



aware GmbH

Presentation for the Board

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INTRO VIDEO



Image source: [1]

OUR COMPANY

The founders



Founding year
2017



Location
Karlsruhe



Annual turnover
€ 2.6 Million



Lukas Dannenberg

Product and Sales,
Finance



Robbin Schiller

Human Resources,
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Tobias Biener

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Lasse Steffens

Marketing,
Sustainability

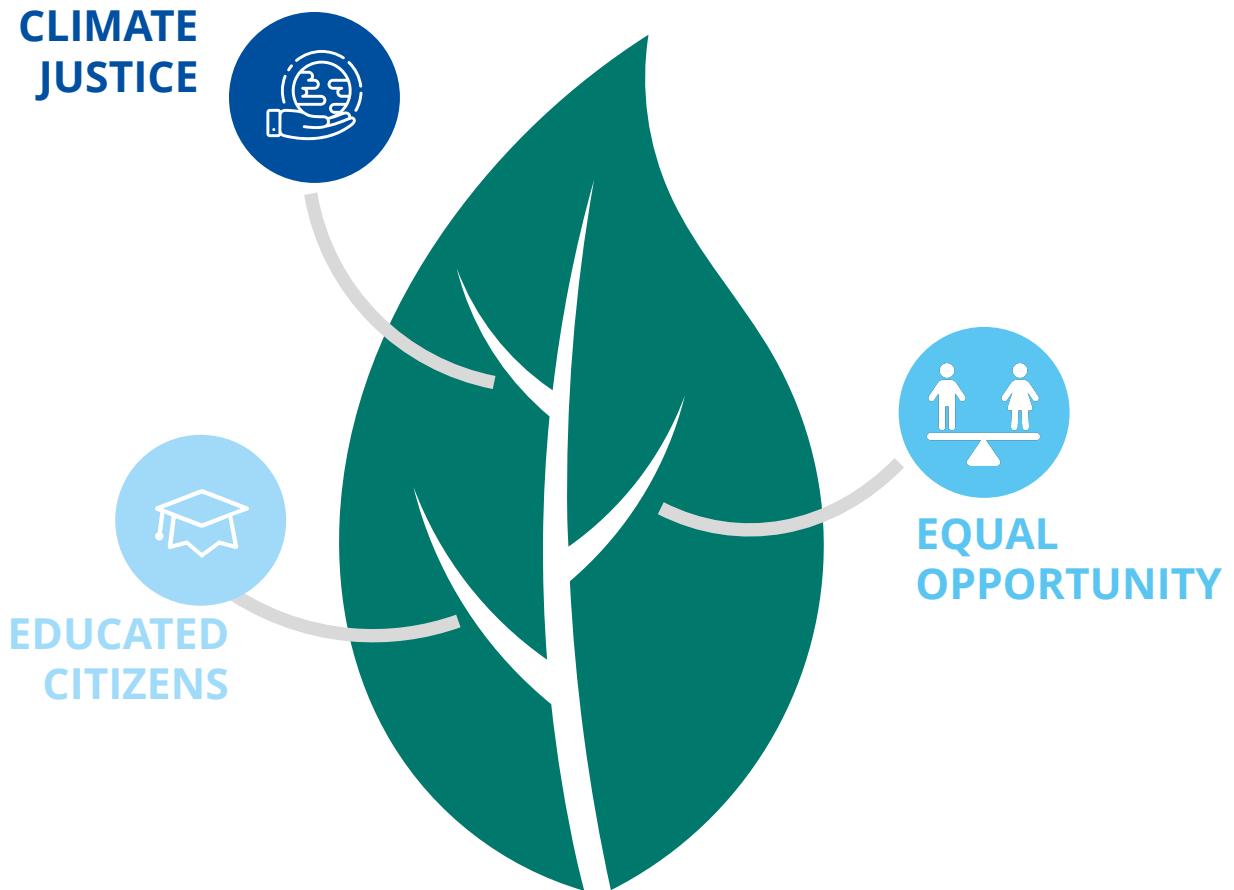


lassie.steffens@aware.de

+83 wonderful employees!

OUR VISION & GOALS

Our Vision



Our Goals



Image source: [2]

THE PROBLEM

Part 1: Not enough climate action

Question: Are the following actors in Germany doing enough for environmental protection and climate action?



Representative survey of 2,017 respondents, 2nd survey wave, sample from 14 years of age, “don’t know” and “no information” responses omitted (data in per cent, deviations from 100 per cent due to rounding)

Source: Rubik, F., Müller, R., Harnisch, R., Holzhauer, B., Schipperges, M., & Geiger, S. (2020).

THE PROBLEM

Part 2: Lack of price transparency

VISIBLE COSTS



Price

INVISIBLE COSTS



Toxins



Waste



Carbon Emissions



Effects on Biodiversity

THE SOLUTION

1 aware app

Personal Impact Tracking

Track the environmental impact of your consumption choices if you shop at one of our business partners' stores



Image source: [3]



Image source: [4]

Financial Impact Tracking

Track the environmental impact of your finances if you use banking services by one of our business partners



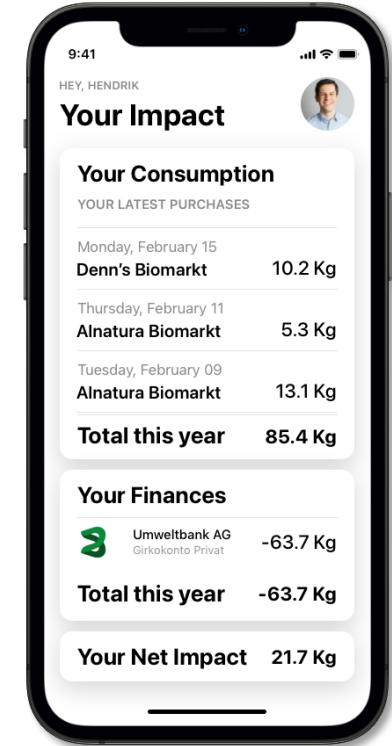
Image source: [5]



Image source: [6]



Image source: [7]



THE SOLUTION

2 awareCard®

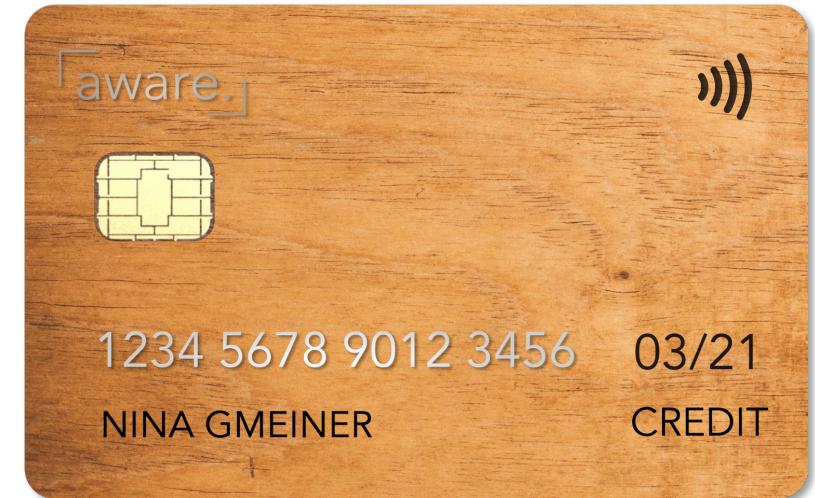
Credit card made from PEFC-certified wood

Offset your carbon emissions with every purchase

2% of your purchases go towards our business partner Compensators*, to buy European carbon emission permits off the market



Image source: [8]



aware.

OUR VALUES

Self-responsibility



... in the end, it's all up to you!

Empowerment



... is all about repeatedly nudging each-other!

Fairness



... motivates in doing our job and gives meaning!



Awareness

... helps to see yourself in the bigger picture!



Honesty

... creates the right business and human atmosphere!



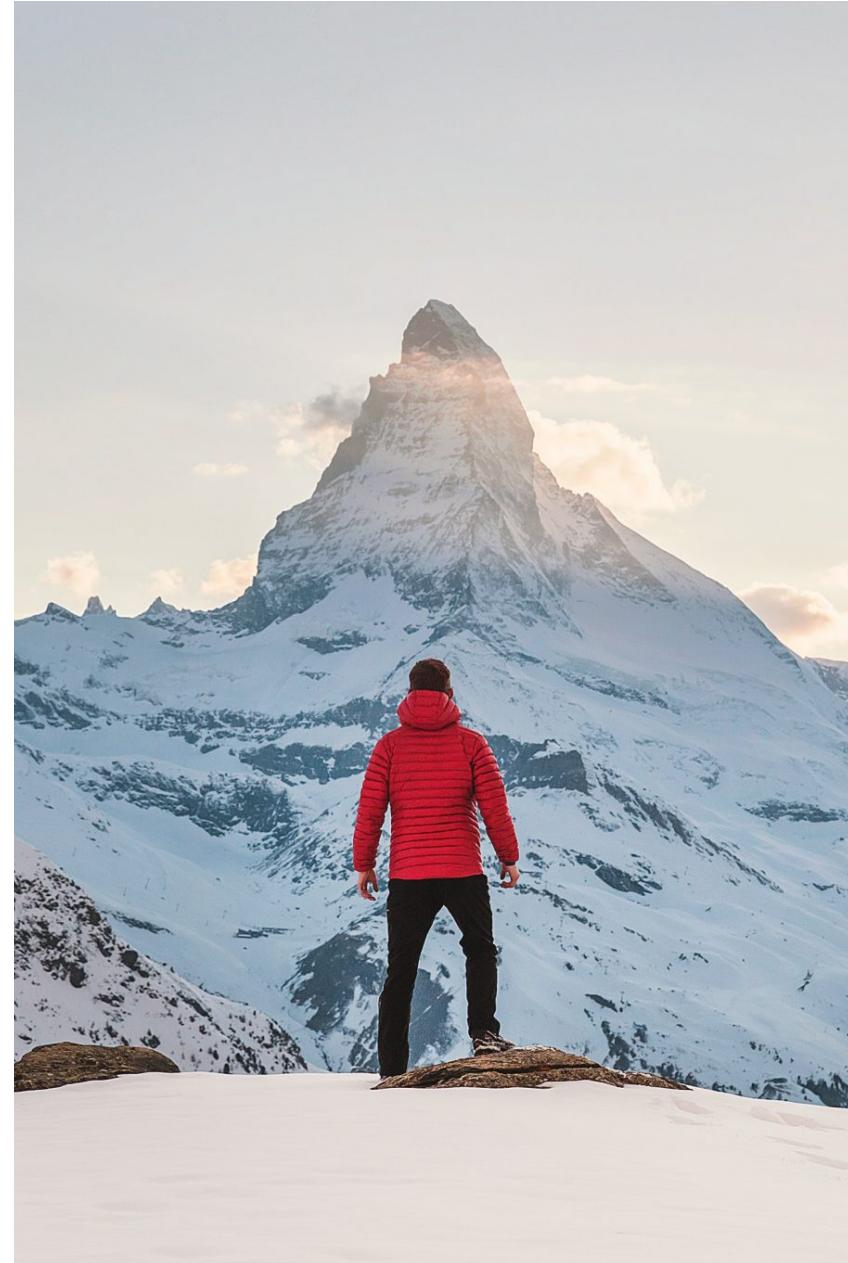
CORPORATE RESPONSIBILITY

Holding ourself accountable for our economic and environmental performance

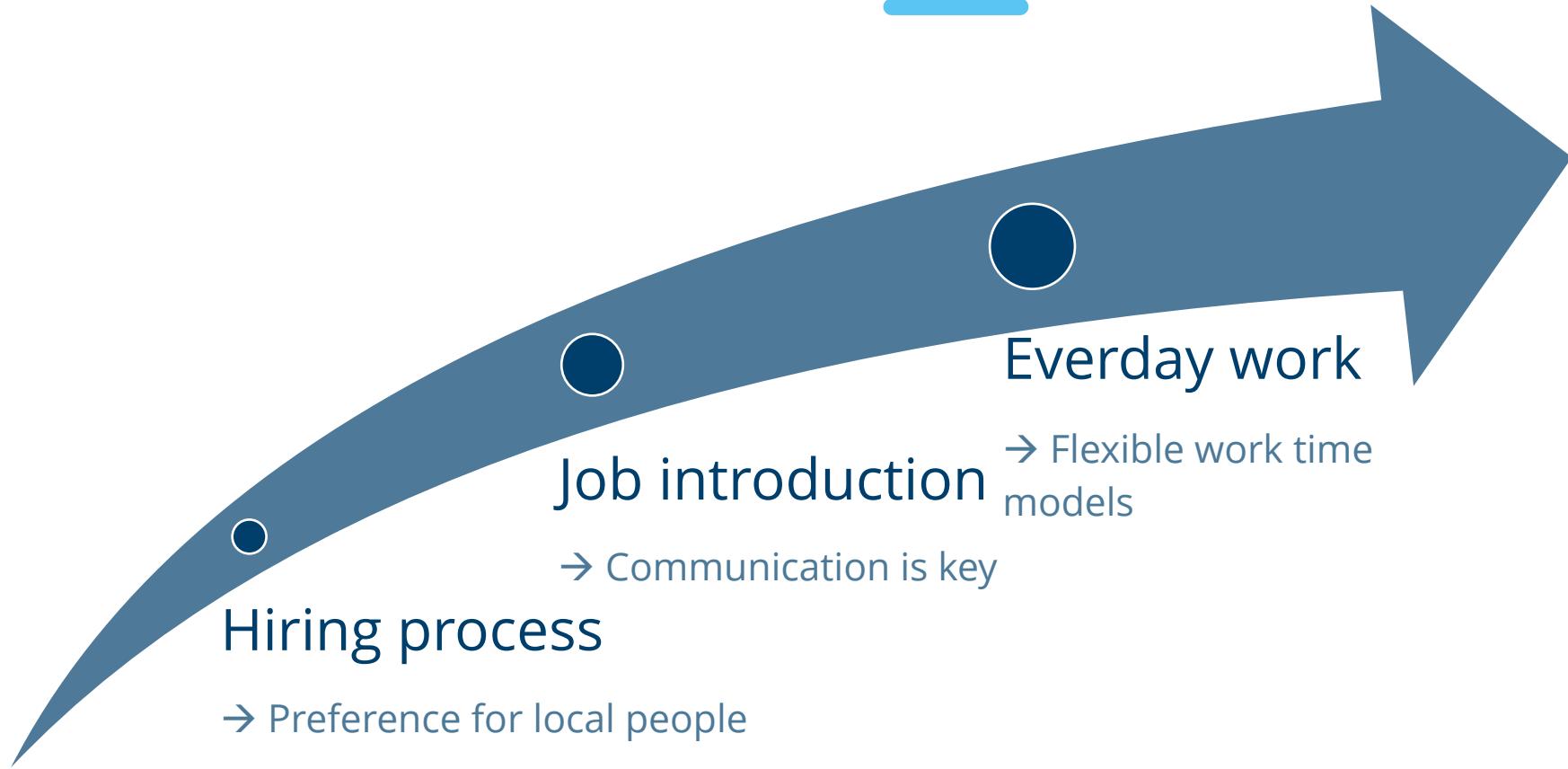
combination of targets and key performance indicators (KPIs) to measure the progress of our company

Key sustainability performance indicators:

- Total amount of CO2 saved by our customers
- Packaging waste generated at our offices
- Electricity consumption of our servers
- CO2 output of our employees getting to work



HUMAN RESOURCES

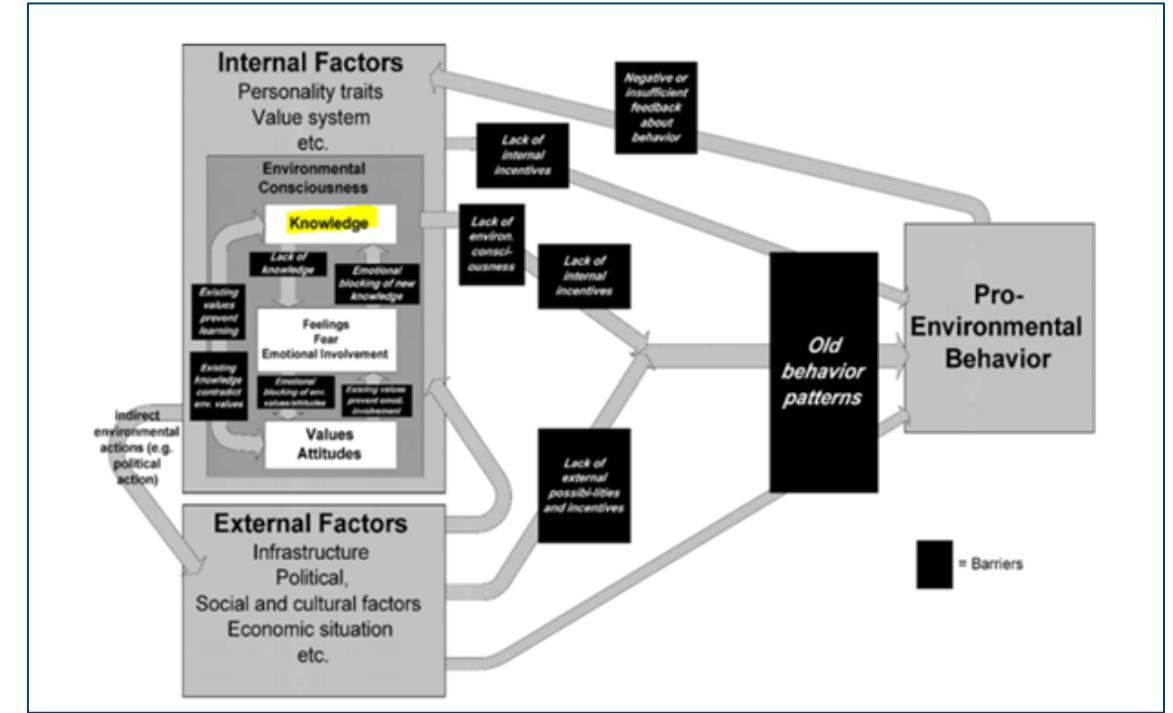


"Your employees are your company's real competitive advantage. They're the ones making the magic happen - so long as their needs are being met."

-Richard Branson-



MARKETING



Kollmuss, A., Agyeman, J. (2002) p. 257.

MARKETING



ROADMAP

Sustainability Report

Using KPIs to measure our impact and room for improvement.



EMAS Certification

Best practice environmental management tool to utilize our KPIs.



New Products

Additional service for our customers e.g. measuring their virtual water footprint.



New Partnerships

Additional partnerships with discounters to reach a larger consumer base.



THE FUTURE

OUR HISTORY
Company in private ownership
Little Participation of employees
Planning our vision

OUR PRESENT
Still officially a private company
More democratic participation
Fulfilling our vision

OUR FUTURE
Employee ownership of the company
Reinvestments instead of dividends
Living our vision



WE VALUE YOUR FEEDBACK!



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KAHOOT! - QUIZ



- Test your knowledge on sustainable food choices
- Open the following website in a new window / tab:

[www.kahoot.it](https://wwwkahootit)

- You will need to have BBB and Kahoot opened simultaneously!
- Insert the pin given in the chat and wait until the fun begins

Point criteria: correct answers and time needed to answer



WHO IS THE SUSTAINABLE FOOD EXPERT?

KAHOOT! - ANSWERS



1. Which of the following accounts for the largest portion of carbon footprint when it comes to food?

A: Processing

2. The production of which food product causes the greatest emissions? (Comparison of one kilogram)

C: Cheese

3. Is the usage of water a criterion for vegetables to be considered organic?

A: Water consumption is not taken into account.

4. What percentage of the food available in German supermarkets has already travelled more than 100 kilometres in transit?

C: 96 %

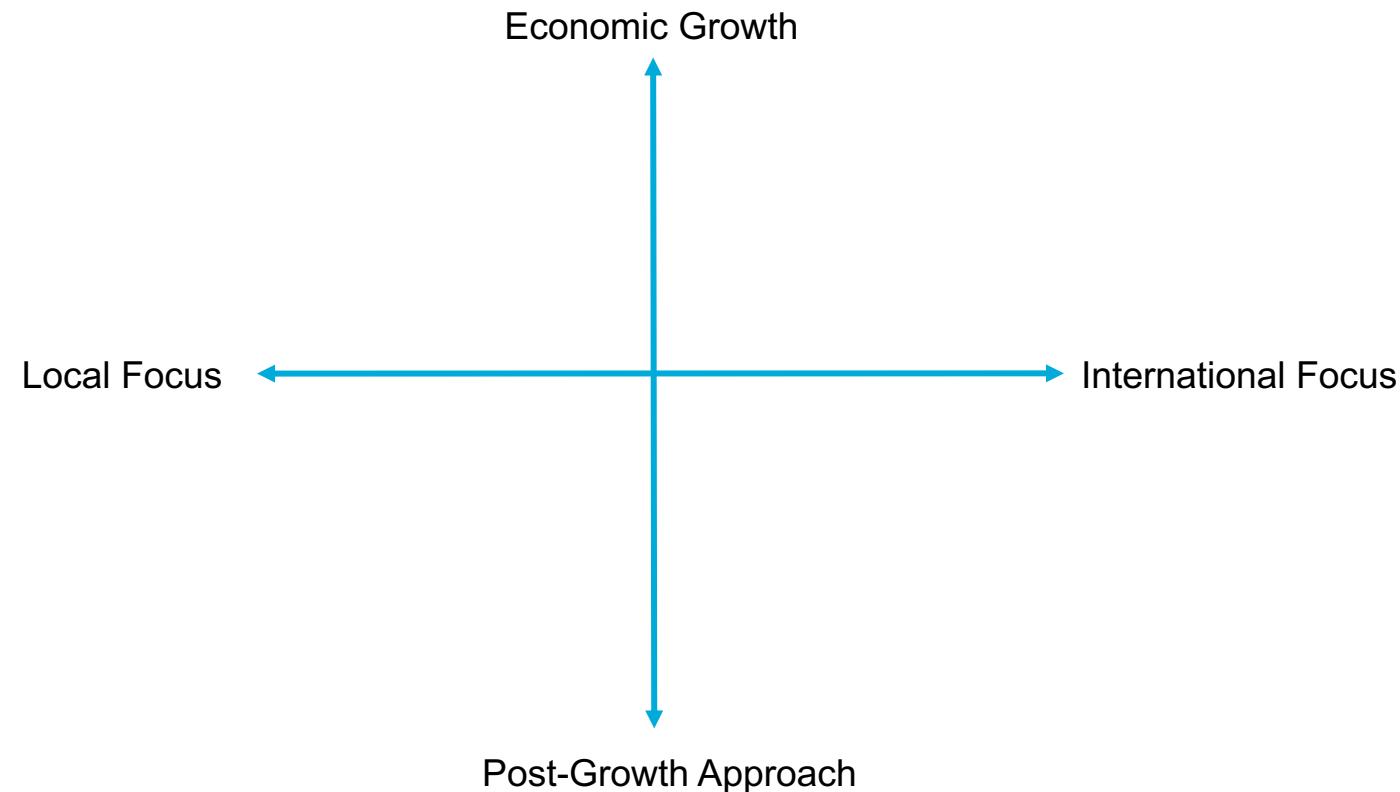
5. What is the average weight of food consumed by each person in Germany (excluding beverages)?

B: 500 kg



DISCUSSION

Where do you see aware in the future?



aware.

THE END

**THANK YOU
FOR YOUR ATTENTION!**

LITERATURE

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- Rubik, F., Müller, R., Harnisch, R., Holzhauer, B., Schipperges, M., & Geiger, S. (2020). Environmental Awareness in Germany 2018 – Results of a representative study.
- Unerman, Jeffrey & Chapman, Christopher. (2014). Academic contributions to enhancing accounting for sustainable development. *Accounting, Organizations and Society*. 39. 385-394. 10.1016/j.aos.2014.07.003

Kahoot Quiz Answers

1. <http://css.umich.edu/factsheets/carbon-footprint-factsheet>
2. http://static.ewg.org/reports/2011/meateaters/pdf/methodology_ewg_meat_eaters_guide_to_health_and_climate_2011.pdf
3. <https://www.anwalt.org/bio-siegel/>
4. https://www.ifeu.de/fileadmin/uploads/landwirtschaft/pdf/Langfassung_Lebensmittel_IFEU_2009.pdf
5. https://www.bmel.de/SharedDocs/Downloads/DE/Broschueren/ernaehrungsreport-2020.pdf?__blob=publicationFile&v=23

IMAGES



1. <https://i.pinimg.com/originals/60/3a/f6/603af68b5ae7ed4b121480b698e21e2a.png>
2. https://en.wikipedia.org/wiki/Sustainable_Development_Goals
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8. <https://www.compensators.org>