercial facility or workshop, local biodiversity is inevitably displaced. Because a corporation cannot physically bring a natural ecosystem inside a modern office, DIMO commits to restoring an identical ecological footprint elsewhere through dedicated conservation projects.

Using a baseline from its 2022 tracking, which accounted for over 33 hectares of company owned land, DIMO has successfully restored more than 38 hectares of biodiversity to date, putting the company within striking distance of its initial target. Rather than pausing to celebrate, DIMO is expanding the scope of this baseline.

Having recently cleared certain land parcels to install ground mounted solar arrays, the company is integrating these newly altered hectares back into its baseline, ensuring that its transition to clean energy does not come at the expense of long-term ecological conservation.

CONFRONTING THE REALITIES OF SCOPE 3 EMISSIONS DIMO's handling of carbon emissions showcases a willingness to confront complex supply chain realities. Establishing a reliable historical baseline proved to be an extraordinary challenge: the consecutive fiscal periods of 2019-2020 and 2020-2021 were heavily distorted by global COVID-19 lockdowns and office closures, while 2022 brought an acute domestic economic crisis.

Last year, DIMO executed a comprehensive carbon footprint assessment verified by ISO 14064 certification. This study mapped Scope 1 (direct operational emissions) and Scope 2 (indirect emissions from purchased electricity) but went a step further by heavily focussing on the notoriously difficult terrain of Scope 3 (value chain emissions).



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DIMO's Scope 3 mapping leaves no stone unturned, tracking everything from employee daily commutes to international business travel to looking at a supply chain with complex product logistics including import and export air and sea freight and the total life cycle emission.

Scope 3 represents a significant corporate challenge because it encompasses areas where DIMO has highly limited direct operational control – yet, these activities remain essential to daily business execution.

Moving forward, DIMO is phasing out its fragmented 2019 data markers and establishing the 2024/25 fiscal year as its definitive, data rich baseline. Furthermore, the company is actively pursuing Science-Based Targets initiatives (SBTi) to isolate, manage and systematically reduce these value chain emissions independently.

INTERNAL CULTURE: ROOTED AND REIMAGINED For an external sustainability strategy to succeed, it must be matched by an equally robust internal culture. To bridge this gap, DIMO recently hosted an intensive, internal corporate event titled Rooted and Reimagined.

This gathering served a dual strategic purpose. It acknowledged that after four years of intensive data collection, DIMO's corporate governance is now deeply rooted in structural facts and empirical baselines. Simultaneously, it challenged the workforce to reimagine how every single department can integrate these seven KPIs ahead of the 2030 deadline.

The core objective of the event was to secure complete internal buy in, transforming sustainability from a distant executive directive into an everyday individual habit. Employees across all business segments are now urged to exercise micro-behavioural awareness, asking practical questions.

CONCLUSION DIMO's ongoing evolution proves that corporate sustainability is not a fixed destination or a marketing tagline but a continuous process of rigorous measurement, structural adjustment and cultural openness.

By establishing clear executive accountability through its pillar heads, adjusting its baselines to reflect modern operational realities and engaging its internal workforce on everything from carbon logistics to holistic health, DIMO is setting a new benchmark for how businesses can genuinely respect the planet while driving commercial progress.

As 2030 approaches, DIMO stands firmly rooted in its achievements – yet, entirely ready to imagine a more structured, holistic approach that is designed and executed to be the role model in sustainability.