

Case Study - Inside Otonomee's Sustainability Ethos



From the beginning, Otonomee was built with a different kind of growth in mind — one that puts people, purpose, and planet at the centre. As a remote-first company with a global outlook, they saw an opportunity and a responsibility to do business differently. The decision to focus on sustainability emerged naturally from their values: to create meaningful impact, operate responsibly, and lead with integrity.

We spoke to **Hilary O'Shea, Co-Founder and Chief Corporate Officer**, in Otonomee about their sustainability practices and how being a remote-first organisation helps them future-proof their business.

“Sustainability is not an add-on for us; it's part of who we are and how we grow, and these principles come to life through the everyday choices of our team members, all of whom are working remotely across multiple countries with home office setups.”

The fundamentals of Otonomee's sustainability model

Otonomee was founded in 2020 with three core pillars: People, Partners, and Community. From day one, they set out to challenge the traditional BPO model by building a fully remote, purpose-built company. They believed that this distributed approach would unlock greater impact, not only for our clients but also for the communities where their people live and work.

Statistics from internal sustainability and employees focus:

- **74%** of Team members say remote work affects their sustainability efforts in a positive way
- **93%** of Team members say strong sustainability practices make Otonomee an attractive place to work
- **Over 250 metric tonnes of CO₂ emissions avoided** per year in Ireland & Portugal—just by removing the daily commute.
- Created **27,888 individual giving impacts** tied to meaningful causes around the world like access to life saving water, food and education.

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As they've grown, so has their understanding of what sustainability means. They've evolved alongside global movements like B Corp, deepening their commitment to equity, justice, and environmental responsibility. Today, their model is anchored by four interconnected pillars of sustainability:

- 1. People Sustainability** – Supporting their team through inclusive hiring, flexible remote work, wellbeing initiatives, and continuous learning.
- 2. Community Sustainability** – Strengthening local communities by enabling their team to live, work, and give back where they are, while supporting social impact initiatives and local causes.
- 3. Environmental Sustainability** – Minimising their footprint through their remote-first model — eliminating commutes and office-related emissions, partnering with eco-conscious suppliers, and educating their team on sustainable practices.
- 4. Economic Sustainability** – Building a responsible, future-focused business that prioritises long term value over short-term gains, guided by their B Corp certification and stakeholder-first mindset.

The impact (so far) of the focus on sustainability for Otonomee:

People Sustainability

- Otonomee built an inclusive, fully remote team across diverse geographies, enabling access to meaningful employment beyond urban centres.
- Otonomee encourage a healthy, active lifestyle through various wellness challenges.
- Otonomee's flexible, remote-first model has improved work-life balance and mental wellbeing for their team, with reduced burnout and increased retention.
- They've also founded a dedicated Mental Health Responders Committee to provide peer support, raise awareness, and promote psychological safety across the organization.
- Continuous investment in leadership development, wellbeing programs, and professional growth has empowered their people to thrive personally and professionally.

Community Sustainability

- Otonomee team members contribute directly to the communities they live in — from volunteering with local causes to supporting grassroots initiatives.
- Their SDG Think Tanks and internal impact committees have helped align company actions with global goals, creating a culture of social responsibility at every level.
- Through Otonomee's partnership with BIG1, they've amplified their global impact, creating 27,888 individual giving impacts tied to meaningful causes around the world like access to life saving water, food and education.

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Environmental Sustainability

- *By operating without a physical office, Otonomee has eliminated the emissions and energy use associated with traditional workplaces.*
- *Internal initiatives and activities (their annual Trek Challenge) promote lower-carbon choices, like walking or cycling instead of driving, helping to improve personal wellbeing while contributing to our environmental goals.*
- *No commuting across their entire team has drastically reduced carbon output, supporting their climate-conscious values by design. In Ireland & Portugal, over 250 metric tonnes of CO₂ emissions are avoided per year —just by removing the daily commute.*
- *They've hosted internal environmental training sessions, empowering our team to make sustainable choices in their personal and professional lives.*
- *Otonomee are partnering with external sustainability consultants to develop and deliver their roadmap to achieve carbon neutrality by 2028.*

“Our journey has proven that remote work isn't just a trend — it's a powerful, sustainable model for building inclusive, high-impact businesses. We have seen firsthand how flexibility, trust, autonomy and purpose can unlock incredible potential in people and communities. As we look to the future, we're not just adapting to the new world of work — we're helping to shape it.”

— Hilary O'Shea, CCO & Co-Founder, Otonomee

About Otonomee:

Otonomee is a customer support outsourcer that delivers scalable, tech-driven, people-focused CX operations. Leveraging a remote-first operating model, Otonomee optimise customer interactions, reduce costs, and increase efficiency.

Otonomee is a proud Employer Partner of Grow Remote and a proudly certified B Corporation. In 4 years, Otonomee has grown to 450 employees (23 nationalities), with people in Europe, USA & Asia. Clients are Irish and US Healthtech, Saas and Ecommerce companies servicing complex global market needs.

