



# NEVER STOP GOING.

OUR JOURNEY TO A BETTER  
SUSTAINABILITY MANAGEMENT  
CONCEPT

ISM Winter Term 2020/2021  
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## WHO WE ARE

Only by looking inwards we can bring our vision to life.

# 01

## WHAT WE ARE ALREADY DOING

Status quo of our tools and actions.

# 02

## WHAT WE ARE PREPARING

Outlook.

# 03

## DISCUSSION

Exchanging thoughts.

# 04





# 01 WHO WE ARE

Only by looking inwards  
we can bring our vision  
to life.



# OUR COMPANY

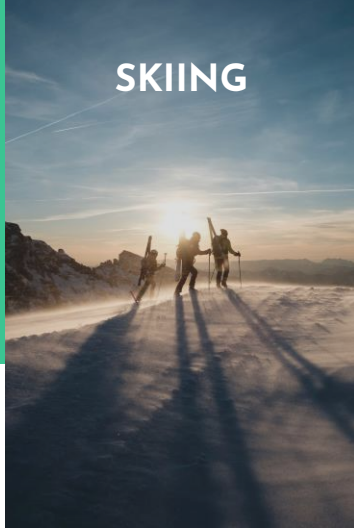
We believe high-quality travel equipment with a sustainable background should be affordable for everyone and it deserves to experience the adventures it was made for.

It wants to get out, experience something and doesn't want to stay in the closet!

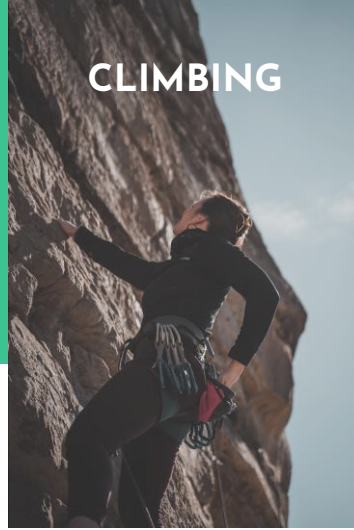


- Founded in 2015
- Based in Brandenburg
- 18 employees

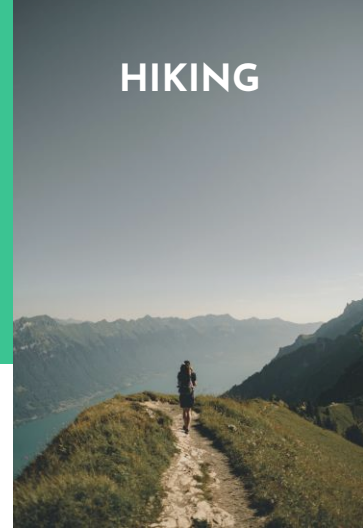
## SKIING



## CLIMBING



## HIKING



We believe in the power of circles.  
So, we are offering rentable high-quality outdoor  
clothing, backpacks and gear.

# THE ENERGY THAT GUIDES US

We believe that it is our duty  
to reconnect with nature,  
to appreciate nature  
and to protect resources  
where we can influence the use.





# OUR GUIDING PRINCIPLES

The value base  
for our actions



PREVENTION



HOLISTIC SUSTAINABILITY



SUFFICIENCY



PARTICIPATION

# 02 WHAT WE ARE ALREADY DOING

Status quo of our tools  
and actions.







## PREVENTION



### Our central and guiding principles



We believe in synergies.

Our vision is an outdoor sport community, that doesn't harm nature with newly produced equipment. For this we keep outdoor gear in play by providing it to the people who (actually) need it.

#### prevention

We are focused on a mid- and long-term orientation in our actions. In the best case this prevention will make crisis response obsolete.

#### holistic sustainability

When it comes to imply sustainability to the business level, that means for us: Maintaining and growing all dimensions, the economic, social, and environmental capital base.

#### sufficiency

We support longevity and consumption reduction by our business model of renting outdoor gear.

#### participation

We not only want to share our values with different stakeholders. We want to actively involve stakeholder groups in processes to change and let them influence us wherever they can.

N E V E R





## PREVENTION

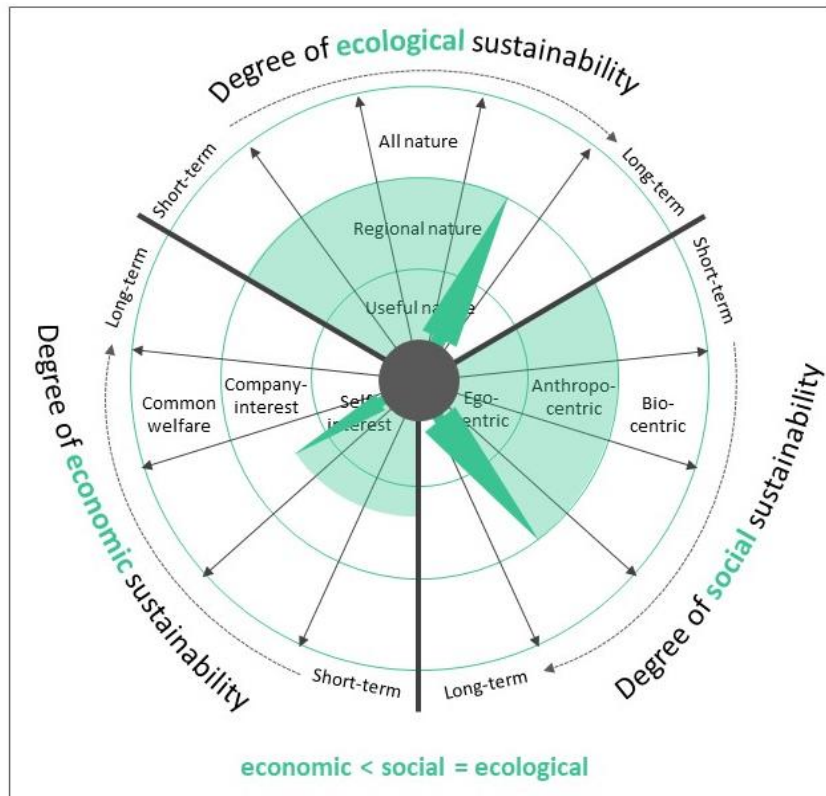


Figure: SCR profile of Mouteverent based on Schütz 2012 (p.12)



## PREVENTION

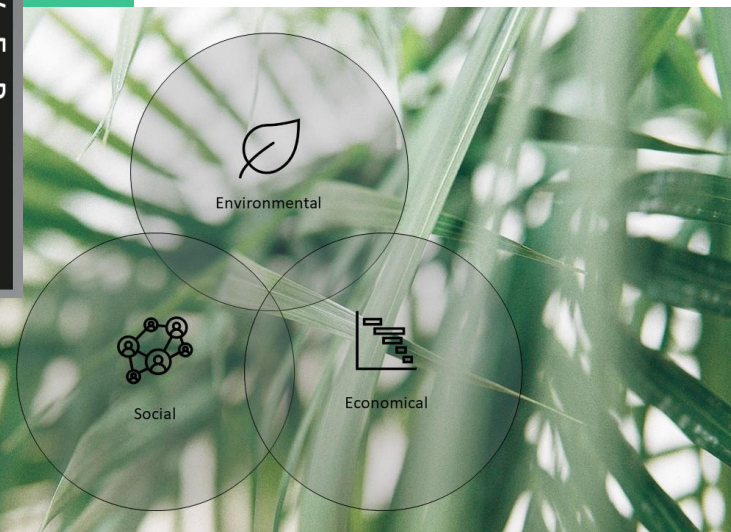
### 02 WHAT WE ARE ALREADY DOING







# HOLISTIC SUSTAINABILITY





## HOLISTIC SUSTAINABILITY

**8** DECENT WORK AND  
ECONOMIC GROWTH



**10** REDUCED  
INEQUALITIES



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION





# HOLISTIC SUSTAINABILITY

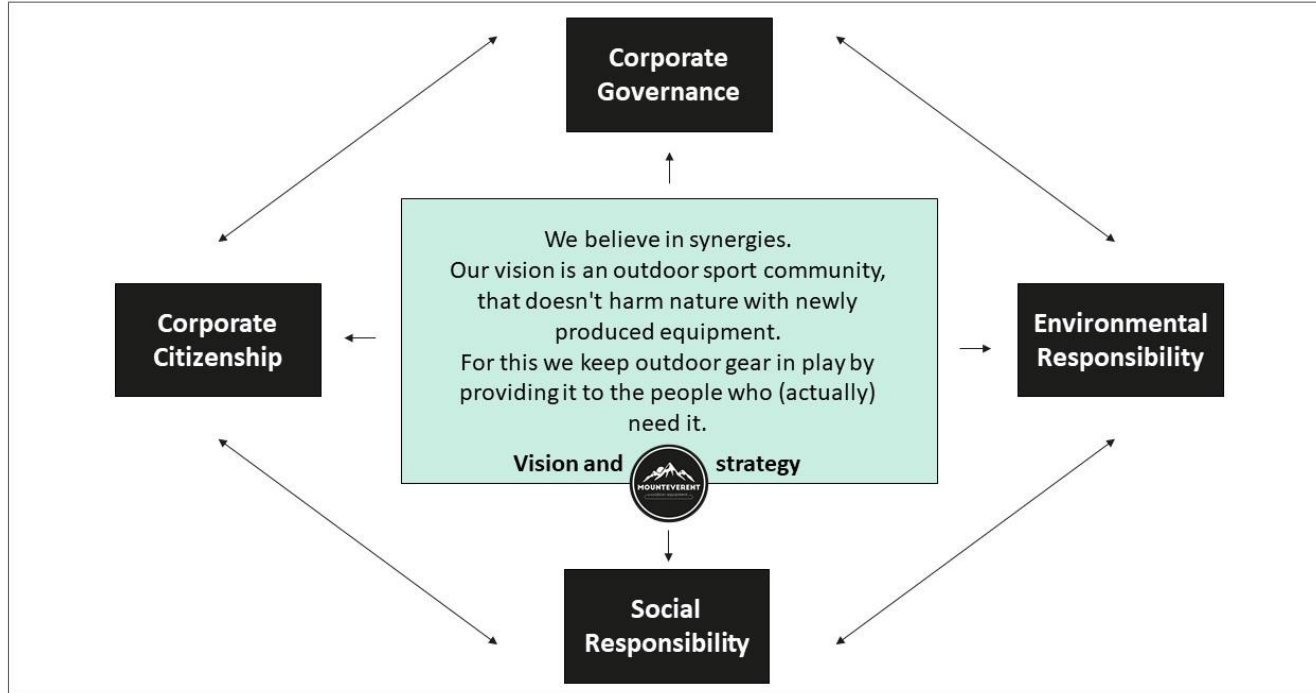


Figure: Sustainability balanced scorecard for Mounteverest







## SUFFICIENCY



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NEVER





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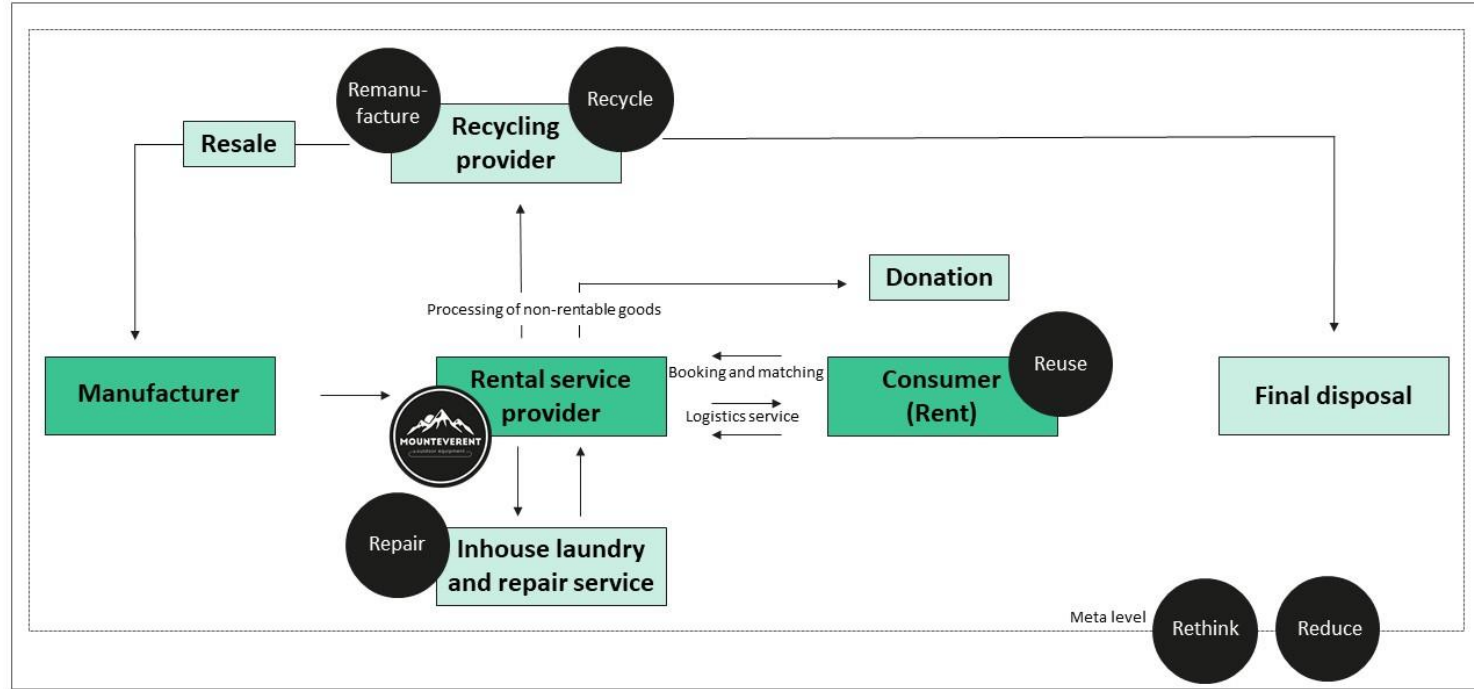
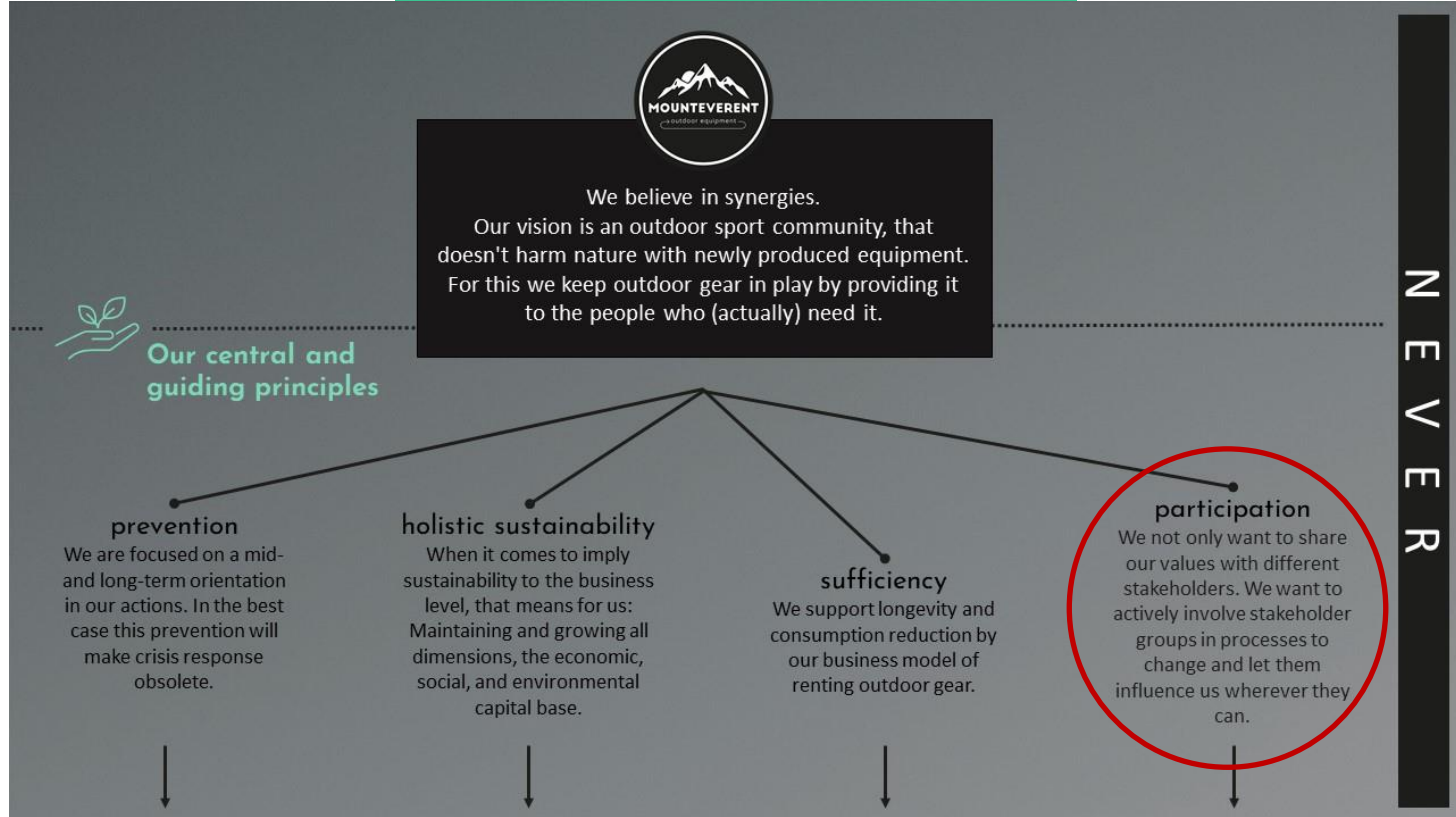


Figure: Munteverent's value chain based on Hu et al. 2014.



## PARTICIPATION







## PARTICIPATION



Stakeholder Engagement



Sustainability Trainings



Involving our Local Community

# 03 WHAT WE ARE PREPARING

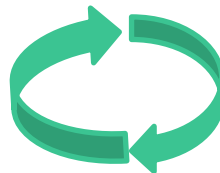
Outlook



Sustainability  
Balance  
ScoreCard



ECONOMY  
FOR THE  
COMMON GOOD



PREVENTION



HOLISTIC  
SUSTAINABILITY



SUFFICIENCY



PARTICIPATION





**LET US MAKE A DIFFERENCE.**

#strongertogether

# 04 DISCUSSION

We would like to  
exchange thoughts  
with you.



# Have you ever rented clothes?

A: Yes  
B: No





# Would you be interested in renting clothes in general?

A: Yes  
B: No





**Is there a reason you  
never rented anything?**

**Do you identify gaps  
in our concept?**

**Do you think renting  
is a sustainable concept  
for the future?**

**What can we do to  
make renting more  
attractive?**



## Interested in further reading?

LITERATURE

Find here  
our full  
literature  
list of all our  
blog posts



## Scan me!

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