



Generic Energy AG

Sustainability Concept

By Sven Schröder, Hendrik Dreesmann and
Kevin Mischlich

Table of contents

1. Company overview
2. Sustainability management concept
3. Innovation and Exnovation
4. Implementing the strategy
5. Financial dimensions
6. Reporting
7. Conclusion
8. Discussion

Company overview

We are an energy reseller, which means that:

- We buy energy from the power markets
- And then proceed to sell the energy to customers

Company facts

- Established 1991
- Fulda in Hessen
- 465 employees

Sustainability Management Concept

Energy in any way is a basic household need

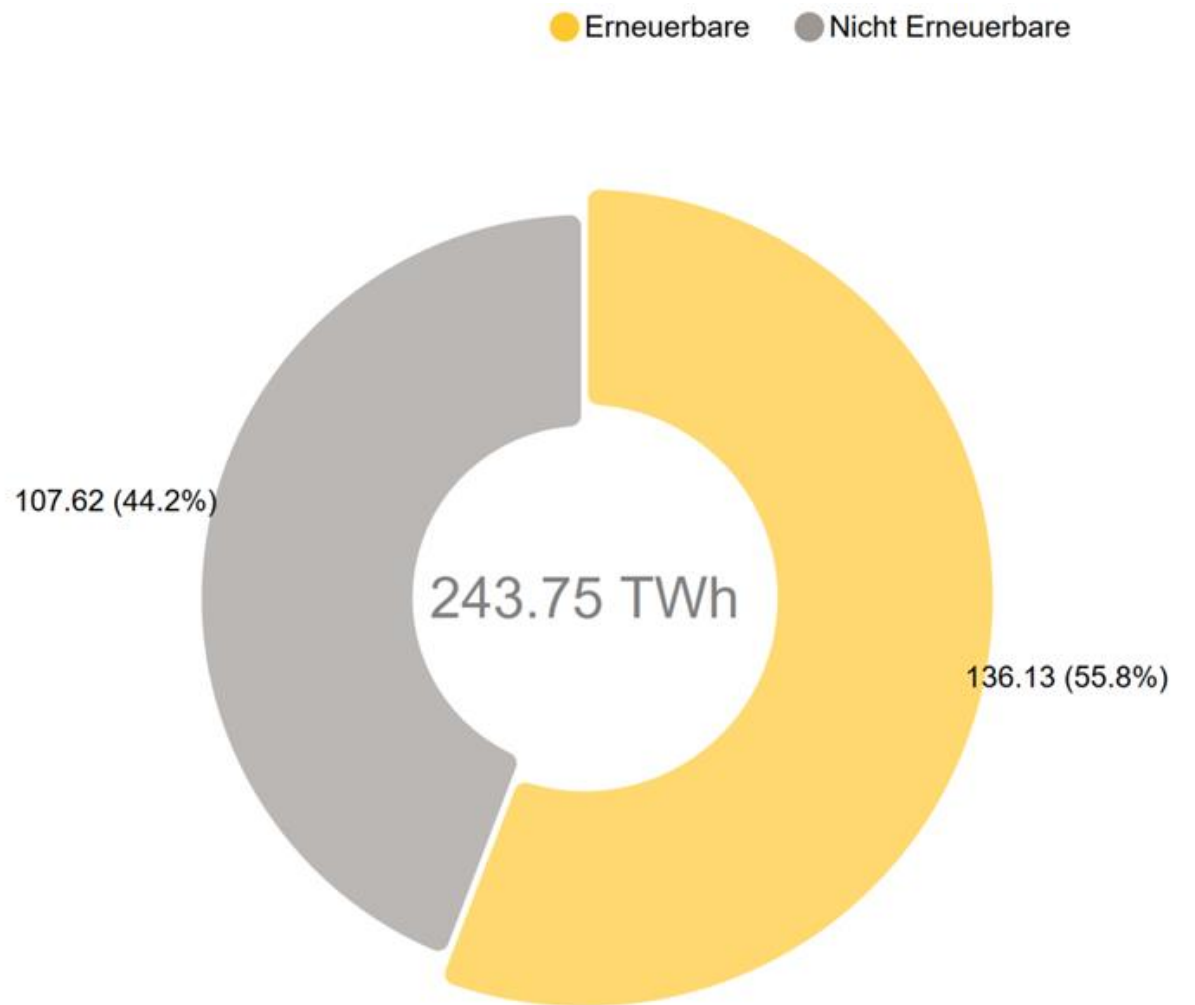
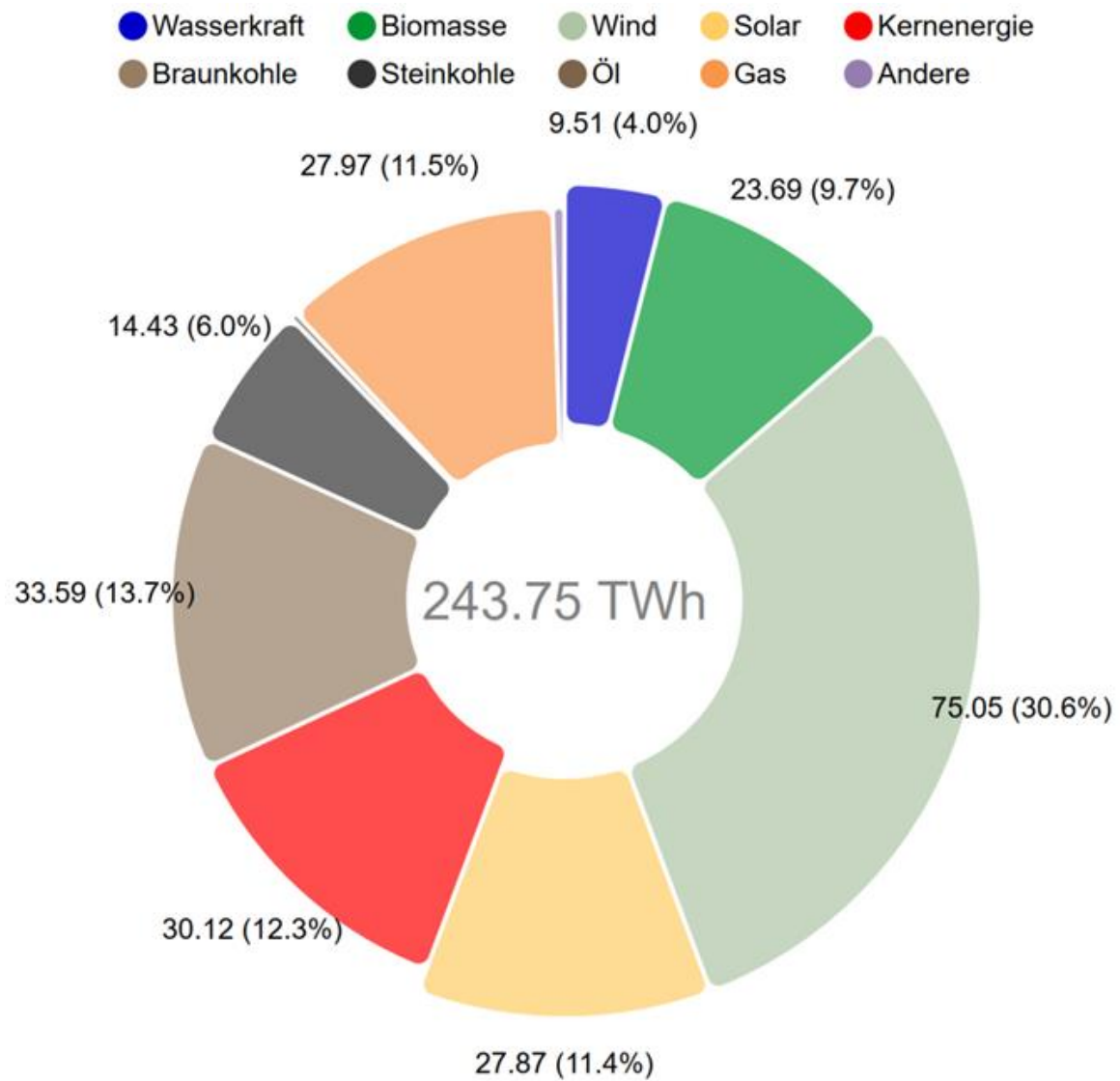


We are directly at the source and can help to introduce more sustainability



It is important to understand where we can help and what is out of our reach





<https://www.ise.fraunhofer.de/de/presse-und-medien/presseinformationen/2020/nettostromerzeugung-im-ersten-halbjahr-2020-rekordanteil-erneuerbarer-energien.html>

Innovation and Exnovation

Challenges

- Fluctuation
- Integration
- Stability

Solution

- Smarter temporary storage devices
- Close to customers and producer

Implementing the strategy

Determine our sustainability dimensions



```
graph TD; A[Determine our sustainability dimensions] --> B[Accepting responsibility where it is needed]; B --> C[Innovate with our business partners]; C --> D[Tracking our progress];
```

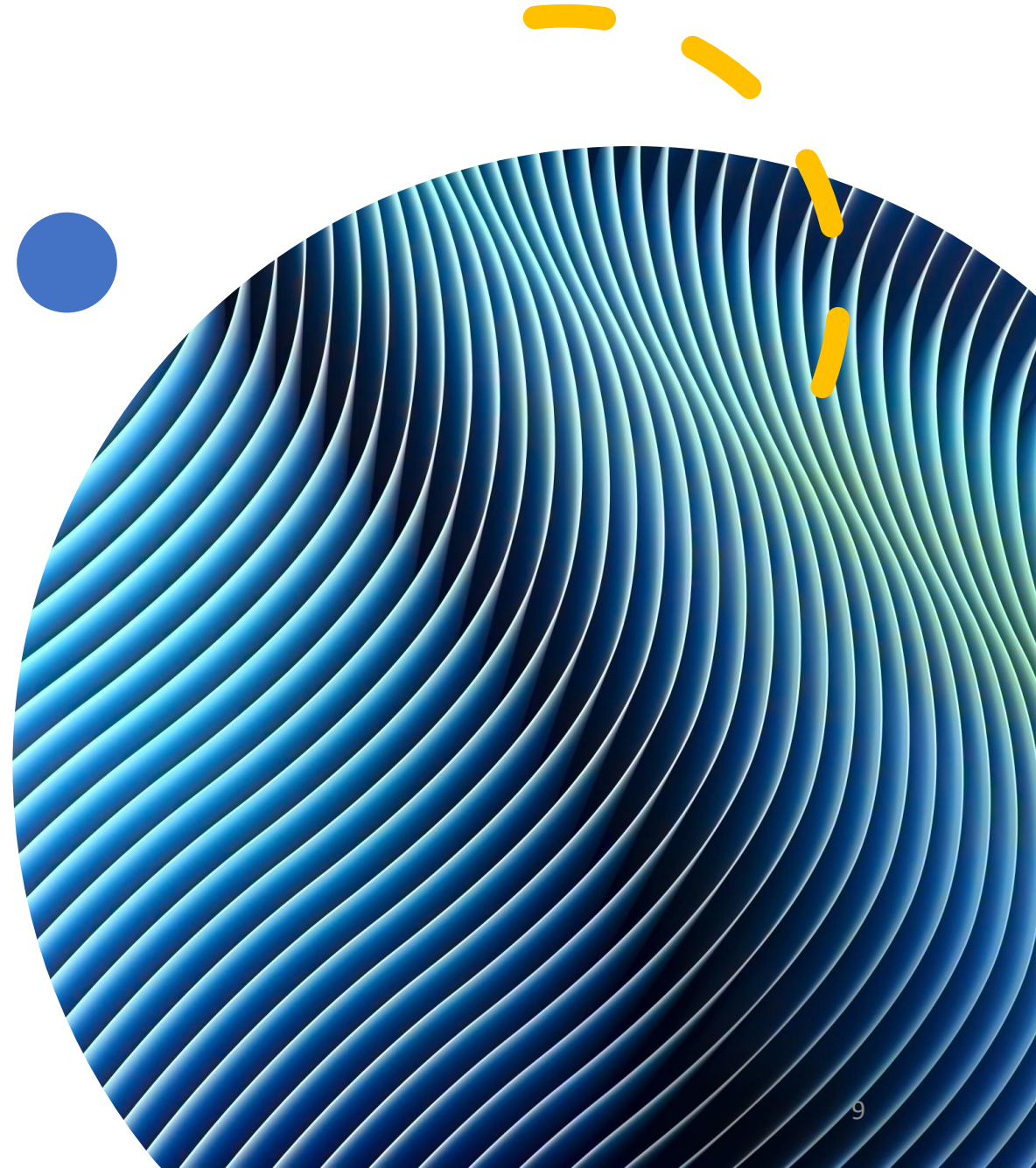
Accepting responsibility where it is needed

Innovate with our business partners

Tracking our progress

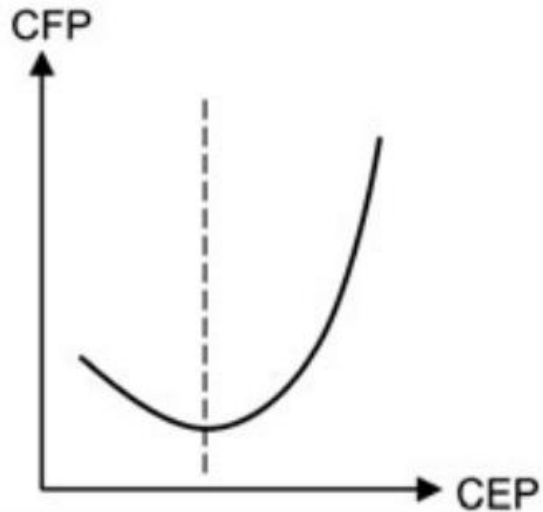
Our Dimensions

Business	Natural	Societal
<ul style="list-style-type: none">• eco-efficiency• enabling employees<ul style="list-style-type: none">• Positive Model• Appreciative inquiry	<ul style="list-style-type: none">• eco-effectiveness• only green energy!• minimizing waste<ul style="list-style-type: none">• Paper	<ul style="list-style-type: none">• socio-effectiveness• regional solutions<ul style="list-style-type: none">• Helping communities



Financial dimension

U-shaped relationship between CEP and CFP



- "It 'pays to be green' after exceeding a minimum level of CEP" - Trumpp & Guenther 2017, p. 64

Financial dimension

- Invest in KPIS
- Invest in CGBS

Objective measures for Environmental Performance:

KPI	Definition (measured as)
Energy Productivity	Revenue (\$US) / total energy consumption (GJ)
Carbon Productivity or Greenhouse Gas (GHG) Productivity	Revenue (\$US) / total greenhouse gas (GHG) emissions
Water Productivity	Revenue (\$US) / total water (m3)
Waste Productivity	Revenue (\$US) / [total waste generated (metric tonnes) - waste recycled/reused (tonnes)]
Green Reputation score	RepRisk Index + number of environmental issues that were identified by RepRisk for each company

Source: Li et al. (2017)

Reporting



OUR EMPLOYEES



OUR CUSTOMERS



POTENTIAL BUSINESS
PARTNERS

Reporting



REPORTS ARE CREATED BY FOLLOWING THE
GRI STANDARD FOR POWER SUPPLIERS



THIS ENABLES TRANSPARENCY AND ALLOWS
OBJECTIVELY COMPARING US TO OTHER
COMPANIES

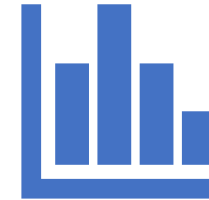
Conclusion



Innovate together with our
employees



Embed sustainability as part of
the company structure

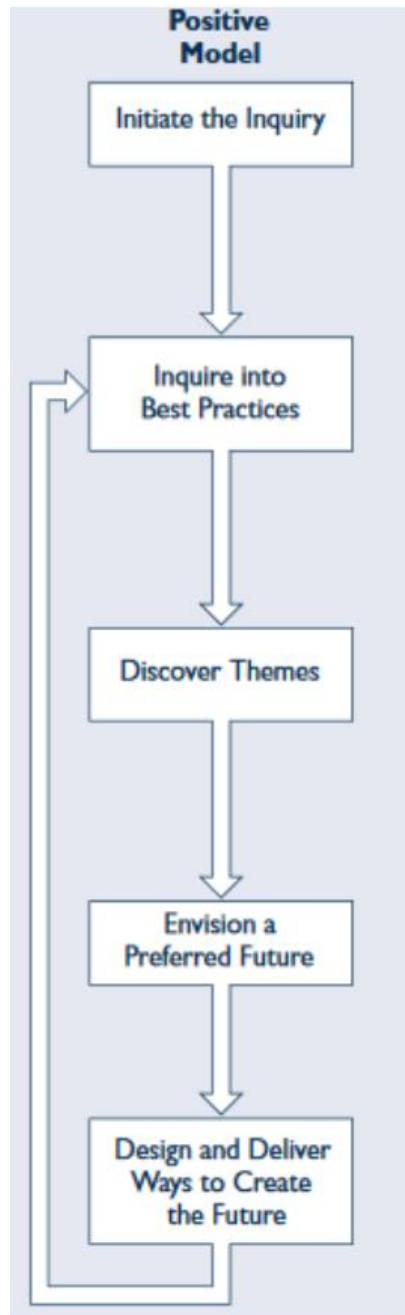


Constantly measure the progress
through sound reporting



Discussion

What are your Questions?



1. Jeder Mensch, jedes Team und jede Organisation hat ein ungeahnt großes Potenzial, das manchmal schon aufblitzt.

2. Organisationen entwickeln sich immer in Richtung dessen, worauf sie ihre Aufmerksamkeit richten und was sie untersuchen." (Bonsen & Maleh, 2001, p. 25)