



Ethical, Green, Youth Entrepreneurship Education



Case Study Compendium

Published 2024



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01. Who are the Partners

Co-ordinators

UNIWERSYTET SZCZECIŃSKI, Poland



Partner Organisations

The HUB Nicosia Ltd, Cyprus



MOMENTUM MARKETING SERVICES LIMITED, Ireland

momentum
[educate + innovate]

twv GmbH, Germany

the vision works

European E-learning Institute, Denmark



The Community Enterprise Association Ireland

ceai







02. About this Case Study Compendium

Objectives

This Case Study Compendium showcases best practice examples of young entrepreneurs that implemented social, economic and ecological sustainability into their business.

It aims to encourage young entrepreneurs and young people interested in starting a business learn about practical ways to contribute to the achievement of the SDGs.

How?

-  By showcasing various approaches from different industries and different countries.
 -  By making the SDGs tangible, vivid and attractive.
 -  By demonstrating how SDGs can be drivers of innovation.
 -  By introducing positive role models
-





02. About this Case Study Compendium

Collection Methodology:

The case studies presented in this Compendium were gathered through a combination of interviews with organization/company representatives and desk research. This methodology ensures a comprehensive overview of best practices implemented by young entrepreneurs across various industries and countries. By directly engaging with representatives and conducting thorough desk research, we have curated a diverse collection of case studies that exemplify social, economic, and ecological sustainability in business. This approach enables us to showcase practical examples and insights that inspire young entrepreneurs and individuals interested in starting businesses to contribute to the achievement of the Sustainable Development Goals (SDGs). Through firsthand accounts and in-depth research, we aim to provide valuable insights into how the SDGs can serve as drivers of innovation and positive change, while also highlighting the importance of positive role models in sustainable entrepreneurship.

03. Our Case Studies



03. Our Case Studies

Categories:

**Production &
Distribution of food &
beverage**

1. Ecophysis Bee & Nature Center
2. Hülsenreich
3. Ygea Farm
4. The nu company GmbH
5. All About Kombucha
6. Dolla
7. Biasol
8. Blue Lobster

**Fashion: clothes,
textiles & cosmetics**

9. GMODITI CLOTHING LTD
10. Beyond leather materials aps
11. Copenhagen Cartel
12. Gaia olea

**Manufacturing &
Distribution**

13. Repot aps
14. TRACELESS MATERIALS GmbH
15. Saule Technologies
16. Ventido

**Education & Social
Services**

17. DABBLED00
18. SEED SCHOLARS
19. Create Your Business
20. Shamrock Squad CLG

Hospitality

21. Hotel Luise

Categorizing the selected case studies proved to be a challenging endeavor, yet we managed to create comprehensive groupings based on five overarching themes. While numerous categories applied to multiple case studies, we ultimately selected the predominant theme.

1. ECOPHYSIS BEE & NATURE CENTER



Promotes products the beekeepers produce & organizes recreational educational activities about bees, rural products and the natural environment

TYPE: PRODUCTION & DISTRIBUTION OF FOOD & BEVERAGE

About

The business was founded at the end of 2014, as an agrotourism company. The initial idea was to show tourists a unique experience in nature, through showcasing beekeeping, herb collecting and explaining the properties of the local herbs.

They would arrange luxury services – for example, having brunch in a remote area with fresh and local products.

Around 2018 they realized that schools were also interested. Schools reached out to them to have visits with the kids. The experience was really good, the kids loved it. Due to her experience as a biologist educating is something she is really passionate about so she decided to focus more on schools. Tourism and tourist agents were no longer their focus. That was a turning point for the company as they focused on having a better space, better premises to facilitate school visits.

Their focus turned from luxury services to then focusing on education. This in turn had an environment turn – they now also had to think of their use of paper, paper cups etc.

But nowadays the tourist sector is also interested in alternative agricultural services. Tourist agents are also interested in having Ecophysys be a part of their tours of Cyprus.

Sustainability Impact

Sustainability development definitely impacts the company in a positive way, guests are excited to explore sustainable places like our organization. Also the quality of our products with the glass jars is better and out labels are more attractive. However, with the change of jars to glass ones they also lost some clients who wanted plastic jars who felt glass jars was not convenient for them. The founders of the organization Georgia and Kostas are responsible for the implementation of sustainable development. Georgia (founder) explained that Kostas (co-founder) has the values and passions for sustainability while Georgia has the scientific background and is able to translate those values into practice.

<https://www.ecophysiscy.com>

Sustainable Development

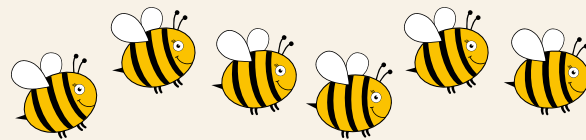
The core value of Ecophysys was doing something that is sustainable they wanted the Pure Hospitality of Cyprus to be shown. After 2018 they realized that they are more interested in Educations and young people vs tourists. Back then the tourist sector was not ready for sustainable agriculture.

All their products and services promote a lifestyle near nature, preserving nature and on how we can handle herbs we pick up and bees. This all showcase the sustainability they want to promote.

An important moment for the company was when they decided to go plastic free. They replaced the plastic bottles that they used for over 20 years with glass jars. Now they only have glass jars and all the systems that allows this transition (eg. washing machine for glass), their labels are also new to allow for the shape of the jars, be according to the law and have an attractive design for their clients. This process is more expensive, and it also adds to the working hours as it needs more attention and space to save them. But this was a decision they felt they wanted to make, and it also improves the quality of their products.



1. ECOPHYSIS BEE & NATURE CENTER



SDGs goals and Sustainable development strategy

Goal 2. Zero Hunger: Promote sustainable agriculture through ethical beekeeping. Also honey never goes bad so they also educate people to understand that honey never goes bad even if it changes forms (eg. If it crystalizes it does not mean its bad, it is due to the weather – it is colder). Additionally, they hold workshops on collecting herbs. They believe that nature can offer more than we think, for example they teach which herbs can be found in your own back yard that are not only edible but also nutritious. Lastly, they also deal with a lot of kids that have nutritional difficulties but really like honey.

Goal 3. Good Health and Well-Being: Honey has anti-bacterial properties which is beneficial for the body. Through this they promote natural nutrition for your body as well as your skin with workshops on how to make your own balms which are great for the skin. Their educational workshops promote good health and well being through the connection of nature.

Goal 4. Quality Education: They are very focused on giving quality educational workshops. They do not charge a lot for the educational workshops such as: beekeepers for a day and how to make balms and ointments.

Goal 5. Gender Equality: The company follows a woman led structure, Georgia is a woman and the boss (Kostas embraced this and never had an issue with it). Through their company they promote female bee keepers as well as encourage girls to try it out in their workshops. In Cyprus there are only 3 or 4 women beekeepers and one of them is Georgia. Through these workshops they promote equal gender roles in children.

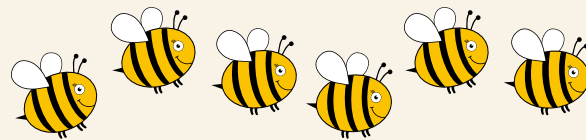
Goal 8. Decent Work and Economic Growth: Ecophysis is also promoting to young people that you can create a successful business in a village. When they were starting their business they felt strongly about wanting to develop something from a village, they did not want to go to the city. Vavla the village they are based in only has 30 inhabitants. In this way they are helping the economic growth of the village by bringing people in through their workshops. In addition they are looking to expand their team and want to find employees from the nearby villages, helping people that want to stay in the village find jobs.

Goal 11. Sustainable Cities and Communities: The organization is actively collaborating with nearby villages. Vavla is also a small village which they promote through honey, the founders themselves are from a nearby village they are locals and passionate and active when it comes to promoting sustainable life in a village.

Goal 12. Responsible Consumption and Production: Through the use of glass jars, and ensuring minimal waste in their practice of production as well as during their workshops. They also encourage people to turn to nature to find edible and nutritious plants instead of only consuming through buying products from mainstream supermarkets.

Goal 13. Climate Action: Through their educational workshops, they educate people on the importance of bees for our environment. They educate people on plants they can grow in their own gardens no-matter how small to encourage bees. Additionally, in their workshop they educate people on edible and nutritious plants you can find in every month of the year.

1. ECOPHYSIS BEE & NATURE CENTER



SDGs goals and Sustainable development strategy

Goal 15. Life on Land: They are actively promoting the need to keep our natural vegetation in order for bees to be able to produce and thrive through their workshops. They encourage people to stop removing natural vegetation. It is important to understand that even in our own yards you can leave flowers for bees. It is important to stop 'tidying up' our gardens. They are actively trying to connect people with nature (eg. Stop using pesticides).

Goal 17. Partnerships for the Goals: They have partnerships with local retailers, associations, producers of other Cypriot products (eg. Soaps, herbs, essential oils etc.) which they also promote in their shop. Georgia also mentioned that in Cyprus they do not see a lot of collaboration.

Strategy & Mission

When they started, they had a written strategy which was focused on tourism. Which is still relevant as every Sunday they have events that people can openly visit. However, this is something that in the future they will only be able to maintain if they have more employees.

Before she started the business Georgia was working as a scientific officer for environmental organizations, so she had a lot of experience in researching and promoting SDGs strategies both in Cyprus and the EU, going to parliament etc. She was aware of all these efforts to protect the environment and be sustainable. This helped in having a strategy about sustainability without being conscious about it.

Impact Evaluation

They have no knowledge on how to monitor their sustainable practices impact. But it is definitely something they would like to be able to do, they would like tools to be able to do so.

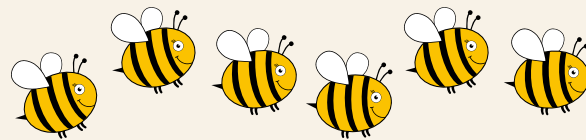
Innovative approaches & Challenges

The main challenge was profitability, some of the sustainable practices they have cost a lot more. Some of the new adaptations they want to include in their practices are also very expensive so it is not something they can do right now. For example to clean the water, to be able to re-use it but that is an expensive system that they need to look more into. Because they are in agricultural land they get water from the community but this is not sustainable it would be more so to be able to recycle water and use it for irrigation; thus not consuming drinking water for irrigation.

Motivation

Motivation to be in line with SDGs is natural for them. It is what they want to be doing, and what makes them happy. They don't want to be harming the environment and they are passionate about teaching others to do the same and to encourage them to be a part of this change. Sustainable practices is a part of their core personal values.

1. ECOPHYSIS BEE & NATURE CENTER



Sustainability Ideas

They organize many workshops and trainings as previously mentioned (a day as a beekeeper, collecting herbs etc.).

They also collaborate with NGOs specializing in sustainable solutions where they collaborate in organizing events to showcase and promote these practices.

Their business is dependent on EU regulations as they produce consumer products, so they have to follow the law, in the process of producing and labeling their honey products. In regard to their balms and ointments it is done on a domestic scale, it is not promoted in pharmacies, so they do not need to be licensed.

Reflections

I find it sad that you cannot count the sustainability – you are doing something because you know it is the right thing to do but most of the time it is not going to give you extra profit on the level of business. Ecophysiscy took many measures on sustainability but they see a lot of other businesses that do not do this and do not have any penalties and have more profit in turn. I have no regrets on the measure we took but I do understand that maybe my business would have more profits if I did not take a strong stance on sustainability. I would still do the same if I had to choose again but it does leave me with a feeling of unfairness. Profitability is really important because if we wish to take a loan, they will only see what is in the bank not how sustainable we are as a business. People that can help us in further developing our business are not interested in these values. I hope that in a few years they will be able to see and recognize that we did not grow as fast as some others did because of our values and sustainability strategies.

Advice

Advice for young entrepreneurs seeking to implement sustainable businesses is to have a strategy that is written down, which will then help them align their team to these values.

Having something written down can be something you can always re-visit and can help you remain aware of your cause so you do not lose yourself with money. There will be many times where you will be faced with a difficult choice sustainability vs money/profitability. Having something written down can be a constant reminder of your original goal.

Need for Improvement

Some of the challenges that emerged during the implementation of sustainability in the company was the reaction of some of the clients when they switched plastic containers with glass jars for the honey produced which cost them to lose some of their clients.

When they first started their business people did not understand the need to promote sustainability it was a big challenge as they had to convince people of its importance.

2. HÜLSENREICH



Produce chickpea snacks as a healthy snack alternative

TYPE: PRODUCTION & DISTRIBUTION OF FOOD & BEVERAGE

About

The original idea for our company came from my nutritional science degree. As a passionate food blogger with a strong interest in healthy eating, I asked myself how to make healthy eating fun and easy. At the same time, I heard a lot about pulses during my studies and realised that pulses are still totally underrepresented as a plant group in the classic products you find in the supermarket. That was about 7 years ago, a completely different time – hummus, for example, was only just emerging. At that time, we were one of the first to start turning pulses into snacks to make them more accessible as an extremely healthy plant group and at the same time offer a tasty, healthy snack.

After founding the company in 2019, we initially focussed on achieving our proof of market by testing whether our product was accepted on the market at all. Within six months, we gained enough customers that our first production facility became too small and we had to relocate. Our production continued to grow and we constantly had to maintain a balance between sales and production, only acquiring as many customers as we could serve. At the same time, of course, we also wanted to grow and not turn anyone down – that was the biggest challenge in the first three years. We then moved back into our current production hall, which is built in such a way that it will be sufficient for us for a long time to come. Our focus is on customer acquisition, and this year we are also starting to expand our brand in order to be more present at trade fairs and events.

Our employees are mainly involved in production and are gradually taking on more responsibility. Initially, the founders were responsible for logistics and all order processing, but this is now gradually being transferred to the team. The founders are thus becoming managing directors and concentrating on their core tasks.

Sustainable Development

It is not easy to answer this question as I do not have a clear definition of sustainability. My personal view is probably rather vague and broad. For me, everything is sustainable if my actions today have a positive impact on my future or are designed to be meaningful in the long term. I endeavor to ensure that what I do today not only works in the short term, but will still make sense in 10 years. This applies to various areas, starting with our products.

My background as a nutritionist directs my focus towards the nutritional aspect, which I consider to be sustainable. Our products are healthy and they are just as great for the human body today as they will be in 10 years.

Sustainability Impact

I believe that from the very beginning, we have put a lot of our heart, passion and personal conviction into sustainability. We live these values not only in business, but also in our personal lives. Nevertheless, we know that there are still areas in which we can continue to improve. We then consciously consider these aspects and reflect on them. To summarise, I would say that there are many aspects of sustainability that we unconsciously integrate into our actions.

For us at Hülsenreich, sustainability means that everything we do and the products we put on the market should not only be beneficial to people's health, but also have a positive impact on the environment and this in the long term.

<https://huelсенreich.de/>



2. HÜLSENREICH



SDGs goals and Sustainable development strategy

Goal 1. No Poverty: In my opinion, what sets us apart is that our production work is a catchment area for very diverse people. It's not just working students from privileged households who work for us, but a very mixed bunch, consisting of Ukrainian refugees, for example, or people who haven't had a job for a while. We are an open team. The production work also makes this possible, as the tasks can be learnt quickly, so we don't exclude anyone. On a global level, we have supplier screening, so we make sure that everything is sound. The chocolate we use is Fair Trade, but we don't yet manage to trace everything right through to the end of the supply chain, so we rely on the information provided by the suppliers. We are a certified organic company. It is not guaranteed that certified organic suppliers automatically take social aspects into account. Nevertheless, it is often the case that the organic sector not only emphasises quality, but also social interaction and fair conditions.

Goal 2. Zero Hunger: I think this is probably one of our subconscious core sustainability goals. This is particularly evident in the fact that we produce high-quality, nutritious food that is also sourced regionally. This is part of our DNA, so to speak. We are also actively committed to chickpea cultivation in Germany, with an eye to the future. In view of advancing climate change and other developments in agriculture, it is already foreseeable that conventional main raw materials such as wheat or maize will face challenges. Agriculture must diversify and start growing niche crops now. This is not only important for the security of food and raw material supplies, but also for soil conservation. We are actively engaged in dialogue with farmers and other processors and regularly take part in panel discussions and network meetings to explore opportunities. We have even carried out a test cultivation with a farmer in Saxony-Anhalt and are already sourcing German chickpeas, which we do not yet process but offer as raw goods in our online shop. This is an issue close to our hearts, as chickpeas and pulses in general can play an important role in the future of agriculture and soil conservation.

Goal 3. Good Health and Well-Being: Once a year, we undergo an inspection by an expert from the employers' liability insurance association (in German: Berufsgenossenschaft BGN). This expert inspects the production facility with regard to occupational safety and also checks whether the workstations meet the standards from an ergonomic point of view. This inspection is a voluntary measure. Through the BGN, we also organise an annual back workshop in which our employees learn how to improve their back health. In addition, we provide our employees with fresh juices, fruit and our healthy chickpea snacks free of charge and in unlimited quantities.

2. HÜLSENREICH



SDGs goals and Sustainable development strategy

Goal 5. Gender Equality: As a small company, we are extremely flexible when it comes to adapting working conditions. It is clear that there are shifts in production, so production employees are bound to these. For all other tasks and positions, however, we offer the option of working from home. We have already supported an employee in production who became pregnant but wanted to continue working for us until her maternity leave. We successfully found alternative tasks for her, which she was able to carry out until shortly before the birth. After the birth, we adjusted her shifts so that she could take her child to and from daycare. Our small size allows us to react flexibly to situations like this. Gender is completely irrelevant when it comes to assigning tasks and salary.

Goal 8. Decent Work and Economic Growth: We have already discussed how we deal with our employees and suppliers elsewhere. I would like to emphasize one more thing that probably sets us apart from other start-ups: We are not planning to sell our start-up to the highest bidder within the next few years, but we want to build a company that will be around for the long term. Of course, this also influences how we operate.

Goal 13. Climate Action: By promoting pulses in general, with the aim of increasing the circulation and cultivation of pulses, we are making a contribution to climate protection. These efforts aim to ensure that pulses increasingly replace animal products, which has a positive impact on the climate.

Goal 14. Life Below Water: We are currently still using plastic packaging for our savoury products in stores and can't avoid it completely at the moment. However, we already offer the option of paper packaging in our online shop, which is now compostable. As a production company, we also have the option of shipping bulk goods. For example, we supply the unpackaged shops in deposit buckets. We have recently introduced a sweet product line whose retail packaging is made entirely of paper. Although we still use plastic for some products, our ambition is to go completely plastic-free one day. We are looking forward to the development when more companies switch to more environmentally friendly packaging, as this can reduce prices and make it easier for us to access appropriate packaging.

Goal 15. Life on Land: See initiatives for Goal 2 – at Hülsenreich we actively support chickpea cultivation in Germany, as chickpeas can play an important role in the future of agriculture and soil conservation. When considered as a crop, pulses have many advantages: they strengthen biodiversity, the flowers of pulses are great for insects, they are a nitrogen fixer for the soil and use less water in cultivation than comparable plant groups. We are committed to increasing the cultivation of pulses. We are also certified organic, which means that no harmful fertilizers or pesticides are used in our raw materials.

Goal 17. Partnerships for the Goals: We are active in various networks, including a network of representatives from the niche market for pulses, which covers the entire value chain from growers to processors. Another network consists of sustainably-minded start-ups that focus on mutual support and cooperation. There are increasing opportunities for cooperation here, which we see as a goal for this year. A third aspect of our network relates to our main investor, who is himself active in food production and agriculture. This partner is extremely valuable to us, as we can learn from their experience and also utilise their agricultural produce. The result is a win-win situation that benefits both sides.

2. HÜLSENREICH



Strategy & Mission

We do not have a formulated sustainability strategy, but we are pursuing various sustainability goals on a subconscious level. Our sustainable behaviour tends to happen on an intuitive basis.

As our company becomes more complex, we need to document, record and anchor processes more intensively. I also observe this in other areas, especially when tasks are delegated and structures become more complex. In such cases, it is time to record the processes in writing.

This approach can also be applied to the topic of sustainability. At the moment, our small team operates intuitively and in a common direction. However, as the structures continue to grow, we will probably move towards putting our starting points, our core identity and our principles in writing. This will ensure that everyone in the company is on board and that the sustainable principles can be communicated clearly and consistently.

Impact Evaluation

Because our sustainable behaviour is intuitive, we can hardly quantify the effects of these practices.

Motivation

We are intrinsically motivated, not only by personal goals that we pursue privately, but also by entrepreneurial motivation. For me personally, this motivation is almost a little selfish, because I want to keep my job in the long term and not have short-term success that is over after a year, so we act sustainably.

Many of our employees are career changers who are embarking on new phases of their lives or are just starting out in their careers. One of the best feelings is when we can successfully take these employees with us and they want to stay with the company. Some of them even hold management positions, even though they are new to the field and don't originally come from the food industry. For me, this is the best thing that can happen and it corresponds to my personal definition of sustainability. It means that our corporate culture is organised in such a way that everyone can enjoy it in the long term.

With regard to our products, it is particularly important to me as a nutritionist to encourage society to eat more sustainably. By bringing sustainable products onto the market and actively talking about the topic, we are making our small contribution to this.

Innovative approaches & Challenges

Employee satisfaction and safety are very important to us. Our production hall is currently not heated, which is beneficial for our electricity and energy consumption, but poses a challenge for our employees. We currently use infrared radiators and heated shoe soles to create a pleasant working environment.

In the long term, however, it is necessary to find a solution that both increases the comfort of our employees and is energy-efficient. Heating a large production hall is not an ideal option for us as a manufacturing company for cost and energy reasons. We are therefore endeavouring to find an innovative and sustainable solution to improve our employees' working environment in the long term.

2. HÜLSENREICH



Sustainability Ideas

As a company undergoing organic certification according to EU guidelines, we are committed to meeting the high standards and regulations in organic farming. This includes adhering to specific cultivation and production practices to ensure that our products meet organic requirements.

In addition, we are subject to certain obligations under the Supply Chain Act. This means that we must be transparent and accountable about how our supply chain is structured, what measures we take to ensure that it is ethical and sustainable, and how we ensure that basic labour and environmental standards are met.

Need for Improvement

The problem of plastic packaging, which has already been addressed, is a concern that we continue to address intensively and are endeavouring to drive forward the reduction.

Energy is the area that offers us the most potential for development. As a production company, our electricity consumption is quite high due to the nature of our catering equipment, which unfortunately consumes a lot of energy due to its design – so this can hardly be avoided.

Furthermore, we only buy our electricity from the city. We are actively considering where to go next and are looking at various options. We have already held talks with our landlord to look into the possibility of installing solar panels on the roof. However, this is not solely within our decision-making powers, as the landlord would have to agree. This process is likely to take 2–3 years.

We are also still aiming to switch to chickpeas from Germany, i.e. to use increasingly regionally sourced ingredients.

Reflections

I find it extremely rewarding to be active in the sustainability scene. It's fun because I have the feeling that companies and their employees in this industry often represent wonderful values that they live by. These values create a pleasant working atmosphere and positive interaction, which I find extremely positive. That's my personal conclusion.

It also gives me a clear conscience to know that our activities are at least not causing any harm to the world. That is extremely satisfying.

Advice

Don't be influenced or impressed by current marketing trends. Sustainability used to be more of a trend than it is today. But that shouldn't be the motivation to set up in this direction. Just think about what is important to you and how you want to run your company. And don't just think about today, but also about tomorrow.

3. YGEA FARM



Free range hens, organic eggs, bio land

TYPE: PRODUCTION & DISTRIBUTION OF FOOD & BEVERAGE

About

Ygea Eggs prides itself on offering organic, free-range eggs. Their family-run bio farm nestled in the fertile foothills of central Cyprus provides ample open space, sunshine, and fresh air for their hens. The farm also ensures the hens are fed an excellent, fully-certified organic diet. The commitment extends to supporting local farming, promoting organic foods, advocating for humane treatment of animals, and conserving nature. From their perspective, this approach fosters a healthier balance between nature and food production.

They were able to start their business with an EU fund. They believe in a sustainable way to farm their name stands for land & healthy and that's their core value.

Sustainability Impact

Sustainability is really important for the company. In order to succeed you need to take care of the land first. Meaning that you need to take care of the bee population in your land, to stimulate the natural growth of herbs and vegetation. This also brings more birds (such as owls) to the land which in turn help in controlling animals like rats and certain insects but also help in the growth of plants that are close to extinction.

Sustainable Development

Firstly, they pay a lot of attention to their land, they are using a concept called circular farming which is a form of permaculture. They do this to keep nature alive, through creating a way/structure in their land, a natural way of watering, and the trees will help each other out. This way the land needs minimal watering.

Their main product is egg production. They produce around 4,500 eggs a day.

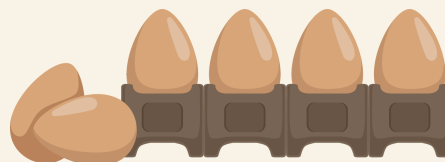
They are constantly trying to find and explore new sustainable ways an example of this is through feeding the chickens season fruit (eg. in summertime where there is a lot of prickly pears on their land, they feed them to their chickens), they believe that this way not only are you using products that naturally grow in your land but you also keep your chickens healthier by diversifying their diet and using the different nutritional values of natural products.

However, having a sustainable egg production business is not easy. If you are not sure that you can sell your eggs you can go bankrupt. You need to be certain of the market you are entering, also in regards to the EU fund they started with you only get the full funding if you are able to make it through the first five years, which are really challenging years.

<https://www.ygea.farm/>



3. YGEA FARM



SDGs goals and Sustainable development strategy

Goal 2. Zero Hunger: Promote sustainable agriculture through ethical beekeeping. Also honey never goes bad so they also educate people to understand that honey never goes bad even if it changes forms (eg. If it crystalizes it does not mean its bad, it is due to the weather – it is colder). Additionally, they hold workshops on collecting herbs. They believe that nature can offer more than we think, for example they teach which herbs can be found in your own backyard that are not only edible but also nutritious. Lastly, they also deal with a lot of kids that have nutritional difficulties but really like honey.

Goal 2. Zero Hunger: The first eggs that the chickens produce are usually too small to sell so we donate them to different foundations (eg. Rehab facilities, to economically disadvantaged families etc.)

Goal 3. Good Health and Well-Being: It is important to be aware of what we put in our body which is what we try to promote with our organic eggs.

Goal 6. Clean Water and Sanitation: This is really important especially for a place like Cyprus which struggles with water. A way that we do this is through using the concept of permaculture on our land.

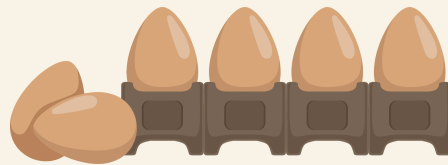
Goal 11. Sustainable Cities and Communities: This is something we encourage by having free-range chickens and working on our land and the natural vegetations and also giving a home to make wild animals in the area. We need to try to encourage a natural way of life as much as possible.

Goal 12. Responsible Consumption and Production: We produce biological eggs using no pesticides, synthetic fertilizers or toxic chemicals, which are bad for our health and the environment. We also Avoid synthetic hormones (which are frequently given to conventional dairy and meat animals to alter reproductive cycles and speed up growth) means less stress for animals and reduced human exposure to endocrine-disrupting chemicals. Lastly our animal feed produced exclusively from vegetative (pure plant) raw materials, non genetically modified.

Goal 13. Climate Action: The way we cultivate our land through permaculture we hope to develop an oasis of nature and encourage others to do the same in their farms and land.

Goal 15. Life on Land: As mentioned above in our land we encourage wild life, we actively work on having natural flowers for the bees, we even dig holes for frogs and lizards. In addition we build small houses for birds which in turn also help us with controlling the rat population etc.

3. YGEA FARM



Strategy & Mission

The organization does not have a written strategy.

Their mission and vision are definitely related to sustainability. Sustainability is part of their core belief system their vision is to turn the whole area of the farm into a green area, a natural forest. They believe in nutritional vs pharmaceutical lifestyle. They earth and land can provide us with a lot of benefits and we should try to get closer to that.

Impact Evaluation

They do not have a way to really measure/monitor their sustainable practices. However they are constantly finding innovative ways to try to help the environment, eg. They now have a new watering system for their olive trees where they put a container of water close to the olive trees which has an automatic watering system, this reduces the water they use, but also improves the quality of oil they produce.

They also have a good relationship with the community, they partner with a lot of local businesses to sell their eggs, and also donate to the community.

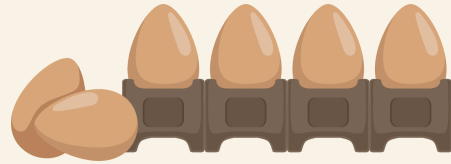
Innovative approaches & Challenges

Some of the innovative approaches to meet sustainable goals was to invest in creating their farm in line with permaculture which eventually will also limit their irrigation water use. They also believe in natural medicine and to getting closer to our ancestral practices closer to nature. In addition, they feed their chickens seasonal fruits and produce which is naturally grown in their land, believing that diversifying their diet keeps them healthier and happier.

Motivation

We are highly motivated to keep planting and investing in our farm. On the 24th of February we have arranged an event where we will be planting an additional 100 olive trees. We have invited stakeholders and people from the nearby community to come and take part in the planting of trees. We also use planting trees a way of marketing with important stakeholders, we invite them and plant trees and it has a great business success. We have more than 100 different kind of trees in our farm. We also invest in doing research on the most natural and best ways to retain water in our land. This vision keeps us motivated to remain sustainable.

3. YGEA FARM



Sustainability Ideas

The farm follows and is depended from EU regulations and not only they have also additionally gotten accredited by LACON and EU company which you pay to have them come and check the quality of your eggs and certify you.

Need for Improvement

They want to further invest in planting more local trees that can also produce products that they can then use in feeding their chickens. Such as more carob trees as well as aloe vera which they think is great food for the chickens. They aim to be even more organized in the future to achieve this.

Reflections

There will be many moments where things will not go according to the plan and you might fail. It is important to get up and persevere, these difficulties are actually lessons for improvement! Do not be afraid to fail.

Advice

Do not be afraid to start something alone. If you believe in what you are doing and if you are good at what you are doing, others will then follow!

4. THE NU COMPANY GMBH



Food industry, confectionery, chocolate and chocolate products

TYPE: PRODUCTION & DISTRIBUTION OF FOOD & BEVERAGE

About

The nu company wants to revolt the chocolate industry with its products: true to the motto "For a world in which we all want to live: Green, fair and outrageously delicious", they market the popular confectionery according to different standards than the global competition. This is because the latter is partly responsible for several serious abuses: child labour still exists in this industry, rainforest areas are deforested and pesticides are used. In addition, chocolate products are usually packaged in plastic, which is rarely recycled.

The nu company firmly believes that consumers should not sacrifice the pleasure of chocolate to adopt environmentally friendly practices. They advocate that, by assuming responsibility for their business practices, producers can provide a guilt-free and eco-conscious indulgence for consumers. In addition to classic chocolate bars and bars in various flavours, the company's product range now also includes nuts and freeze-dried fruit with a chocolate coating, which are marketed under the trade name Nucao.

Sustainability Impact

The aspect of sustainability is an integral part of Nucao's business activities. All processes and actions are designed with this aspect in mind. They not only focus on the area of environmental impact, but also on social issues. Transparency has always been important to them – greenwashing is not an option for the company.

Sustainable Development

Nucao has integrated sustainability into its business plan from the outset, demonstrating a steadfast commitment to pioneering sustainable practices. The company prioritizes organic certification, fair trade partnerships, environmental impact reduction, and climate-neutral production. Utilizing renewable energies, sustainable packaging, and supporting local communities are core elements of Nucao's approach. This holistic strategy emphasizes environmental, social, and economic considerations, aiming not only to deliver quality products but also to contribute positively to a more sustainable future.

4. THE NU COMPANY GMBH



SDGs goals and Sustainable development strategy

GOAL 1: No Poverty: Fair payment for cocoa farmers & Added value for the communities implementing the reforestation projects.

Goal 3. Good Health and Well-Being: Reduced sugar products, without flavourings and sweeteners & few, natural ingredients with high nutritional density.

Goal 5. Gender Equality: Women and men are both paid a fair wage.

Goal 12. Responsible Consumption and Production: Fair trade; Ecological cultivation of various ingredients (e.g. sugar beet) and promotion of biodiversity on site & vegan products; animal suffering is avoided by not using animal ingredients.

Goal 13. Climate Action: Reforestation projects; Promotion of organic production & Sustainable (compostable) packaging.

GOAL 15: Life on Land: Less deforestation through payment of premiums to farmers. When payments are low, farmers sometimes resort to environmentally damaging practices. For example, they then expand their areas through illegal deforestation in order to generate more income.

GOAL 17: Partnerships to achieve the Goal: The nu company is a network partner of various associations such as Startups for Tomorrow and The Good Food Collective.

Strategy & Mission

With nucao, the three young entrepreneurs want to create a flagship project for sustainable business. Their mission is not only to sell sustainable products but also to convey the message that consumption does not always have to end in a conflict between pleasure and conscience. They want nothing less than to sell a holistically sustainable product (ingredients, packaging, support for social projects at the time of purchase). One of their key projects to offset unavoidable emissions is the reforestation of forests in Madagascar and Nepal. The aim is to plant one billion trees.

Innovative approaches & Challenges

Nucao obtains 100% of its cocoa from organic sources in Peru. The farmers are paid fairly. Only fair payment enables them to avoid exploitative practices such as child labour, deforestation and the use of pesticides. The company therefore pays the farmers an extra premium in addition to the organic and Fairtrade bonus. This amounts to 3500 US dollars per tonne of cocoa. For comparison: the trade price for cocoa is around 2400 US dollars (as of 11/2022).

In addition, the smallholders receive a share of the sales price, which they can use for social purposes within their community. Nucao also promotes local biodiversity with mixed crops and agroforestry.

The chocolate products are packaged in environmentally friendly home-compostable film or recyclable paper. Nucao is the first chocolate manufacturer to use paper packaging as its primary packaging.

4. THE NU COMPANY GMBH



Impact Evaluation

Not all emissions can be avoided. That is why the company donates 3% of its turnover to reforestation projects in Madagascar and Nepal. According to the website's impact report, at least 13,589,202 trees have already been planted.

The use of sustainable packaging also saved 19.02 tones of plastic.

Sustainability Ideas

The founders and employees receive lasting inspiration and ideas from various sources:

Competitions and innovation events: Participation in competitions enables Nucao to exchange ideas with other companies and thus leads to the development of innovative ideas in the area of sustainability.

Collaboration with NGOs and interest groups: Partnerships with NGOs provide Nucao with direct insight into environmental and social issues, which can lead to inspiring ideas and initiatives.

Customer feedback and market research: Nucao directly incorporates customer feedback and knowledge from extensive market research to develop sustainable products that meet market requirements and consumer expectations.

Sustainability goals and initiatives: The company is guided by global sustainability goals such as the United Nations' SDGs to ensure that its activities make a positive contribution to social, environmental and economic issues.

Motivation

At Nucao, sustainability stands as the paramount focus. Only individuals passionate about contributing to this mission are selected for recruitment. The commitment to sustainability is deeply ingrained in the business plan, reducing the need for extensive motivation as it inherently drives both oneself and the team.

They also focus on a harmonious and friendly team atmosphere and organise work sessions in the countryside or excursions to natural surroundings. The feeling of belonging to a team also increases the sense of responsibility for one's own actions in the company as well as identification with it and thus leads to the consistent pursuit of corporate goals.

Need for Improvement

Nucao started with the slogan 1 bar = 1 tree. For every chocolate bar sold, a tree was to be planted within their reforestation projects in Madagascar. However, they had to withdraw this promise with the relaunch. Despite this, they are constantly working on realizing their big goal of 1 billion trees. In the future, one goal could be to re-establish the link between the product and the planting of a tree.

They also want to become even more involved in cocoa cultivation and further increase the transparency of the supply chains.

4. THE NU COMPANY GMBH



Reflections

It's okay to deviate from the original goal and set it a little lower, even in retrospect.

Today, Nucao is focussing on one main goal: the sustainable production and packaging of its products. For start-ups in particular, communicating and holistically realising several goals is difficult and rarely leads to qualitative success.

It is difficult to change the world with niche products and a low resale rate. The acceptance of the target group suffered from the special flavour of the products. The company therefore changed its approach and adapted the products more in line with consumer preferences. Although this was at the expense of the sugar content, the company has come closer to its goal of bringing more sustainability to the chocolate industry than trying to make everything "perfect".

In addition, Nucao was only partially compatible with the chosen goals. The coconut blossom sugar and exotic ingredients in the product necessitated an emission-intensive route. Consequently, the company transitioned to beet sugar. Nevertheless, it's worth noting that beet sugar carries a less favorable health image. Nucao pursued a strategy of transparency here: the reasons for this decision are explained on the website. Beet sugar causes fewer emissions because it grows right on our doorstep and its production is resource-efficient and low-emission.

Even the most sustainable bar in the world will not persuade consumers to buy it if it does not taste good. And so the company's plans for greater environmental protection cannot be realised.

Advice

Do not set your goals too high and keep your focus. The quality of target fulfilment is crucial. Nucao took a step back with the health promise and switched from coconut blossom sugar to beet sugar, as this is more in line with the sustainability promise and they have chosen this as their main focus. It is often better to focus on a few areas and consistently pursue the projects that have been defined.

However, these changes and rebalancing of corporate values should always be transparent. Nucao made the right decision here with the relaunch and took the consumers with them. The trust of the target group must not be violated. Consumers in particular, who consider sustainability to be an important quality feature, must be able to rely on the promises made by companies, as they cannot check the relevant processes themselves.

5. ALL ABOUT KOMBUCHA



Ireland's Only Carbon Neutral Kombucha Brewery. Serving cans of unpasteurised, LIVE and organic kombucha since 2017 – hand-canned and brewed in Galway, Ireland



TYPE: PRODUCTION & DISTRIBUTION OF FOOD & BEVERAGE

About

All About Kombucha was established in 2017 by young co-founders and friends, Keith Loftus and Emmett Kerrigan in Galway, Ireland. The idea for the business arose after the founders returned from Canada, where they discovered kombucha.

Realising the potential of this health-promoting beverage, they set out to create their own brew, focusing on sustainability and supporting Irish communities.

They strive to make a difference by supporting Irish, making sustainable choices and helping people to take their health into their own hands. They make tasty kombucha that is good for the gut, good on the palate and good for the planet. They are constantly striving to innovate new products and their range now extends to Tea kits, AAK clothing/merchandise and recently to Beer.

Key milestones include the launch of their carbon-neutral kombucha brewery, expansion into new product lines such as tea kits and beer, and their commitment to sustainability through initiatives like 1% for the Planet and donations towards native tree planting and regenerative agriculture.

Sustainability Impact

Sustainable development is integral to the ethos of All About Kombucha, as it aligns with its core values of making a positive impact on the planet and supporting local communities.

By prioritising sustainability, the company not only minimises its environmental footprint but also fosters long-term resilience and growth. They believe that embracing sustainable practices enhances brand reputation, attracts environmentally conscious customers, and promotes innovation.

Sustainable development ensures the company's viability in the face of evolving environmental and social challenges, ultimately contributing to the well-being of both people and the planet.

Sustainable Development

All About Kombucha has demonstrated a strong commitment to sustainability in its operations. The company prioritises using organic ingredients and implements carbon-neutral production methods.

They strive to minimise waste through zero-waste initiatives and support regenerative agriculture. Additionally, they have expanded their product offerings to include tea kits and beer, continuing their mission to provide sustainable and health-conscious options to their customers.

The AAK team is constantly making sustainable choices and helping people to take their health into their own hands. They make tasty kombucha that is good for the gut, good on the palate and good for the planet.

Along with this, they are proud members of 1% for the Planet. It's All About's belief that giving back is a small price to pay in exchange for doing business on this planet. They donate 10% of their brewery profits annually towards the planting of Native Irish Trees and the support of Regenerative Agriculture across the country.

5. ALL ABOUT KOMBUCHA



SDGs goals and Sustainable development strategy

Goal 3. Good Health and Well-Being: Their products support health and wellbeing in all their consumers.

Goal 5. Gender Equality: They have a gender balanced team of staff giving equal opportunities to all and encourage skills development.

Goal 12. Responsible Consumption and Production: They respond to this goal via their zero food waste strategies and their new and improved packaging and production practices.

Goal 13. Climate Action: They donate 10% of their brewery profits annually towards the planting of Native Irish Trees and the support of Regenerative Agriculture across the country.

Strategy & Mission

Co-founders Keith & Emmett came back to Ireland still only in their twenties, after spending some time in Canada, where they first discovered Kombucha. It was then that they realised that they needed to create a brew of their own, and so, All-About-Kombucha was born. They established a core set of values that they've continued to follow from day one: Be Sound, Cause Minimal Harm, Work Hard, Uncap Creativity, and Practise Self-Actualisation.

They strive to make a difference by supporting the Irish, making sustainable choices and helping people to take their health into their own hands.

5. ALL ABOUT KOMBUCHA



Innovative approaches & Challenges

All About Kombucha has implemented several innovative approaches and adaptations to meet their sustainability goals, demonstrating their commitment to environmental stewardship and social responsibility. One notable innovation is their focus on carbon neutrality. By optimising their production processes and implementing energy-saving measures throughout their operations, such as optimising brewing and canning processes, All About Kombucha has significantly reduced its carbon footprint. This approach not only minimises environmental impact but also sets a precedent for sustainable practices within the beverage industry.

The company has introduced zero-waste initiatives to address waste management challenges. They have implemented strategies to reduce, reuse, and recycle materials across their production and packaging processes.

They continuously explore new flavours and product lines, incorporating locally sourced, organic ingredients whenever possible. By diversifying their product offerings to include tea kits and beer, they cater to evolving consumer preferences while promoting sustainable agriculture and supporting local farmers.

Impact Evaluation

The implementation of sustainable practices by All About Kombucha has had a significant impact on the business, its stakeholders, and the environment. One measurable achievement is the reduction of the company's carbon footprint through carbon-neutral production methods and energy-saving measures. By optimising their brewing and canning processes, the company has effectively minimised its environmental impact, contributing to the mitigation of climate change.

These sustainable practices have positively impacted employee satisfaction. By fostering a culture of environmental responsibility and social consciousness, All About Kombucha has created a more engaging and fulfilling work environment.

The company's sustainable practices have improved community relations. All About Kombucha's commitment to using organic ingredients, supporting local farmers, and minimising waste resonates with environmentally conscious consumers. This has strengthened the company's reputation and built trust within the community, leading to increased customer loyalty and brand recognition.

AAK has a strong youth following and is particularly good at organising education and fun events where they inform consumers of the health benefits and spread news of their ethical and sustainable efforts. They have a 'booch-bar' which has travelled the country to corporate events and festivals where they DJ-ed to their audiences. They also have a strong presence and following on social media targeting the youth sector.

6. DOLLA



A family-owned coffee roastery located in Skolwin, Szczecin.

TYPE: PRODUCTION & DISTRIBUTION OF FOOD & BEVERAGE

About

Established in 2019, Dolla is a family-owned coffee roastery nestled in Skolwin, Szczecin. Over the past 4.5 years, we've curated a selection of premium coffees crafted from meticulously chosen and roasted beans worldwide. Our artisanal, slow-roasting process sets us apart, ensuring a rich taste and aroma. Our selection includes both whole bean and ground coffees, packaged in craft bags of 250g, 500g, and 1kg.

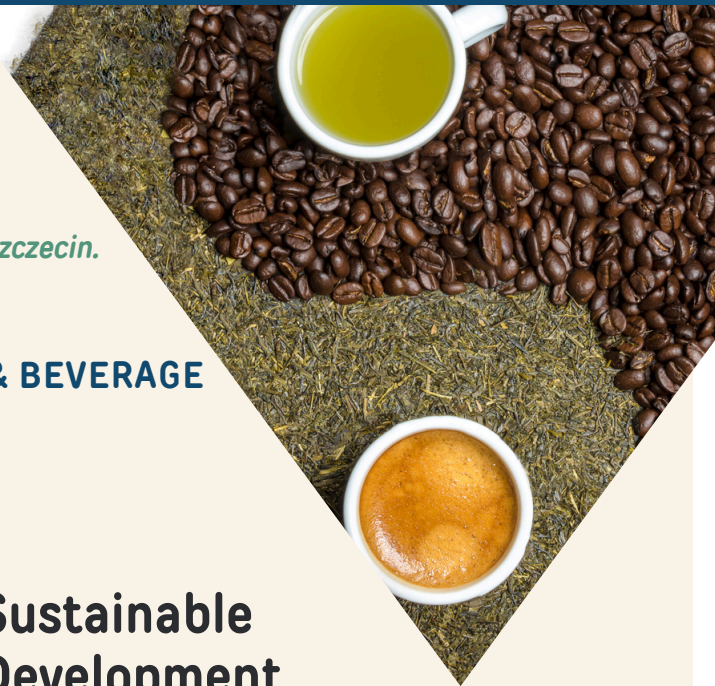
In addition to our physical stores, we've expanded our reach through nationwide shipping, leveraging our online store for a seamless shopping experience. Our key milestones include perfecting our craft, introducing diverse coffee blends, and embracing a growing community of coffee and tea enthusiasts across Poland. For enthusiasts of high-quality teas, we provide black, green, red, and white teas—both pure and with added flavors. Whether you're in search of exceptional coffee beans from around the world or delightful aromatic teas, explore our offerings.

Sustainability Impact

Sustainable development is paramount for Dolla as it not only aligns with our values but also influences our competitive advantage. Customers increasingly seek products and services from brands committed to environmental and social responsibility. Recognizing this, sustainability has become a cornerstone of our business strategy, contributing to our success and customer loyalty. To stay committed to sustainable development, we advocate for actions such as waste reduction, eco-friendly packaging, investment in renewable energy, and support for local suppliers. This strategic emphasis ensures Dolla remains not only a business entity but also a responsible contributor to a better world.

Sustainable Development

Dolla has witnessed a significant increase in the importance of sustainability in recent years. Our experience indicates a growing awareness among consumers regarding eco-friendly practices. Over the past 4.5 years, we've observed a positive shift in customer preferences toward products and services from businesses actively contributing to environmental and community well-being. Our journey, starting in 2019, reflects this changing landscape, with sustainability becoming a focal point for both our customers and our business operations.



6. DOLLA



SDGs goals and Sustainable development strategy

Goal 3. Good Health and Well-Being: The company actively promotes a healthy lifestyle by offering high-quality coffee and premium teas that are safe and beneficial for health. We continuously educate our customers on the value of our products and encourage healthy habits. Additionally, we contribute to local initiatives promoting physical activity and a healthy lifestyle, such as sponsoring events like the Skolwińska Mila Run.

Goal 4. Quality Education: Our firm invests in inclusive and fair education by providing our employees with continuous opportunities for development. We support our workforce by adapting working conditions to accommodate their educational needs, ensuring a conducive environment for learning and growth.

Goal 5. Gender Equality: The majority of our workforce comprises women who work under equal or better conditions than their male counterparts. We actively recognize and appreciate the value of women in our business, fostering an environment that prioritizes gender equality.

SDG 6: Clean Water and Sanitation: To contribute to ensuring access to clean water and sustainable water management, we focus on efficient water use. Our operations aim to minimize water consumption, and we promote water-saving technologies. Additionally, we install environmentally friendly devices, such as toilets with reduced water consumption.

Goal 8. Decent Work and Economic Growth: The company provides dignified working conditions for all employees, offering fair remuneration, a safe working environment, and opportunities for professional development. We extend our commitment to supporting local communities by creating job opportunities and promoting local businesses in our supply chain.

SDG 9: Industry, Innovation, and Infrastructure: Our business actively engages in innovation in product and service development to better meet customer needs. We continuously strive to introduce innovations in our machinery and processes, contributing to resilient infrastructure and sustainable industrialization.

Goal 12. Responsible Consumption and Production: In alignment with responsible consumption and production, we implement practices that minimize waste, promote recycling, and use eco-friendly packaging. Collaborating with suppliers, we ensure the timely fulfillment of supplies without allowing potential losses in product quality. We educate our customers on the benefits of responsible consumption and prioritize products that are sustainable environmentally and socially.

6. DOLLA



Strategy & Mission

At Dolla, our mission is to redefine the narrative of coffee and tea consumption by prioritizing sustainability, quality, and social responsibility. We envision a world where every sip of our beverages not only delights the palate but also contributes to the well-being of communities and the planet.

Our mission extends beyond the pursuit of profit to encompass a holistic approach to business. We aim to be a catalyst for positive change in the beverage industry, promoting ethical sourcing, fair trade practices, and environmentally conscious production.

Our vision for sustainability is deeply embedded in every aspect of our operations. We aspire to lead by example, demonstrating that a successful business can coexist harmoniously with environmental conservation and social responsibility. By embracing innovation and strategic partnerships, we seek to set new standards for sustainable business practices in the industry.

Innovative approaches & Challenges

At our core, our business is driven by a profound commitment to sustainability, reflected in our mission and vision. We understand that a thriving future depends on the harmonious integration of economic, environmental, and social considerations.

Our mission is to provide high-quality products while actively contributing to the well-being of the planet and its inhabitants. We seek to foster a positive impact on society by promoting healthy living, supporting education, and empowering gender equality.

In line with this mission, we continuously strive to function sustainably, weaving this commitment into the fabric of our day-to-day operations. Presently, the company is executing an expansive strategy with intensive investments, aiming to intertwine sustainable development into various facets of our business. This includes conscientious resource utilization and addressing social aspects to ensure a well-rounded approach.

Our vision extends beyond immediate business success; we envision a future where our operations serve as a model for sustainable and responsible business practices. We aspire to lead the way in proving that economic growth can coexist harmoniously with environmental stewardship and social responsibility.

Current Strategies:

As part of our ongoing commitment to sustainable development, our business is currently engaged in an expansive strategy coupled with intensive investments. We meticulously incorporate sustainability into our strategic decisions, considering factors such as resource utilization and social impacts. This approach aligns with our vision of a business that not only succeeds financially but also contributes meaningfully to a sustainable and equitable future.

Motivation

Motivating ourselves and our team to align with the SDG goals is a dynamic process rooted in shared values and a sense of purpose. We foster a collaborative and inclusive environment where each team member recognizes their role in contributing to a sustainable future. Regular communication channels are established to emphasize the positive impact of our collective efforts, reinforcing the idea that every action, no matter how small, contributes to a larger goal. Recognition and celebration of achievements related to sustainability further fuel motivation, creating a sense of pride and commitment to ongoing improvement.

6. DOLLA



Impact Evaluation

The impact of Dolla's sustainable practices has been profound, extending across our business, stakeholders, and the environment.

Business Impact: Our commitment to sustainability has enhanced brand reputation, attracting environmentally conscious consumers. This has resulted in increased market share and customer loyalty. The implementation of eco-friendly packaging and responsible sourcing has streamlined our supply chain, contributing to operational efficiency.

Stakeholder Engagement: Dolla's sustainable initiatives have strengthened relationships with both customers and employees. The workforce is more engaged and motivated, knowing they contribute to a socially responsible company. Additionally, our support for local communities through job creation and business partnerships fosters goodwill among stakeholders.

Environmental Contribution: Quantifying our environmental impact, Dolla has witnessed a substantial reduction in its carbon footprint due to energy-efficient practices and responsible sourcing. Water conservation initiatives have decreased our overall water consumption, aligning with SDG 6. The company's efforts to minimize waste and promote recycling have further mitigated its ecological footprint.

In conclusion, Dolla's sustainable practices have resulted in tangible benefits, reinforcing our commitment to responsible business operations and leaving a positive imprint on the world around us.

Sustainability Ideas

Our main sources of ideas for sustainable solutions stem from a diverse range of channels. Engaging in workshops and seminars allows us to stay abreast of the latest trends and innovations in sustainable practices. Competitions and industry awards inspire creative thinking and drive us to push the boundaries of what's possible. Additionally, staying informed about policies and regulations ensures our strategies are in line with global sustainability standards. Collaborative partnerships with like-minded organizations and feedback from our stakeholders also play a crucial role in shaping our sustainable initiatives.

Need for Improvement

While we have made significant strides in embedding sustainability into various aspects of our company, there is a continuous commitment to improvement. One area that demands focused attention is our supply chain sustainability. Ensuring that our entire supply chain adheres to the same high standards poses challenges, considering the diverse nature of suppliers. Striking a balance between economic viability and sustainable sourcing remains an ongoing challenge. We actively seek innovative solutions and strategic partnerships to overcome these challenges, ensuring a holistic and comprehensive approach to sustainability across our operations.

6. DOLLA



Advice

Our sustainability journey with Dolla has provided us with profound insights and invaluable lessons. One key takeaway is the transformative power of collaboration. Through engagement with various stakeholders, ranging from employees to local communities, we have expanded our understanding of diverse perspectives and cultivated a sense of shared responsibility. Another crucial lesson centers around the necessity for adaptability. The sustainability landscape is dynamic, and our ability to embrace change and incorporate new practices has proven to be vital.

Furthermore, our journey has underscored that sustainability is not merely a destination but an ongoing process demanding unwavering dedication, innovation, and a long-term perspective. The experience has deepened our appreciation for the dynamic nature of sustainable practices, emphasizing that staying attuned to evolving trends is essential. In essence, we've learned that sustainable development presents not just challenges but also tremendous opportunities for businesses. Effectively implementing sustainability strategies can lead to a myriad of benefits, including contributing to a better world, gaining a competitive edge, building a robust brand, fostering customer loyalty, and enhancing innovation and resilience in the face of market changes.

Reflections

For aspiring young entrepreneurs, my advice is to prioritize sustainability as a fundamental pillar of your business strategy. Understand the environmental impact of your operations, focusing on resource management, CO2 emissions reduction, waste minimization, and active promotion of recycling initiatives. Embrace social responsibility by ensuring fair treatment of employees and actively supporting local communities. Stress the importance of long-term thinking in sustainable development; some benefits may not be immediately visible, making employee involvement, even in a minimal capacity, crucial for successful implementation. Remember, embedding sustainability from the outset is not just a moral choice but a strategic advantage in the evolving landscape of responsible business practices.

7. BIASOL



They strive to make highly nutritious, zero-waste food products easily accessible in Ireland.

TYPE: PRODUCTION & DISTRIBUTION OF FOOD & BEVERAGE

About

BiaSol was founded in 2020 by a brother and sister team passionate about nutrition, sustainability, and reducing food waste. Ruairi whose background in accounting and finance provided the business acumen necessary to navigate the financial aspects of their venture & Niamh Dooley's using her experience in food science, played a crucial part in coming up with new ideas for making healthy food products.

Idea originated from recognising the abundance of spent brewing grain in Ireland's craft beer industry and the potential to repurpose it into nutritious food products. The company's establishment coincided with a growing global awareness of sustainable practices and healthier eating habits. Key milestones include securing partnerships with local breweries for a consistent supply of spent grain.

They strive to make highly nutritious, zero-waste food products easily accessible in Ireland. By using spent grain from the brewing process, they add another phase of life to it by drying and milling the grain. This grain has a high nutritional value, especially as a source of fibre. They have a range of retail products derived from the spent grain and thus are creating a circular economy.

Sustainability Impact

Sustainable development is paramount for BiaSol as it aligns with its core values, business ethos, and long-term viability. By embracing sustainability, BiaSol not only mitigates environmental impact but also enhances brand reputation and consumer trust.

Sustainability and circularity are at the core of everything BiaSol does. By repurposing food waste (spent brewing grain) they have found a viable way to be more sustainable AND create healthy food products. The rapid growth of craft brewing across Ireland led them to their first ingredient: brewers' spent grains. This is their primary resource, but they are in turn eliminating/ reducing brewery waste from several breweries around their region.

Sustainable Development

By repurposing spent brewing grain into nutritious food products, the company effectively addresses food waste while promoting circular economy principles. They have implemented zero-waste manufacturing practices, emphasising efficient resource utilisation and minimising environmental impact.

BiaSol actively engages in community education initiatives, raising awareness about sustainable living and responsible consumption. Their dedication to sustainability is evident in every aspect of their operations, reflecting a genuine commitment to environmental stewardship and social responsibility.



7. BIASOL



SDGs goals and Sustainable development strategy

Goal 3. Good Health and Well-Being

GOAL 9: Industry, Innovation and Infrastructure

Goal 12. Responsible Consumption and Production

Strategy & Mission

BiaSol is a sibling run company in the heart of Ireland creating a range of innovative food solutions. They strive to make highly nutritious, zero-waste food products easily accessible in Ireland. By supporting their business, consumers are making a better choice for their health and that of our planet. BiaSol is leading the way in the Irish Bioeconomy Sector.

Innovative approaches & Challenges

BiaSol has implemented several innovative approaches and adaptations to meet its sustainability goals, setting a benchmark in the food manufacturing industry. One notable initiative is their utilisation of spent brewing grain, a byproduct of the brewing process, as a key ingredient in their food products. By repurposing this otherwise discarded material, BiaSol not only reduces waste but also maximises resource efficiency, contributing to a circular economy model.

BiaSol has also embraced zero-waste manufacturing practices, implementing efficient production methods to minimise waste generation throughout their operations. This includes optimising ingredient sourcing, packaging materials, and production processes to minimise environmental impact.

These initiatives showcase BiaSol's dedication to responsible business practices and serve as a positive example for the food manufacturing industry. Through its innovative approaches and commitment to sustainability, BiaSol strives to make a meaningful contribution to environmental conservation and resource efficiency.

7. BIASOL



Impact Evaluation

One notable achievement is the reduction in carbon footprint achieved through the repurposing of spent brewing grain and the adoption of zero-waste manufacturing practices. By diverting this byproduct from landfills and utilising it to create nutritious food products, BiaSol has effectively reduced greenhouse gas emissions associated with organic waste decomposition. This reduction in carbon emissions contributes to broader climate action goals and demonstrates BiaSol's commitment to environmental sustainability.

The sustainable practices have also led to increased employee satisfaction within the organisation. Employees are proud to be associated with a company that prioritises ethical and environmentally responsible business practices.

Additionally, BiaSol's commitment to sustainability has strengthened its relationships with stakeholders, including suppliers, customers, and the local community. By demonstrating a genuine commitment to sustainability, the company has earned trust and loyalty from stakeholders who value ethical and environmentally conscious businesses.

Also, BiaSol's sustainable initiatives have had a positive impact on the environment by reducing waste generation and promoting responsible consumption and production, they also signed the Food Waster Charter of Ireland in 2023, highlighting their commitment to reduce waste and it not only benefits the local ecosystem but also contributes to broader environmental conservation efforts.

8. BLUE LOBSTER



Operating a digital platform that connects consumers and restaurants directly with local, low-impact fishermen, enabling the purchase of fresh fish and promoting sustainable fishing practices.

TYPE: PRODUCTION & DISTRIBUTION OF FOOD & BEVERAGE

About

Blue Lobster, located in Copenhagen, Denmark, operates a digital marketplace that revolutionises the seafood industry by focusing on sustainable and fresh fish consumption. Their principal service is an app which connects local, low-impact fishermen directly with restaurants and consumers. This method bypasses traditional supply chain stages, ensuring fresher seafood and supporting small-scale fishermen with fair pricing, thereby promoting sustainable fishing practices.

Blue Lobster was established following a realization by our founders, Nima Tisdall and Christine Hebert, about the lack of access to truly fresh fish in Denmark. They identified a significant gap in the market, given Denmark's reputation for environmental and sustainable practices and its easy coastal access.

Our business journey began as a part of the Climate Launchpad 2019, a platform that significantly influenced our development. The initial success came from establishing a direct link between local fishermen and consumers, bypassing the lengthy traditional supply chain. This approach not only provided fresher fish to consumers but also supported the financial stability of small-scale fishermen.

A key turning point for Blue Lobster was the development and launch of our digital platform. This innovation was pivotal in connecting restaurants and consumers directly with local, low-impact fishermen, which was a novel approach in the seafood industry. It marked our transition from a concept to a functional business making a real impact. Since then, we have been successfully expanding our reach in Copenhagen and exploring opportunities for international growth.

Sustainable Development

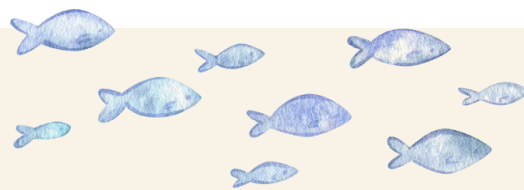
At Blue Lobster, our most sustainable endeavour is our digital marketplace, linking local, low-impact fishermen directly with restaurants and consumers. This platform significantly lessens the environmental footprint typically associated with the seafood supply chain. By enabling the sale of sustainably caught fish, we contribute to marine ecosystem preservation and endorse environmentally responsible fishing practices.

Our dedication to sustainable development is continuous. We regularly explore innovative solutions to boost sustainability in the seafood industry. This involves adapting to market demands and leveraging new technologies to further lessen our environmental impact.

In recent years, we've implemented key sustainability solutions. The most notable is our app's launch, which ensures transparency and traceability in seafood sourcing. This is crucial for sustainable consumption. Moreover, our business model inherently supports sustainable fishermen by providing a fair and viable market. These efforts have established us as a leader in sustainability within the Copenhagen seafood market, demonstrating our commitment to environmental responsibility and innovative approaches in promoting sustainable fishing practices.



8. BLUE LOBSTER



Sustainability Impact

Sustainable development is not just a part of our operations at Blue Lobster; it is the heart of our business ethos. It positively impacts every aspect of our operations, guiding our decisions and strategies. Our entire business model is built around the concept of sustainability, particularly in promoting and facilitating the sale of sustainably caught fish. This focus on sustainability has been fundamental in establishing our brand identity and appeal, especially among environmentally conscious consumers and restaurants.

Sustainability is a significant aspect within our company, ingrained in our corporate culture and embraced by every team member. While we do not have a dedicated department solely for sustainability, the responsibility for implementing and coordinating adherence to sustainable development principles is a collective effort, deeply embedded in our management's vision and operations. Our founders, Nima Tisdall and Christine Hebert, play a pivotal role in ensuring these principles are at the forefront. Additionally, each employee is encouraged to contribute ideas and actions towards our sustainable practices, making it a company-wide commitment rather than the responsibility of a single individual or department. This collective approach ensures that sustainability remains a core focus in everything we do at Blue Lobster.

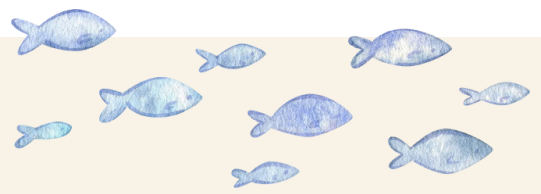
SDGs goals and Sustainable development strategy

Goal 12. Responsible Consumption and Production: We at Blue Lobster are deeply committed to ensuring sustainable consumption and production patterns. Our digital platform promotes the consumption of sustainably caught fish, directly sourced from local fishermen. This approach minimises waste and encourages responsible production in the seafood industry. We continuously work towards reducing our operational footprint and encouraging our partners and customers to do the same.

Goal 13. Climate Action: Climate action is intrinsic to our mission. By promoting sustainable fishing practices, we contribute to reducing the negative impacts of fishing on the marine environment. This includes mitigating practices like bottom trawling that can be detrimental to marine ecosystems. Our business model inherently supports the fight against climate change by prioritising low-impact fishing methods.

Goal 14. Life Below Water: Conserving and sustainably using the oceans, seas, and marine resources is at the core of what we do. Blue Lobster was founded on the principle of supporting sustainable fishing practices. We collaborate with fishermen who use low-impact gear, reducing damage to the ocean floor and by-catch. By creating a market for sustainably caught fish, we incentivise fishermen to adopt practices that are less harmful to marine life.

8. BLUE LOBSTER



Innovative approaches & Challenges

The primary challenge was restructuring the traditional seafood supply chain. The conventional system is entrenched with various intermediaries, leading to inefficiencies, increased carbon footprint, and often, unsustainable fishing practices. Our solution was the development of a digital platform that directly connects fishermen with consumers and restaurants. This innovation required not only technological development but also a shift in mindset for both fishermen and consumers, who were accustomed to the traditional supply chain.

The business environment and our stakeholders indeed impose more adaptations. For example, as we expanded our reach, we faced the challenge of maintaining the freshness of fish while reducing our carbon footprint. To address this, we developed a logistics system that optimises delivery routes, thereby minimising travel distances and emissions.

Additionally, stakeholder feedback has led us to prioritise transparency in our supply chain. We adapted by incorporating features in our app that allow consumers to trace the origin of their purchased seafood, providing details about the catch, the fishing method used, and the individual fishermen. This level of transparency not only aligns with our sustainability ethos but also builds trust with our customers.

Impact Evaluation

We track several key indicators to evaluate our sustainability impact. These include:

Carbon Footprint Reduction: We calculate the emissions saved by eliminating intermediary steps in the seafood supply chain and optimizing delivery routes.

Fishermen's Economic Stability: We monitor the financial benefits reaped by local fishermen due to fair pricing and direct access to the market.

Customer Satisfaction and Awareness: Through surveys and app analytics, we gauge customer satisfaction levels and their awareness of sustainable seafood.

Seafood Freshness and Quality: We assess the quality and freshness of the fish sold through our platform, a direct indicator of reduced time from catch to consumer.

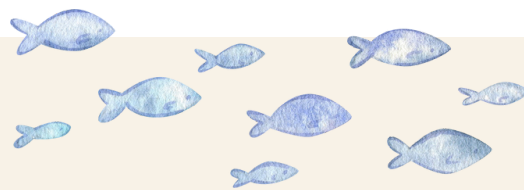
These indicators are monitored continuously, with detailed reviews conducted on a quarterly basis.

Our sustainability team, in collaboration with other departments such as logistics and customer relations, is responsible for this monitoring. They ensure that data is accurately collected, analyzed, and used to inform future business decisions.

Motivation

Our main motivation for running a sustainable business stems from a shared commitment to environmental stewardship and a passion for making a positive impact on the world. Understanding the significant role our oceans play in the global ecosystem drives us to work towards the Sustainable Development Goals (SDGs), particularly those focusing on life below water, responsible consumption, and climate action.

8. BLUE LOBSTER



Sustainability Ideas

Workshops/Trainings:

Indeed, we regularly organise workshops and training sessions centred on sustainability. These sessions are crucial in keeping our team up-to-date with the latest trends and practices in sustainable fishing and environmental conservation. Often, we invite experts in the field to share their knowledge, fostering an environment of continuous learning and improvement.

Collaboration with Companies or NGOs:

Collaboration is key in our approach. We actively engage with companies and non-governmental organisations (NGOs) specialising in sustainable solutions. This collaboration not only keeps us abreast of the latest in sustainability but also inspires innovative practices in our operations. These partnerships are invaluable for knowledge exchange and adopting best practices.

Influence of Regulations:

Our business operations are significantly influenced by both country-specific and EU regulations, especially those related to fishing practices and environmental protection. We ensure compliance with all relevant laws and often strive to surpass these standards, upholding our dedication to sustainability. These regulations provide a foundational framework for our practices, and our goal is to exceed these benchmarks in our mission to champion sustainable fishing and environmental stewardship.

Reflections

We've come to understand the crucial role of transparency and educational outreach in effecting change. By being open about our methods and educating our stakeholders on the significance of sustainable seafood, we've nurtured a community that is informed and enthusiastic about environmental conservation. These insights have been pivotal in our sustainability journey and will continue to shape our approach as we aim for further advancements in sustainable business practices.

Advice

From my experience at Blue Lobster, I'd say the key factor in the sustainable development of any enterprise is a genuine commitment to sustainability that goes beyond just a business strategy. It should be a core value that drives every decision and action. For young entrepreneurs looking to implement sustainable practices, my advice would be to start with a clear and honest understanding of what sustainability means for your business and how it aligns with your overall mission and objectives.

Need for Improvement

One significant challenge has been maintaining the balance between operational efficiency and sustainability. As we expand, ensuring that our logistics remain as eco-friendly as possible, while also being efficient and cost-effective, is a constant balancing act. Another challenge is staying abreast of evolving environmental regulations and consumer expectations, which require us to continuously adapt our practices.

Plans for the Future in Terms of Sustainable Development:

Looking forward, we plan to further refine our supply chain to minimise our carbon footprint. This includes exploring more sustainable transportation methods and packaging solutions. Additionally, we aim to expand our educational initiatives, not just within our team but also among our consumers and partners, to foster a broader understanding and commitment to sustainability. We're also considering the adoption of more advanced technologies that can aid in tracking and reducing environmental impacts, ensuring that our operations remain at the cutting edge of sustainability. These plans are ambitious, but they reflect our unwavering commitment to making a positive environmental impact through our business.

9. GMODITI CLOTHING LTD



Garments created to represent feminine identity, a classic appeal and contemporary expressions, favouring pattern-cutting for ease-of-wear day and night. All of our collections are designed and made by women in Cyprus

TYPE: FASHION: CLOTHES, TEXTILES & COSMETICS

About

Georgia Moditi is the eponymous Nicosia-based brand of Georgia Moditi, the label's creative director and founder, established at our home store in Griva Digeni 80, Kaimakli 1021, since 2014. Over the years our business has expanded with the creation of our House&Co products and our sewing workshops, through which our philosophy of slow fashion is promoted.

Sustainability Impact

Producing ethically, reducing waste where we can, constantly finding ways to be more transparent is of great importance for us. Apart from the environmental impact of the above, this sustainable development has significantly reduced our company's costs.

SDGs goals and Sustainable development strategy

Goal 12. Responsible Consumption and Production: Ensure sustainable consumption and production patterns. Our products are locally made as the support of local businesses is among our top priorities and one of our business' fundamental sustainability strategies. Further, we always ensure fair payment to all the people we collaborate with.

Strategy & Mission

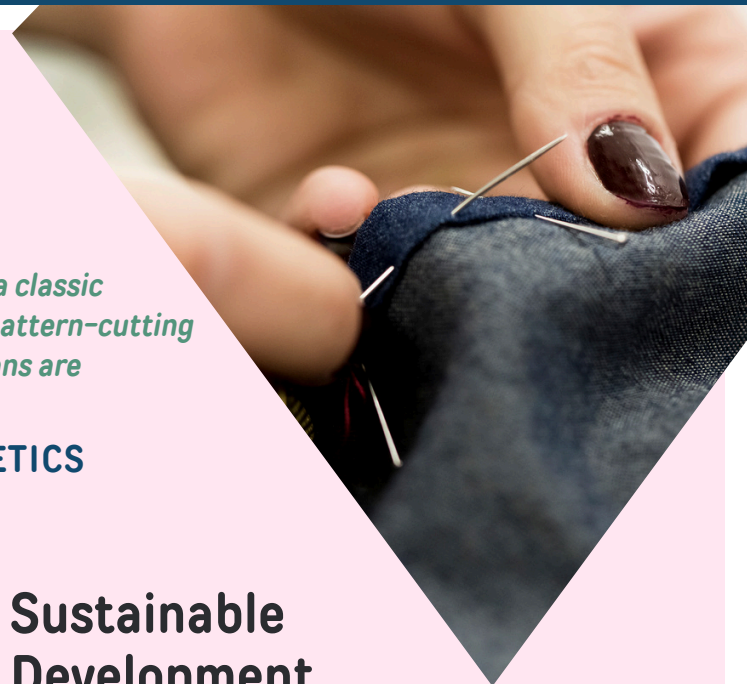
Our main goal is to be socially and environmentally responsible, embracing creativity and diversity. Further, through our workshops we seek to teach people circular fashion and the importance of supporting small, local businesses alongside the economic and environmental impact these may have.

Sustainable Development

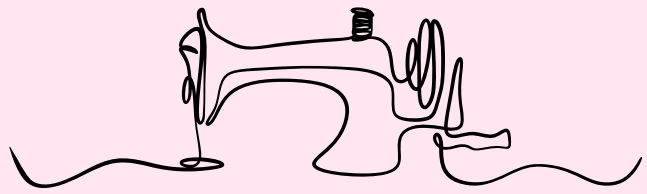
In addition to our everyday efforts to promote local production and waste reduction as well as to prolong material lifecycle, our experience in the field of sustainability is mostly manifest via our slow sew workshops where we seek to teach people about excessive and mass production in the fashion industry alongside its impact and rather shed light on a "greener" approach both to production and consumption. Our workshops use leftover fabrics from our collections, which in turn reduces our company's waste substantially.

Innovative approaches & Challenges

First and foremost, we recycle our fabric scraps in rather creative ways (upcycling). Apart from that, we have created our "slow sew" workshops where we teach participants how to make and mend their own clothes. All of our workshops use fabrics left from our collections which leave us almost with zero waste.



9. GMODITI CLOTHING LTD



Impact Evaluation

- We recycle everything made of PMD, glass, paper and fabric in our business, hence we have reduced our waste substantially.
- We use LED lights only so our electricity bills have now been reduced by 50%.
- We host circular fashion workshops.
- We have established ourselves as a slow fashion brand, thus our workshops seek to educate participants about sustainable fashion practices against the impact of the fast-fashion industry.

All of the above actions have been beneficial for the company either because our expenses have been reduced or by aiming at zero waste projects.

Sustainability Ideas

Mostly online sources and our surroundings. Also, Fashion Revolution is a non-profit organization which we find greatly inspiring.

Reflections

The most important lesson we have learned is that every change made towards sustainability entails a 6-month adaptation period until it is fully incorporated in our routine. After that, the process is quite easier, but you have to be strict in the first 6 months. Additionally, we tend to stick to the idea of “one change at a time”, whose impact both on a personal and professional level requires some time to surface.

Advice

Take one step at a time and you will come to understand that sustainability helps create a better, healthier environment in which we can thrive. Sustainability is also the means to conserve resources for future generations.

Motivation

We genuinely care for the planet so there is not an actual need to motivate ourselves. Our genuine care for the planet is equally expressed in our personal life and in our business. Apart from that, the reduction of our company's expenses is of great importance, and we also get to create novel products for our market that have resonated with our clients.

Need for Improvement

Improve our energy efficiency by using energy star certified equipment. Reduce waste by going paperless where possible, donate supplies in good condition which we don't use anymore. Lastly, look for fabric suppliers with fair trade certifications.

10. BEYOND LEATHER MATERIALS APS



Producing and supplying an alternative made partly from upcycled Danish leftover apples from juice and cider industry.

TYPE: FASHION: CLOTHES, TEXTILES & COSMETICS

About

Our story starts with Hannah Michaud who studied Sustainable Fashion at the Copenhagen School of Design and Technology. She got the idea to make a material from food waste in a course where she learned to look to nature for design inspiration. She started to study the apple waste in juice and cider production – the core, seeds, and stems left over after pressing for juice or cider from both – a scientific and exploratory perspective. When she found out that there is no real alternative to leather, she got inspired to use this new waste-based material as a leather alternative.

Hannah's idea soon garnered the attention and support of Mikael Eydt, and Leap came to live in 2017.

We've created Leap, a circular apple-waste based leather alternative with over 85% bio-based composition. It features a three-layered structure: apple waste blend core, Tencel™ textile backing, and a water-based, partially bio-based, PU coating for durability and waterproofing. Our goal is to achieve 100% natural material. Leap serves various industries, from small leather goods to automotive, and is produced in Denmark for global shipping. We believe in celebrating waste by transforming it into valuable and beautiful products. Our commitment to transparency drives us to communicate openly about our products and processes, as we thrive on overcoming challenges and pushing boundaries.

Sustainable Development

The main sustainable point is in our product – Leap. As mentioned previously, Leap is the core of our business. One of our main values is to be fully transparent. That's why we do not refer to Leap as being a fully sustainable alternative but rather as a next-gen material. However, we are on a clear path to becoming 100% natural, which highlights our commitment to constant development. Currently, Leap has 89% bio-based composition.

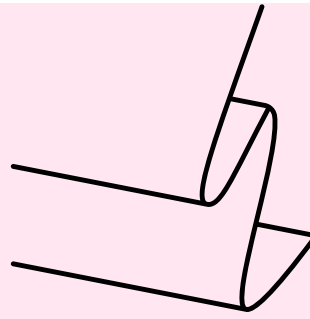
Our development is also in our structure of the material, where Leap was previously less than 85% biobased.

Utilizing energy-efficient production methods, we have managed to streamline the creation of Leap® to just 1 day, reducing water consumption by a remarkable 99% and cutting CO2 emissions by approximately 85%* compared to traditional leather production. (*Internal calculations based on: Leather Carbon Footprint – Review of the European Standard EN 16887:2017 (United Nations Industrial Development Organization))

Moreover, our material production completely avoids the use of harmful substances, reflecting our commitment to responsible practices

<https://www.explore-leap.com/>

10. BEYOND LEATHER MATERIALS APS



Sustainability Impact

One of our main aims is to embark on this journey together to shape a brighter future for materials. Our patented process revolutionizes the production of leather alternatives and advances the industry towards using waste for good. As a B2B supplier, we are committed to shaping a more responsible future for a broad spectrum of industries.

From leftover cider and juice production to an upcycled high value material, our next-gen material humbly contributes to making a difference while addressing the mounting amounts of apple pulp generated each year. We have the Head of Product Development & Sustainability present on our team.

The seek for an alternative:

-According to the research from: State of the industry report, Next-gen materials – 2021 (Material Innovation Initiative) 38 out of 40 leading fashion brands are actively searching for the next-gen materials.

And why apple waste?

- According to the publication: Sustainable use of apple pomace in different industrial sectors, there are several factors such as:

-4 mio tons of apple waste are generated every year

-It's an untapped resource available almost worldwide.

-Approx. 25% of the apple fruit goes to waste

-The accumulation of apple pulp has become an environmental concern.

*Reference:

https://www.researchgate.net/publication/358913042_Sustainable_Use_of_Apple_Pomace_AP_in_Different_Industrial_Sectors

SDGs goals and Sustainable development strategy

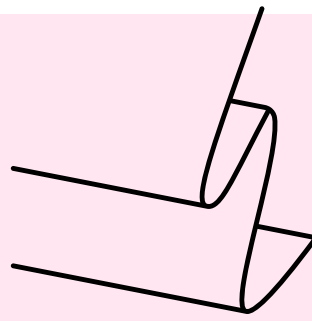
Goal 9. Industry, Innovation, and Infrastructure: One of the main SDGs that Beyond Leather focuses on is fostering sustainable innovation. By utilizing leftover apples to create a next-gen material / leather alternative we are at the forefront of technological advancements in materials science. Our commitment to local source and production in Denmark also supports a resilient and efficient supply chain. Through continuous research and development, we aim to inspire positive changes in the industry, promoting more sustainable practices and reducing the environmental impact of traditional leather production.

As mentioned previously; we reduce water consumption by 99% and cut CO2 emissions by approximately 85%* compared to traditional leather production. This is based on Internal calculations based on: Leather Carbon Footprint – Review of the European Standard EN 16887:2017 (United Nations Industrial Development Organization)

Goal 12. Responsible Consumption and Production: Through the use of glass jars, and ensuring minimal waste in their practice of production as well as during their workshops. They also encourage people to turn to nature to find edible and nutritious plants instead of only consuming through buying products from mainstream supermarkets.

<https://www.explore-leap.com/>

10. BEYOND LEATHER MATERIALS APS



SDGs goals and Sustainable development strategy

Goal 13. Climate Action: Addressing the urgency of climate action outlined in SDG 13, our production process plays a vital role in reducing and lowering the carbon footprint associated with Leap production. The use of leftover apples from Denmark as the primary raw material significantly lowers greenhouse gas emissions compared to traditional leather manufacturing. We want to provide a sustainable alternative that not only minimizes the environmental impact but also encourages the shift towards using waste for good in a broader spectrum of industries

Strategy & Mission

Our Philosophy at Beyond Leather Materials is:

1. Make Waste Beautiful – Show the world that there is beauty to be found in waste with a potential for creative inspiration.
2. Use Waste for Good – Advance the leather industry towards using waste for good and redefine materials with upcycled waste.
3. Reshape the Future – Upcycle waste into material for industries from small leather goods to the automotive industry.

Impact Evaluation

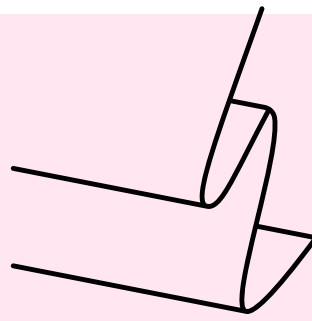
We're currently on the scale of having 89% bio-based content in our Leap product, which was a great development for us.

Regarding emissions or water consumption read section on Sustainability Impact.

Motivation

I think our main motivation is our philosophy in what we see we can achieve with Leap and how we can contribute to the better future.

10. BEYOND LEATHER MATERIALS APS



Sustainability Ideas

We're working with different material libraries that promote innovations and developments in sustainable materials. We deliver to them our samples for their collection.

(such as Material Innovation Institute – to name one NGO)

We're having a workshop internally to learn and know how to work with Leap.

Need for Improvement

At the moment, we're working towards having a vegan certification as Leap is an animal-free and cruelty-free material. Moreso, we're currently conducting a detailed LCA, following with having it verified by a third party, which should follow later this year – 2024. Moreso, we would like to evolve Leap into a 100% natural material soon.

Advice

An advice for young entrepreneurs: Stay positive. Times can be tough and sometimes it is hard to see the light, but the wins will make it all worth it.

11. COPENHAGEN CARTEL



Production and sale of sustainable swimwear and activewear. Our products are designed to embrace and celebrate the female body in all its forms, using environmentally friendly materials.

TYPE: FASHION: CLOTHES, TEXTILES & COSMETICS

About

We started in Copenhagen, inspired by Denmark's profound maritime heritage and a firm commitment to environmental sustainability. We began our journey with the vision to merge fashion with ecological responsibility, particularly focusing on the health of our oceans.

The company's first major success came with the introduction of our sustainable swimwear line.

A significant turning point for Copenhagen Cartel was the adoption of ECONYL® in our lines. This innovation not only underscored the company's dedication to reducing ocean waste but also positioned us at the forefront of sustainable fashion.

We specialise in creating sustainable swimwear and activewear for women. Our products are designed to embrace and celebrate the female body in all its forms, using environmentally friendly materials such as ECONYL®. We target women who value both sustainability and style in their clothing choices. Our operations are primarily national, with aspirations to expand internationally.

Sustainability Impact

Sustainable development is integral to our operations, deeply influencing both our business strategy and brand ethos. This commitment to sustainability not only enhances our reputation but also aligns with the values of our environmentally conscious customer base, positively impacting sales and customer loyalty.

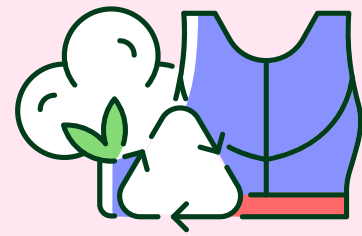
Sustainability is a cornerstone within our company, permeating every aspect of our operations, from product design to marketing. The responsibility for implementing and coordinating sustainable practices is a collective effort here at Copenhagen Cartel. While our management team plays a pivotal role in guiding and setting sustainability goals, each employee is actively involved in this process. There isn't a dedicated department; instead, sustainability is woven into the fabric of every department's objectives and activities, ensuring a holistic and integrated approach across the company.

Sustainable Development

Our primary sustainable action is producing swimwear and activewear using ECONYL®, a material made from 100% recycled nylon, including ocean and landfill waste. Our commitment to sustainability is a continuous process, focusing on the development and refinement of eco-friendly products and practices. Key achievements include transitioning to ECONYL® for our product lines, promoting natural beauty without photoshop in campaigns, and participating in environmental initiatives like 1% For The Planet. These efforts reflect our company wide dedication to combining sustainable innovation with ethical business practices.



11. COPENHAGEN CARTEL



Innovative approaches & Challenges

At Copenhagen Cartel, we've embraced innovative solutions to meet our sustainability goals amidst challenges. A key adaptation was incorporating ECONYL®, a recycled material from ocean waste, into our swimwear, balancing environmental care with product quality and appeal. We've also redefined our marketing approach to support sustainability. By choosing not to digitally alter our models, we promote natural beauty, challenging industry norms and resonating with consumers seeking authenticity.

Responding to the evolving business environment and stakeholder expectations, we've increased transparency in our communications, especially regarding materials used in our products. This move towards greater clarity came from recognising our customers' growing environmental awareness and demand for honest information.

Additionally, our participation in the 1% For The Planet initiative reflects our commitment to broader corporate responsibility. Contributing 1% of our annual turnover to environmental causes, we align our business operations with our ecological values.

These steps demonstrate our dedication to sustainable and ethical practices. We're not just a fashion brand but a proactive participant in the sustainable business community, constantly innovating and adapting to make a positive impact on both the planet and society.

Impact Evaluation

At Copenhagen Cartel, we actively monitor the impact of our sustainable practices, focusing on key areas like carbon footprint reduction, employee satisfaction, customer feedback, and community engagement.

By using ECONYL®, a recycled material, we've significantly reduced our carbon footprint, a fact we assess annually to measure our environmental progress. This approach not only lessens environmental impact but also contributes to our overall business sustainability.

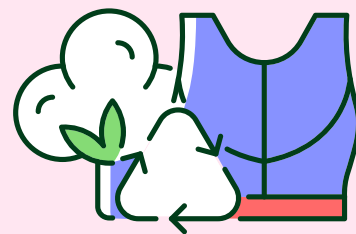
Employee satisfaction, gauged through regular internal surveys, has shown positive trends. Our team's alignment with our ethical and environmental values creates a more fulfilling work environment.

Customer feedback, essential in understanding public perception, is gathered continuously. The positive response to our sustainability efforts indicates strong customer support for our environmental objectives.

Our involvement with 1% For The Planet has notably improved our community relations. This initiative reinforces our commitment as a responsible business, enhancing our community standing.

Overall, these sustainable practices have not just minimised our environmental impact but also bolstered our brand reputation, improved employee morale, and strengthened our stakeholder relationships. These outcomes underscore the effectiveness of our integrated sustainability strategy in our business operations.

11. COPENHAGEN CARTEL



Motivation

Our main motivation for running a sustainable business comes from a deep-rooted commitment to protecting the environment and making a positive impact on society. This ethos is driven by the understanding that our actions today have a profound effect on future generations.

To motivate our team, we foster a culture where sustainability is not just a policy but a way of life. Regular educational sessions, workshops, and involvement in environmental initiatives help keep the team engaged and informed about the importance of our sustainability goals. We also encourage open dialogue and ideas, allowing team members to contribute directly to our sustainability strategies.

By tying individual roles and responsibilities to our broader sustainability goals, employees can see the direct impact of their work. This approach not only motivates but also instills a sense of pride and ownership over the positive changes we are collectively achieving.

Sustainability Ideas

Our ideas for sustainable solutions come from a variety of sources. We do engage in workshops and training sessions focused on sustainability, which help in generating new ideas and keeping our team updated on the latest practices. Our collaboration with other companies and NGOs specialising in sustainable solutions also plays a significant role in inspiring and informing our strategies. Additionally, we adhere to relevant national and EU regulations, which guide some of our sustainability initiatives. These diverse inputs help us to continuously innovate and improve our sustainability practices.

Reflections

The key lesson from our sustainability journey is the continuous need for commitment and the ability to adapt in our approach to sustainable practices.

Advice

For young entrepreneurs aiming to fulfil sustainability goals, the key factors include a strong commitment to environmental values and a clear understanding of your business's impact. It's crucial to integrate sustainability into every aspect of your business, from supply chain management to customer engagement. My advice is to stay informed about sustainable practices, be open to innovation, and build partnerships that support your sustainability objectives. Remember, sustainability is a journey, not just a destination, requiring ongoing effort and adaptation.

Need for Improvement

Challenges included sourcing sustainable materials, adhering to environmental regulations, and communicating our efforts to customers and stakeholders effectively. These required innovative solutions and ongoing commitment.

Our future plans for sustainable development include continuing our current efforts and exploring new ways to enhance our commitment to sustainability.

12. GAIA OLEA



Natural Handmade Aromatherapy Products

TYPE: FASHION: CLOTHES, TEXTILES & COSMETICS

About

Gaia Olea was founded 10 years ago, it started as a stall in local markets and on Etsi – selling things that Elsie (owner & founder) made. This happened organically, she was making products for herself and was looking for a career shift. She was already selling things (handcrafts) that she had collected during her travels to Asia in local markets. Her partner suggested she try to sell the products that she was already making for herself (eg. Soaps). This was common in other countries but not common at the time in Cyprus. This went really well. So this started as a side business and through the years this became the main business.

Milestone: When she decided to register herself, moving out of her kitchen, getting a workshop, getting licenses and permits.

Gaia Olea attracts conscious consumer – conscious on how they spend their money (supporting businesses that are as conscious as possible), people interested in supporting their community, eco-conscious. Consumers that are curious in cultivating more of a connection to nature, people that appreciate a way of making things slow and not too complicated. The operation span is International through an Etsi shop. In the past this was more successful but due to the increase in shipping prices & taxes/duties it has now slowed down. The top selling county outside of Cyprus is the US.

Sustainability Impact

Sustainability is beneficial for the soul of the company, not necessarily for the pocket of the company. However, it is a matter of finding better solutions instead of giving up and saying it is not working out.

Gaia Olea focuses most on conscious and ethical aspects, the focus is trying to do the greater good causing as less harm as possible, sustainability fits into this mentality.

<https://www.gaiaolea.com/>

Sustainable Development

Sustainability poses increasing challenges for a small business owner, exemplified by the evolving methods of packaging orders. Initially, repurposing materials like old boxes and plastic wrapping sufficed, but logistical constraints prompted the need for more varied box sizes and a reliable system. Despite the time-consuming manual processes involved in packaging, such as cutting cardboard and wrapping items, the focus remains on reusing materials rather than investing in aesthetically pleasing packaging. Efforts to remain sustainable include sourcing products locally where possible, although some raw materials still require importing. Cyprus-centric values drive the business, with an emphasis on herbalism and bio-regionalism, leveraging the country's diverse microclimates. Minimal packaging, devoid of plastic, and prioritizing recycled materials underscore the commitment to environmental responsibility. A reward system encourages customers to return glass jars for reuse, despite the lack of profitability. Additionally, efforts extend to recycling aluminum caps and supporting charitable causes.



12. GAIA OLEA



SDGs goals and Sustainable development strategy

Goal 3. Good Health and Well-Being: Improve peoples lives, focused on making products that support peoples well being (eg. Oils that uplift peoples moods, oils that help people sleep better, tinctures that sooth your grief), even though Gaia Olea makes cosmetics, there is also a lot of these types of products produced.

Goal 14. Life Below Water: Will consider products ruining marine wildlife by not buying raw materials like dead sea mud – as the exploitation of the dead sea is so severe in cosmetics that it is predicted that ina few years it will no longer exist etc.

Goal 15. Life on Land: Will not buy raw materials that are controversial eg. Palm oil
Also through fundings from the Ministry of Tourism she was able to have workshops on how to make incense with local ingredients from Cyprus such as pine resin, orange pill etc. While educating people on the harm of using mainstream materials (like white sage) which were originally used in traditions of tribal communities – these materials are now in danger of extinction due to their mainstream popularity and the communities that used them originally no longer have access to them. These are small ways, little switches in peoples every day life that allow us to live a more ethical and sustainable life and be more fair towards the earth and animals.

Strategy & Mission

Gaia Olea started with no written strategy – but recently she feels that she needs to create one – but she needs to find someone to help in this area.

The founder is hoping that in the next few years she will have a better organisation of things – and that she will be able to hire people that can take over parts of the business so she no longer needs to be a part of every step. In addition, she wants to make less products and focus on a few and make bigger batches. Also to focus on making more workshops where she can inspire people to connect more to nature and encourage them to explore ways natural products can support their every-day life.

Innovative approaches & Challenges

- Packaging
- Returning the jars system
- Choosing ethical raw materials

It is much easier to buy from regulated suppliers that have a licence of selling cosmetic ingredients due to their consistency and constant availability of materials vs buying from local producers in Cyprus who don't always have what is needed. But that is the purpose of her work.

She is also trying to digitalise as much as possible, but for example the rule in Cyprus is that for accounting you need to print everything – a way she is trying to minimize her footprint in this regard is that she asks people to give her paper they do not need – and even if there is something printed on one side she will just strike it out and print on the other side.

12. GAIA OLEA



Impact Evaluation

No monitoring on the impact of sustainability. However, she strives to have impact on the community.

She offers workshops which is a way to improve community relations. She reaches out to local producers and gets the village involve in activities.

She offers a percentage of her earnings every month to different causes (eg. Local animal shelters, initiatives supporting refugees etc.)

She also organises a few events a year and she always has a community solidarity element to it (could be encouraging people to bring their old blankets, carpets for shelters or collecting rice, canned food for economically challenged families). It is important not only to give but to encourage the community to come together and not necessarily in a monetary way.

Sustainability Ideas

Through the funding of the Ministry of tourism she was able to have many workshops over the span of two years. Workshops:

- Forest bathing: nature connection practise, knowing how to be a human in the forest. She does this for free as a gift to the community.
- How to look after ourselves through nature connections (how to make oils to help support our lymphatic system through self-massage and using herbs).
- Simple home remedies for the flue, making syrups and pastilles.

As a cosmetics company they dependent on country/EU specific regulations such as cosmetic permits & pharmaceutical services of the Ministry of health but the directive is European

Motivation

Motivation is that it makes her happy. If she finds a way to re-use something – to find innovative ways to take someone's garbage and turn it into something – it makes her happy. She believes in the intention on what we do and fulfilling our own purpose. She wants to live as close to what she believes, or she likes to see in her life.

In addition, she finds important to keep educating herself, to keep studying and taking different courses such as aromatherapy, herbalism, skin care science. She is now doing an apprenticeship with teachers in Scotland on herbal medicine and clinical herbalism, which helps her keep motivated.

Need for Improvement

Challenges:

- Import of oils come in one-use containers and there is no way around it. She recycles them but does not believe recycling to be very sustainable.
- The labels she uses are plastic

These are things she would like to find solutions about.

Future Plans: She recently got EU funding for consulting for green enterprises and hopes to learn more about green practices that she can then apply to her own business.

12. GAIA OLEA



Reflections

Lessons learned: Try not to do everything perfect. Try to focus on the bigger picture. It can be exhausting and not very realistic.

Advice

For young people interested in running a sustainable business: Before they start or right at the beginning to get some support from people that know more or professional advisors on taking some good decisions to make their lives easier in the long run in stead of trying to figure out everything on their own in terms of sustainability

13. REPOT APS



sustainable flower pots which are biodegradable. They can be used at the horticultural production, and at home in your living room.

TYPE: MANUFACTURING & DISTRIBUTION

About

It all started in 2020 as an exam project! We bought material which we could use for printing a 3D flower pot. Afterwards we won a start up competition.

The turning point that influenced the development of our company was a significant increase in customer interest in our product, coupled with winning startup competitions.

We are now making sustainable flower pots which are biodegradable. They can be used at the horticultural production, and at home in your living room. In that way it substitutes both the plastic pot used at the horticultural production and the flower pot at your home. It comes in brown and in white.

Our target group is mainly in the horticulture market which are open for new sustainable products, mainly larger organizations.

Sustainability Impact

Sustainable development profoundly influences our company's operations, as we are deeply committed to its principles. We prioritize sustainability in all aspects of our business processes, striving to minimize our environmental footprint and uphold ethical practices. Responsibility for implementing and coordinating adherence to sustainable development principles lies with all staff members, as we collectively take interest in promoting sustainability. With only three founders/co-owners comprising our team, each of us individually handles this matter, ensuring that sustainability remains a central focus throughout our operations.

Sustainable Development

The main sustainable action of our company centres around our product, distinguished by its eco-friendly characteristics. We emphasise local production, using waste materials predominantly. This method reduces waste and lessens the environmental impact often linked with manufacturing processes. Our dedication to sustainability is reflected in our choice of materials and production methods, ensuring a positive contribution to the environment. Nonetheless, our involvement in developing new sustainable solutions is infrequent. Our current focus lies in enhancing and perfecting our existing product to ensure it adheres to the utmost standards of sustainability and effectiveness.



13. REPOT APS



SDGs goals and Sustainable development strategy

Goal 9. Industry, Innovation, and: Our innovative product is sustainable in itself, and if the horticultural industry uses it at their production their production will be more sustainable. At the moment they use plastic pots. Furthermore the product is produced locally in Denmark, but we make the opportunity for sustainable industrialization.

Goal 12. Responsible Consumption and Production: We mainly use nature waste materials for our flower pot. It is material such as dried grass, which is thrown away anyway, or other organic waste materials. The horticultural industry uses plastic pots now, and after use consumers leave them lying around in the landscape etc.

Goal 13. Climate Action: The plastic pot used in the horticultural industry is made of plastic which is bad for the climate. The industry in Denmark alone uses 268,8 millions every year, so that is a lot of plastic. We wish to substitute that with our sustainable flower pot. The plastic pot is often not produced locally, but our flower pot is – which is better for the climate.

Goal 15. Life on Land

Strategy & Mission

Our mission is to make the planet a little greener by reducing plastic use in the horticultural industry. Our vision is to extend our range of sustainable products, continually working towards a more sustainable future.

Impact Evaluation

We are not so far in the process yet. We do not have a way to evaluate impact yet.

Innovative approaches & Challenges

The main challenge has been to maintain sustainability throughout all business processes and with all partners. While we have not yet faced significant demands for new adaptations from our business environment and stakeholders, we are open to discussions and ideas with our partners.

Currently, there hasn't been a major push for new adaptations from the business environment and stakeholders. However, ongoing discussions with partners about potential ideas signify our readiness for change. Despite minimal demand for drastic shifts, we understand the importance of staying adaptable. We're committed to integrating new ideas that enhance our sustainability efforts, ensuring alignment with stakeholder expectations and market trends.

13. REPOT APS



Motivation

Our primary motivation for running a sustainable business is deeply rooted in our desire to contribute to a healthier planet. We are driven by the ambition to make a tangible difference in environmental conservation, particularly by reducing plastic use. By focusing on this goal, we aim to lessen the ecological footprint of the horticulture industry and, in turn, foster a more sustainable, greener future. Our commitment to this cause is not just a business decision; it's a reflection of our responsibility towards the planet and future generations.

As we are a small team of three founders at RePot, the motivation to adhere to sustainability rules comes from our shared vision and collective responsibility. Each of us is deeply invested in our mission to create a greener future, and this shared passion naturally drives our commitment to sustainable practices. We foster a culture of open communication and collaboration, where each member is encouraged to contribute ideas and innovations that further our sustainability goals. This inclusive approach ensures that we all remain engaged and motivated, constantly reminding us of the impact our work has on the environment and the importance of our collective efforts in making a significant difference.

Sustainability Ideas

At the moment, RepotAps does not organize workshops/trainings on sustainable solutions, nor does it cooperate with companies or NGOs specialized in sustainable solutions. Furthermore, the business is not dependent on country/EU specific regulations.

Need for Improvement

One of the primary challenges we faced during the implementation of sustainable practices was the higher production costs in Denmark. Operating in a high-cost country meant that we had to carefully balance financial viability with our commitment to sustainability. This challenge required us to be innovative and efficient in our production processes, ensuring that we could maintain our sustainable practices without compromising on the quality or affordability of our products.

In the future we wish to make various sustainable products for the flower pot industry.

Reflections

A key lesson we've learned on our sustainability journey is the critical importance of carefully considering transportation methods, particularly for international shipments. This awareness has led us to prioritise environmentally-friendly transport options, significantly reducing our carbon footprint and aligning more closely with our overarching goal of fostering a greener planet.

Advice

From my perspective, several key factors are crucial for the sustainable development of enterprises. Firstly, possessing knowledge about sustainability and being willing to adapt and change are paramount. It's essential to involve workers within the organization to ensure alignment with sustainability goals. Additionally, for young entrepreneurs looking to implement sustainable development strategies, my advice would be to make sustainability integral to your business strategies from the start. By making sustainability a core aspect of your business, rather than an afterthought, it becomes ingrained in your mindset and operations from the beginning, facilitating long-term success and impact.

<https://repot.dk/>

14. TRACELESS MATERIALS GMBH



"Be a part of the solution, not pollution!"

TYPE: MANUFACTURING & DISTRIBUTION

About

Traceless Materials GmbH, a circular bioeconomy startup founded in Hamburg in 2020 by Dr. Anne Lamp, a process engineer, and Johanna Baare, a psychologist and MBA graduate, has developed an innovative biomaterial. This material, derived from agricultural residues and by-products of food production, is stable in storage, entirely sustainable, and biodegradable within a short period. Following the Cradle to Cradle concept, the material is designed to be returned to biological or technical cycles after use, minimizing environmental impact and maximizing resource utilization. Traceless Materials' product, traceless®, not only degrades quickly but also possesses the functional properties of conventional plastics without harming the environment. The company produces traceless® as a base material in granulate form, which can be processed into various end products by the plastics and packaging industry. Financing began with seed capital and has since been boosted by investments from various sources. The company aims to become the leading producer of organic plastic by 2030. Collaborations with major companies like OTTO, Lufthansa, and C&A demonstrate the market potential and impact of Traceless Materials' innovative solution. The company has received numerous awards and accolades for its groundbreaking approach to sustainability, positioning itself as a key player in the fight against plastic pollution.

Sustainability Impact

Sustainability is part of Traceless' DNA. Without this aspect, the company would not exist at all. The start-up wants nothing less than to become the leading provider of plastic alternatives. That is why sustainable development is a top priority.

Sustainable Development

The experience with regard to the sustainability of their business operations and the products they develop comes, among other things, from the training received by founder Dr Anne Lamp:

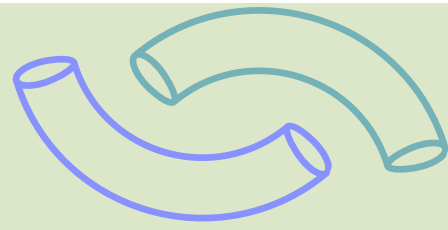
She is a process mechanic and began developing the current product during her doctorate. Graduates with this academic training usually end up in less sustainable industries. However, Dr Lamp realised early on that she wanted to develop innovations with added value for everyone.

She is also the founder of the NGO Cradle to Cradle Hamburg. This organisation brings together business, science, education, politics and civil society to make the cradle-to-cradle concept the basic principle of economic activity in the future. Following the example of nature, cradle to cradle means that all waste is turned back into a nutrient or energy that flows into the overall cycle and forms the raw material for something new.

With this voluntary commitment, Dr Lamp gained valuable experience in the field of sustainability.

<https://www.traceless.eu/>

14. TRACELESS MATERIALS GMBH



SDGs goals and Sustainable development strategy

Goal 3. Good Health and Well-Being: Only non-toxic ingredients are used in the production process.

Goal 6. clean water and sanitation: Due to its biodegradability within 61 days, the use of traceless® does not lead to microplastic pollution of water bodies compared to conventional plastic.

Goal 12. Responsible Consumption and Production: The founders' aim was not just to fulfil one indicator of sustainability, but to deliberately take all of them into account in order to develop a holistic sustainable product.

Goal 13. Climate Action: 78 % less CO₂ is emitted during the production of traceless® compared to normal plastic.

Goal 14 Life Below Water & 15 Life on Land: The development of a fully biodegradable plastic will help to ensure that our ecosystems in the water and on land are no longer polluted with (micro)plastic in the future. The use of agricultural waste eliminates environmentally harmful practices that would be necessary, for example, for the extraction of crude oil for conventional plastic.

Goal 17. Partnerships for the Goals: Traceless, for example, is part of the Natural Polymers Group, which represents seven innovators from the US, Europe and India, was founded to establish nature-based materials such as plants and algae as a viable and mainstream alternative to plastic. The group has issued three policy statements ahead of the Plastic Pollution INC-3, an Intergovernmental Negotiating Committee (INC) to develop an international legally binding instrument on plastic pollution, including in the marine environment. These include a call for a global and clear definition of plastic and non-plastic alternatives, and expanded criteria for circular economy that recognise the end-of-life benefits of natural polymers.

Strategy & Mission

Traceless' vision is a world where the materials we use have a positive impact on the planet and where pollution and waste are a thing of the past.

The mission is to develop advanced biomaterials that integrate seamlessly into the biological cycle of nature without leaving a trace.

To do this, they utilise waste materials from the agricultural industry that do not compete with the food production of plant-based products. The material should be biodegradable, free from toxic substances, environmentally friendly to produce and free from (micro)plastics.

At the same time, it must be scalable and fulfil all the requirements placed on conventional plastic: it must be suitable for both soft, flexible and hard, stable products, as well as in the form of a film or as a coating material. The granulate must also be scalable so that it can be produced in large quantities in the future. It should be competitive in terms of price and quality.

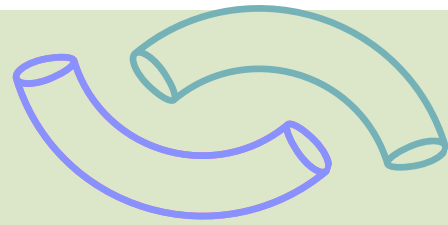
Traceless Materials already fulfils all these points today.

Over the course of several prototypes, they are now building up mass production, which is due to start in 2030.

They want nothing less than to become the leading manufacturers of alternative plastics.

<https://www.traceless.eu/>

14. TRACELESS MATERIALS GMBH



Innovative approaches & Challenges

The new types of plastic currently on the market only fulfil one sustainability criterion each. Traceless, however, fulfils them all: it is made from waste products from the agricultural industry and therefore does not compete with food. It is environmentally friendly as it is completely free of plastic and toxins. Around 80 % of CO2 emissions are saved during production compared to the manufacture of conventional plastic. In addition, it degrades within around 60 days without leaving any residue. This closes the cycle: a nutrient becomes a nutrient again, just like in nature. What's more, Traceless is the only substitute that can compete with petroleum-based plastic in terms of price and quality and is scalable.

Impact Evaluation

Traceless can draw on a comprehensive science-based life cycle analysis, as its financier Planet A uses this as a basis for deciding whether the product is worth supporting.

The life cycle analysis is a life cycle assessment that predicts the impact of industrial production, from raw material extraction through production to disposal, including subsequent effects.

Planet A, is a European venture capital fund that evaluates the environmental and climate impact of innovations before an investment is made. Transparency takes centre stage, as all evaluations and the methodology used are published.

The life cycle analysis (LCA) carried out on the traceless material showed that...

- The production and disposal of traceless causes up to 95% less greenhouse gas emissions than the production and disposal of brand-new plastic,
- The total net reduction in greenhouse gas emissions is in the range of 26 to 76%,
- Traceless material significantly reduces the need for non-renewable energy sources,
- Traceless offers additional environmental benefits, such as avoiding the risk of leakage of harmful substances into the environment.

Other positive environmental effects (not considered in this LCA) that could potentially result from traceless:

Traceless offers a solution to significantly reduce the total amount of plastic waste and therefore plastic pollution.

The absence of toxic and harmful additives eliminates the risk of such substances leaking into the environment, which in turn could promote biodiversity as ecosystems remain intact.

Motivation

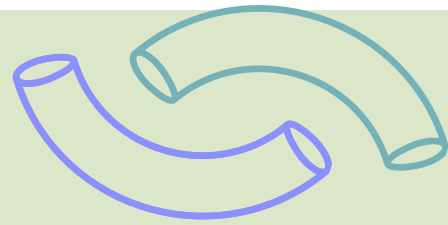
Holistic sustainability is the founding motivation of Traceless.

"(...) in fact, until recently, the entire traceless team worked for traceless on a voluntary basis." -Said one of the founders Johanna Baare in 2021.

The numerous prizes that the company first had to apply for are also an incentive. After all, the road to "big" production is a long one. The feedback from winning prizes is therefore extremely motivating.

In addition, they regularly report transparently on the environmental impact of their business activities via the Impact Report. Seeing that what they are doing really makes a difference and works is a real motivation for the founders and the team.

14. TRACELESS MATERIALS GMBH



Sustainability Ideas

The idea for the product came to founder Dr. Anne Lamp while sailing, when they sailed directly into a plastic carpet on the open ocean. This immediately destroyed the idyllic atmosphere and the charm that sailing actually provides. The effects on the local ecosystems could only be guessed at. And even during her studies as a process engineer, she dreamed of combining her interest in nature with her career. The idea for Traceless Materials came about through her doctoral work in the field of biological cycles and the search for alternative materials, as well as her voluntary work in a cradle-to-cradle organisation.

The founders regularly take part in conferences and apply for various prizes in the field of sustainability and innovation. There is always the opportunity to exchange ideas with other start-ups, entrepreneurs and experts.

Reflections

In the case of Traceless, the most important learning is probably "Think big!". Right from the start, the founders applied for awards and funding rounds. This is how they publicise their company and their great mission and receive the necessary financial support that this mammoth project requires. Because even the greatest, most sustainable solution will not find its way onto the market without these two points. They are also using the trend for sustainability to win over established and well-known companies for collaborations, which further increases their level of awareness. They can also test the prototypes for a broad mass market.

Advice

Strengthen your resilience and think long-term. Sustainable businesses often face challenges, but a resilient mindset can help overcome obstacles. Consider the long-term impact of your decisions on both your business and the planet.

Pursue a holistic approach to sustainability. Consider environmental, social and economic aspects in your business decisions. Strive for a balance that benefits people, the planet and your profit margins.

Collaborate with like-minded individuals, organisations and interest groups. Building a network within the sustainability community can provide valuable insights, partnerships and support.

But the most important thing is: do it! Especially people who have great ideas for sustainable solutions should take the plunge and put them into practice. There will be plenty of people who want to support you and work with you on the solution!

<https://www.traceless.eu/>

15. SAULE TECHNOLOGIES



Saule Technologies is a pioneer in the research and manufacturing of perovskite photovoltaic cells – a new generation of solar cells.

TYPE: MANUFACTURING & DISTRIBUTION

About

In 2013, as a PhD student at the University of Valencia, Olga Malinkiewicz invented a revolutionary method to produce solar cells by coating perovskites on flexible foils. This achievement earned her multiple awards and garnered international media attention.

In 2014, realizing that her breakthrough has the potential to impact the world on a massive scale, Olga teamed up with Piotr Krych and Artur Kupczunas, and Saule Technologies was created.

Saule Technologies is a pioneer in the research and manufacturing of perovskite photovoltaic cells – a new generation of solar cells. Perovskite cells, printed by Saule Technologies on flexible foils, are lightweight, ultra-thin, semi-transparent and very effective, even in artificial light. Thanks to this, the range of possible applications of perovskite photovoltaic cells significantly surpasses the range of applications of traditional silicon technology.

Releasing products available for licensing and first B2B sales (since early 2021) proves that Saule Technologies is a world leader in commercializing perovskite photovoltaic cells. Saule Technologies partners include companies such as Skanska, Columbus, Somfy, Google Cloud.

Sources:

<https://sauletech.com/corporate-information/>

<https://sauletech.com/corporate-information/>

Sustainable Development

Saule Technologies, a company based in Wrocław, has made significant strides in transitioning perovskite cells from scientific labs to production lines, marking a milestone in the widespread adoption of this technology. Perovskite-based solar panels, renowned for their versatility, flexibility, and efficiency even in low light conditions, offer a sustainable solution for energy generation. Saule Technologies emphasizes the adaptability of perovskite modules, which can be integrated into building facades, lightweight roof coverings, and IoT electronic devices, eliminating the need for frequent battery replacements. The company's product range includes photovoltaic awnings, roller blinds, and blinds, showcasing the diverse applications of perovskite foil. Over the past six years, perovskite cells have rapidly advanced, matching the efficiency of silicon cells while boasting characteristics such as ultra-lightweight, flexibility, transparency, and an ultra-thin profile. These features position perovskite technology as a revolutionary force in the photovoltaic market.

Source:

<https://www.wroclaw.pl/przedsiębiorczy-wroclaw/saule-technologies-olga-malinkiewicz-columbus-energy>

15. SAULE TECHNOLOGIES



Sustainability Impact

Presently, Saule Technologies comprises a team of 40 professionals, including scientists, engineers, and administrative staff, hailing from 15 different countries. In recent months, Saule Technologies has embarked on a pioneering endeavor, collaborating with engineers from Korea, Malaysia, Great Britain, Singapore, and Japan to construct the world's first production line dedicated to printed perovskite cells.

Demonstrating a commitment to global innovation, Saule Technologies is actively engaged as a member in various scientific consortia established in Europe to advance the development of perovskite cells. This affiliation provides the company with access to the latest scientific research, enabling the swift implementation of cutting-edge technological solutions for commercialization.

Notably, Saule Technologies boasts one of the most modern and well-equipped research facilities, particularly in the field of optoelectronics. This state-of-the-art laboratory positions the company at the forefront of technological advancement, further solidifying its role as a trailblazer in the exploration and application of perovskite technology.

Source: <https://www.wroclaw.pl/przedsiębiorczy-wroclaw/saule-technologies-olga-malinkiewicz-columbus-energy>

SDGs goals and Sustainable development strategy

Saule Technologies is a technology company specializing in the field of solar energy and the production of thin-film photovoltaic cells. The main focus of Saule Technologies is the development of innovative solutions based on perovskite technology. Perovskites are materials with a crystalline structure that can be used in the production of solar cells. The company concentrates on developing products that can be integrated into various types of surfaces, including external architectural elements, clothing, or electronic devices. This flexibility opens the way to innovative applications, such as smart windows, integrated building coatings, or clothing with built-in charging elements. One example of the application of Saule Technologies' products that aligns with Sustainable Development Goals is a project of creating an animal-tracking IoT (Internet of Things) device powered by our solar cells. The project was executed in collaboration with WWF (World Wide Fund for Nature) Ukraine and co-financed by the United Nations Development Programme (UNDP) and the Polish Challenge Fund. The initiative responds to the Sustainable Development Goals (SDG) of the United Nations, mainly Climate Action, Life on Land, Sustainable Cities and Communities, Affordable and Clean Energy, and Partnership for Goals. "Saule Technologies is proud to create solutions that can make a positive change in the world," says Olga Malinkiewicz, founder and CTO.

Source: <https://sauletech.com/perovskites-on-european-bison/>

15. SAULE TECHNOLOGIES



Strategy & Mission

The Saule Technologies Group is the driving force behind the ownership and development of a groundbreaking new generation of ultra-thin, flexible photovoltaic cells, leveraging the potential of perovskites. Their cutting-edge technology empowers the utilization of these cells on a myriad of surfaces, ranging from building facades and light breakers in windows to car roofs, small IoT devices, and even yacht sails. The uniqueness of our technology translates into unparalleled possibilities, and we are actively engaged in integrating this innovative solution across diverse sectors of life and industry.

Source: <https://www.biznesradar.pl/a/119503,list-zarzadu-saule-technologies-oraz-wybrane-wyniki-za-pierwsze-polrocze-2023-r>

Motivation

Watch!

- Thanks to perovskites you will throw away your chargers | Olga Malinkiewicz | TEDxWroclaw
- [TWARZE INNOWACJI | Olga Malinkiewicz, Saule Technologies](#)

Innovative approaches & Challenges

Saule Technologies has joined Platform-ZERO, a novel initiative co-financed by the European Commission (HaDEA), dedicated to eradicating defective production areas and substantially cutting down production costs within the photovoltaic sector. The Saule factory has been identified as one of the four industrial PV pilot plants across Europe where this groundbreaking strategy will be implemented and tested. The launch of the Platform-ZERO project is scheduled for this month.

The primary objective of Platform-ZERO is to enhance the quality of photovoltaic device production while simultaneously reducing costs through the implementation of "zero defect manufacturing." This ambitious goal involves leveraging artificial intelligence in process monitoring on the production line to eliminate production defects. The effectiveness of this strategy will be evaluated in four pilot plants situated in different countries, with Saule Technologies' factory in Poland being one of them. The other three pilot plants are located in Spain, Germany, and Austria.

Source: <https://www.gramwzielone.pl/energia-sloneczna/109938/fabryka-saule-technologies-testowym-zakladem-produkcji-zero-defect-w-europie>

15. SAULE TECHNOLOGIES



Impact Evaluation

Perovskites present a promising avenue for revolutionizing Poland's energy sector, offering versatility and cost-efficiency compared to traditional panels. Dr. Olga Malinkiewicz, a Polish physicist, has spearheaded advancements in perovskite technology, enabling the printing of transparent foils with photovoltaic cells. The adaptable nature of perovskites allows for customization in size and assembly, with production costs significantly lower than those of traditional panels. Saule Technologies, under Dr. Malinkiewicz's leadership, has established the first perovskite-based panel factory in Wrocław, showcasing the mineral's potential for widespread use. Perovskite cells, lightweight and flexible, can be applied to various surfaces, including car roofs and smartphone casings, while their ability to generate energy from artificial light enhances their appeal. The production process, involving chemical synthesis and specialized printers, not only keeps costs low but also aligns with environmentally friendly practices. As optimization efforts continue, the commercialization of perovskite cells on a global scale becomes increasingly feasible, promising a bright future for renewable energy.

Source: <https://www.rachuneo.pl/artykuly/perowskity-kolejna-rewolucja-w-swiecie-energetyki>

Sustainability Ideas

Comprising talented, driven, and collaborative professionals from various parts of the world, Saule Technologies seeks individuals who bring intelligence and a readiness to thrive in an inspiring and dynamic work environment.

Operating within one of Europe's most advanced optoelectronics laboratories located in beautiful Wrocław, the Saule Technologies team is dedicated to pioneering work. Additionally, a business office is maintained in the capital of Poland – Warsaw.

Source: <https://sauletech.com/>

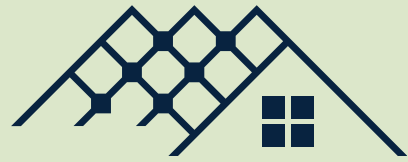
Need for Improvement

Recent advancements in perovskite cells show promise in efficiency, attracting increased funding and interest from scientists and start-up companies like Microquanta Semiconductor, Oxford PV, and Saule Technologies. While perovskites offer cost-effective solar energy conversion, challenges such as fragility and durability persist, though recent studies aim to address these issues. Translating laboratory success into practical applications remains challenging, especially concerning lifespan and efficiency under real-world conditions. Scaling up production and creating larger cells for solar panels pose additional hurdles, underscoring the ongoing exploration and refinement needed for widespread adoption of perovskite technology.

Source:

<https://forsal.pl/biznes/energetyka/artykuly/8421509,perowskity-panele-sloneczne.html>

15. SAULE TECHNOLOGIES



Reflections

Olga Malinkiewicz received the top prize in the prestigious scientific competition Photonics21 on March 28, 2014, for her development of low-temperature technology to manufacture flexible photovoltaic cells based on perovskites. The award was presented by Neelie Kroes, the Vice President of the European Commission.

In March 2015, Saule Technologies was named the "Startup of the Year 2014." This recognition is part of the annual Startup of the Year competition held during the Business Mixer event, a recurring initiative organized by Business Link.

In 2015, Olga Malinkiewicz became the first Polish woman to be honored with the title of "Innovator of the Year" in the "Innovators Under 35" competition organized by the "MIT Technology Review" – the oldest magazine dedicated to technology, published by the Massachusetts Institute of Technology.

On November 11, 2016, President Andrzej Duda awarded Olga Malinkiewicz the Knight's Cross of the Order of Polonia Restituta "for outstanding contributions to the development of Polish science". In March 2020, Olga Malinkiewicz was recognized by the American Chemical Society magazine as one of the most important women in the world of modern technologies. In 2021, she was honored with the Planet Lem Award in the field of technology for her invention and commercialization of printed perovskite-based solar cells

Source: https://pl.wikipedia.org/wiki/Olga_Malinkiewicz

Advice

Embrace innovative solutions in your operations to stay ahead in the competitive market. By conducting trials on such revolutionary technologies, you can unlock new possibilities for dynamic price management and promotional content implementation at your retail outlets. Collaborative testing with technology providers can pave the way for seamless integration and deployment of innovative solutions like PESL labels, harnessing energy from both natural and artificial light sources. This not only enhances the efficiency of your operations but also promotes sustainability by utilizing durable and sustainable solutions over many years.

16. VENTIDO



Deliver top-quality materials and devices promptly, enhancing air quality for global residents in the realms of ventilation, recuperation, and air conditioning projects

TYPE: MANUFACTURING & DISTRIBUTION

About

Founded in 2020, VENTIDO roots its establishment in a rich history of more than 10 years operating in the ventilation and recuperation sector. This extensive experience serves as a foundation for the company's commitment to customer satisfaction. The year 2020 marks a significant milestone in VENTIDO's journey, formalizing its dedication to providing tailored solutions for clients' ventilation, recuperation, and air conditioning projects. The team, driven by the motto "trust in experience," aims to redefine service quality and approach in collaboration with all stakeholders, particularly conscious customers seeking reliable solutions in the market.

VENTIDO is a dynamic team of young professionals specializing in the distribution and exploration of innovative solutions in the HVAC (Heating, Ventilation, Air Conditioning) industry. VENTIDO draws on over a decade of experience in the ventilation and recuperation sector, ensuring a deep understanding of key customer satisfaction factors. The team's expertise, coupled with education and practical know-how, uniquely positions VENTIDO to comprehend and address the challenges faced by its clients on a daily basis. The primary mission is to deliver top-quality materials and devices promptly, enhancing air quality for global residents in the realms of ventilation, recuperation, and air conditioning projects.

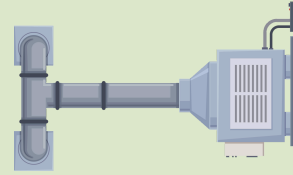
Sustainability Impact

Regardless of the industry, every business should be aware of the dimensions of sustainable development it can focus on. Setting goals oriented toward sustainable development is crucial for companies. It positively impacts the company's image, aligning with a vision of a sustainable world, and translates into financial performance and positive customer feedback. Balancing social and economic goals is intertwined, where social objectives contribute significantly to the economic goals of the company. In our company, we continuously set and refine goals, ensuring that even the smallest actions positively contribute to sustainable development.

Sustainable Development

Customers increasingly recognize the benefits of renewable energy applications, such as recuperation, enabling them to reduce daily energy consumption. This not only saves energy and enhances comfort but also positively impacts the natural environment. Sustainable development significantly influences our business, as heightened customer awareness leads to a greater adoption of our solutions. This is crucial for us because customers consciously choose our offerings, aligning with environmental care. We consistently work on new sustainable development solutions to ensure customer satisfaction, contribute to industry reputation, and elevate awareness.

16. VENTIDO



SDGs goals and Sustainable development strategy

Goal 3. Good Health and Well-Being: VENTIDO enhances indoor air quality through air filtration and thermal treatment, contributing to improved well-being.

Goal 4. Quality Education: The company collaborates with higher education institutions to raise awareness among young people and implements new solutions for sustainable development.

Goal 7. Affordable and Clean Energy: VENTIDO employs recuperation systems to recover up to 90% of energy used for heating, ensuring affordability and sustainability.

Goal 9. Industry, Innovation, and Infrastructure: The company continuously modifies its product range to meet market demands, fostering sustainable industrialization.

Goal 11. Sustainable Cities and Communities: VENTIDO sells innovative HVAC devices, supporting clients in creating exclusive, safe, resilient, and sustainable urban environments.

Goal 12. Responsible Consumption and Production: The company educates customers on the use of recuperation for energy conservation, promoting responsible consumption.

Goal 13. Climate Action: VENTIDO reduces energy consumption through recuperation, contributing to lower pollution and environmental degradation.

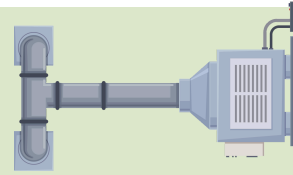
Goal 17. Partnerships for the Goals: VENTIDO collaborates with responsible partners and industry leaders to strengthen global partnerships for sustainable development.

Strategy & Mission

VENTIDO's mission is to provide high-quality materials and HVAC devices for ventilation, recuperation, and air conditioning, aiming to enhance the global air quality for every inhabitant of the planet. The company envisions a world where its solutions contribute to a healthier environment and improved well-being.

Sustainability Strategy: VENTIDO's strategy prioritizes sustainable development by reducing energy consumption and educating customers on the importance of clean energy usage. The company continuously modifies its product range to align with market demands, emphasizing responsible consumption and production. Through collaborations with responsible partners, VENTIDO aims to strengthen global partnerships for sustainable development, contributing to a resilient and eco-friendly future.

16. VENTIDO



Innovative approaches & Challenges

VENTIDO has recognized the growing importance of sustainable development in the business world and strategically integrates it into its operations to gain a competitive edge and enhance its brand image. Continuous market analysis and technological innovation aligned with sustainability are prioritized to maintain this focus. Customer awareness of renewable energy applications, such as recuperation, demonstrates VENTIDO's commitment to sustainability, resulting in increased customer engagement. The company's dedication to exceeding market standards is evident through rigorous quality control measures and ongoing efforts to enhance employee competencies and optimize supply chain logistics. VENTIDO consistently introduces new sustainable development solutions annually, reflecting its commitment to sustainable growth and customer awareness.

Impact Evaluation

VENTIDO's commitment to sustainable practices has yielded substantial positive impacts across various dimensions, including the business, stakeholders, and the environment. The company's endeavors have been instrumental in quantifiable achievements that underscore its dedication to sustainability.

1. Reduced Carbon Footprint:

Through the implementation of energy-efficient technologies like recuperation, VENTIDO has significantly reduced its carbon footprint. The incorporation of such practices has led to a measurable decrease in energy consumption, contributing to a more eco-friendly operational footprint.

2. Increased Employee Satisfaction:

The emphasis on employee competencies, professional development, and a culture that values sustainability has resulted in heightened employee satisfaction. The workforce is engaged in initiatives that align with their values, fostering a positive work environment.

3. Improved Community Relations:

VENTIDO's outreach efforts, including educational collaborations with universities and awareness campaigns, have positively impacted community relations. By sharing knowledge on sustainable solutions, the company has become a proactive contributor to community well-being.

4. Enhanced Customer Engagement:

Sustainable practices have resonated positively with customers, leading to increased engagement. The satisfaction derived from consciously choosing eco-friendly products and solutions has bolstered the company's reputation and customer loyalty.

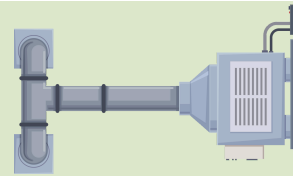
5. Innovation Recognition:

VENTIDO's consistent introduction of sustainable innovations, including the optimization of projects, showcases its commitment to staying at the forefront of sustainable development. This recognition enhances the company's competitive edge.

In summary, VENTIDO's sustainable practices have not only contributed to positive environmental outcomes but have also strengthened its relationships with employees, customers, and the community. These efforts reflect a holistic approach, demonstrating that sustainability is not just an ethos but a quantifiable and integral aspect of the company's overall success.

<https://ventido.pl>

16. VENTIDO



Motivation

Motivating ourselves and the team to align with SDG goals is ingrained in VENTIDO's core values. Regular training sessions, emphasizing the significance of sustainable practices, foster a shared commitment. Recognition programs celebrate achievements, creating a positive environment. The leadership encourages a sense of purpose, highlighting the impact each team member has on achieving SDG milestones. This collective motivation reinforces the understanding that sustainable actions are integral to the company's success and the well-being of the global community.

Sustainability Ideas

VENTIDO draws inspiration for sustainable solutions from diverse sources. Active participation in industry workshops and competitions provides exposure to cutting-edge ideas. Continuous monitoring of policies and regulations ensures alignment with the latest standards. Collaborations with academic institutions and research partnerships contribute to a dynamic ideation process. Customer feedback is also a valuable source, reflecting evolving expectations. This multi-faceted approach ensures a well-rounded perspective, enriching the company's repertoire of sustainable solutions.

Need for Improvement

While VENTIDO has made significant strides in sustainability, challenges persist. The supply chain, an intricate aspect of the business, requires further optimization to enhance sustainability. The implementation of certain sustainable practices faces resistance in traditional market segments. Additionally, navigating complex regulatory landscapes poses ongoing challenges. VENTIDO remains committed to overcoming these hurdles, viewing them as opportunities for innovation and continuous improvement in the pursuit of comprehensive sustainability across all facets of its operations.

Reflections

VENTIDO's sustainability journey has uncovered profound lessons. Collaboration, adaptability, and cross-departmental integration emerged as key pillars. The experience highlighted that sustainability is not a destination but an ongoing evolution. Our commitment to environmental consciousness has reshaped organizational culture, instilling a proactive sustainability mindset in every decision. Challenges were opportunities for innovation, reinforcing that sustainable practices enhance resilience. The journey affirmed that true sustainability demands proactive engagement and constant learning from experiences.

Advice

For aspiring entrepreneurs, our insights reflect the essence of our sustainability journey. Passion is the driving force, but collaboration is the accelerator. Agility and continuous learning ensure relevance, especially in a dynamic landscape. Sustainable practices should transcend trends, becoming ingrained in the organizational fabric. Partnerships are invaluable; they amplify impact. Embracing challenges as stepping stones to innovation and staying informed about global trends are essential. As you embark on this transformative journey, remember: small steps contribute significantly, and sustainability is an investment that yields enduring returns.

The pivotal role of continuous market observation in refining sustainable strategies, should be emphasized. Embrace sustainability as a competitive advantage, not just a compliance necessity. Fear not, for even modest sustainable solutions translate into impactful investments for your business and the environment.

17. DABBLED00



Dabledoo is an independent Irish company dedicated to providing primary schools with the resources, training and support to deliver the music, visual art and drama curricula.

TYPE: EDUCATION & SOCIAL SERVICES

About

The dabledoo team believes that arts education is one of the most meaningful and accessible avenues for children to connect with diverse cultures, fostering self-esteem, empathy, kindness, and tolerance. They are committed to expanding their organization and product offerings in a manner that prioritizes diversity, inclusion, and equality. Dabledoo Music makes it easy for schools to cover all areas of the primary level music curriculum in a fun and accessible manner for both teachers and students. The system encourages creativity, imagination, and builds confidence among teachers and children, enabling them to realize their musical potential.

Sustainable Development

Problem: The arts are particularly powerful and transformative when experienced as a child. Although arts education is recognised at a national policy as being “fundamental to an education that aspires to nurture and support the development of the whole person” many children in Ireland face barriers in experiencing music, dance, drama and visual art. In schools, these subjects have traditionally been seen as less important or less useful than core subjects of maths, science and languages.

On top of this is that primary school teachers often do not feel comfortable or confident in delivering music and arts education. As they are often under pressure to deliver all other subjects, this lack of confidence means the arts can slip down the priority list.

Children who do not have the means or the family support to take part in the arts outside school face further obstacles. Children from disadvantaged areas, children with additional learning needs and children from minority backgrounds all face problems in accessing the arts and arts education.

Solution: Dabledoo is an independent Irish company dedicated to providing primary schools with the resources, training and support to deliver high-quality and accessible arts and music education. They are a team of educators, artists, musicians and designers with a passion for arts education and its potential to enrich the lives of children.

The team has also built an accessible online platform providing all children in Ireland with quality arts education each week, which fits right in with the national curriculum.

Impact: In January 2023, dabledoo had more than 7,200 active teachers on the platform, reaching upwards of 1,200 schools and 182,000 children.

Dabledoo have step by step weekly lessons which fit perfectly into the primary school arts curriculum and plan content to make it easier than ever for teachers with no arts or music backgrounds to teach those subjects in a fun and effective manner.

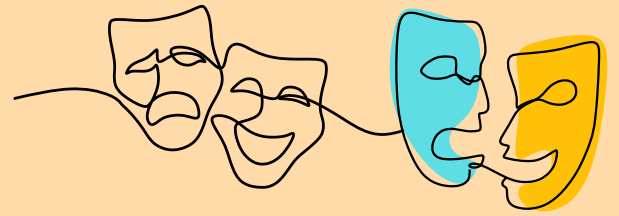
Sustainability Impact

Develop drama and visual arts programs which can be accessed by primary schools all over Ireland.

<https://dabledoo.com/>



17. DABBLEDOO



SDGs goals and Sustainable development strategy

Goal 4. Quality Education:

Core Activity: To support Irish primary schools with Music, Drama, Art through the development of classroom resources which make lessons fun and accessible for teachers and children.

Impact: Fair and equal access to music, drama and art education in communities across Ireland.

Key Characteristics: Encourages creativity and imagination and builds confidence amongst teachers and children to fulfil their musical potential.

Contributors: Educators | Parents | Children | Funders.

Goal 17. Partnerships for the Goals:

Core Activity: Dabledoo Music makes it easy for schools to cover all areas of the primary level music curriculum in a fun and accessible way for teachers and students alike.

Impact: Access for all children across Ireland to music, drama and art education.

Key Characteristics: Collaboration on events outside the school day such as Christmas, Halloween and Summer Camps.

Contributors: Educators | Parents | Children | Communities.

Strategy & Mission

The dabledoo team believe the arts are among the most meaningful and accessible ways for children to relate to different cultures. Arts education helps children grow their own self esteem while developing empathy, kindness and tolerance for others.

Motivation

The realization that not all children could access music and the arts without barriers, often related to their own socio-economic situation.

Need for Improvement

The traditional educational curriculum for primary school students (age 5 – 12 years) in Ireland is quite narrow and traditional and teaching staff are not equipped or resourced to move outside the curriculum. The teachers also need to be educated as to what is possible when working outside the curriculum.

18. SEED SCHOLARS



Seed Scholars is a nature-based experiential eco-education initiative that seeks to re-root young people and their networks in relationships of curiosity and care with the outdoor environment.

TYPE: EDUCATION & SOCIAL SERVICES

About

Seed Scholars seek to integrate interdisciplinary, nature-based learning as an art and a science. Through home greenspace consultations, weekend family workshops, event engagements, teacher courses, after school experiences, and the core primary schools program, Seed Scholars' work hopes to spark and support ongoing nature connection.

Seed Scholars arranges for taster workshops for school or community settings who are interested in getting a feeling for what Seed Scholars programming is like. These workshops are intended to introduce groups to Seed Scholars experiences to then assess if they would like to sign up for a full set of sessions.

Seed Scholars also partners with ethos-aligned events, festivals and conferences on a case by case basis to offer virtual, in-person, or blended talks, lectures or demonstrations.

Sustainability Impact

Problem: The growing lack of quality time spent with natural landscapes is proven to negatively impact attention span, mental and physical health.

Solution: At the core of the business is the desire to heal this rift through spending meaningful time outside together and hearing and sharing the stories that surface. As a result of this, young people are simultaneously working towards restoring their own collective wellbeing.

Activities range from nature games, songs, and storytelling, to wild foraging, growing an edible garden and learning about climate awareness.

Impact: Through outdoor nature-based learning programmes, the company supports holistic wellbeing as communities tend to themselves, each other and the land where they live.

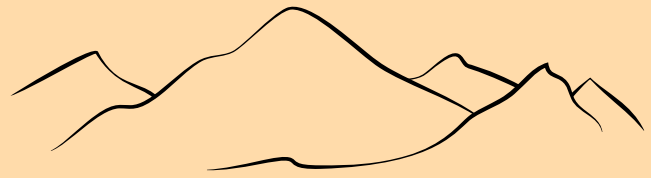
Sustainable Development

Seed Scholars aims to cultivate nature skills and awareness, collaboration, and creativity as well as a sense of awe stemming from engagement with the interconnected cycles of the seasons.

Through facilitated grounding in regular attention to place and its wonders, the company believes participants will feel intrinsically drawn and oriented towards stewardship, climate mitigation, and social justice action.



18. SEED SCHOLARS



SDGs goals and Sustainable development strategy

Goal 11. Sustainable Cities and Communities:

Core Activity: Grass-roots engagement and activities for young people

Impact: Fair and equal access to nature for children across Ireland

Key Characteristics: Promotes sustainable engagement with nature

Contributors: Students | Families | Communities | Civil Society

Goal 12. Responsible Consumption and Production:

Core Activity: Greater awareness and education = better, more selective choices

Impact: Improves awareness of the importance of nature and the role it needs to play to preserve the future of our planet

Key Characteristics: Promotes responsible consumption and production

Contributors: Educators | Service Providers | Buyers | Media | Communities

Goal 17. Partnerships for the Goals:

Core Activity: Support to drive small and large initiative which allow young people engage with nature

Impact: Fair and equal access to nature for children across Ireland

Key Characteristics: Access to nature resources

Contributors: Educators | Stakeholders | Communities | Young People | Families

Strategy & Mission

The Seed Scholars solution to Richard Louve's described "nature deficit disorder" is not new, and looks to the long traditions from ancestral ways of knowing to re-form a multi-branched approach to the deep and impactful work of nature reconnection, reaching young people & their networks in a range of spaces.

Impact Evaluation

They have no knowledge on how to monitor their sustainable practices impact. But it is definitely something they would like to be able to do, they would like tools to be able to do so.

Motivation

Motivation to be in line with SDGs is natural for them. It is what they want to be doing, and what makes them happy. They don't want to be harming the environment and they are passionate about teaching others to do the same and to encourage them to be a part of this change. Sustainable practices is a part of their core personal values.

19. CREATE YOUR BUSINESS



Create Your Business is a dynamic consulting and training platform dedicated to empowering young entrepreneurs in establishing and developing their ventures.

TYPE: EDUCATION & SOCIAL SERVICES

About

Create Your Business, originating as a visionary project in 2016, came to fruition in 2018 with expanded services and the launch of an online knowledge-sharing platform. Conceived by our founder, who has honed management expertise since 2008, initially in intellectual capital management and later diversifying into strategic development and business model creation. The pivotal moment for our company arose during the global pandemic, triggering increased demand for our services as businesses sought support to navigate the crisis. This challenging period became a defining milestone for Create Your Business, prompting swift adaptation to meet evolving entrepreneurial needs. Throughout our journey, marked by continuous growth and adaptability, we remain steadfast in our commitment to empowering the next generation of entrepreneurs. Our dynamic consulting and training platform guides aspiring business owners from concept to operation, providing insights and tools for success. Specializing in crafting robust business models, devising growth strategies, and facilitating inception processes, we also offer expertise in legal, tax, and digital marketing realms. Our dedication lies in nurturing innovative businesses, equipping them with knowledge and resources for sustainable growth.

Sustainability Impact

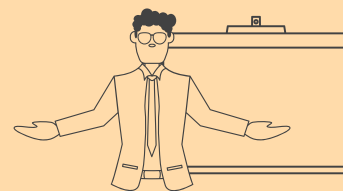
Sustainable development is integral to Create Your Business's ethos, reflecting our dedication to responsible entrepreneurship. We recognize the profound impact businesses have on the environment and society. Embracing sustainability not only aligns with our values but also enhances our credibility in guiding entrepreneurs toward ethical and environmentally conscious practices. As a company deeply invested in fostering the next generation of businesses, we view sustainable development as not just a responsibility but a strategic imperative for enduring success in a rapidly evolving global landscape.

Sustainable Development

Create Your Business has been progressively integrating sustainability into its operations. While initially focused on supporting the establishment and growth of businesses, our commitment to sustainability gained momentum over the years. We have actively incorporated eco-friendly practices in our daily operations and advised entrepreneurs on sustainable business models. This journey has strengthened our understanding of the pivotal role sustainability plays in fostering long-term success and resilience.



19. CREATE YOUR BUSINESS



SDGs goals and Sustainable development strategy

Create Your Business aligns with several Sustainable Development Goals (SDGs) outlined in the 2030 Agenda. Notably, we contribute to Goal 4 (Quality Education) by fostering knowledge exchange through our online platform. Goal 8 (Decent Work and Economic Growth) is addressed by supporting entrepreneurs, creating job opportunities, and promoting sustainable business practices. Goal 9 (Industry, Innovation, and Infrastructure) is advanced by encouraging innovative solutions for business development. Furthermore, Goal 17 (Partnerships for the Goals) is realized through collaborations with sustainable-focused entities. Our actions extend to environmental considerations, reflecting our commitment to mitigating climate change (Goal 13) and promoting responsible consumption and production (Goal 12).

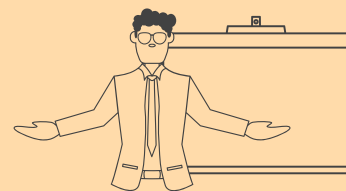
Strategy & Mission

Create Your Business envisions a world where entrepreneurship thrives in harmony with the environment and society. Our mission is to empower and guide aspiring entrepreneurs towards sustainable business practices, fostering economic growth while minimizing ecological impact. Our strategy involves integrating sustainability into every aspect of our operations, from advisory services to the development of our online knowledge-sharing platform. We strive to lead by example, promoting ethical business conduct, and inspiring a community of environmentally conscious and socially responsible entrepreneurs.

Innovative approaches & Challenges

Innovating within the realm of sustainable development, Create Your Business has implemented various initiatives. Our online platform utilizes cutting-edge technology to facilitate virtual collaboration, reducing the need for extensive travel and lowering associated carbon emissions. We have also introduced mentorship programs that specifically focus on sustainable business models, ensuring that our entrepreneurs are well-versed in environmentally friendly practices. Additionally, we continuously enhance our platform's features to provide resources on the latest sustainable technologies and strategies, creating an ever-evolving hub for eco-conscious entrepreneurs.

19. CREATE YOUR BUSINESS



Impact Evaluation

Create Your Business has experienced a profound transformation through its commitment to sustainable practices, generating a positive impact on various fronts. Our steadfast dedication to reducing environmental impact has led to a substantial decrease in our carbon footprint, emphasizing the efficiency of our virtual operations and a strategic reduction in travel-related emissions.

Internally, the integration of sustainable values into our organizational culture has resulted in heightened employee satisfaction. Team members find purpose and motivation in contributing to a company that prioritizes ethical business conduct and social responsibility. This positive work environment has translated into increased productivity and a stronger sense of unity among our staff.

Externally, our emphasis on sustainable business strategies has not only enhanced our reputation but has also strengthened our relationships with stakeholders. The community feedback indicates a growing appreciation for our role in fostering environmentally conscious entrepreneurship. This improved community rapport has created a network effect, attracting more entrepreneurs and collaborators who share our commitment to sustainable development.

In essence, our journey towards sustainability underscores the interconnectedness of environmental stewardship, stakeholder satisfaction, and business success. It reaffirms our belief that businesses can thrive when aligned with the principles of sustainability, creating a harmonious ecosystem where economic prosperity goes hand in hand with environmental and social well-being.

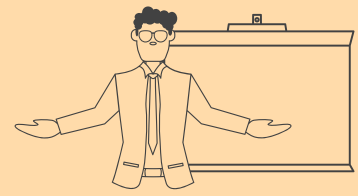
Motivation

Motivating ourselves and our team to align with the SDG goals is rooted in a shared sense of purpose and responsibility. We foster a work environment that encourages continuous learning about sustainable development, emphasizing the positive impact our efforts can have on the world. Regular team discussions and workshops keep the team informed and inspired. Acknowledging and celebrating small victories, whether they're reductions in waste or successful community initiatives, reinforces the idea that every effort contributes to a larger, meaningful cause.

Sustainability Ideas

Our sustainable solutions derive inspiration from a variety of sources. Workshops and training sessions enable our team to stay abreast of the latest sustainable practices and innovations. Competitions and industry awards not only offer recognition but also provide exposure to cutting-edge ideas within the sustainability space. Additionally, keeping a close eye on evolving policies and regulations ensures our strategies remain compliant and adaptive to the changing landscape of sustainable business practices.

19. CREATE YOUR BUSINESS



Need for Improvement

Considering our service-oriented profile, a key area for development in sustainable practices may involve incorporating more detailed educational aspects in our training programs related to sustainable business. While we may not be directly involved in traditional supply chains, sustainable management issues and eco-friendly approaches can still be implemented in our daily operations.

A challenge might be maintaining high sustainability standards in our training materials and integrating sustainable practices into our everyday service work. Simultaneously, by raising awareness among our clients about sustainable business, we can act as a catalyst for positive changes in various industries.

Additionally, maintaining a balance between economic viability and sustainable practices remains a delicate challenge. Striking this balance requires continuous innovation and collaboration with stakeholders to overcome obstacles on our journey toward a more sustainable future.

Reflections

Our sustainability journey has been a dynamic learning experience. One crucial lesson is the power of adaptability. Sustainable practices are ever-evolving, and our ability to adjust our strategies accordingly has been key. Collaboration has also emerged as a cornerstone; partnerships with like-minded businesses and stakeholders amplify our impact. The journey has reaffirmed that sustainability isn't a destination but an ongoing process of improvement, requiring continuous education, flexibility, and a commitment to positive change.

Advice

For young entrepreneurs embarking on their business ventures, integrating sustainability from the outset is not just a choice but a strategic imperative. Prioritize understanding the broader impact of your business and how it can contribute positively to society and the environment. Leverage technology and innovation to create solutions that align with sustainability goals. Seek mentorship from experienced sustainability leaders, embrace feedback, and stay agile in adapting your business model. Remember, sustainable practices not only contribute to a better world but also enhance the resilience and longevity of your business in an increasingly conscious market.

20. SHAMROCK SQUAD CLG



Shamrock Squad is community of additional needs families and persons with disability on the mission to make outdoors accessible for all needs

TYPE: EDUCATION & SOCIAL SERVICES

About

Shamrock Squad is community of additional needs families and persons with disability on the mission to make outdoors accessible for all needs.

Shamrock Squad started as a blog in late 2021 to highlight the details of walking trails, parks and forests. These details would include disability-oriented infrastructure, triggers and layout to promote inclusive and accessible outdoor spaces. We grew to a large voluntary community group in the following year. Demand for the inclusive events and walks reached beyond groups capability in early 2023. A company limited by guarantee (CLG) has been established late 2023 in order to better serve the purpose and demand.

Shamrock Squad team is diverse and knowledgeable in the field of disability inclusion. They offer consultations to service providers as well as advice to tourism operators. Our members feel reassured that their additional needs will be met during the events topped by training and support to the whole family unit.

Our primary mission in to make outdoors accessible for additional needs families and persons with disabilities.

Sustainability Impact

As a member of Leave No Trace we follow 7 Principles. We strive to promote environmental awareness by litter picking, waste management and training. During our walks family's avail of peer support and advice from staff/volunteers on support organisations to meet their needs. Our members often mention isolation and loneliness as their primary struggle. Shamrock Squad events are always pre-planned in great detail allowing participants with diverse backgrounds to join in.

www.shamrock-squad.com

Sustainable Development

Challenge: Shamrock Squad covers a diverse angle of sustainable development. Financial aspect is slowing the mission at this point. We are limited at what can be achieved and changed to locations to providing informative material to our members and general public. Location managers and service providers are exploring sustainable development. They are open to the idea of inclusivity and accessibility yet not ready to proceed with it as of now. Locations are mostly rural and not reachable by public transport.

Solution: Our platform (in development) will provide additional data on inclusive locations. The team has been updating their knowledge on tourism as well as social and impact measurement in order to support staged reports to operators. We have evaluated that development of Shamrock Squad trails and centre could push other service providers to act by example. Having an option of provided transport/bus would alleviate expense for families and lower our carbon footprint.

Impact: Alter current thinking so that inclusive access to outdoor activities is the default for all outdoor activities.



20. SHAMROCK SQUAD CLG



SDGs goals and Sustainable development strategy

Goal 3. Good Health and Well-Being: Shamrock Squad offers physical (walking) and mental health (peer support, workshops, training) support during our walks and events.

Goal 4. Quality Education: We teach families environmental awareness, collaborate with support organisations to provide workshops and training.

Goal 5. Gender Equality: Most family carers are women who has been caring for their child with additional needs on long term basis. We provide advice on how to transfer their skills as a carer to achieve qualification in the caring field as SNA or HCA.

Goal 8. Decent Work and Economic Growth: We promote Employ – Ability programme for our young adults, assist carers on pathway to professional growth. Shamrock Squad staff and volunteers are filled 90% by long time carers and persons with disabilities.

Goal 9. Industry, Innovation and Infrastructure: Shamrock Squad offers consultations to service providers on reaching their sustainable goals regarding inclusivity.

Goal 10. Reduced Inequalities: Shamrock Squad primary mission is to reduce inequalities regarding the simplest of the activities – walking. To promote accessibility to outdoor spaces for all abilities.

Goal 12. Responsible Consumption and Production: We educate families about food waste, pre-packed lunches for on-the-go activities.

Goal 13. Climate Action: Shamrock Squad is environmentally aware group, we pick litter during our walks, follow Leave no Trace principles and are working on reduction of carbon footprint.

Goal 17. Partnerships for the Goals: We collaborate with service providers, support organisations and tourism operators to work on and promote sustainable development.

Strategy & Mission

Shamrock Squad is on the mission to make outdoors accessible to all abilities.

We can achieve this by strategically planning and developing our base location to allow beneficiaries participate in safe activities outdoors. Our platform will highlight detailed information on other locations making it easier for members to take part in various activities and locations. Shamrock Squad team will provide conclusive and staged report to service providers to promote their sustainable development allowing higher inclusivity and accessibility.

20. SHAMROCK SQUAD CLG



Motivation

Sustainable Developmental Goals play a huge part on our mission. Shamrock Squad team is constantly updating their skills and taking part of various trainings to assist the mission growth. Witnessing the change in a location following our consultation or progress our members make from isolation to friendships drives our determination.

Need for Improvement

We are seeing improvement on following and reaching our SDG's. Unfortunately, since some of our goals are colliding and depending on other companies changing their mindsets and infrastructure, the progress is slow. Therefore, we need to upscale and upskill our work and skills to collaborate more often. Shamrock Squad should concentrate more on reduction of our carbon footprint as a collective involving our beneficiaries. Regarding social goals, we are understaffed. The demand for accessible outdoor spaces is huge, supply is still less than 1 accessible public trail per county. Many aspects need to change, especially collective mindset about inclusivity.

Advice

As a not-for-profit organization focused on social impact, Shamrock Squad's journey has taught us invaluable lessons. Understanding your purpose within SDGs will guide your actions and attract supporters who share your vision for a more inclusive world. Sustainability isn't just a goal; it's embedded into everything we do, ensuring our operations consider people and the planet. The right team is super important! Build a diverse team that will allow you to draw upon varied perspectives, and drive innovation. Impact, everything evolves around it – funding, grants, support – everything! Track your impact transparently keeps you accountable and builds trust with your community. Research and follow up on policies that support sustainability.

Lastly – stay adaptable, advocate for change, and prioritize long-term impact (this was the toughest lesson to learn) and you will make a positive difference for generations to come!

Sustainability Ideas

Shamrock Squad sustainability ideas are generated by personal experiences and member feedback. We are constantly researching best approaches to reach our mission. To support sustainable development our team is following national and EU policies and regulations. We collaborate with all involved stakeholders to drive the advancement and reach the goals collectively.

Reflections

Our journey from a humble blog to a thriving community organization dedicated to making outdoors accessible for all reflects a profound evolution in both purpose and scale. The challenges faced, particularly in terms of financial limitations and the slow adoption of inclusive practices by location managers and service providers, underscore the complexities of sustainable development in the social service sector. By embracing innovation, collaboration, and continuous learning, Shamrock Squad can continue to lead the way in making outdoor activities truly accessible for all abilities, leaving a lasting and transformative impact on communities and environments alike.

21. HOTEL LUISE



The Hotel Luise (Die Luise) has been committed to environmentally friendly travel since the late 1980s.

TYPE: HOSPITALITY

About

Hotel Luise, founded by my grandparents in 1956 and named after my great-grandmother, has a rich history of innovation and sustainability. In its early days, my grandfather's decision to install telephone connections in every room was considered radical, reflecting the hotel's forward-thinking approach.

By the 1980s, my parents had championed sustainability efforts, earning accolades in the field and laying the foundation for the hotel's ongoing commitment to sustainability. Taking over the business in 2014 at the age of 25, I've focused on further developing our sustainability concept, with a particular emphasis on material sciences and social engagement. This holistic approach encompasses both technical solutions and social considerations, reflecting our enduring commitment to social responsibility. Situated in the heart of Erlangen, Hotel Luise has recently shifted its focus to cater to city visitors of all kinds, from business travelers to tourists, recognizing the evolving needs of our guests. With 92 rooms, function spaces, and successful event hosting capabilities, our central location and excellent transportation links ensure seamless access for guests from across Germany, further enhancing our appeal as a destination for both leisure and business travelers alike.

Sustainable Development

Last year, we published our "Wall of Change" and launched it on the market. This summarises all of our sustainability measures. The reason for this is that it is difficult to say which of our measures are the most important. For some, it is crucial that we treat permanent staff fairly and have a happy workforce – which I would also consider to be one of the most important measures. Others are more interested in the building shell. For example, we refurbished a building from the 1970s to the KfW 45 standard, which was a huge project. Others attach great importance to animal welfare, and the fact that we pamper our dog and cat guests is an important aspect for them.

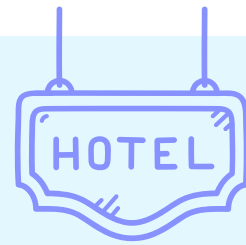
Everyone has their own priorities, so I would say that our most important sustainability project was the "Wall of Change". It enables us to communicate all the issues we have implemented transparently so that others can emulate them. At the same time, our guests can individually discover what is particularly sustainable and what is important to them personally.

Sustainability is a term that is interpreted individually by everyone. I like to compare it to a hammerhead shark: everyone has a similar idea of what this animal looks like as it swims through the ocean. We can all visualise this image. But when it comes to sustainability, everyone thinks of something different. For example, I'm thinking about my microforest in the hotel garden, while you might be thinking about your sustainable water bottle that's sitting next to you. We can't even agree on what sustainability means. It is therefore difficult to determine what our most important project in this area is.

<https://hotel-luise.de/>



21. HOTEL LUISE



Sustainability Impact

Sustainability is an extremely important aspect within our company. It is not only economically advantageous for us, but also offers a decisive market and marketing advantage. Through our many years of work, we have naturally also gained a certain reputation in the industry in this respect. But above all, we feel the positive effect through our loyal regular guests. We don't try to force the issue of sustainability on people, but they recognise from the quality of our breakfast, the beds, the room air and many other small details that may not immediately catch the eye that we simply offer more substance here. Our measures mean that we generally have to renovate less often and achieve cost and energy savings in many areas. In fact, there is no area in which sustainability does not benefit us.

Sustainability is the most important aspect for us internally and is our top priority. But externally, we focus on quality and comfort to ensure that our guests feel comfortable first and foremost. This means that we would not replace beds with bales of straw in the name of sustainability, but rather a classic box-spring bed with a sustainable bed made from natural materials that offers the same or even better comfort. We endeavour to take this approach into account in all areas: Sustainability is high on our list of priorities, but not at the expense of the guest experience.

I personally take a top-down approach to sustainability. I am strongly committed to it and initiate many measures in this area. At the same time, however, it is also important to give employees the opportunity to develop and contribute their own ideas. Everyone who works for us and stays for a certain period of time is inevitably heavily involved in the topic and also takes it on outside the workplace. As a result, ideas come from different directions and we realise many things together. The impetus comes both from the team and from me. There is no specific person in charge, but everyone can contribute their ideas and help to realise them.

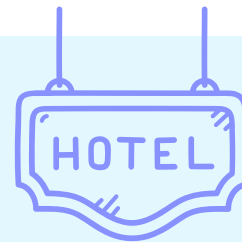
SDGs goals and Sustainable development strategy

Goal 1: No Poverty: For us, this SDG represents the issue of permanent staff who are paid fairly. This also means that in challenging times for the hotel, such as during the Covid pandemic and immediately afterwards, I sometimes work in the hotel on a voluntary basis and prefer to pass on the income to the staff.

It also means that we take care to purchase fair trade products in the supply chains to ensure that our actions do not promote poverty elsewhere in the world.

We also work together with the social department stores' to donate discarded mattresses or furniture, for example. We have a "to give away" table in the hotel, which is perhaps not typical of most hotels. Every guest can take something from here, and our employees are putting things on it and taking things too. Sharing, passing things on and giving gifts to other people are important aspects for us.

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SDGs goals and Sustainable development strategy

Goal 2. Zero Hunger: We regularly weigh our leftovers from the breakfast buffet, i.e. everything that has to be disposed of as food (we don't include eggshells as they don't make much of a difference). That's less than 5 grams per guest, with a risk allowance of 1.1 grams. In fact, we only measured 3.9 grams, which is so low that we are even below the de minimis limit of our health authority and therefore do not need a food waste bin. This is truly amazing and is because we fill our buffet platters intelligently and pay close attention to what we offer. Anything that is left over is first distributed among the employees. If there are any rolls left over, they always go to our employees to take away. In this way, we achieve efficient food utilisation. At the same time, we are also certified organic and, although not exclusively, we use a lot of organic products. Our concept is based on the fact that the way we produce and source our products has a positive impact on land use and agriculture. By reducing the amount of meat on the buffet and offering vegan and vegetarian products, we are helping to reduce land use overall and thus ensure better food security for more people. For example, we don't offer a typical full continental English breakfast with 20 different types of meat, but instead opt for a less meaty selection to do our bit.

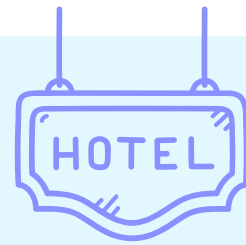
Goal 3. Good Health and Well-Being: A point that we could develop even further. In a company of this size, it is not worth offering sports courses, for example, as this would usually only be attended by two people and has therefore not caught on. Nevertheless, we make sure to take small measures that can have a big impact. For example, we do not have a full-time cleaner as we believe that cleaning rooms for 8 hours a day is not good for your health. We therefore limit the working hours to 5 hours. However, these small measures can have a positive impact on those who carry out these tasks. Mental health is also an important concern for us. We endeavour to be open and caring with everyone and give everyone the opportunity to feel comfortable and thrive. I would say that around 90% of our employees have a personal connection to the company and feel that their work is valued and meaningful. This boosts mental well-being enormously, because it is important to feel that you are making a meaningful contribution.

We also offer options such as job bike leasing to encourage exercise. Our wellness area for guests is also an offer designed to enhance their well-being. We work with masseurs and masseuses who use natural products to ensure that no harmful substances such as microplastics end up on the body or in the environment.

Overall, I would like to develop these aspects further by organising more joint activities such as hiking days, which we did the year before last and was very well received. These small measures can make a big difference.

Goal 5. Gender Equality: For us, gender doesn't matter and shouldn't affect anything. We have many single mothers who work for us and we offer flexible working models so that it is also compatible with childcare. There is no gender pay gap, and that should be a given in all industries. We are currently in the process of gendering everything on our website and our Wall of Change.

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Goal 6 Clean Water and Sanitation: We have various approaches to using water as a sustainable resource. For example, we use a rainwater cistern to flush the toilets and endeavor to make the best possible use of the collected rainwater, including for the garden. Our cleaning agents are exclusively biodegradable and we do not use any chemical products. This also applies to our garden; we do not use any pesticides and maintain a purely natural garden so as not to harm the groundwater.

We also have „astronaut showers“, which circulate the water in their own circuit and thus reduce water consumption by 80 to 90% while showering. This is an innovative product that was developed in Sweden for NASA. We have reduced the water flow of all taps to under 3.8 liters per minute and adapted the shower heads to under 8 or 7 litres per minute. Our focus is strongly on reducing our water consumption and we strive to use grey water effectively.

We also take this into account in our supply chain. For example, we make sure that our team's workwear is made from fair trade and organic cotton and is produced without dyes that could end up in wastewater. The same applies to our bed linen, for which we work with a laundry that adheres to strict guidelines.

Goal 7 Affordable and Clean Energy: What we have realised as a sustainable and energy-efficient company is that we have been able to achieve significant energy savings even in years when we have not made any major investments. This shows that changes in behaviour and the way we deal with the issue have a huge impact on energy consumption. Of course, we have a PV system that produces around 20-25% of our electricity. We would like to produce more, but this is somewhat difficult in the city. However, the majority of our energy savings come from behavioural changes. For example, we have radically reduced our outdoor lighting and recognise that there are many areas where we can consciously avoid energy consumption. At the same time, we only use energy-efficient appliances, be it fridges, freezers or other devices.

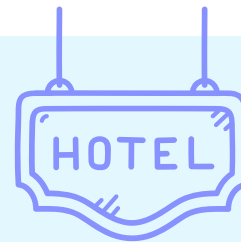
Since last year, we have been EU Ecolabel-certified, which only a few hotels in Germany can claim. This relates strongly to energy savings and the use of energy-efficient appliances. We have analysed every electrical appliance in our hotel and documented the energy consumption.

We also have an extremely efficient building shell, which has enabled us to reduce the energy or heat consumption in a building by at least 80%. Our building technology is intelligent and digitalised, with demand-based control and intelligent radiator thermostats in the rooms.

We provide our staff with intensive training on how to deal with these issues, as small details such as the optimal use of hoovers during bed linen changes play a major role.

Our fleet consists exclusively of electric vehicles, and we offer electric charging stations and car-sharing parking spaces.

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SDGs goals and Sustainable development strategy

Goal 8. Decent Work and Economic Growth: Regardless of the job or the person in question, respectful treatment is crucial. This becomes particularly clear when we think of certain professional groups, such as parcel service providers or suppliers, who are often not treated with dignity. We see how our suppliers beam when they come to us and first get a cup of coffee and have time for a quick chat. It may seem trivial, but it is important to feel that you are valued. A simple example is that our parcel deliverers can use our toilet at any time. At the same time, we recognise that economic growth plays a major role. For us, growth in the hotel does not mean getting bigger or making higher profits. Rather, we want to invest in and support the businesses, craftsmen and suppliers in the region. We do not negotiate on prices, but emphasise good quality and dignified cooperation. The same applies to the products we use. We cannot control every producer directly, but we consciously select materials that correspond to our values. Through our partnerships with manufacturers, we actively influence the supply chain by specifically selecting products that meet our sustainability criteria.

Goal 9: Industry, Innovation, and Infrastructure: We developed our cradle-to-cradle room back in 2016, which means we only use materials that are either 100% biodegradable or 100% recyclable.

We are currently in the process of replacing our tables in the breakfast room. Instead of buying ready-made tables, we are working with a manufacturer who makes tables from recycled plastic from former fridges and freezers. We receive the table tops in their raw state and process them into tables ourselves.

Goal 10: Reduce inequalities: We maintain very long-term supplier partnerships and have been working with most of them for decades. This is extremely important to us. We attach great importance to fair dealings with everyone, whether it's a parcel deliverer or a technician for high-quality technology – for us, everyone counts the same. Of course, this also applies to our guests, and we fully support this.

We work hard to eliminate discrimination within our team. This includes classic issues such as inappropriate comments about personal circumstances or background. Even seemingly casual comments can be discriminatory, so we pay very close attention to this.

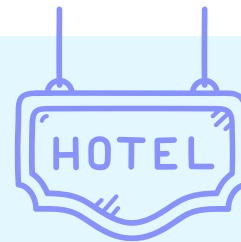
In the coming months, we will once again organise training sessions on the topic of right-wing extremism and make it clear that any form of discrimination is unacceptable. We also offer regular training courses and work with various institutions and organisations to offer people with special challenges opportunities for reintegration. We offer long-term internships for people with disabilities. In cooperation with inclusion organisations in the region, we have introduced a food vending machine that can also be used by wheelchair users, for example. We would also like to further expand our barrier-free rooms in the coming years.

Goal 11. Sustainable Cities and Communities: We endeavour to actively participate in local initiatives in our city. For example, we are a member of the Urban Gardens Forum and are involved in various committees.

Representatives from the city have even visited our microforest to see whether the concept could possibly be implemented at other locations in the city.

We actively participate in discussions and share our successful models, especially in the area of smart city buildings, at lectures and other events. We see our hotel as a small playground for sustainable solutions that we want to implement and present. For us, sustainability is also closely linked to digitalisation and we strive to develop intelligent and needs-based solutions.

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SDGs goals and Sustainable development strategy

Goal 12. Responsible Consumption and Production: In our small shop, we sell a selection of the products that we offer our guests at breakfast. However, in addition to the opportunity to purchase these products on site, we also want to inspire our guests to choose the better alternative instead of the conventional, non-sustainable products the next time they go to the supermarket.

Goal 13. Climate Action: Our property spans nearly 3000 square meters, with half of it dedicated to greenery, earning us the prestigious "Blühpakt Bayern" award. Our garden is left in its natural state, which is not so easy to realise. We follow concepts such as the micro-forest and avoid invasive plant species. We also analyse our CO2 footprint and continue to offset it. Although offsetting measures are not the be-all and end-all for us, we still implement them and even overcompensate. In purely mathematical terms, we are climate-positive. In our communication, however, we want to emphasise how much we are saving instead of offsetting the rest. Insulating our building, improving energy efficiency and avoiding toxic substances all contribute to climate protection. When selecting and installing air conditioning systems, we also take care to use environmentally friendly gases that cannot cause any damage.

We encourage our employees to use public transport or cycle and offer incentives to do so. We also promote sustainable transport options for our guests to get to us. Climate protection is our main concern and we are implementing many measures in this area.

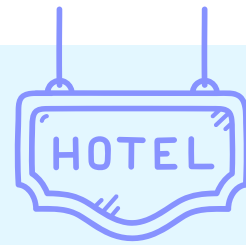
Goal 14: Life Below Water: We have consistently eliminated single-use products from our operations, with the exception of cardboard coffee cups for our suppliers who can take something with them on the go. Our breakfast buffet now offers only one smoked salmon, and we are always trying to reduce our fish consumption. If we do offer fish, we favour sustainable options and aim to switch to regional trout. We attach great importance to reducing the use of resources and minimising the weight of goods that have to be transported over long distances. It is acceptable to occasionally order small parts from other regions if there is no alternative option. However, we try to avoid transporting large and heavy items over long distances, as shipping places a significant burden on the world's oceans.

We also make sure that we as a company travel less by car, as most microplastic emissions come from the abrasion of car tyres.

Goal 15. Life on Land: The topic of organic is particularly important to us. We attach great importance to where our products come from and work directly with producers to ensure that our goods fulfil the organic standard. We also take land use into account and avoid companies that support the deforestation of the rainforest. In terms of our financial affairs, we prefer to work with banks and institutions that have a positive impact on the environment and promote sustainable practices. One example of this is our last major project, which we realised in collaboration with Umweltbank.

Our use of space is extremely efficient, especially indoors, and we endeavour not to seal the outside areas. Only around 60 to 70 square metres of our property is sealed, while the rest remains unsealed as far as regulations allow.

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Strategy & Mission

The Hotel Luise has been committed to environmentally friendly travel since the late 1980s. Managing and organising a company in an environmentally, socially and future-friendly way is our top priority. The sum of our actions as a hotel should contribute to an improvement of the (surrounding) world.

For us, improving the world means reducing social injustice, using and utilising resources in a circular way and being an active participant and supporter in the local and supra-regional development and promotion of the 17 Sustainable Development Goals of the United Nations. The common good is also an essential element for us and is reflected and constantly promoted on the basis of the SDGs. We want to use our role as a pioneer of sustainable tourism to offer our guests, colleagues and other stakeholders sustainable solutions.

We have already implemented over 230 sustainability measures and would like to motivate and inspire others to become more sustainable. On our [Wall of Change](#), you can find all our projects including partners, implementation period and relevant SDGs (Sustainable Development Goals).

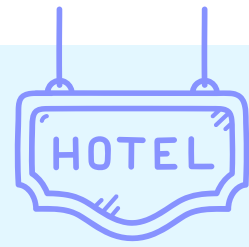
The Hotel Luise strategy, which focuses on sustainability, can be read [here](#).

Innovative approaches & Challenges

In my opinion, there were no major difficulties in terms of alignment with the sustainability goals. The only challenge was to match the measures we implemented to the corresponding goals. There were many issues that we tackled and it was sometimes difficult to determine which SDGs they best corresponded to. Differentiating the goals was therefore a bit of a challenge, because ultimately it was important for us to implement the measures regardless of their assignment to the SDGs.

As far as the need for further adjustments is concerned, sustainability is an ongoing process. You're never really done with it. Both in our own business and in our collaboration with long-standing trade partners, we are constantly endeavouring to develop new projects and improve our practices. However, it is a balancing act to decide which measures are necessary and sensible. Opinions and views on this topic can vary, and there is no set path or one-size-fits-all solution. Ultimately, it's about continuously learning and evolving to make a positive contribution to sustainability.

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Impact Evaluation

We monitor the impact of our measures using various indicators to measure the success of our sustainability efforts. One example of this is the number of visitors to our "Wall of Change", which shows us how well we are able to spread our ideas and how they are received by others. This is particularly important for our main goal within the framework of the SDGs and serves not only for marketing purposes, but above all to assess the relevance of our initiatives.

Another area that we monitor is our water consumption. Here we look at various aspects, such as the use of water in the garden and comparisons with the previous year, as well as the effectiveness of the measures implemented to reduce our water consumption. We also analyse our company's carbon footprint by, for example, examining the routes our employees take to get to work and recording which means of transport they use and how often.

We also aim to optimise the use of space, for example by evaluating the frequency of use of our conference rooms and looking for ways to make sensible use of vacant rooms.

Overall, we have a large number of key figures that we regularly record and analyse. There are two employees who are responsible for collecting data as part of the monitoring process. I myself take care of coordinating these activities and liaise closely with the employees concerned.

Motivation

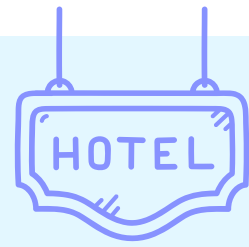
The main motivation for running a sustainable company is almost a little selfish. Our new slogan, which we have had since last year, is "sleep well". I want to offer this feeling not only to my guests, but also to myself. For me, "being able to sleep well" doesn't just mean that the bed is comfortable and the room pleasant, but that I can fall asleep with a clear conscience. I don't want to have to reproach myself for having contributed to making the world a little bit worse on any given day. Realistically, each of us has many days on which we unintentionally impact the world, be it through resource consumption or ignorance of global problems.

That's why I'm not a big fan of the term "environmentally friendly", as most products advertised as environmentally friendly are merely less harmful to the environment than others. My motivation is rather to deal with these issues and to act consciously. As a student, I spent a year in New Zealand and discovered a deep love of nature there. Today, I walk through the world with open eyes and see many changes that make me sad and I also suffer a little from climate anxiety.

I am too involved in this topic to close my eyes to it. I also pass this attitude on to my team, and I notice that many of my employees feel the same way. Some of them have decided to work for us because they could no longer reconcile it with their conscience to work for companies whose actions they cannot ethically justify, be it as stewardesses, in large consultancies or in oil companies.

I motivate my employees by being a role model for sustainability myself. I live sustainability in my daily life – everything I wear, including my underwear, is made from organically grown cotton or fairly produced and sustainable material. Of course, there are areas where I still see room for improvement, but I also communicate this openly. I am fully behind our sustainability efforts and my employees feel that. Through measures such as "nudging" or small gestures and gifts in the area of sustainability, I try to motivate them to engage with it as well. This method, supported by psychological approaches, helps people to subconsciously open up to change.

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Sustainability Ideas

As a rule, I personally find more inspiration for sustainable solutions outside my industry than within it. The internet plays a big role here. I look for innovations and ideas that I can apply to our company and our projects, even if they seem unrelated at first glance. For example, I completed a free online training course on the construction of wind farms to learn more about it and develop an informed opinion.

I also use platforms such as YouTube to find out about different technologies and innovations. I also go around the world with my eyes open and keep an eye out for new ideas and approaches. Another important aspect is sustainability and innovation awards, where I observe the winners and nominees. I often discover innovative products and companies there, which I then take a closer look at and with which I can potentially enter into partnerships, as in the case of the astronaut shower, for example.

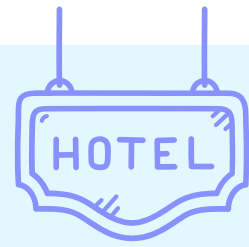
Need for Improvement

Of course, we know that we are not perfect. However, we are working on continuing to pursue our philosophy. And we scrutinise our own actions, because there is no real final goal when it comes to sustainable management. Rather, we see ourselves on a path that we are constantly trying to optimise.

With our action plan for the next few years (2024 – 2026), we would like to implement the following projects:

- Increase own photovoltaics / power generation (23.5 kWp to more than 45 kWp)
- Recycling battery storage for load management
- Expand barrier-free offer (+3 rooms)
- Expand service water infrastructure (supply more toilets with rainwater or grey water)
- Reduction in water consumption of cisterns to less than 6.5 litres
- Integrate system for heat recovery from wastewater
- Window replacement in cellars
- Install additional rainwater cisterns
- Zero-waste kitchen
- Offer training & lectures on sustainability
- Increase our 230 sustainability measures to more than 250
- Strengthening social structures and further expanding benefits for our employees

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Reflections

The most important lessons I have learnt on my path to sustainability are manifold. First of all, I have realised that it is not enough to act alone. It takes a committed team and the support of others who are travelling the same path. Sometimes you have to steer people in the right direction and motivate them to go along with you.

Another important point is the willingness to try out new things. It often requires a certain naivety and youthful recklessness to develop and implement innovative solutions. At the same time, it is crucial to have the right people in the team and to create a supportive environment and a suitable infrastructure. For me, the hotel is a place for experimentation and creative design, and the fact that it is owner-managed and I can make all the decisions gives me the freedom I need to realise sustainable ideas.

It is also important to be aware of the responsibility and to have the courage to break new ground and take risks. It is crucial that the team is made up of different personalities who bring different ways of thinking and strengths to the table. I have realised that it is not about convincing others to think exactly like me, but about appreciating and using diverse ways of thinking in order to achieve sustainability goals together.

Advice

Think about what added value your product or service offers the general public. I have dealt with some people in the sustainability industry who have laudable goals, but are only focussed on looking as good as possible in their lives and in compatibility with their own goals. The more extreme you become on these issues, the less you can inspire other people. Instead, it is important to show openness and to design the company or product in such a way that it appeals to a broad target group – including those who have not previously been involved with sustainability.

One example: the opening of a vegan restaurant. If this restaurant only appeals to die-hard vegans, the added value for the community may not be realised. It is better to create an environment where people who are not actively involved in sustainability are also welcome and feel comfortable – which is exactly what we are trying to achieve with our hotel.

Young people should be aware that they should not exclude everyone else who is not yet on the same path from the outset. Instead, they should give these people the opportunity to get involved without offending them. People should be encouraged to join in instead of being put off by extreme approaches. It is important to take an inclusive approach in order to achieve broader acceptance and participation.



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