



AlgaeE AG

Presented by the
Sustainability Department Committee

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SUSTAINABILITY MANAGEMENT CONCEPT

Agenda

01

Company Intro

Facts and Products

02

Sustainability Strategy

Quick overview of AlgaeE's general approach

03

In Depth Strategy

Ecological, Social and Economic Perspective

04

Outlook

Future and current challenges

01

Company Introduction



Who are we...

Est. 1995

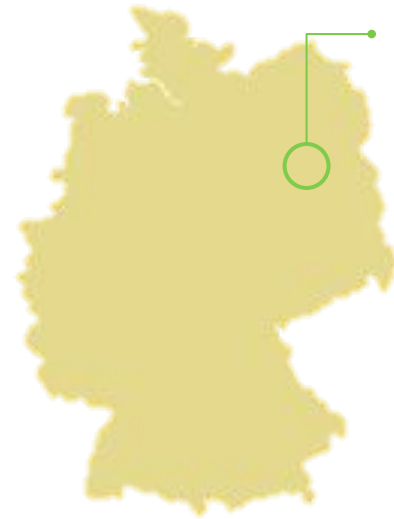
105

employees

AG = Corp. as legal form

3,2 Mio€

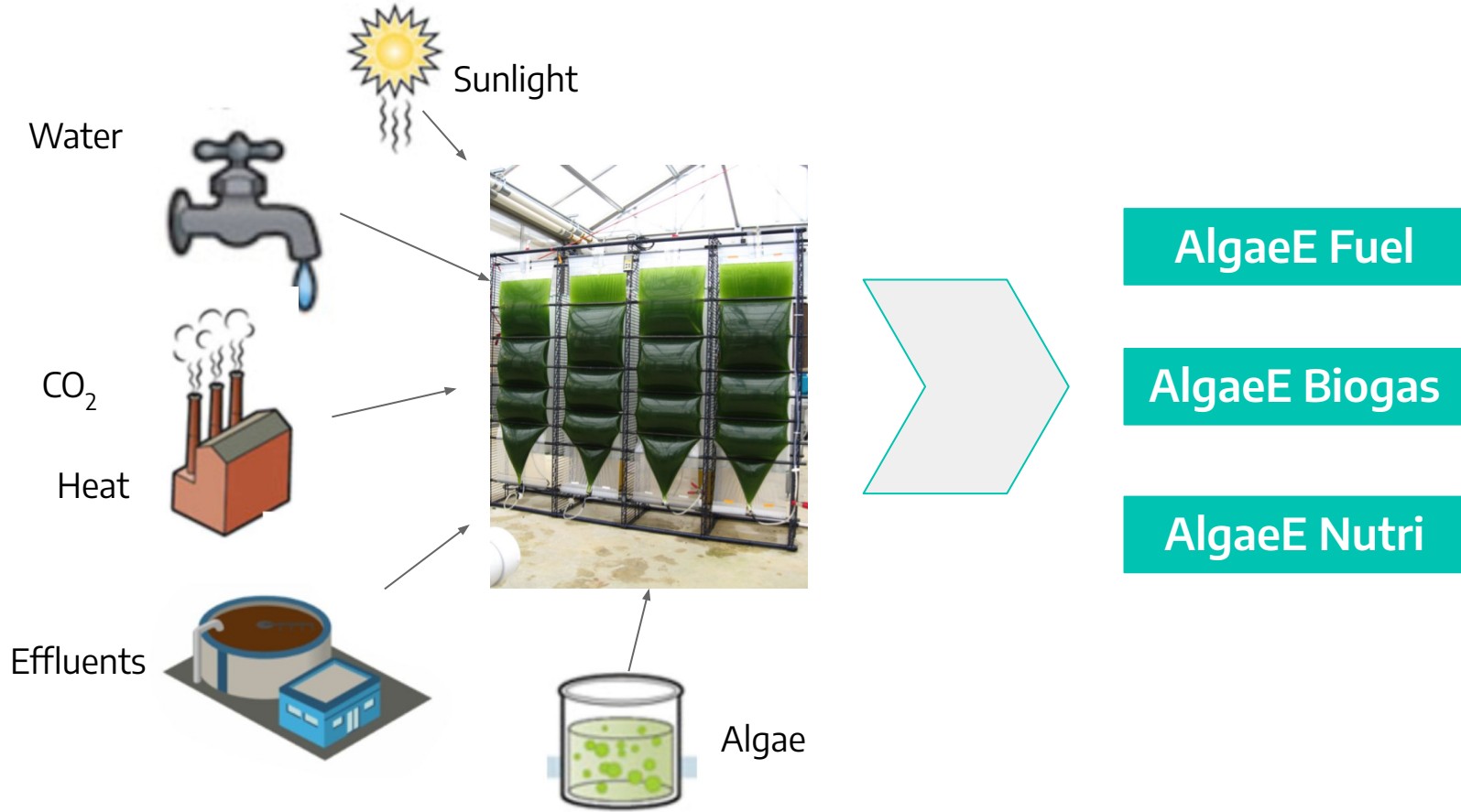
Annual turnover



Berlin

headquarter

Product Portfolio



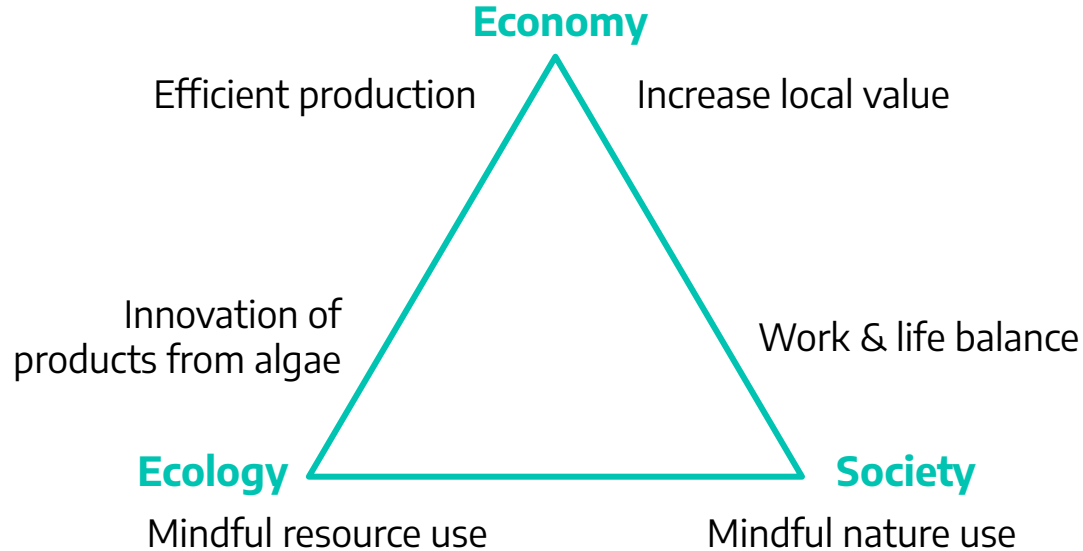
02

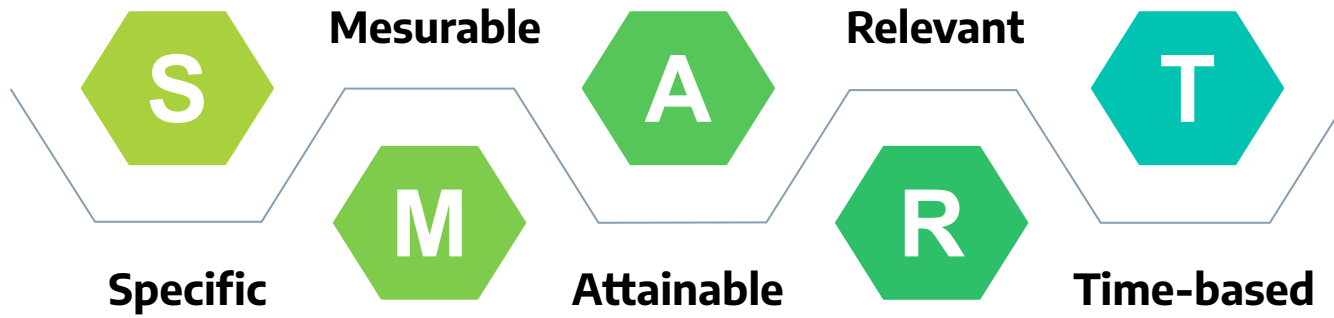
Sustainability Strategy

General overview



Our company goals





TRANSPARENCY



COMMUNICATION



CERTIFICATION

03

In Depth Strategy

Regarding ecological, social and economic aspects



Ecological Strategy



Product Innovation

- Based on production residue
- Spin-offs (abandoned industrial areas or farmland)



[Schott, 2018]

Ecological Strategy



Mindful resource use

- Product Cycle Analysis
→ Closed loop production cycle
- Sharing space for employees

AlgaeE headquarter

**Technical
supply**

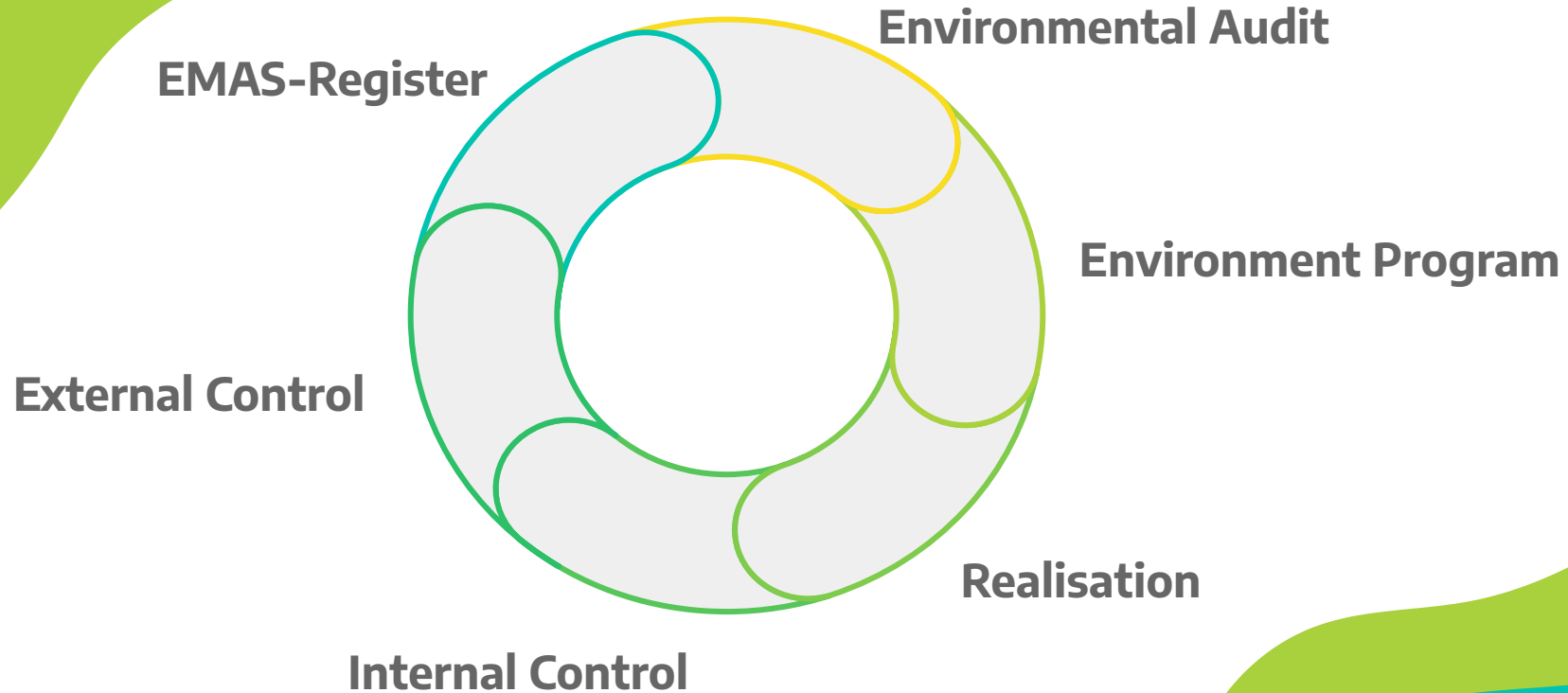
**Refurbished
Plastic
Container
Supplier**

Glass Tube Supplier

**KPM Berlin
&
Housing
Association**

[Vermaps, 2019]

EMAS Certification



Social Strategy



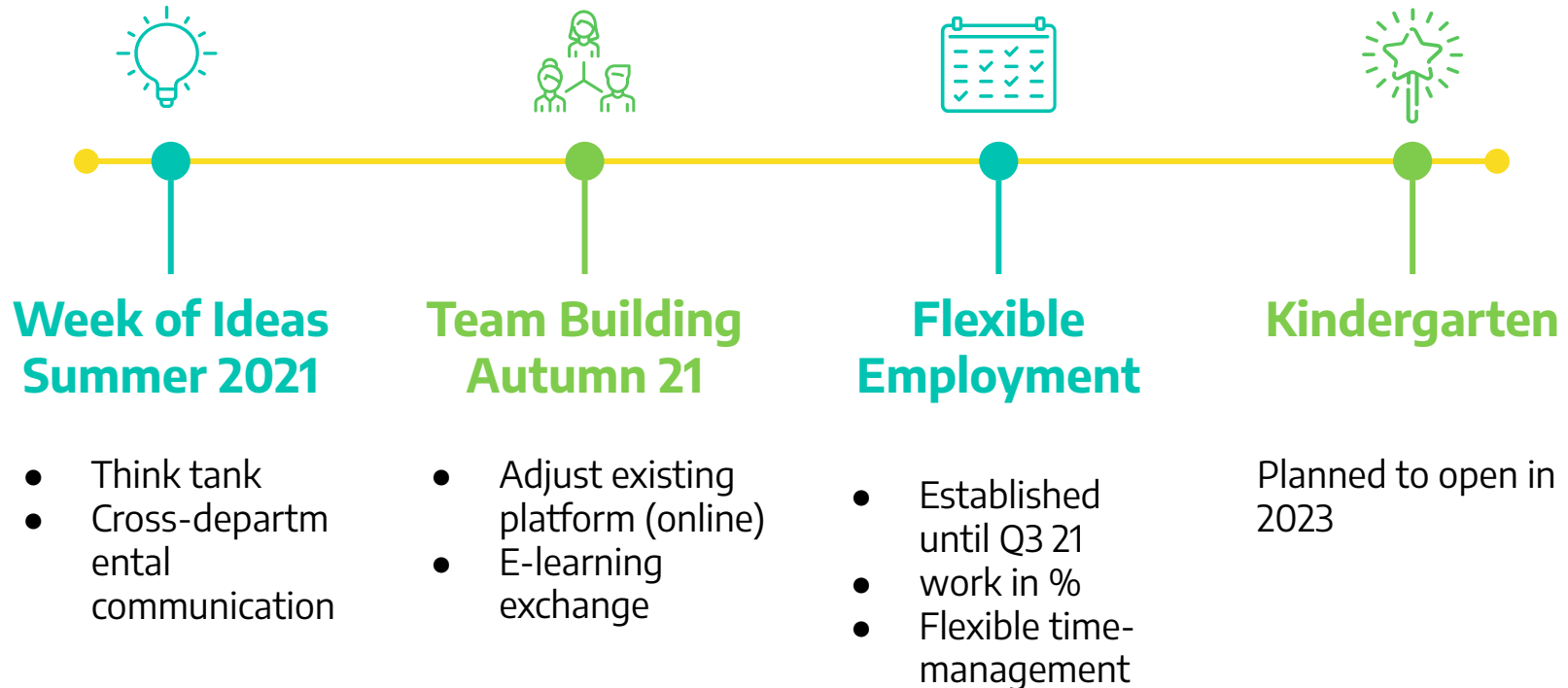
Mindful nature use

- Responsibility for all current and future stakeholders
 - Waste reduction
 - Biological water treatment (collaboration)



[Bath, 2017]

Social Sustainability Timeline



Social Monitoring and Certification

Common Good Matrix

- Human dignity
- Solidarity & Social justice
- Transparency & Co-determination
- Environmental sustainability



[CGM, 2021]

Economic Strategy



Efficient Production

- Emphasis on innovation strategies in R&D
- Take investment risks and new cooperations consciously
- Intensive expansion program



[Rocca et al., 2015]

Economic Strategy



Increase local value

- Strengthen our connections to local industries
- Priority to local highly skilled labor

Examples:

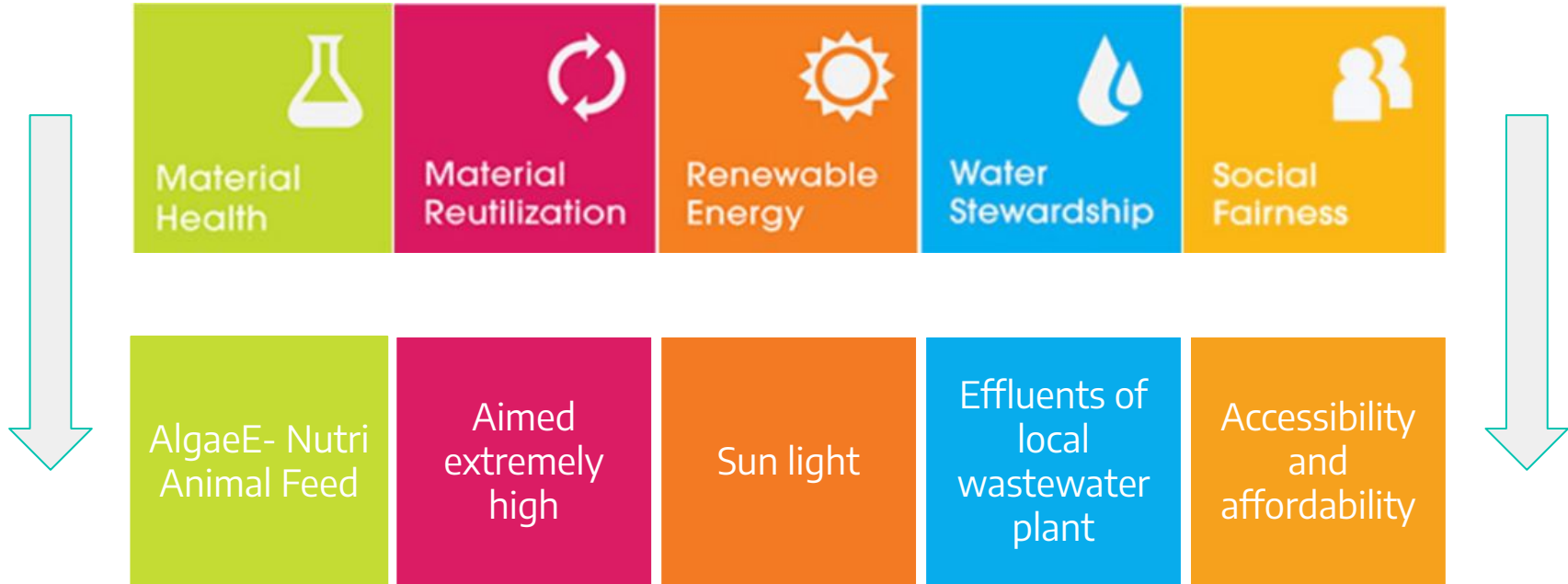
- Königliche Porzellan Manufaktur (KPM)
- Berlin-based housing associations



[Hallam, 2015]

Cradle to Cradle (C2C)

[C2C, 2021]



Economical Strategy



Drivers

- Competitive Advantage
- Waste Minimization



Barriers

- Market Situations
- Available Resources

04

Outlook

- Biases may lead to green washing image
- Balancing the 3 fields
 - Economy
 - Ecology
 - Society
- Local cooperation vis a vis diversity
- Inadequate checks along the supply chain



[Unsplash]

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AlgaeE in a nutshell



Idea

Fuel, Bio Gas and
Pet Feed (Nutri)



Ecological

Mindful resource use
Innovation



Social

Work & Life balance
Training and Cooperation
with the TU Berlin



Economic

Increase local value
Efficient production



Certifications

EMAS, C2C, Economy of
the Common Good

Let's talk about it!

To what extent and how is the production of algae fuel enhancing the transition to renewable energies?



Any challenges? Drivers and barriers?

Drivers and Barriers



To what extent and how is the production of algae fuel enhancing the transition to renewable energies?

Let's talk about it!

To what extent and how is the production of algae fuel enhancing the transition to renewable energies?



What might become the biggest challenge?

Feedback

Facing the challenges

- Biases may lead to green washing image
- Balancing the 3 fields
 - Economy
 - Ecology
 - Society
- Local cooperation vis a vis diversity
- Inadequate checks along the supply chain

