Sustainability Management Concept

@FoodPrint®

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Carl von Ossietzky Universität Oldenburg
Seminar ISM
Nina Gmeiner, Hendrik Wolter
Referentinnen: Carla Marsland, Meike
Staecker, Lina Kramer, Meike Panschar

Agenda

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Overview

Key Data, Vision and Mission

02

Sustainability Concept

Our Sustainable Product and Stakeholder Management

03

Outlook

Basic Information about FoodPrint

- Foundation: 2012

- Legal structure: AG

- 17 employees

- Annual turnover: ~2,5 Mio. €

Our App

„Transparency with every step you take"

How do I use FoodPrint?

- Open the app on your mobile device
- Hybrid form of product recognition

What information does FoodPrint provide?

- Water footprint
- CO2 footprint
- Packaging materials and quantities
- Appropriate packaging disposal
- Information on eco labels & social justice

How does FoodPrint work?

- Data mining: Co-creation with community (6 mio. users)
- Europewide for Android, iOS
- Traffic light system:
- significant deficit
- medium classification
- low environmental impact

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Our Vision

Together, we want to contribute to a sustainable future in

which everyone can easily find products that are good for

the society and the environment –

and help to create a better future.

Our Mission

We want to increase product transparency.

FoodPrint provides necessary information to choose socially, environmentally friendly products. We want to constantly expand our community and enlarge our portfolio.
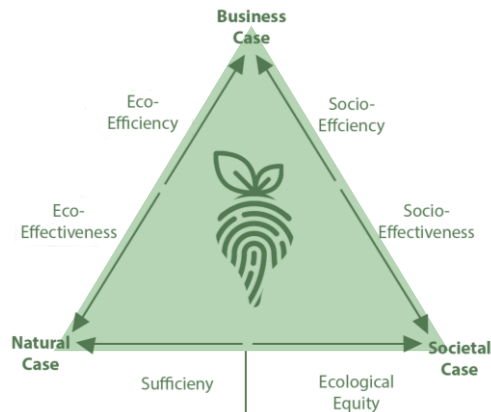
We want to contribute to sustainable development in the food industry.

Our Understanding of Sustainability
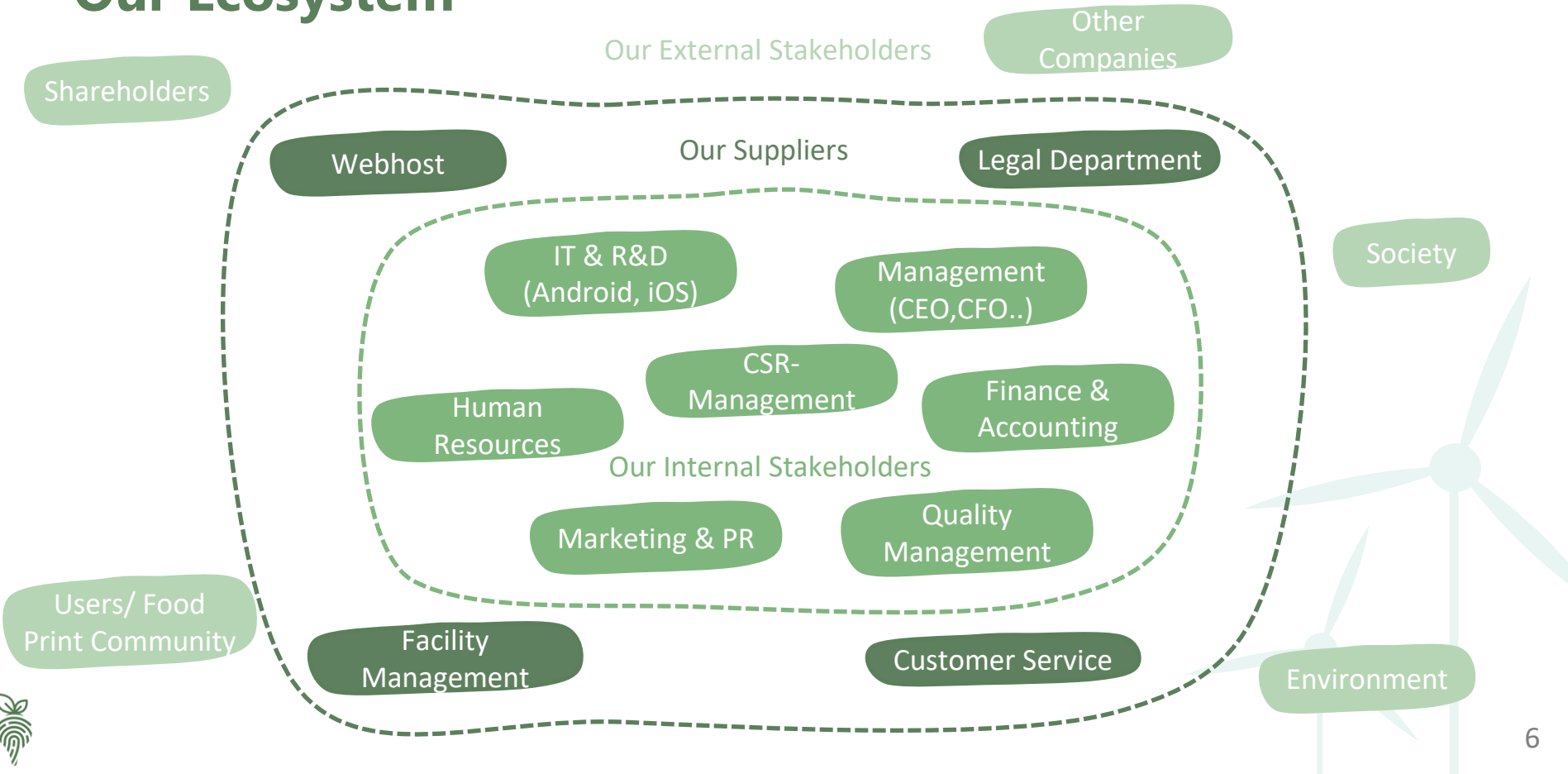
Foster transparency in the food sector

Address the social and the environmental case

Create a positive long-term impact

Include our product & all stakeholders (broad scope)

Business Case

Eco-Efficiency

Socio-Effciency

Eco-Effectiveness

Socio-Effectiveness

Natural Case

Societal Case

Sufficieny

Ecological Equity

Our Ecosystem

Our External Stakeholders

Other Companies

Shareholders

Our Suppliers

Webhost

Legal Department

Society

IT & R&D (Android, iOS)

Management (CEO,CFO..)

CSR-Management

Finance & Accounting

Human Resources

Our Internal Stakeholders

Marketing & PR

Quality Management

Users/ Food Print Community

Facility Management

Customer Service

Environment

Our Ecosystem

Other Companies

Our External Stakeholders

Shareholders

Our Suppliers

Webhost

Legal Department

Society

IT & R&D (Android, iOS) — CSR

Management (CEO,CFO..) — CSR

CSR — Human Resources

CSR-Management

Finance & Accounting — CSR

Our Internal Stakeholders

CSR — Marketing & PR

Quality Management — CSR

Users/ Food Print Community

Facility Management

Customer Service

Environment

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Sustainable Stakeholder Management

o   Particular focus on concepts rather than certain tools

o   Some tools are less relevant for us

o   Different challenges than manufacturing companies

Focus on
stakeholder management

→ CGBS is a good tool for us

Sustainable User Satisfaction

Environment

1. Optimization of Medias & Images e.g. Images only load in more detail when actively requested by the user

2. Minimization of the amount of data being transferred between our servers and our App

3. Focus on core features - We constantly review our features and rewiew if they are necessary

4. We follow energy efficiency best practices and make our code accessible for everyone!

5. We inform the user about the impact of their browsing behavior

- o Sustainable app design: reduction of energy consumption
- o Green Hosting: use of renewable energy
- o Sufficiency strategy (nudging)

- o Inclusion: barrier free app design
- o Accessibility: PWYW, project donations
- o Data: privacy, quality
- o Social justice and eco-labels

Society

Sustainable User Satisfaction

Environment

o Sustainable app design: reduction of energy consumption
o Green Hosting: use of renewable energy
o Sufficiency strategy (nudging)

1. minimum plan

2. medium plan

3. maximum plan

o Inclusion: barrier-free app design
o Accessibility: PWYW, project donations
o Data: privacy, quality
o Social justice and eco-labels

Society

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Sustainable Supplier Cooperation

Values

| Human Dignity, Solidarity & Social Justice | Environmental Sustainability | Transparency & Co-Determination |

A) Suppliers

+ We apply our code of conduct when choosing suppliers, e.g., fair wages and working conditions, etc.
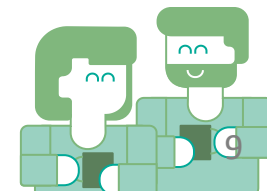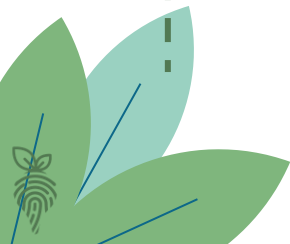
+ Consideration of ecological effects of our suppliers to minimize environmental impact, e.g., green server host, facility management using sustainable products

+ Co-determination through regular exchange with suppliers (common goals and benchmarks)

- Sometimes, conflicts of interest are in the way of common goals

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Our Employees

Values

Human Dignity, Solidarity & Social Justice	Environmental Sustainability	Transparency & Co-Determination

C) Employees

+ Flexible working hours and remote work is possible

+ Fair wages and free fair bank account

+ Focus on diversity in recruitment/ management

+ Free bike leasing

+ Free public transport tickets

+ Internal monitoring system to reduce environmental impact in office (e.g., paper, toner, etc.)

+ Employee trainings

+ Reward system for innovative/ sustainable ideas

+ Employee feedback and surveys

CGBS FoodPrint

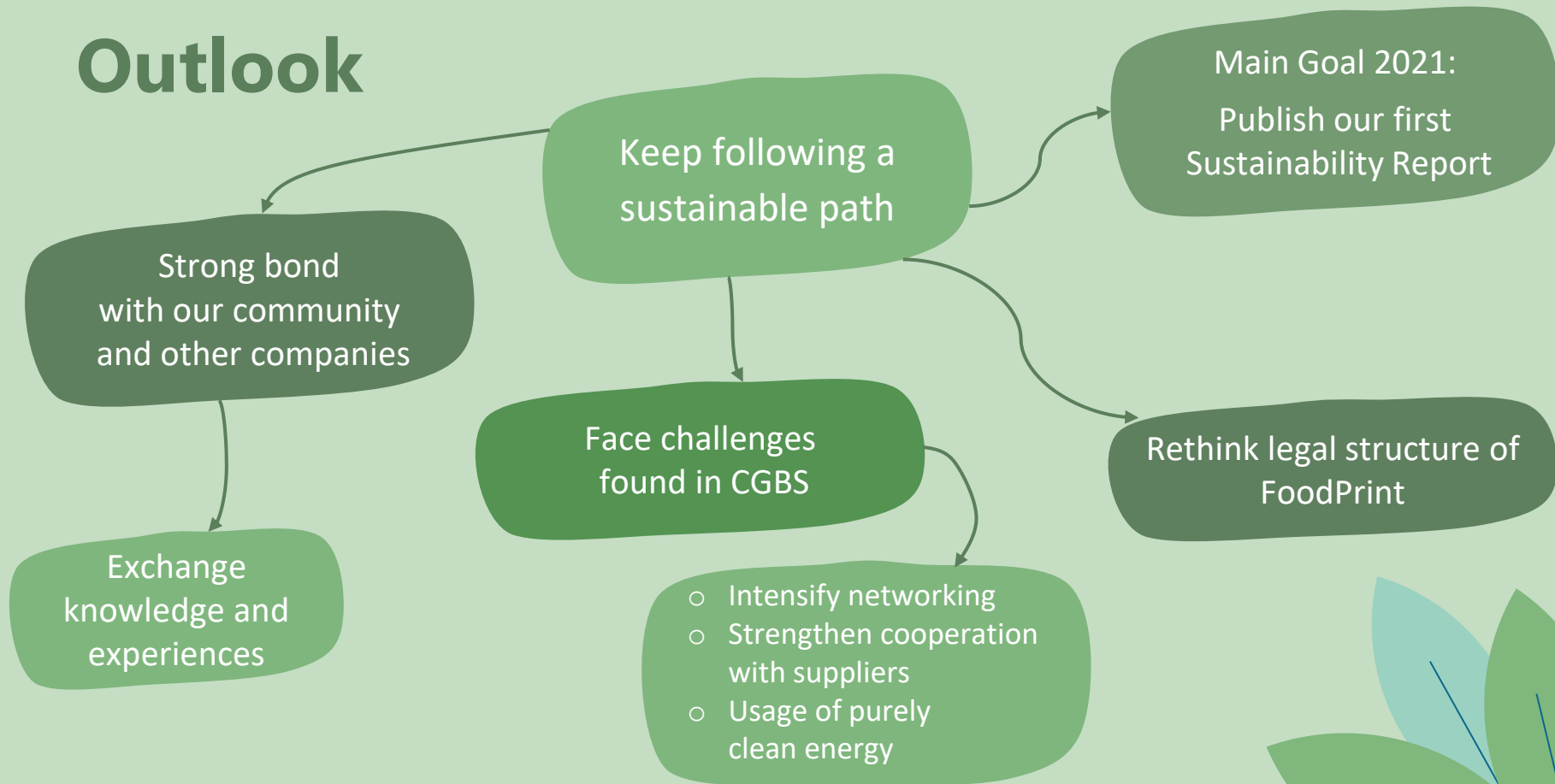|	Human Dignity	Solidarity & Social Justice	Environmental Sustainability	Transparency & Co-Determination
A) Suppliers	**+** reciprocity: we are in constant exchange with our suppliers to keep up with these values (human dignity, social justice, solidarity) alike • code of conduct: we apply our code of conduct when choosing suppliers (e.g., fair wages and working conditions, no discrimination etc.)		**+** consideration of ecological effects of our suppliers, e.g., green hosting provider, facility management using sustainable products	**+** long-term contracts co-determination through regular exchange (common goals and benchmarks) **−** sometimes, conflicts of interest are< in the way of common goals
B) Owners, Equity, Finance	**+** school project and sustainable packaging project (through Cradle to Cradle) → PWYW • fair/ethical bank, for FoodPrint and the employees • as an AG we depend on our financial stakeholders → low dividends and high re-investment rate into our company (>50%)			
C) Employees	**+** flexible working hours and home office possible • flat hierarchies with feedback towards management/HR • fair wages and free fair bank account • focus on diversity in recruitment/ management		**+** free bike leasing • free public transport tickets • internal monitoring system to reduce environmental impact in office (e.g., paper, toner, etc.)	**+** employee trainings • employee feedback and surveys • reward system for innovative/ sustainable ideas
D) Customers & Companies	**+** Inclusive app design: option for blind people, gendered language, PWYW model • Hints at problematic product names regarding discrimination and cultural appropriation **−** hard to point out non-quantitative non-sustainable behavior of food producers	**+** Protection of data privacy • Data exchange with food producers • Cooperations with institutions like Foodsharing and Cradle to Cradle • Funding projects like our primary school project and research on sustainable packaging	**+** Green server hosting (to reduce impact of FP and users) and optimized data use • Sufficiency: we show our users the CO2-emissions of the app usage • Focus on core app features **−** current host provider buys green energy certificates, does not offer real green energy	**+** Supervised co-creation process to develop and enlarge data base • Our app is a tool to raise awareness on sustainability problems in society from where it translates to politics **−** Making food producers aware of their impacts and possible changes is often hard
E) Social Environment	**+** contribution to a justice society (PWYW) • contributes to transparent and more sustainable food industry		**+** Minimize users' environmental impact through the app • sustainable product: FoodPrint app (see product sustainability)	**+** "Transparency with every step you take" • publicly available source code to foster sustainable app development **−** no sustainability report yet

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Outlook

Keep following a sustainable path

Main Goal 2021:
Publish our first Sustainability Report

Strong bond
with our community
and other companies

Face challenges
found in CGBS

Rethink legal structure of
FoodPrint

Exchange
knowledge and
experiences

- Intensify networking
- Strengthen cooperation
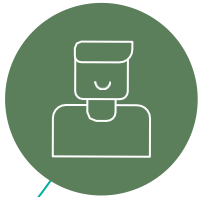 with suppliers
- Usage of purely
  clean energy

Discussion

Your Questions

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