

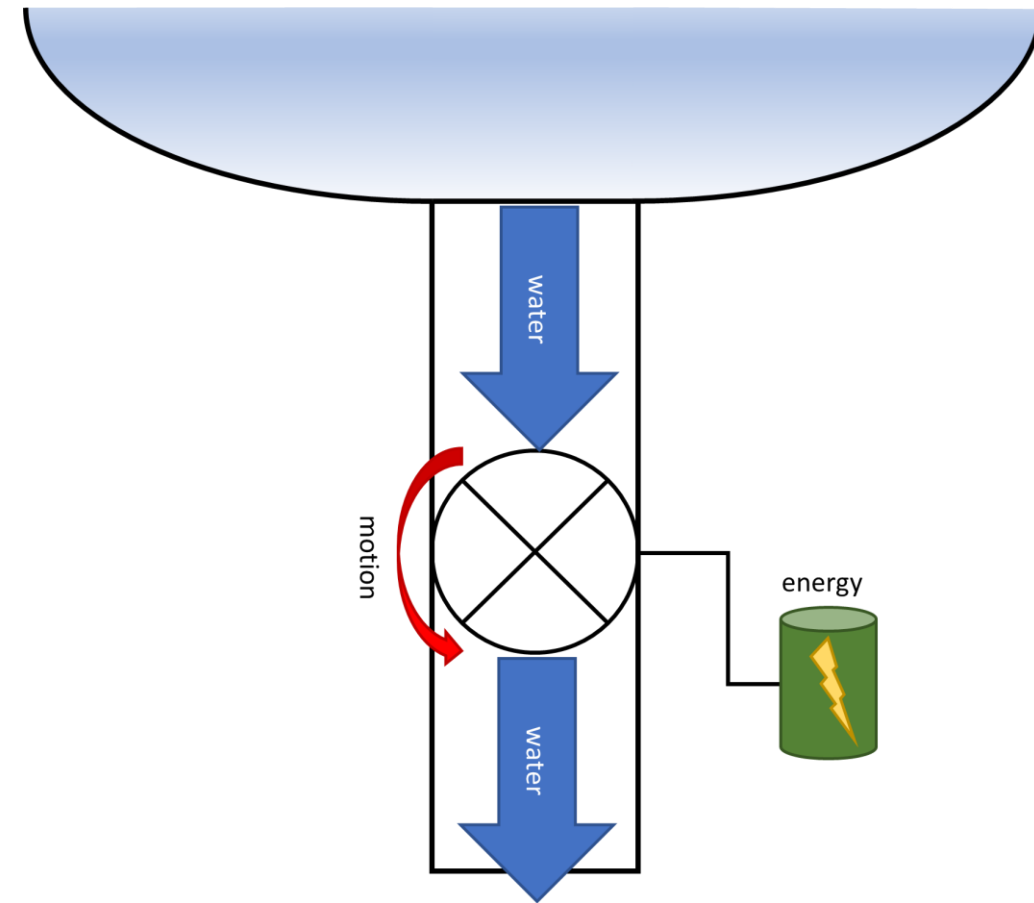
Future Homes AG

International Sustainability Management
Wintersemester 20/21

Becker, Georg
Heldens, Phillip
Hillers, Kai
Paulsen, Johannes

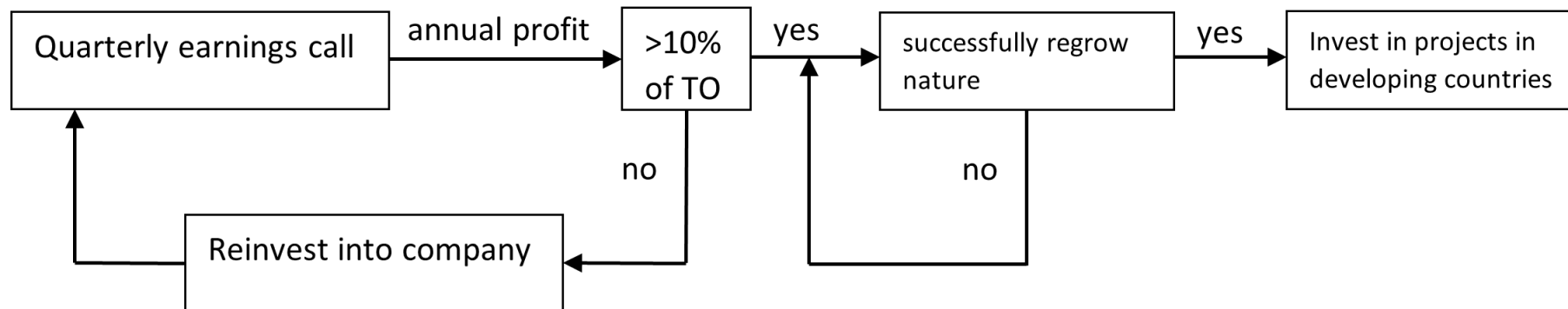
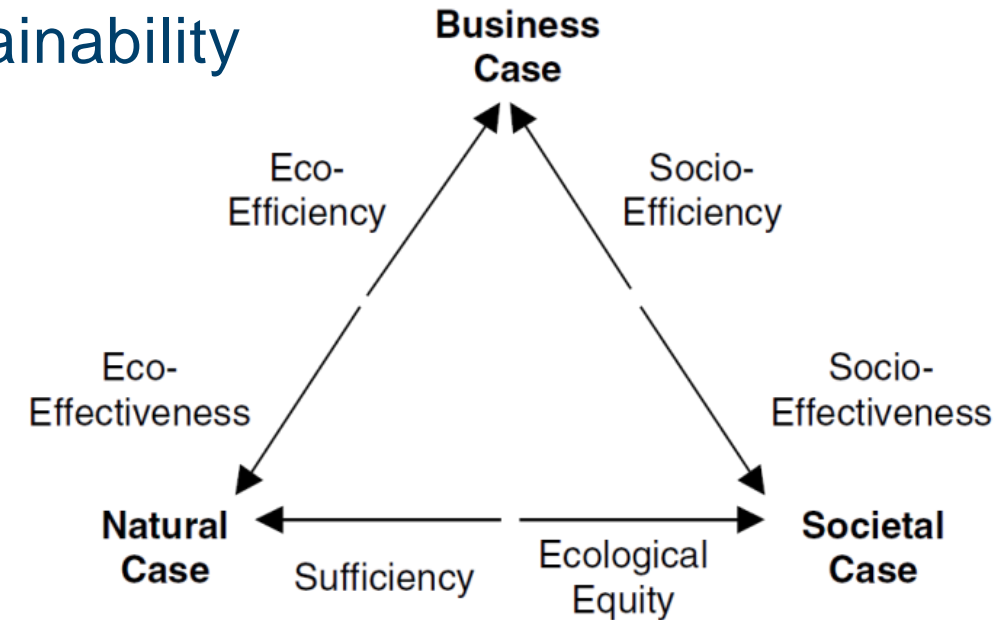
Our Company and Products

- Future Homes AG
 - Established in Mainz (2008)
 - 222 Employees
 - 7.3 Mio. Euro annual turnover
- Increasing energy efficiency in buildings
 - Turbines in sinks
 - Photovoltaic windows
 - Generator in doorknobs



Our decision-making process for sustainability

- After principles derived by Dyllick & Hockerts
- Inspired by methodology of controlling systems
- Prioritizes Natural- over Societal case after profits



Strategic sustainability management

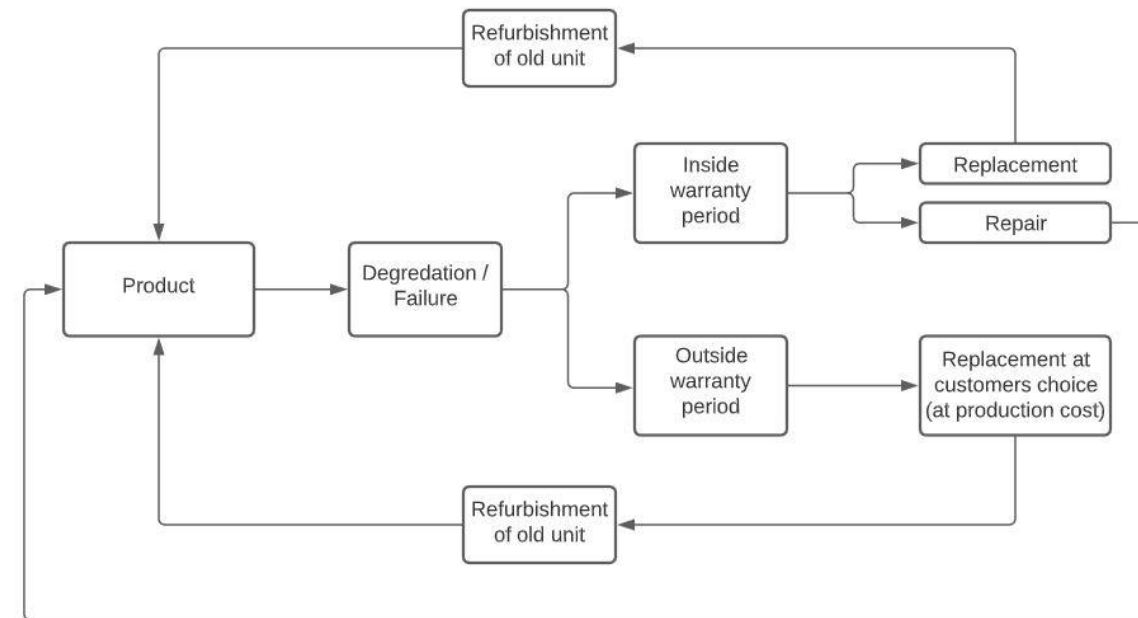
- „Laissez-faire“ organisational structure
 - Employees can work more independently and are free in their decision making process
- Internal communications happen in weekly meetings
 - Working group representatives
 - Regular meetings of sub-groups for brainstorming
- Enabling employees to fulfill themselves in social projects abroad



Source: <https://unsplash.com/photos/VBLHICVh-II>

Eco Marketing and Circular Economy

- Product never leaves the use-cycle
 - Broken Units are recycled, reused, repaired, replaced
 - Reduces resource useage
 - Failures make us rethink the engineering
- Conditions for eco-labels are fulfilled
- Don't apply for audits, money for labels is reinvested into sustainability projects
- Lack of transparency might lead to greenwashing culture



Sufficiency Concept

- Pricing as low as possible, as high as necessary
- Nudging customers to buy product by simulating the energy saving of multiple products working together
- Longevity is given with a long warranty and failing parts will be replaced even after warranty expired
- New Revenue models are realized in the new architectural working group with the goal to build the ‚Future Homes‘



Source: <https://unsplash.com/photos/5fNmWej4tAA>

Outlook and next steps

- Developing new products
 - Smart insulation, Green Rooftop
- Expand architectural sub-group
- Cooperation with schools and universities
- Permanent branch office in a developing country to be closer to our projects abroad



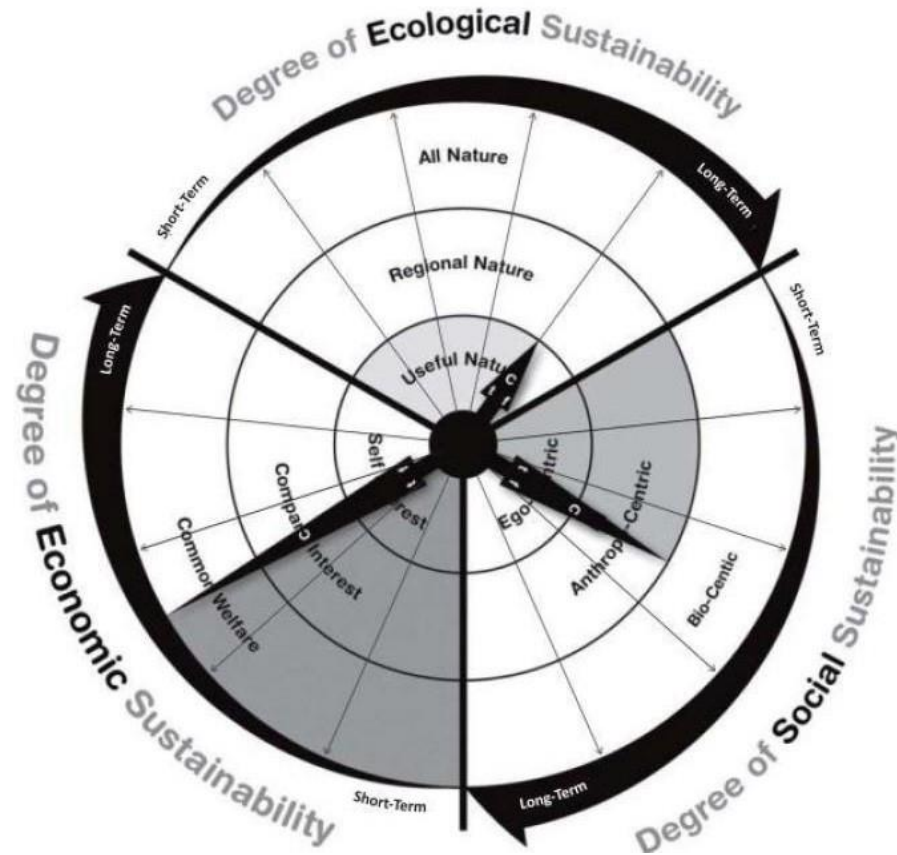
Source: <https://www.pinterest.ru/pin/568016571726114564/>

Questions and Discussion

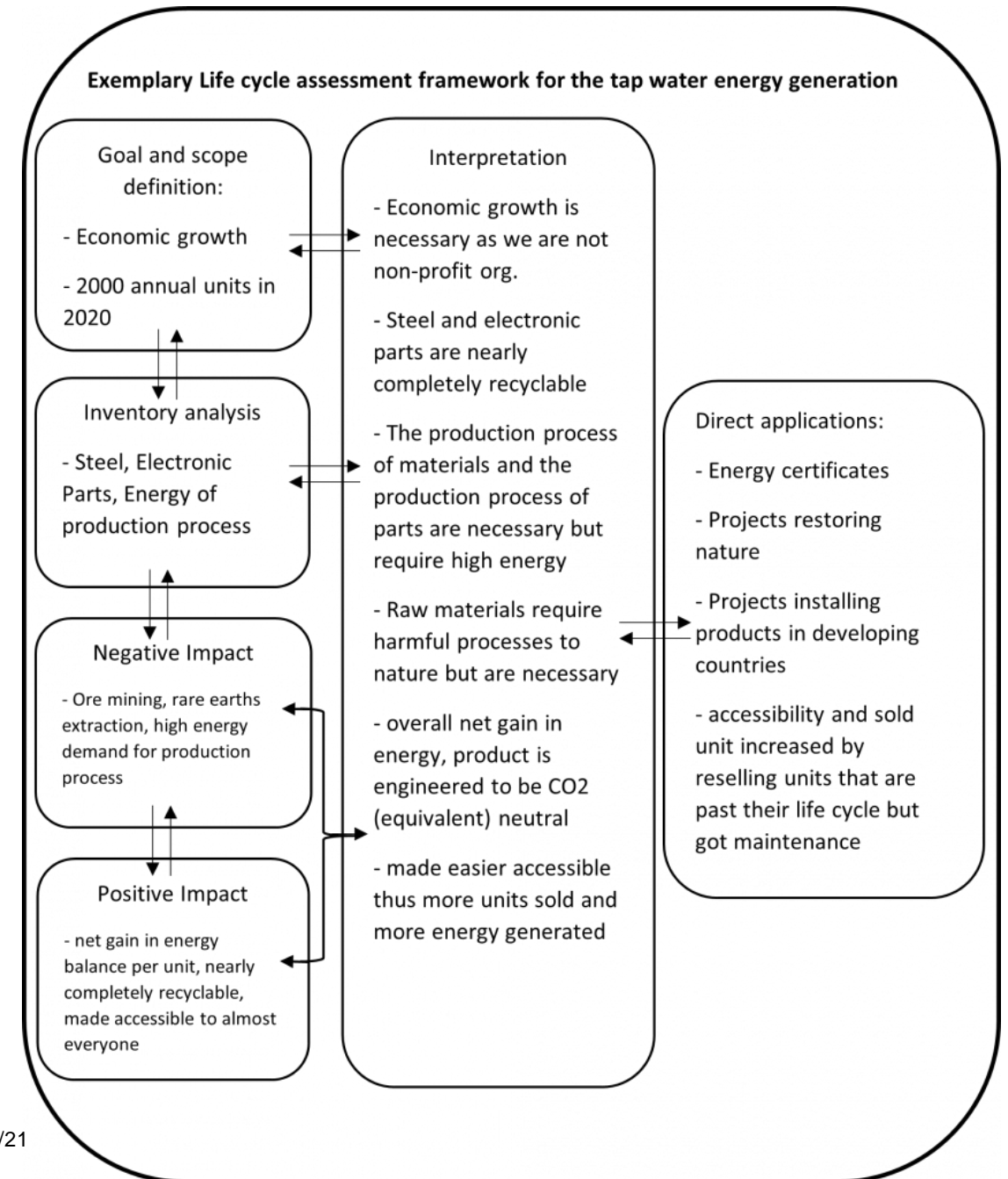
Thank you for your attention

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Appendix



Appendix



Appendix

COMMON GOOD MATRIX

Company / Organisation: Future Homes AG;

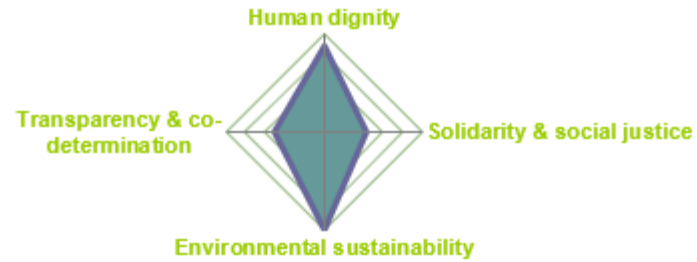
Total Balance Score: 733 of 1000 points



Values ► Stakeholders ▼	Human dignity	Solidarity & social justice	Environmental sustainability	Transparency & co-determination
A: Suppliers	A1: Human dignity in the supply chain	A2: Solidarity and social justice in the supply chain	A3: Environmental sustainability in the supply chain	A4: Transparency & co-determination in the supply chain
	33 of 56 60 %	44 of 56 80 %	56 of 56 100 %	11 of 28 40 %
B: Owners, equity- and financial service providers	B1: Ethical position in relation to financial resources	B2: Social position in relation to financial resources	B3: Use of funds in relation to social and environmental impacts	B4: Ownership and co-determination
	56 of 56 100 %	0 of 0 –	56 of 56 100 %	17 of 56 30 %
C: Employees	C1: Human dignity in the workplace and working environment	C2: Self-determined working arrangements	C3: Environmentally-friendly behaviour of staff	C4: Co-determination and transparency within the organisation
	56 of 56 100 %	39 of 56 70 %	56 of 56 100 %	22 of 56 40 %
D: Customers and other companies	D1: Ethical customer relations	D2: Cooperation and solidarity with other companies	D3: Impact on the environment of the use and disposal of products and services	D4: Customer participation and product transparency
	56 of 56 100 %	56 of 56 100 %	56 of 56 100 %	33 of 56 60 %
E: Social environment	E1: Purpose of products and services and their effects on society	E2: Contribution to the community	E3: Reduction of environmental impact	E4: Social co-determination and transparency
	44 of 56 80 %	## of 28	56 of 56 100 %	44 of 56 80 %



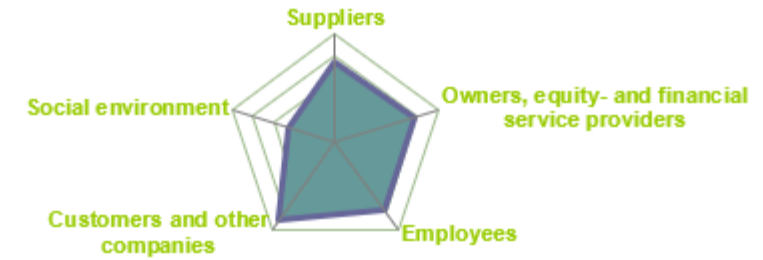
Values star for Future Homes AG



BALANCE OVERVIEW			
Human dignity	244	of 278	88 %
Solidarity & social justice	83	of 194	43 %
Environmental sustainability	278	of 278	100 %
Transparency & co-determination	128	of 250	51 %
TOTAL	733	of 1000	73 %



Group star for Future Homes AG



BALANCE OVERVIEW			
Suppliers	144	of 194	74 %
Owners, equity- and financial service providers	128	of 167	77 %
Employees	172	of 222	78 %
Customers and other companies	200	of 222	90 %
Social environment	89	of 194	46 %
TOTAL	733	of 1000	73 %