

Go Green

mobility designed around people



01

Why Go**Green**?

Vision, Mission,
Strategy, Goals

02

Go**Green** App

Mobility-as-a-Service

03

Corporate Sustainability

Our strategy in practice

04

Challenges

Limitations and
dependencies

OUR TEAM

Mirko Wulfange

External Relations



Thomas Lorch

Strategic Management



OUR TEAM

Alexander Riedel

Human Resources



Anh Nguyen

Marketing and Media





01

Why Go**Green**?

Mission, Vision, Strategy, Goals

OUR COMPANY

Location: Oldenburg

Number of Employees: 8

Year of Establishment: 2019

Legal Structure: UG



Mission

The current transportation system has several
social and environmental injustices.

We, from the start-up **GoGreen**, have made it
our mission to tackle these problems.

**give easy access
to sustainable
public and
shared mobility**





We want to

make multimodal and sustainable
transportation convenient

push new consumption patterns

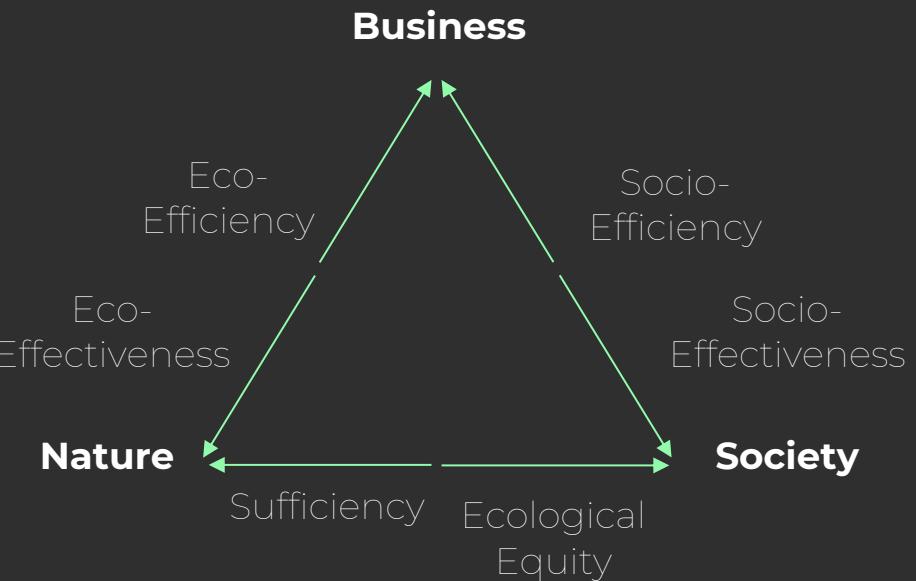
expand the use of low and zero-
emission transportation

make the existing transport system
more efficient

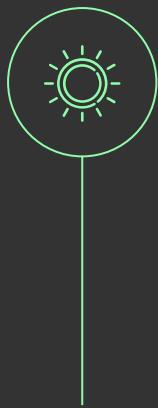
**design mobility around people
again and not around cars**



Understanding of Sustainability



Sustainability Goals



Goal 7

**Affordable
and Clean
Energy**



Goal 9

**Industry,
Innovation and
Infrastructure**



Goal 11

**Sustainable
Cities and
Communities**



Goal 12

**Responsible
Consumption
and Production**

Strategy

contribute to a **sustainable** systematic
change in the transport sector
that focusses on human needs:
mobility and quality of living



02

Go**Green** App

Mobility-as-a-Service

The **GoGreen** App - Features



Multimodal Routing

Choose the fastest,
cheapest or most
sustainable route



Real time Information

Where is the next
shared vehicle?
When leaves the
next bus?



Use on the go

Booking, Payment,
Autorisation



Track mobility behavior

See environmental
impact of your trips
gain **Green** Points

The **GoGreen** App - Sustainability



Sensitisation

Quantify pollution of trips
Transparency

GreenPoints

Incentive for sustainable trips
1 tree per 500 **Green**Points

Knowledge Platform

Additional information
Educational input, events

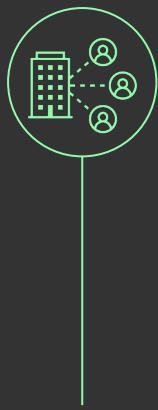


03

Corporate Sustainability

Our strategy in practice

Our strategy in practice



Organizational Culture

Low hierarchies
High responsibilities
participation



Human Resources

Recruiting
Networking
Education



Green Innovation Lab

Develop new
sustainable ideas
and business
models



Sustainability Management

Evaluation
Common Good
Balance Sheet

Marketing and Communication



Raise **environmental awareness**

Address internal and external **barriers**

Encourage to **rethink**

Focus on **convenience**, reduced
environmental impact and
positive change for Oldenburg

Sustainability **Reporting**



Do you rather want
a new city park
or a parking lot?

GoGreen

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Kölner Außenwerbung

Do you rather
want
affordable
housing
or a car park?

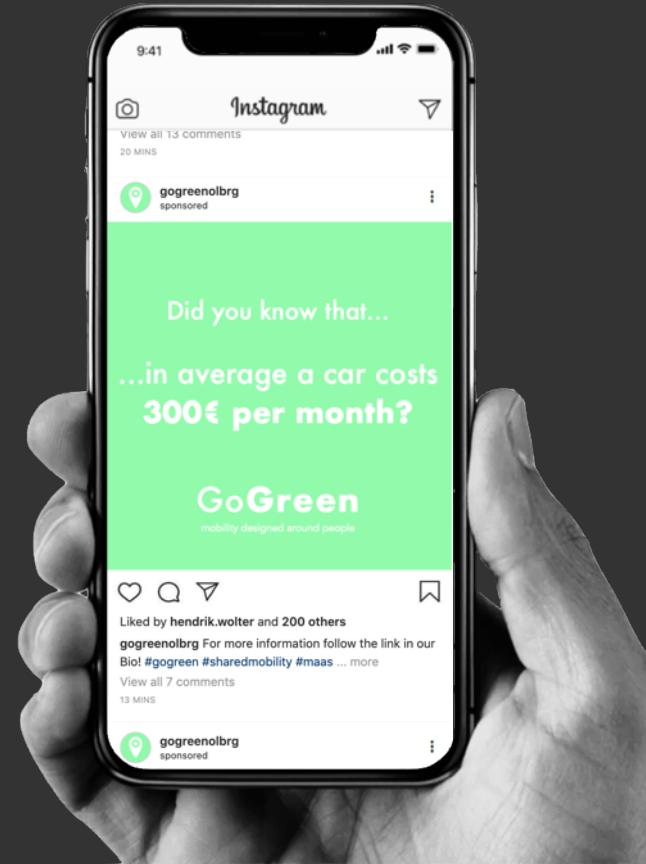
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STRÖER

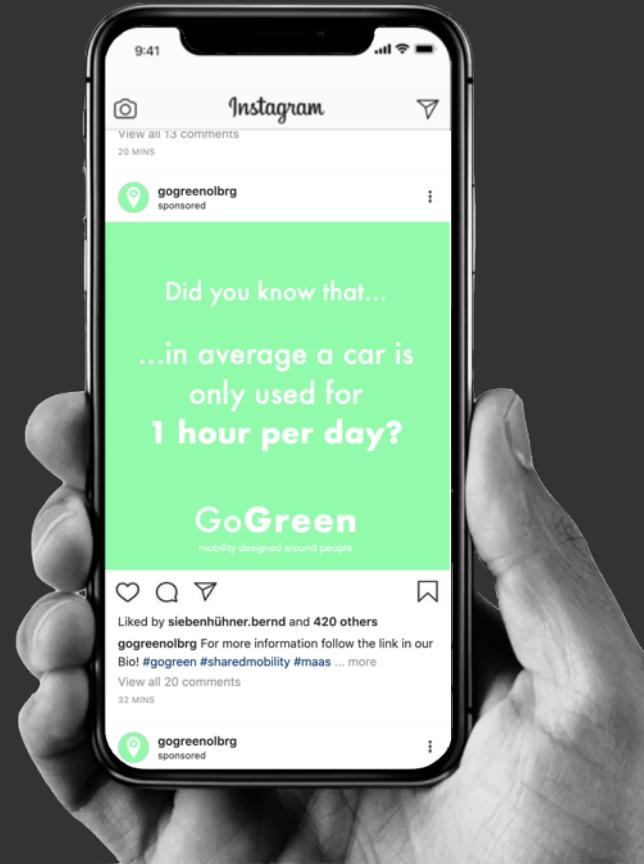
Marketing and Communication

Go**Green**
encourages
to rethink



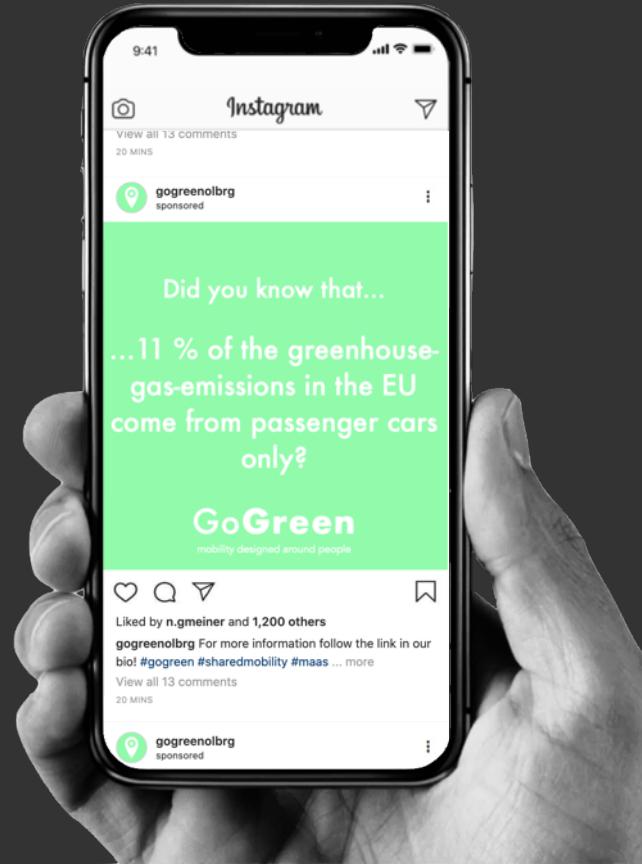
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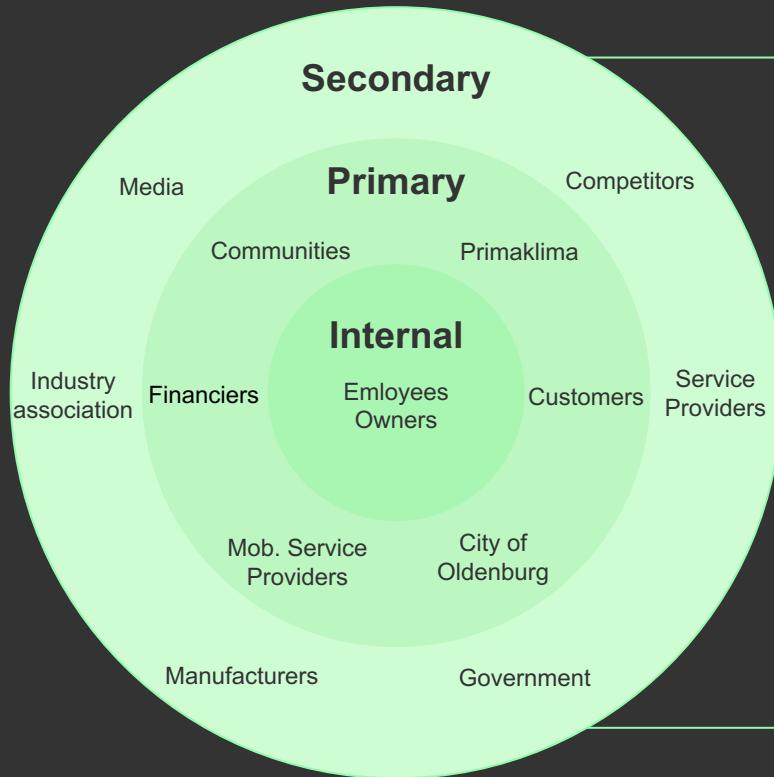


Marketing and Communication

Go**Green**
encourages
to rethink



Stakeholder Engagement and Cooperations



A strong relationship to our stakeholders is an important factor for **improving our services** and the success of our business

Depending on the **interest** and **influence** level we choose a different engagement strategy for each stakeholder group

Cooperations with the **city of Oldenburg** and **Primaklima**



04

Challenges

Limitations and dependencies

Challenges



Depended on partners

Little influence on sustainability of service providers and manufacturers



Human Resources

Find intrinsic motivated employees that share our vision



Behavioral Change

Convince enough customers in order to be profitable



Financial Resources

Ambitious goals and costly measures
Need to growth

THANKS!



Do you have any questions?

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Go**Green**

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Would you use Go**Green**?

Yes



No



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