

GreenDependent

wir902 International Sustainability Management

18.02.2021

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Agenda

01

Our Team

Short introduction

02

Where are we at?

Last years achievements
and our instruments

03

Where do we want to go?

Our future vision of
GreenDependent

04

What do you want to know?

Your vision



We are

Leliah



Head of Strategy
& Business
Development

Vanessa B.



Head of
Sustainable
Finance

Aylin



Head of
Sustainable
Marketing &
Social Media

Vanessa S.

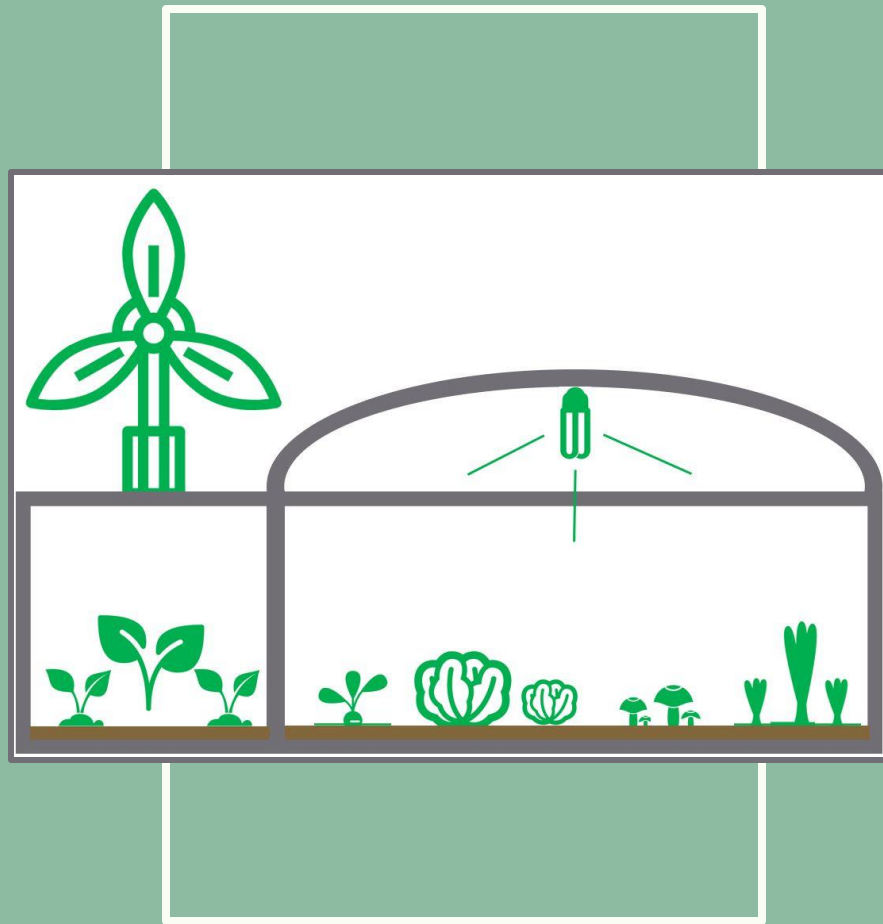


Head of
Sustainable
Development



Our Greenhouse

GreenDependent focuses on making vegetable growing possible for any person, at any age, and with any lifestyle.





Our motivation



OUR VISION: Create sustainable consumption opportunities & a higher awareness of nature among stakeholders



OUR MISSION: Create a platform as a basic working space to connect people & to combat food waste by encouraging people to buy less or share

OUR GOALS



Raise awareness

Help customers to increase environmental awareness

GD App

Create a platform which helps to avoid food waste

Fair Supply Chain

And certified supplies

Community

Strengthen sharing approaches

Sustainable culture

Strengthen internal sustainable behavior

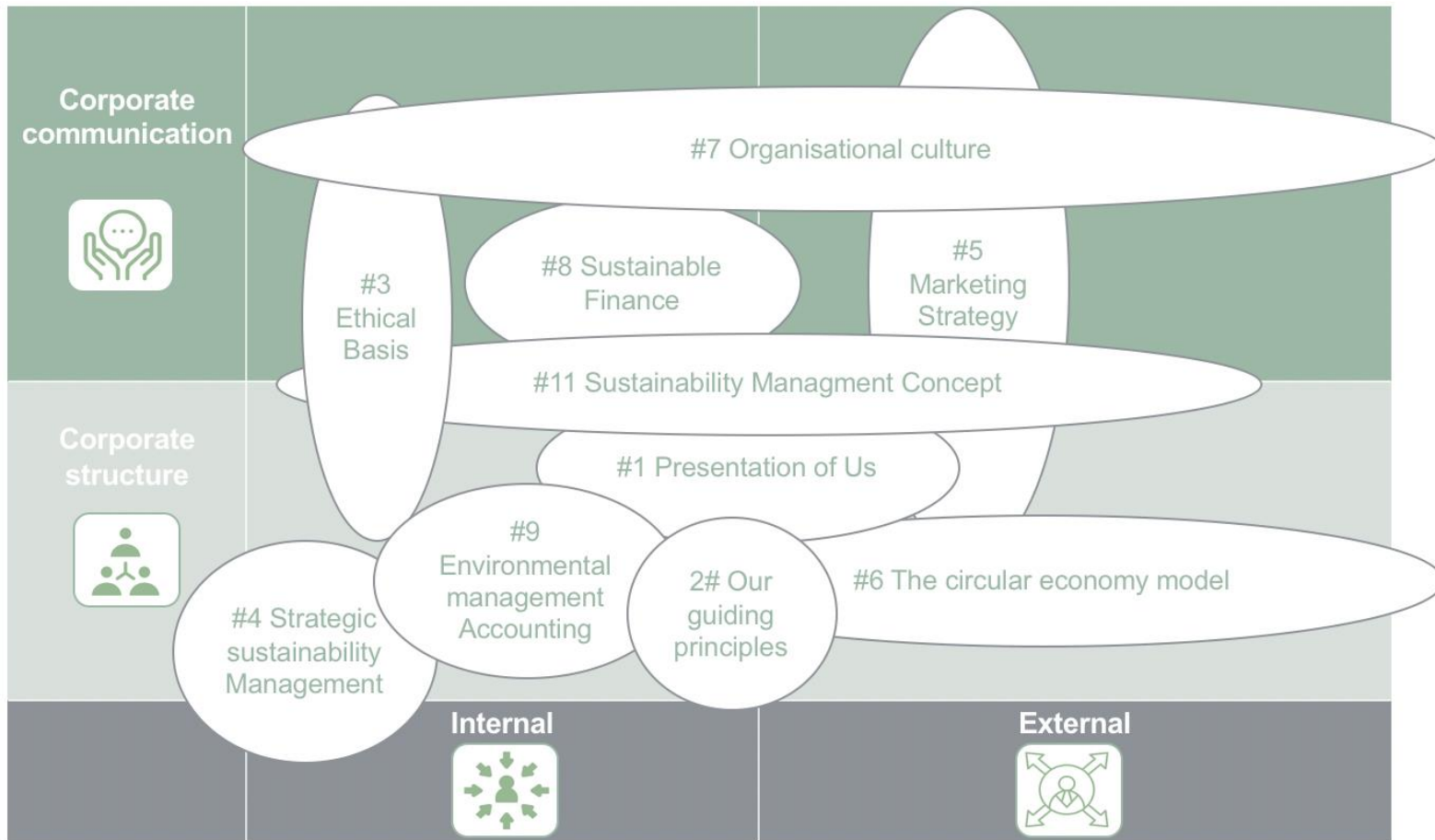
Reduction of waste

Minimal packaging waste in production



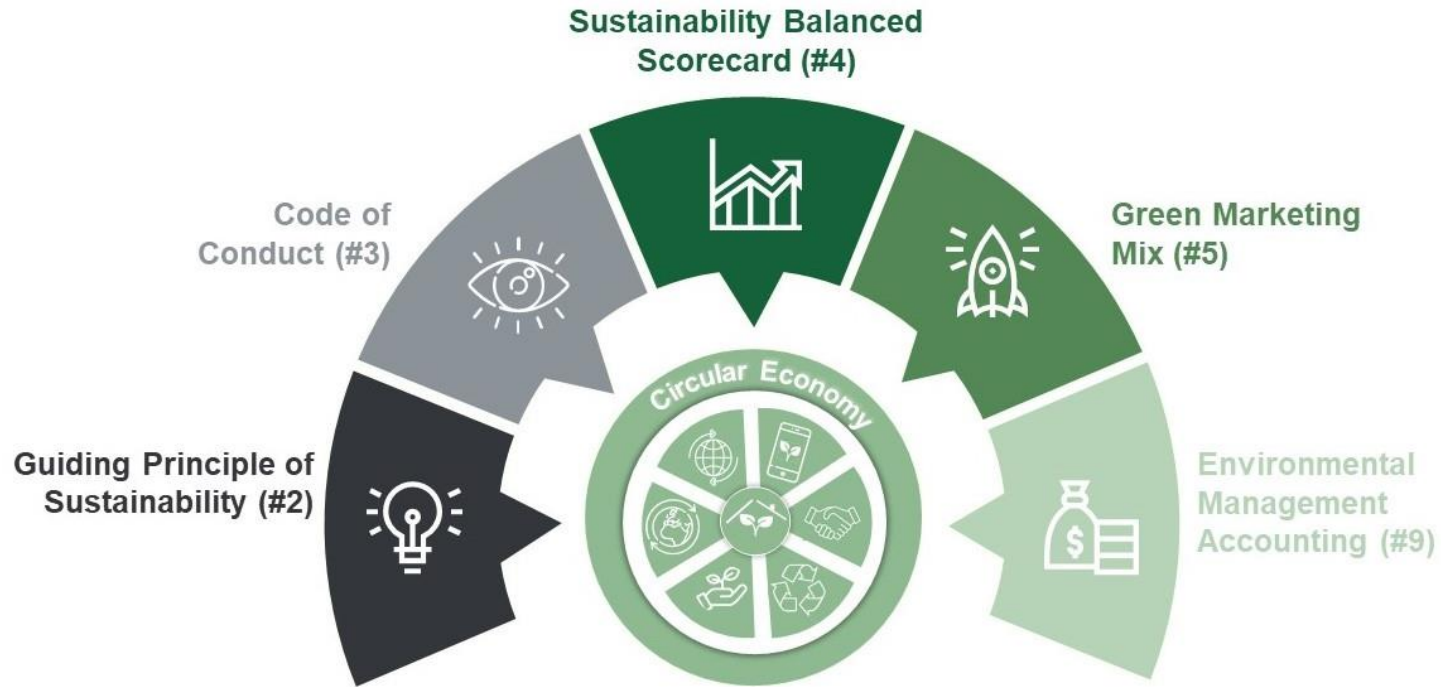


Implementation areas of our instruments





Our Sustainability Concept





Instruments

What

Why



#2
Guiding Principles of
Sustainability

Comprise the three
relevant types of
capital: economic, natural
& social capital

To improve ecological
equity



#3
Code of Conduct

Open communication
structures, regular visits
to our production
facilities

Responsibility for our
company's actions and
environmental and social
effects



Instruments

What

Why



#4
Sustainability Balance
Score Card

In our SBSC we identified
important environmental
and social aspects
specified them as KPIs

To achieve our goals and
to measure and improve
the resulting outcomes,
we apply this method



#5
Green Marketing Mix

Form strategies and make
decisions responsibly

Expand the market of
environmentally friendly
products & give everyone
the opportunity
to solely consume
sustainable products



Instruments

What

Why



#6
Circular Economy

Restore, repair service,
up-cycling

Keep resources in cycle,
long life products, reduce
waste disposal



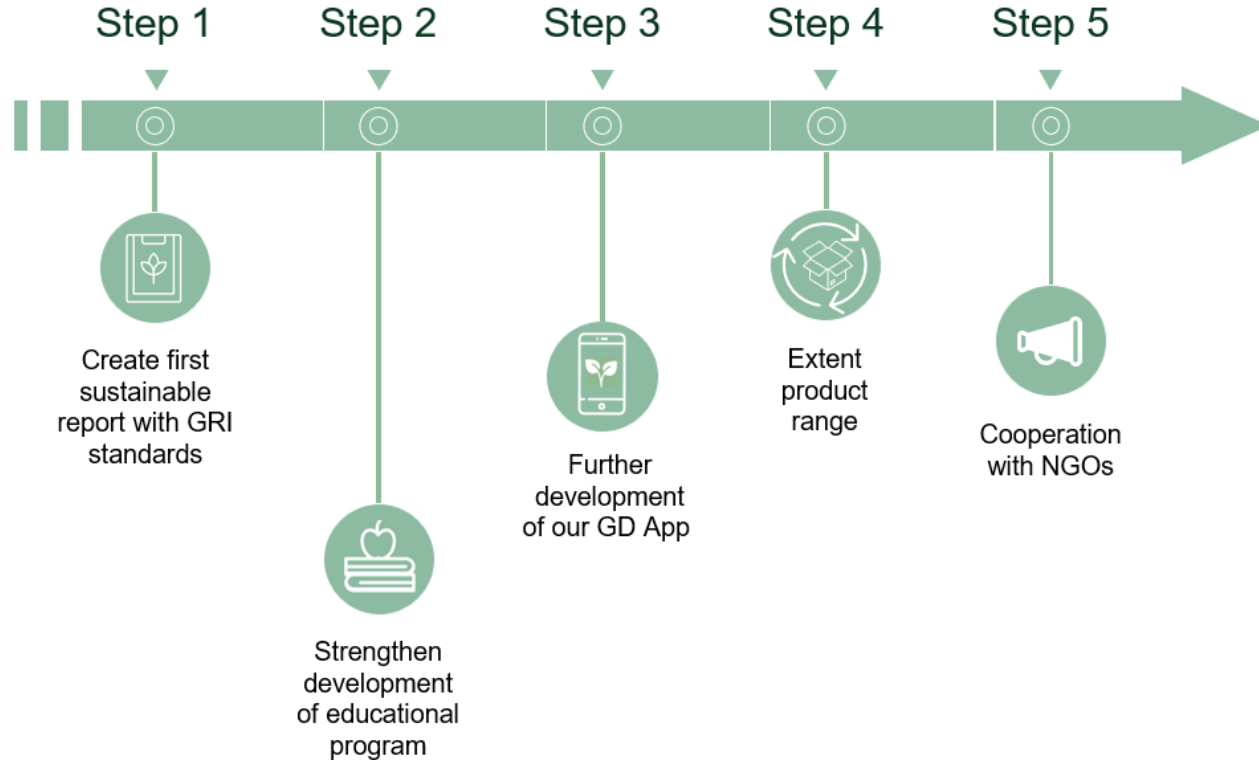
#9
Environmental
Management Accounting

Environmental
performance tracking &
support decision-making
process

Identify improvement
points &
cost reduction potentials

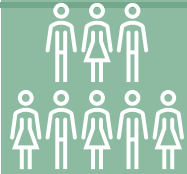


Our Future Vision of GreenDependent



Open space for
communication!

What would you wish for? (*Internal*)



More
communication

Team meetings



More information

Monthly newsletter



Current status

Keep on with blogposts

Growth or Sustainability first?



Company growth

Show that we can sustain
in the market first.



Investments in sustainability

We support your vision
fully! Emphasis on
longterm growth.

Next most Important Step! (*External*)



What do you want to know?

Tell us about your vision!





Survey on the meeting of 18.02.2021

The following survey is focused on the future sustainable development of GreenDependent.

Thank you for your participation!

Name: _____ (Information voluntary)

Q 1:

What do you think was the most efficient and important instrument?

Q 2:

What was the most important instrument for the company's growth?

Q 3:

Is there a sufficient flow of communication across departments?

☐ Yes ☐ No

Q 4:

Were the blogposts a successful communication method?

☐ Yes ☐ No

Q 5:

would you like to hold a monthly meeting?

☐ Yes ☐ No

Q 6:

would you like to receive a monthly newsletter?

☐ Yes ☐ No



Q 7:

do you think another way of communication would be more appropriate? If so what?

☐ Yes ☐ No

Q 8:

are the current measures and instruments target-oriented? If not, please make recommendations.

☐ Yes ☐ No

Q 9:

which future projects are particularly important to you?

Q 10:

Are there certain product features that should be further developed?

Q 11:

Are there any other comments or criticisms that you would like to raise at this point?

General questions
or comments?

“A sustainable agriculture is one which
depletes neither the people nor the land”

—

—Wendell Berry



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