# H2O Mobility

Sustainable Waterway Solutions

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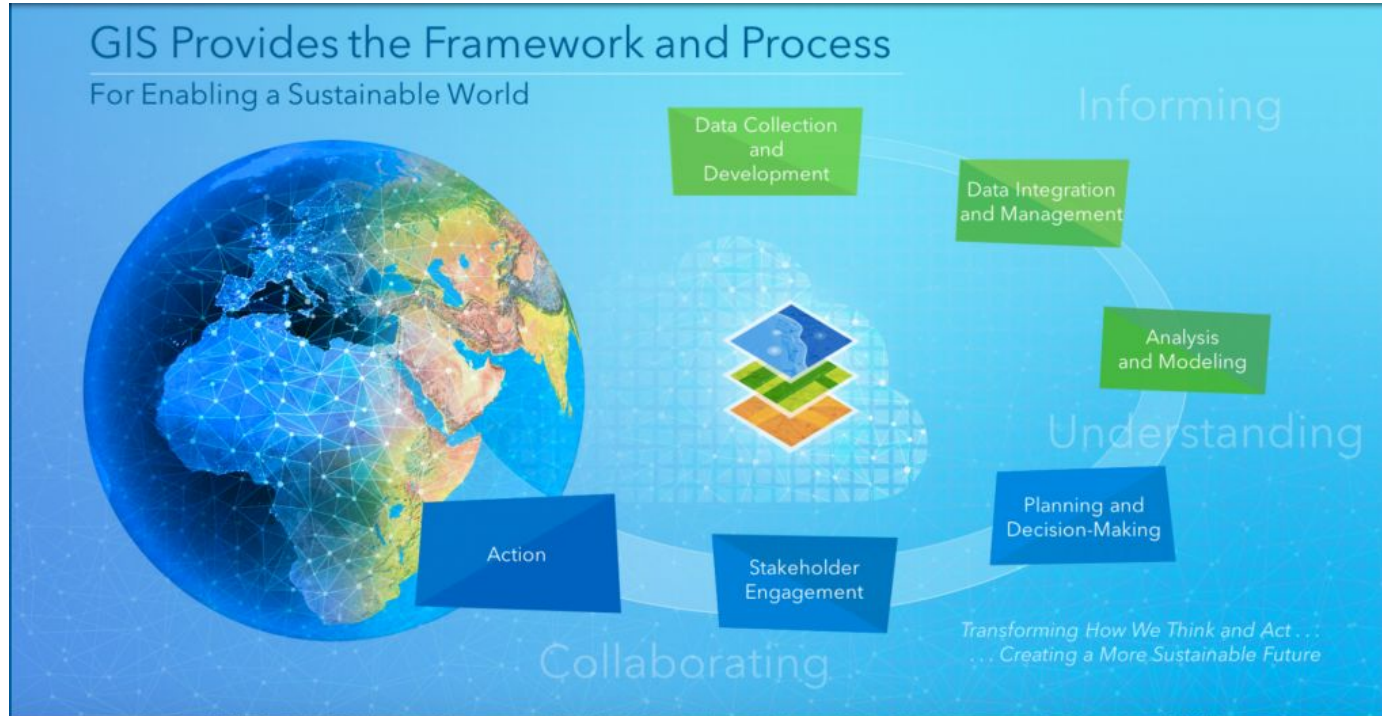# Our Sustainability Strategy: Who Are We?

- A start-up responsible for the management, development, analysis and modeling of an inland navigable waterway system
- Provision of knowledge and expertise for the maintenance and expansion of our waterway boating networks ⇨ consulting
- Provision of physical Infrastructure and clean energy

Source: the European Waterway System (u/kalsoy)
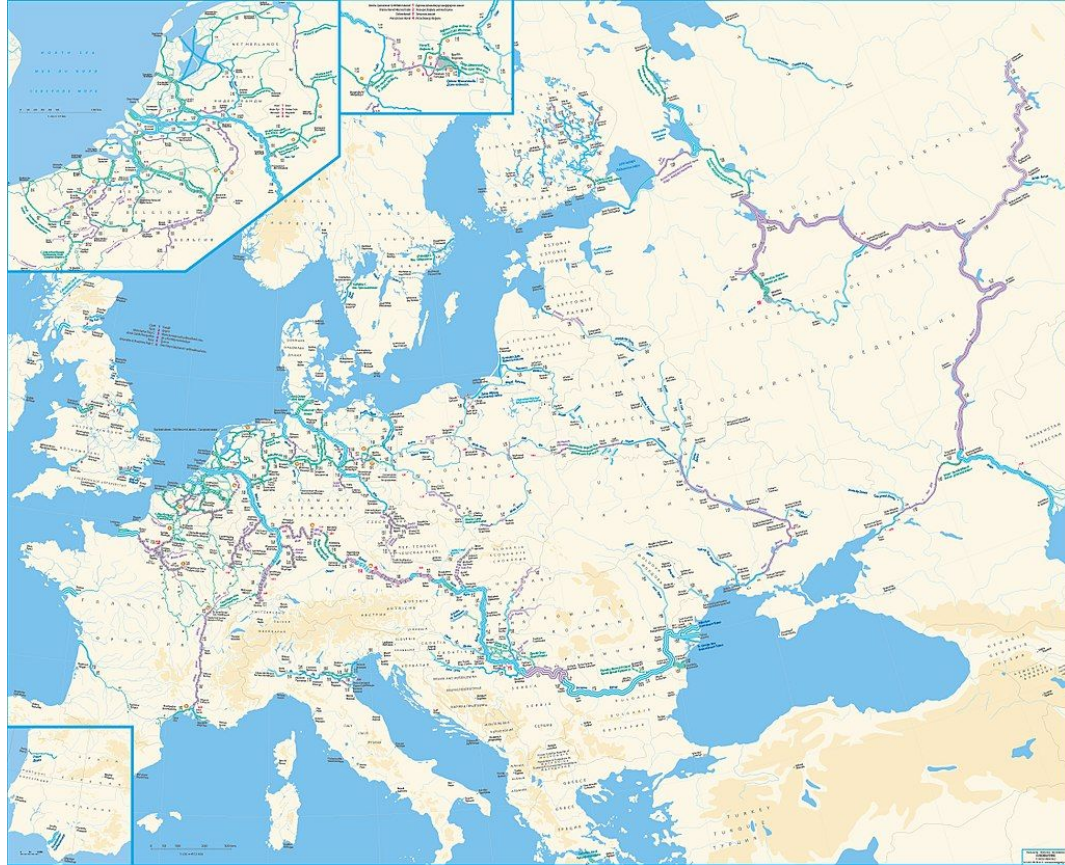
Sustainability Strategy: How Do We Act?

– Geographic Information System Mapping

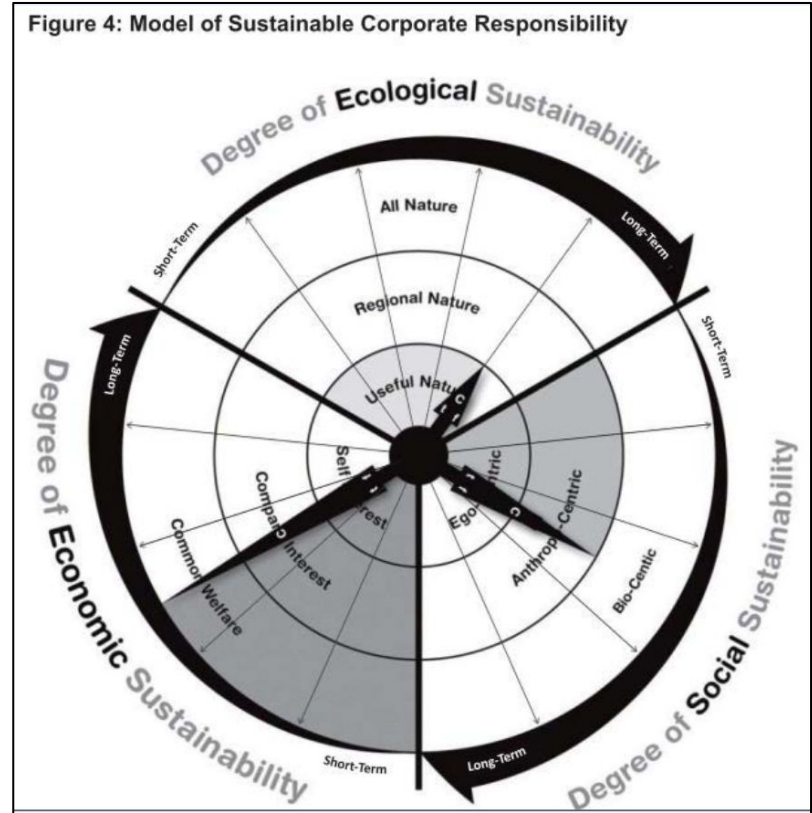Source: Smart GIS Enabling a Smarter World 2016

The Three Spheres of Our Sustainability Strategy

1. Social
2. Ecologic
3. Economic

"Sustainable development is a development that meets the needs of the present without compromising future generations to meet their own needs…."(WCED 1987)
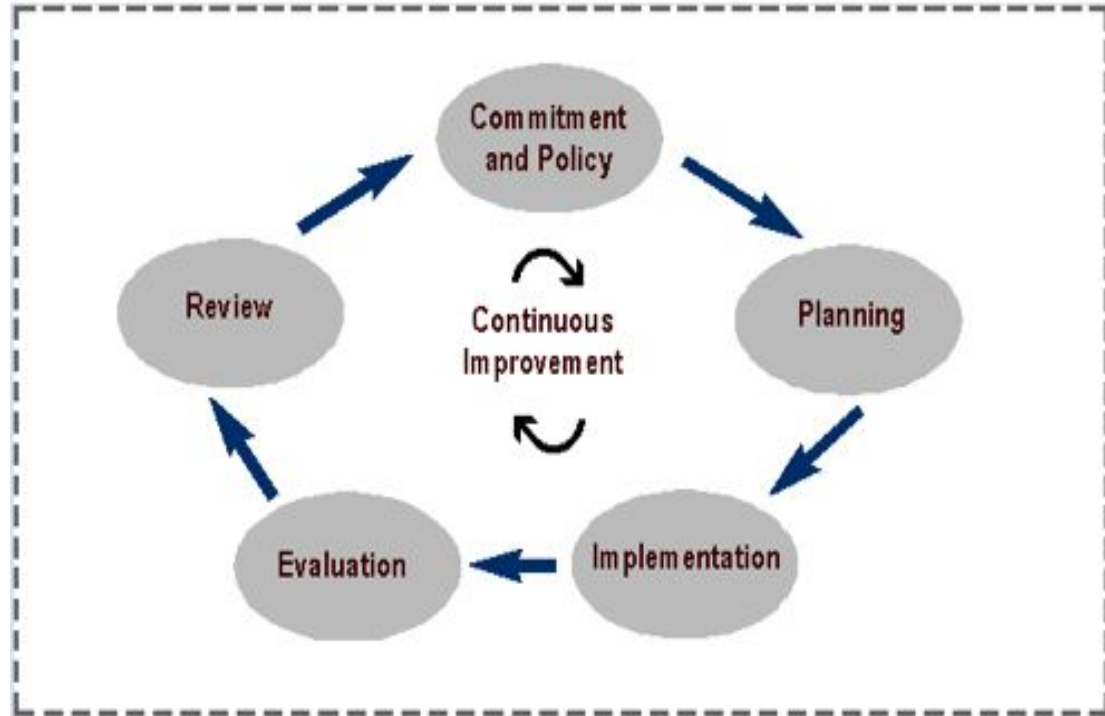

Figure 4: Model of Sustainable Corporate Responsibility

Source: Schütz 2012

Our Business Model

- Environmental Management Systems
- The Real-World Laboratory Approach

Source: EPA 2020

Public Private Partnerships

'We're in this together, it's a sentiment that no contract can ever convey.'

| Cooperation	NGO
The Ocean Cleanup	The European Institute for Sustainable Transport
StormX Installations	
H2 Mobility Deutschland GmbH	

Our Social Responsibility

Anthropocentric scope
1. Human voice
2. Human access
3. Human health

Bio-centric scope
1. Environment=stakeholder
2. Sustainable life cycle of our product

Figure 4: Model of Sustainable Corporate Responsibility
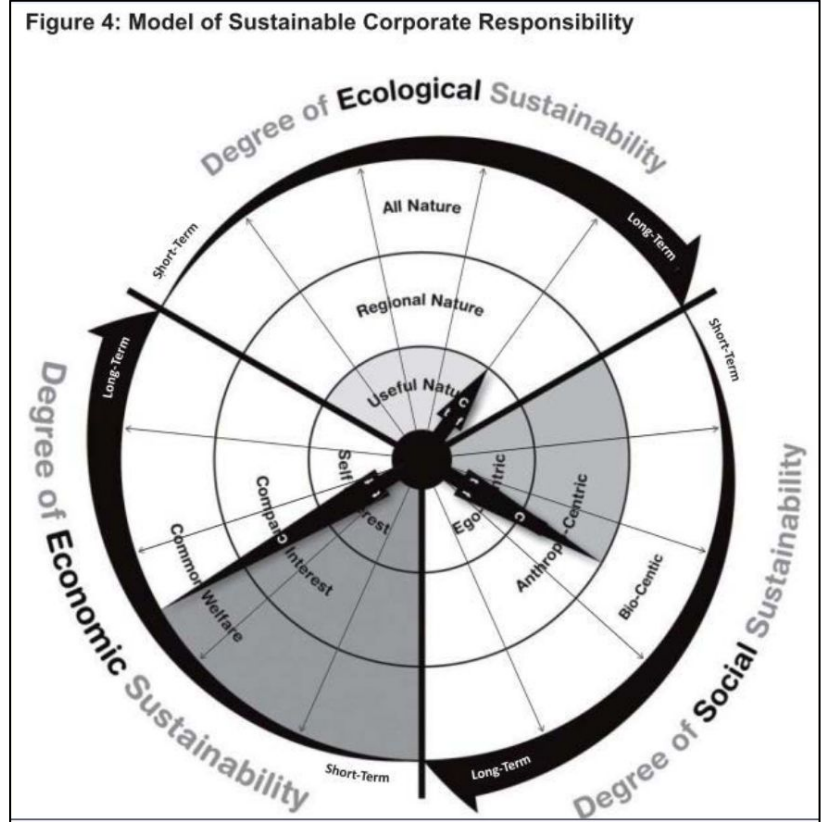
Source: Schütz 2012

Organizational culture

1. Environmental behavior within (think green)

2. Valued employees (workshops and training)

3. Rewarded employees (perks and benefits)

Full medical coverage
(for employees and their families)

Unlimited PTO

Performance benefits

EMPLOYEE BENEFITS

Advanced office infrastructure

Free dining-rooms and meals

Equity in company revenues

Team-building retreats

Organisational culture: Economy for the Common Good (ECG)

ECG Values

Human Dignity

Solidarity and Social Justice

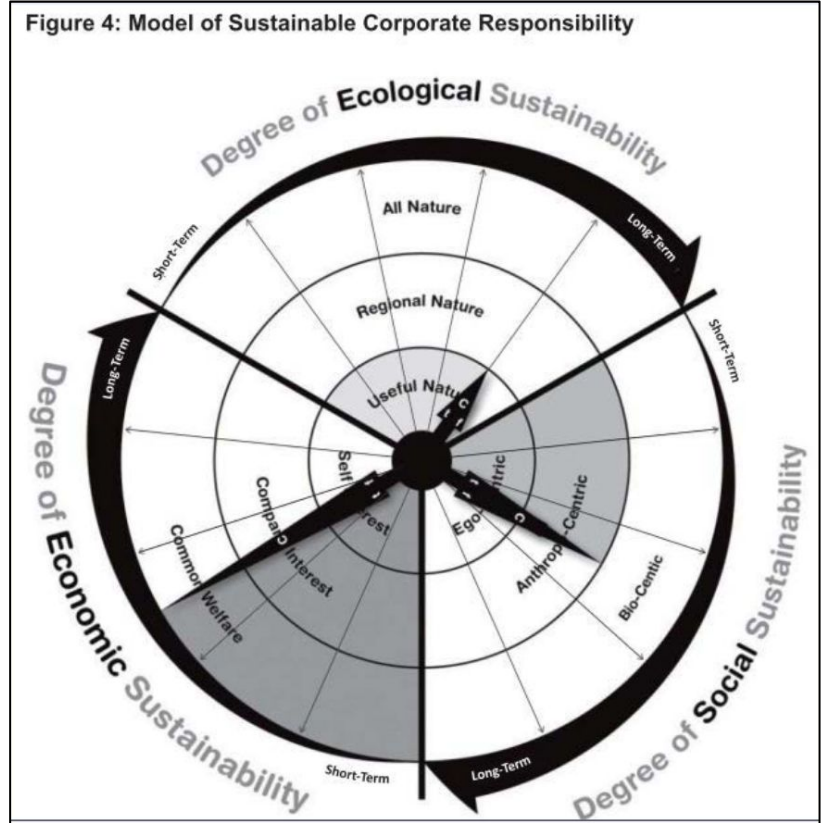**Environmental Sustainability**
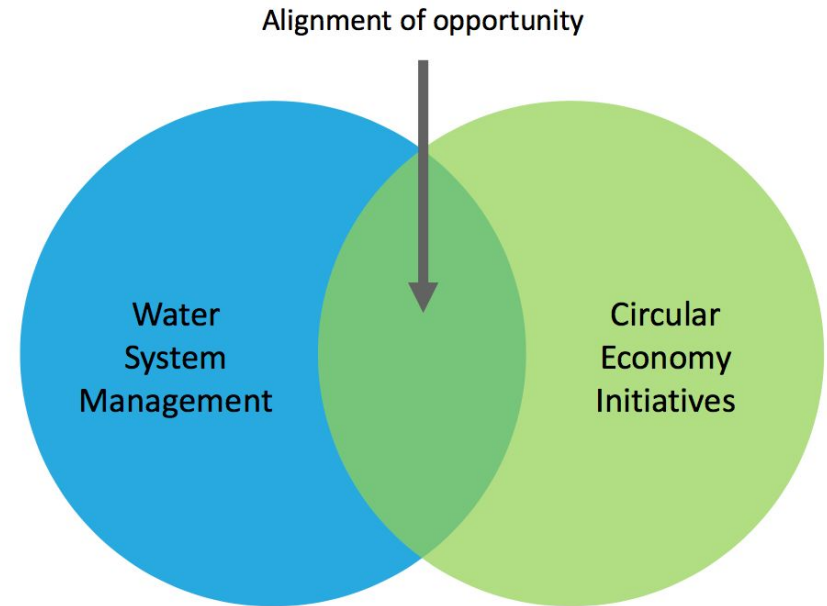
Transparency and Co-Determination

Our Ecological Responsibility

1. Useful nature

2. Regional nature

3. All life

Figure 4: Model of Sustainable Corporate Responsibility

Source: Schütz 2012

Circular economy

Alignment of opportunity

Water System Management

Circular Economy Initiatives

Sources: International Water Association (IWA), 2016 ; Water & Circular economy project, 2018

Our Economic Responsibility

4 Dimensions

1. Profitability
   - Selling for profit to stay in business while avoiding exploitative practices
2. Transparency
   - Transparency about our business practices and environmental impact
3. Non–discrimination
   - Decisions based on financial and environmental merit
4. Sustainability
   - Acting as sustainably as feasible in every step of our projects.
   - Certification of sustainability

Figure 4: Model of Sustainable Corporate Responsibility
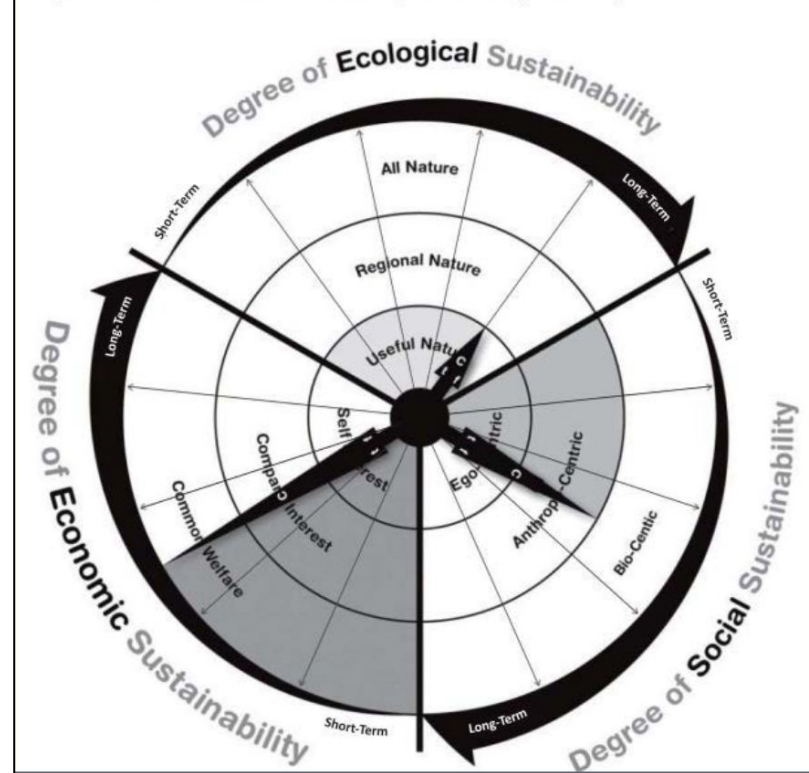
Source: Schütz 2012

Literature

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