

**NEW STANDARD.S**

**IMPACT REPORT**

**2022**



# INTRODUCTION

Dear reader,

With this sustainability report, we invite you to read about our endeavors and achievements, our struggles and future goals. Most of all, we invite you to join us in imagining the future we want to co-create with our team at NEW STANDARD.STUDIO.

We founded our company during a global pandemic when we learned that policies could change rapidly in times of crisis. It made us want to reimagine the status quo and work toward shaping a future worth living.

As an impact-driven studio and consultancy, we want to contribute to making various scenarios the new normal. Our values drive our decisions and are essential when we decide which tenders we pursue and which organizations and companies we work with and for.

We believe it's time for our society to discontinue how we've done things in the past. It's our chance to envision the world we want to create – not just for us but for future generations.

We'd like to take this opportunity to clarify what we want the NEW STANDARD.S to be. Mainly because, as a systemic design studio, we believe it's our responsibility to:

- Inspire (people to) change
- Clarify (the actual) facts
- Amplify (pioneering) voices
- Popularize (future-fit) solutions

The following pages demonstrate how we're building our company, what projects we pursue, and why.

We hope you feel inspired; if you have feedback or want to collaborate with us, please don't hesitate to contact us.

Yours,  
NEW STANDARD.S TEAM

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# WHO WE ARE

## OUR FOUNDING STORY

Founding NEW STANDARD.STUDIO started – just like many good stories – with a napkin. Over some glasses of wine, Max and Nika discussed the change they wanted to see, not just in their respective industries but in the world. Previously, Nika had worked as a freelance communications strategist. She learned a lot from her sustainability-focused clients. Their worldviews fascinated her. Yet, for years, she wondered why all this knowledge and these ideas never reached the mainstream. How could she contribute to making it more known?

Meanwhile, Max worked in advertising and felt increasingly dissatisfied with how little people seemed to appreciate our resources. He was tired of making the stuff that destroys our planet more desirable. As a team, they felt strongly about creating a business that makes sustainability knowledge fun and decided to team up to amplify the stories of brands that do good.

## OUR BUSINESS MODEL <sup>[GRI 2-6]</sup>

We seek client partnerships with businesses from the private sector that produce sustainable and innovative products and governmental organizations with the public good at their core.

While we strive for long-term client relationships, much of our work is project-based. Furthermore, we self-initiative projects and create products as we see fit.

We always consider the projects' ecological, social, and economic impact when starting a new client relationship. Sometimes, the projects we take on, for predominantly economic reasons, subsidize the pro bono work we do.

For us, sustainability is at the heart of everything we do. As a design studio and sustainability consultancy, we see our most significant impact in our choice of clients and projects. From the start, we decided to be open about who we work for – not what we do for them.

For sustainable clients, we create design and communications campaigns. For everyone trying to shift toward a more sustainable practice, we act as guides by creating educational experiences.

While we're open to working with international clients, we focus on working with clients in German-speaking countries to improve the wellbeing of our immediate community.

## OUR RESPONSIBILITY AS COMMUNICATORS

Since 1987, sustainable development has been defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. At NEW STANDARD.STUDIO, we usually summarize this definition so everyone remembers: Enough for all, forever.





This definition has been around for more than 30 years, so you would assume we as a society would have figured out how to achieve it. You would think that sustainable development is the new standard. Shockingly, the opposite is the case. The amount of CO<sub>2</sub> in the atmosphere is still on the rise.

To a large extent, it's our industry – advertising and communications – that we see as responsible for such development. Recent studies reported that advertising is responsible for around 30% of the

carbon footprint of a single person living in Europe.<sup>1</sup> In other words: “The ads we're exposed to every day are fuelling the climate crisis.”<sup>2</sup>

Advertising services are a big part of what we do at NEW STANDARD.STUDIO. We are a part of the industry of influence. In that sense, our most significant carbon impact is not our offices or our energy usage (Scope 1 and 2) but definitely the output of our clients. We're co-responsible for the positive and, most of all, the negative impact of the products

we promote, the behaviors we normalize, and, luckily, the new ways of thinking we inspire.

As the team at Futerra stated, the question we have to ask ourselves as part of this industry is: “Are we serving the problems or the solutions?”<sup>3</sup>

We all, but especially “we as professional communicators,” have the power to inspire change or to keep serving destruction. Because advertising drives consumption, and consumption drives carbon emissions.<sup>4</sup>

#### HOW WE AT NEW STANDARD.S DEFINE SUSTAINABILITY

At NEW STANDARD.STUDIO, we believe that we need a new definition of what sustainability actually means in order to promote such societal development. In a way, we as communicators and advertisers must define what it means to live a good life – because if sustainability isn't making our lives better, then why even bother?!

According to the Good Life 2030 initiative, in our modern society, the definition of the Good Life has primarily been defined by post-WWII America. We think of the good life as owning the car we want, living in a detached family house (that ideally) we own, flying to vacations in faraway countries, consuming stuff produced on assembly lines (out of our sight), set up as linear product cycles, and thrown away as soon as we desire something new, something shinier.

In our ideal world, we see self-determination as the ideal. We strive for a healthy work-life balance and a life where people self-identify as citizens and creators – not consumers. We want to promote a life in which people pursue a purpose. One in which they can root themselves in their communities and commute by foot, bike, or public transport. We want to promote a healthy lifestyle that allows for eating nourishing, regional, and organic food. We value and appreciate goods by considering their origin and end of life. We want to co-create a society where access – not ownership – is the norm.

At NEW STANDARD.STUDIO, we see sustainability as a lifestyle that is not just colored in green but also based on circularity. We believe in degrowth as a necessity to achieve the 17 development goals defined by the UN.

#### OUR MISSION

Our mission is to guide businesses and organizations in their transition to environmentally conscious and sustainable entities. We invest our resources to inspire people to rethink the status quo and dare to think of ways to co-create a better future.

# OUR MANIFESTO

**We believe it's time to set new standards. For us. For you. For our common good. We've put sustainability at the core of our work. As designers, we feel obliged to challenge the status quo. And we use the power of our discipline to make it easy for all. We work with everyone because it's too late to discuss sustainability with just a few. We're optimists. And prefer to talk about chances and innovations rather than problems and crises. To us, sustainability is not about sacrifice. It's about having better solutions and systems in place. And we're always on the lookout for better ones. We're open to change and curious about alternatives. "This has always worked" is not how things will work in the future. We embrace problem-focused coping. And don't ignore what might be keeping us up at night. The decade between 2020 and 2030 is critical. We must embrace new ways of thinking, doing, living, consuming, and working. Each of us has a role to play in building a future that is more sustainable. More equal. We invite you to co-create the New Normal with us. We want a world in which we thrive – rather than grow.**

**NEW STANDARD.S for us. For you. For all.**

# THE STANDARD.S WE WANT

**Appreciation – more than anything – must become the guiding principle going forward. Appreciation for people, nature, and the built world, but also nature and its precious resources. Showing up with an appreciation for one another and our surroundings could revolutionize how we – as a global community – shape our world going forward.**

**While we'd love to set societal goals and be able to reach them all by ourselves, we must acknowledge that we're just a Berlin-based company without magical powers. Nevertheless, we track the progress of the KPIs mentioned below that our work output contributes to reaching.**

**Before we dive into how we apply our standards within our company and before we tell you about our contribution to social, environmental, and economic aspects of doing business, we first want to share 11 necessary new standards.**



# SOCIAL



## An empowered society

First and foremost, we see an empowered society as the key to a thriving future. In a democratic society, people must recognize their power as individuals and their ability to pursue (positive) change collectively. Given the climatic circumstances, we don't have time for swooning. To us, people are equal regardless of their economic and social backgrounds. Every opinion counts, and every person matters. Regardless of whether they share the same nationality, country of origin, gender, sexual orientation, educational status, financial resources as us, we believe all that matters is for people to live purposeful

lives without taking unfair advantage of and hurting others.

People in Germany for whom sustainability aspects play a major role in consumer decisions <sup>5</sup>



## Purposeful careers

Fair pay and meaningful work should never be contradictory. Often, green policies and job security are communicated as opposing philosophies. However, creating a regenerative and circular economy leads to more fulfilling career opportunities, too.

Instead of building an economy around the need to sell people s\*it that no one needs and artificially creating desires by making people feel insecure about themselves and inferior due to their economic status, it's time to elevate care work, environmental labor, and regenerative practices.

We'd like to see income decoupled from labor and tax. Instead of taxing people for societal engagement, exploitation of other people's work (and luxury consumption) should be taxed appropriately.

People in Germany that always research CSR measures of a potential future employer <sup>6</sup>



# SOCIAL



## Balanced lifestyle

We all deserve a healthy, balanced life. Wellbeing, contentment, satisfaction, health, good relationships, and a purposeful occupation should be available to everyone. Time and health are our most precious assets.

However, none of these are possible without a healthy, natural environment, clean air, and a secured food system – and what matters most is the understanding of the interdependence of various systems and power mechanisms.

People in Germany approving the introduction of an unconditional basic income <sup>7</sup>



# ECOLOGICAL



## Mainstream sustainability understanding

Due to the media business model and their dependency on clicks for profit, media is directly or indirectly – controlled by capitalist advertising money. The opinions we believe we’ve created for ourselves have been influenced to profit those in power. It’s why the mainstream is so utterly unaware of the urgency of the climate debate.

Let’s cut through the noise and make a basic understanding of natural cycles general knowledge.

Let’s make sustainability and regenerative practices general knowledge. It’s time for sustainability and circulation to become the deciding factor in all our decisions.

People who fully support advocacy for anchoring climate protection in the German Basic Law<sup>8</sup>

49 %  
2022



## Accessible food systems

One of the greatest successes in recent times is the near eradication of hunger. Thanks to the optimization of agricultural processes, farmers have increased the fertility of their land. However, the highly nitrogenous pesticides many use brought our natural systems out of balance.

Monocultures depleted the fertility of the soil. The growing demand for meat led to the erosion of natural habitats. Greenpeace says 71% of the EU’s agricultural land feeds livestock. Establishing a mainly plant-based diet is the first step in meeting the

needs of future generations without compromising the quality of life of our current generations.

People in Germany who classify themselves as vegans or as people who largely do without animal products<sup>9</sup>

1.13 %  
2020

1.41 %  
2021

1.58 %  
2022

People in Germany whose household groceries are bought at weekly markets or farmers’ markets (in million)<sup>10</sup>

28.83  
2020

29.22  
2021

29.63  
2022

Share of organic food in food sales in Germany<sup>11</sup>

6.4 %  
2020

6.8 %  
2021

# ECOLOGICAL

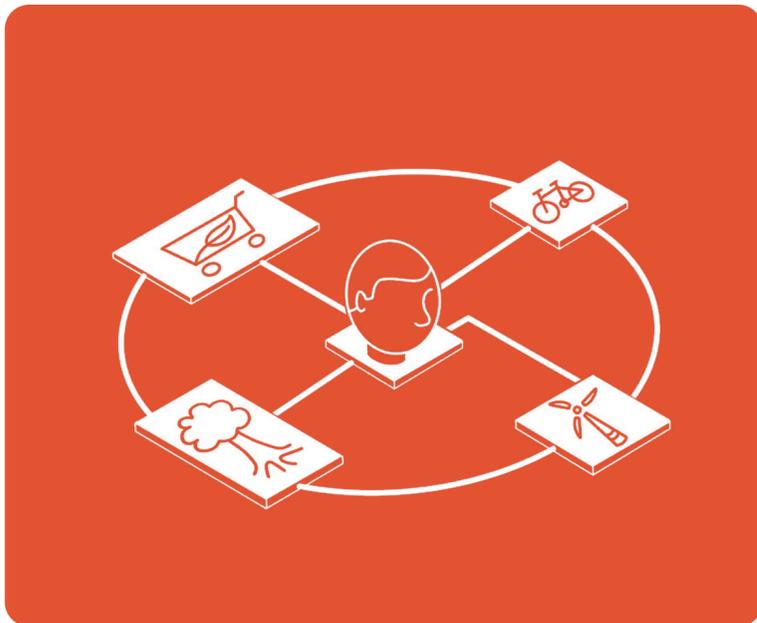


## Clean and renewable energy for all

One significant advantage of renewable energies is how its creation is decentralized. Anyone with a roof could put up solar panels. Anyone with land could put up a windmill and live off the grid – if not for regulations prohibiting this. The energy lobbies don't want renewable energies to become the new standard. Fossil fuels make up 80% of energy production, owned by a few companies and governments that go above and beyond to keep it at that.

It's crucial to support companies investing in expanding renewable energy and those only obtaining energy from renewable sources.

Share of renewable energies in the energy supply in Germany by sector in a year-on-year comparison <sup>12</sup>



## Thriving, participative cities

In the past, cities have been designed for cars. A lot of available space is dedicated to moving individual traffic or parking unused vehicles. We believe it's time to redesign cities to be human-centric and consider people and their needs for all zoning and transportation decisions. That requires a new approach to organizing individual transport and all types of logistics.

People in Germany who commute to work by bike <sup>13</sup>



# ECONOMIC



## A new economy that benefits the many – not the few

Our economic system has been designed to tax labor, not capital. While social mobility used to be possible in the past, now only the rich are getting richer. The working class is scrambling to make ends meet.

Large corporations monetize their financial reserves, natural riches, and real estate. Starting a

successful business from scratch is almost impossible if you don't have funding to fall back on. In the past, no one paid for externalities.\* This systemic error is due to change. However, it's crucial not to forget that the current system has been designed to benefit the few – and with it, the owners of capital profiting from those exchanging their time for wages.

\*Externalities are the positive or negative consequences of production. For example, if someone cuts down a tree, the worsening of the air is an immediate externality.

**Support for a wealth tax for people with assets of at least one million euros<sup>14</sup>**

71%  
2022



## A global society with equal opportunities

Pursuing wealth to pass on to your children has been a driving force for many generations. However, the meaning of wealth has changed over time. In the past, wealth has mostly been of monetary value, but the definition is changing. Due to the democratized ability to create and share information with the world, we're now much more aware of how our buying decisions impact people in other countries and continents. Many typical business models are based on the exploitation of other people and

other cultures; if they treated others fairly, they wouldn't have a business model in the first place.

We believe it's essential to closely monitor the supply chain and screen for morals and standards.

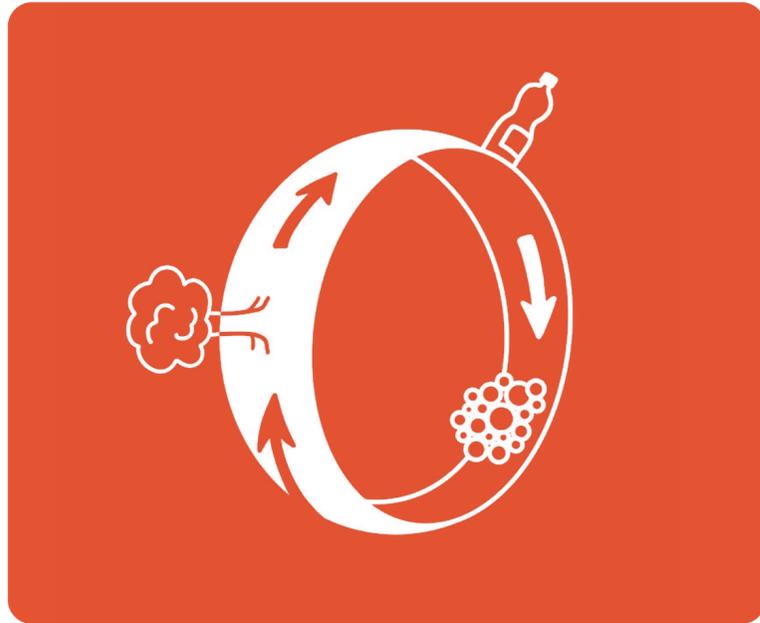
**People in Germany who (completely) agree that socially and ecologically responsible business conduct matters to them when purchasing a company's product<sup>15</sup>**

37.95%  
2019

39.74%  
2020

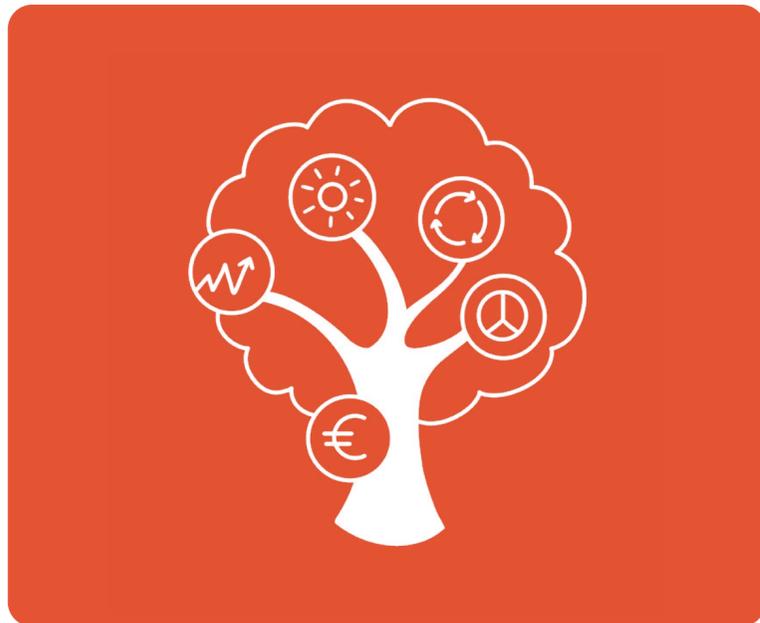
40.73%  
2021

# ECONOMIC



## Circular, regenerative economies

Linear production cycles should once and for all become a thing of the past. The production input should originate from leftovers within the industry and emerge without the input of (non-renewable) natural resources. We believe non-recyclable trash should be a thing of the past just as much as littering. We believe it's essential to elevate every substance as a potential resource and stop devaluing resources as waste. Production cycles must become circular and, most of all, regenerative.



## Future-fit finance policies

“Money makes the world go round” is a well-known saying. We can speed up innovation by aligning monetary flows to environmental standards. That's why it's crucial to support financial institutions that take their responsibility seriously and require environmental reports for funding, loans, etc.

Volume of household waste per inhabitant in Germany for 2020 and 2021<sup>16</sup>



People in Germany who can imagine buying a secondhand smartphone<sup>18</sup>



Sales share of secondhand clothing on the clothing market in Germany<sup>17</sup>



Customer deposits in specialist banks with a sustainability focus in Germany (in billion euros)<sup>19</sup>



**“Everything is designed,  
therefore everything can be  
redesigned.”**

# OUR SUSTAINABILITY STRATEGY

While our work output amplifies our values with the most impact, how we act as a company is just as important. In the following sections, we'd like to outline our social, environmental, and economic commitments and how we strive to set NEW STANDARD.S as a business.





# 9 COMMUNITY WELLBEING

**No matter what we do, our highest priority is to ensure that our community benefits. The importance of this topic is especially evident from the projects and public tenders we decide to pursue.**

OUR COMMITMENTS TO INCREASING THE WELLBEING OF OUR COMMUNITY

## Evaluate impact of projects

We discuss the ethics and morals of each and every project before taking it on. Only if we believe it boosts the wellbeing of our local and/or global community will we consider it worthy of our time.

## Practical before theoretical

There are many consultancies whose job ends once they have created a nice-looking presentation. We know real impact needs practical iteration, so a nice-looking PowerPoint might be a starting point but is never the end deliverable.

## Compensation for print products

Whenever we produce printed products, we compensate for the CO<sub>2</sub> by supporting social projects.

## Local impact

We love to work with local companies and governments to achieve local impact in a strongly globalized world. In 2022, 82% of our clients were based in Germany, 12% in Austria, 4% in Switzerland, and 2% in the UK.

OUR CONTRIBUTION TO COMMUNITY WELLBEING

We spend a significant amount of time pursuing public tenders. From our experience, the projects we've done for the local government have impacted people's lives most directly. Yet there are also projects we've done for the private sector that have had a positive impact on the local and global community. Here are some examples.

INCREASING THE CLEANLINESS IN BERLIN NEUKÖLLN  
**Schön Wie Wir – a local sustainability initiative**



**The problem**

The district of Neukölln in the City of Berlin is widely known for its trash problem. That's why the district government started an initiative to systematically elevate the topic of sustainability. With the initiative Kiezhausmeister, they focus on involving the public in sustainable action with swap and dump markets, regular cleanups, and curbside gardening. With the initiative Umweltpeers, they offer free sustainability workshops for migrant families in various languages, including Turkish and Arabic. And with the Mehrwegberatung, they consult with hospitality businesses on using deposit systems to diminish single-use packaging once and for all. All these initiatives collaborate under the umbrella name Schön wie wir – to streamline the budget and communication with the public, it needs an external partner to create digital communication and design assets.

**Our solution**

To increase the quality of content and grow Schön wie wir's audience, we developed social media guidelines and templates and organized mobile photography workshops for all teams. To ensure regular content on Schön wie wir's channels, we create educational content and support different teams with various requests and concerns. In 2023, we were the main project contractor and investigated how we can increase the project's impact.

› NEWSTANDARD.STUDIO/SCHOEN-WIE-WIR

INCREASING THE CLEANLINESS IN BERLIN FRIEDRICHSHAIN-KREUZBERG  
**Mehrwegberatung Friedrichshain-Kreuzberg**



**The problem**

Before the pandemic, the Berlin district of Friedrichshain-Kreuzberg had been struggling with increased trash in its parks and green spaces. Since the pandemic, it's only increased. Disposable packaging, including to-go cups and pizza boxes, pile up next to trash cans on nice days. The Zero Waste concept for the district, which was developed by Circular Berlin in 2019, is gradually being put into practice to declare war on trash in public spaces. The obligation to use reusable containers, which took effect on January 1, 2023, also put restaurants and cafés in a tight spot; the district wants to support businesses in advance.



**Our solution**

To address both restaurants and their customers – all of us – the project was based on two pillars. On one hand, we taught neighborhood restaurants what reusable is and advised them on the best and most cost-effective solution. On the other hand, we communicated the topic to the general public on various channels: online and with the help of social media ads, directly around the green spaces with the help of on-site signs, and throughout the summer at the Boxhagener Platz weekly market in partnership with reusable vendors. The „Ask for reusable!“ campaign with local restaurants served as a call-to-action and brought positive role models to the forefront. Through a variety of communication measures and on-site campaigns, we raised awareness of the issue and made it easier for restaurateurs to introduce reusable packaging.

› NEWSTANDARD.STUDIO/FRAG-NACH-MEHRWEG

MAKING STAYCATION MORE ATTRACTIVE

**Ahoi! Camp Fehmarn**



**The problem**

Due to globalization, increasing prosperity, and, above all, cheap, subsidized air travel, many Germans travel to faraway countries. Those who want to travel within Germany are often confronted with a camping vacation. The associations? Outdated bathrooms, poor internet, little comfort – although a camping vacation is positive from a sustainability perspective. But only 17% of 14- to 29-year-olds go camping. In our opinion, more attractive campsites are needed to bring the many long-distance travelers back to Germany.

**Our solution**

Together with the operators of Ahoi Bullis, a Hamburg-based camping van rental company, and Ann Van Wetteren, we developed a concept – including look and feel expansion measures and branding – that would breathe new life into Camp Fehmarn, an aging campground in northern Germany. The priority was creating a place where the whole family would be happy and different interests and needs could be met. In the coming years, more educational opportunities for children and young people and better-equipped cooking facilities will be added to further increase the camp’s sustainability features.

› NEWSTANDARD.STUDIO/AHOI-CAMP-FEHMARN

OUR GOAL FOR 2024

**Increase greenwashing knowledge of citizens and communication professionals**

KPI

**Number of workshop participants per year**

CURRENT STATE 2022

**58 team quiz participants**

**8 Praxiskurs participants**

TARGET MARK 2024

**120 team quiz participants**

**60 Praxiskurs participants**

PLANNED MEASURES

- Advertise team quiz
- Advertise Praxiskurs “Nachhaltig(keit) kommunizieren”

# 4 SUSTAINABLE INNOVATION & PRODUCTS

**We believe that, while solutions to decrease the environmental impact of capitalism have already been identified and mostly invented, they're not evenly distributed and/or widely accepted by the public.**

## OUR COMMITMENTS TO BOOSTING SUSTAINABLE INNOVATION AND PRODUCTS

### Material choice

**We participate in the circular economy by using materials that are compostable, reusable, or refillable for packaging projects.**

### Recycling facilities

**We separate and recycle paper, glass, and plastic and use Bokashi for our organic waste to ensure we lower our amounts of trash as much as possible. Whenever we onboard new team members or freelance collaborators, separation of waste is one of the topics we explain to them. We also regularly resort our recycling bins in case someone hasn't been as thorough as we expect them to be.**

### Member of Circular City e.V.

**Circular City e.V. is a non-profit organization developing the circular economy in Berlin through knowledge building, practical programs, community development, and education. We support the NGO pro-bono but also in paid projects.**

## OUR CONTRIBUTION TO SUSTAINABLE INNOVATION AND PRODUCTS

**We believe that, as communicators, we have the power to change that, which is why our team ranked sustainable innovation and products so high. However, it's mostly project requests where we act as a branding and communications agency that fall into this category and/or self-initiated studio projects that we pursue whenever we have time.**

## REDEFINING THE DEFINITION OF WASTE Conceptualizing the material evaluation room



### The problem

**Production cycles are currently linear. It's normal to use virgin material to produce products that eventually get thrown away. The best-case scenario is they get recycled; however, the material value mostly gets lost.**

### Our solution

**Together with Tobias Janecke, we designed a concept paper creating a recycling system for reevaluating materials. We're currently on the lookout for implementation partners.**

> NEWSTANDARD.STUDIO/WERTSTOFFRAUM

MAKING CITIES MORE JUST AND SUSTAINABLE

**#Innovate2030 – making cities more sustainable**



**The problem**

GIZ sought ideas to make cities and communities more sustainable and resilient – with the goal of connecting promising teams and solutions with policymakers and suitable companies or funding opportunities. Their internal team needed support.



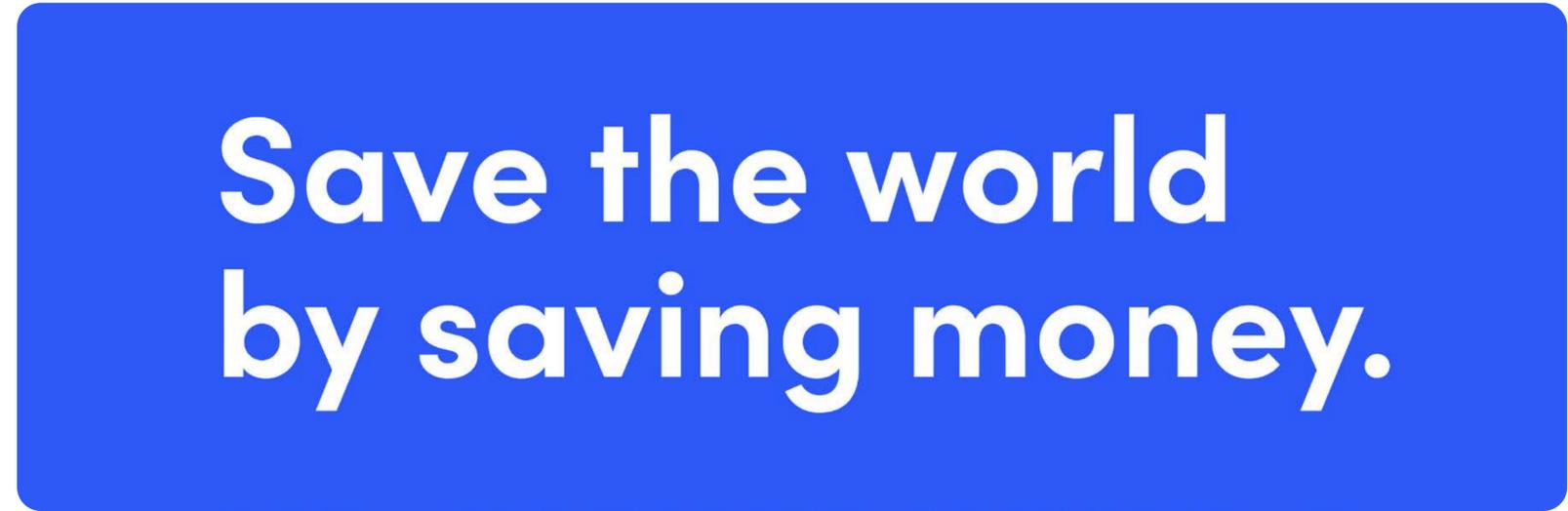
**Our solution**

We loved the mission and decided to dedicate our time to it. We supported the project organizationally, providing strategic partner management and acquisition. In addition, we took control of the content creation and format development of the boot camp that followed the challenge. As part of the project, we managed partnerships and collaborations between GIZ and Fraunhofer Venture, UNICEF, UNDP, Phineo, Data Natives, and many more.

› NEWSTANDARD.STUDIO/GIZ-INNOVATE

MAKING FUTURE-FIT FINANCE PRODUCTS MORE ACCESSIBLE

**Branding for Cooler Future**



**The problem**

The financial sector is one of the biggest environmental polluters. Many major banks still use their client's money to finance fossil fuel projects (coal, oil, and gas). If you want to invest your money according to your values, you might encounter difficulties: It's hard to obtain information on what funds contain only sustainable companies.

**Our solution**

To boil internal brand considerations down to a common denominator, we developed a comprehensive brand strategy and brand persona, redefined target groups, and developed customized core messages. We worked with the team to define Cooler Future's tone of voice and then developed copy for the website relaunch and key messages for social media and other channels.

› NEWSTANDARD.STUDIO/COOLER-FUTURE

OUR GOAL FOR 2024

**Self-initiate studio projects to boost sustainable innovation**

KPI

**Number of self-initiated projects completed**

CURRENT STATE 2022

**2 projects**

TARGET MARK 2024

**7 additional projects**

PLANNED MEASURES

- **Allocate time and resources to enable team members to work on studio projects**
- **Research funding opportunities to enable team to dedicate time to self-initiated projects**
- **Research potential partnerships to create self-initiated projects with**

# 8 ETHICAL BUSINESS

**Business, in our opinion, is a force for good – but only if ethical business practices apply in all levels of not just the company but also the economy. Thus, high morals and ethics are at the core of how we do business at NEW STANDARD.STUDIO and are our guiding principles when choosing projects that have the potential for scale.**

## OUR COMMITMENTS TO BOOSTING ETHICAL BUSINESS

### Responsible money management

**Our bank account is with the GLS bank. We also explain to all our employees why the choice of bank is essential and actively encourage them to switch to a sustainable bank.**

### Sustainable insurance providers

**Our insurance providers are certified as sustainable.**

### Strong moral compass

**It's our highest priority to ensure our employees dedicate their time, energy, and wits to projects that fill them with pride.**

### High integrity

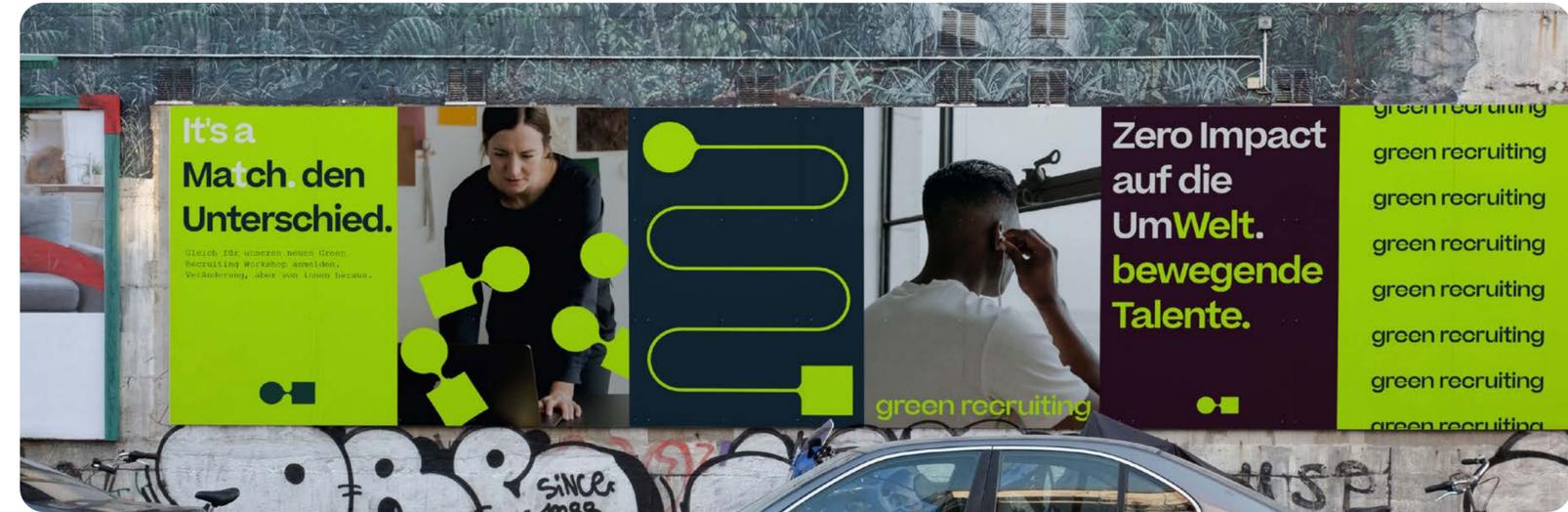
**We know about the power of communication and advertising and thus pay close attention to whom we work with and on what projects. We apply the same mindset to our consulting projects: We see ourselves as consulting activists not striving for incremental changes but proper transformation.**

## OUR CONTRIBUTION TO ETHICAL BUSINESS

**While ethical business principles must be anchored at the top of any business, we see our biggest impact within the HR and communications departments. Here are three projects that have contributed to making business practice more ethical.**

## MAKING GREEN CAREERS MORE ATTRACTIVE

### Green Recruiting



### The problem

**A growing number of millennials and Gen Z are looking for environmentally conscious employers. They want to work for a company that values sustainability and acts climate-friendly and socially responsible. HR and recruiting departments are, therefore, more important than ever. They are the first point of contact between talent and companies. For employer branding, it's become crucial to communicate sustainability to attract young talent. The Berlin-based company Young Targets is a pioneer in recruitment and has been offering customized formats for recruiting since 2007. The newly launched B2B initiative is their first step toward transforming the company by focusing on green recruiting.**

### Our solution

**The Green Recruiting Initiative supports HR managers in their search for real changemakers. For this purpose, we developed branding that ensures recognition and visual impact across all communication channels and outlets – whether workshops, certification, or awards.**

› [NEWSTANDARD.STUDIO/GREEN-RECRUITING](#)

## RAISING AWARENESS OF SUSTAINABLE PRACTICES

### Team Quiz



#### The problem

Right now, sustainability is a niche topic that often feels “too big” to digest. It’s hard to find an entry point and see the personal contribution in the bigger context.

Additionally, it’s not just about systemic behavior changes; personal changes are relevant, too – but what does that have to do with individuals and how can they get active?! There are many question marks and a great need for comprehensive answers.

#### Our solution

What exactly is sustainability? And which common myths can we dispel? In a one- or two-hour quiz, we offer teams an entertaining break from their daily routine, making sustainability tangible and easy to understand. Our sustainability quiz is suitable for teams that want to initiate a dialogue and get the ball rolling on more sustainable action.

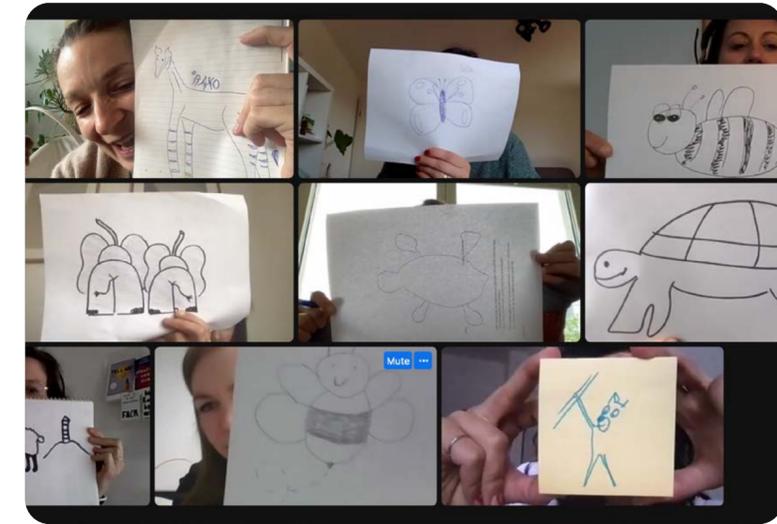
## RAISING AWARENESS OF THE PRINCIPLES OF SUSTAINABILITY COMMUNICATION

### Praxiskurs “Nachhaltig(keit) kommunizieren”



#### The problem

Sustainability communication is trending. The media is full of buzzwords, and many companies are now jumping on the bandwagon. Every business seems to be planting trees, offsetting CO2, and shouting about their big goals from the rooftops. Greenwashing is ever-present, and consumers no longer know who to trust.



#### Our solution

Once a year, we offer a practical seminar for communications professionals where we guide them through the various sustainability standards and educate them on best practices and avoiding greenwashing practices. We aim to inspire them to take sustainability seriously and initiate a materiality analysis before dropping their first sustainability-focused campaign.

› NEWSTANDARD.STUDIO/SEMINAR-NACHHALTIGKEITSKOMMUNIKATION



**The problem**  
 There are many professional associations in Germany, but few are as committed to their values as the BNW. The one lobby that works toward making our economy more sustainable can only have more impact if more members sign up to support it.



**Our solution**  
 For its thirtieth birthday, we developed a membership campaign to help strengthen its standing as #LobbyButGood. To achieve the highest possible reach – and potential new members – we let existing BNW members have their say through reposts and shares. The voice of sustainable business is becoming a reality – and it's louder than ever.

› NEWSTANDARD.STUDIO/BNW-DE

**KPI**  
 Certified 80+ points at the B Corp certification

CURRENT STATE 2022	TARGET MARK 2026
0/160 points	110/160 points

**PLANNED MEASURES**

- GmbH contract oriented toward the common good
- B Leader training for one of our employees
- Supplier code of conduct
- Submission to get certified as a B Corp

# 5 FAIR LABOR PRACTICES

**Our team is the most valuable asset of our business; thus, the level of satisfaction of each and every team member matters greatly. We believe that at the core of contentment is fairness, so we pay close attention to creating a workspace that puts the wellbeing of our team at the center of our internal decisions.** [GRI 3-3]

## OUR COMMITMENTS TO BOOSTING FAIR LABOR PRACTICES

### Fair remuneration

100% of our employees\* on an FTE (full-time equivalent) basis are paid above the equivalent of a living wage for a family. Additionally, the lowest-paid worker receives a remuneration that's higher than 40% above the country's minimum wage. As all of our employees are female, there is no gender difference that can be calculated. [GRI 202-1]

### Organic groceries

Our employees receive vouchers for a local organic supermarket to choose the groceries they want for their cooking shift independently.

### Four-day workweek

Our regular business days are Monday, Tuesday, Thursday, and Friday. On Wednesday, our employees and founders are off to spend quality time with family, pursue personal projects, and advance their education.

### Home office

We trust our employees to fulfill their tasks to the best of their knowledge and belief. If it's not required to be physically present, they are free to work from home. However, the right to work from home anytime doesn't apply to interns. We believe that it's essential for students to learn on the job and under the personal supervision of their mentors and supervisors.

### Mindful collaboration

In case of illness or vacation, we don't expect our partners to respond to emails or deliver. Instead, we roll up our sleeves and take over as best we can.

### Bidding communities

We love big projects! However, we love being a small company, too. And so, whenever we apply for big projects, we always look for suitable partners and create a bidding community. This approach allows us to stay true to what we're really good at and collaborate with other businesses that can do that, too.

\*Employees, in this sense, elide student employees due to the country's student support regulations.

## OUR CONTRIBUTION TO FAIR LABOR PRACTICES

While we have not worked on any projects to boost fair labor practices, we have focused on creating working conditions that are fair to the people we employ and source from. In 2022, we increased the pay of our lowest-paid employee from € 15,- to € 18,- an hour to remain more than 40% above minimum wage.

Our projects often require us to hire employees temporarily, so it's important to us to at least make the payment fair.

OUR GOAL FOR 2024

**Transparent salary structure for all employees**

KPI

**% transparency and employee support**

CURRENT STATE 2022

0%

TARGET MARK 2024

80% of employees

PLANNED MEASURES

- Develop a competitive, transparent remuneration scheme
- Communicate scheme to all existing and future employees
- Request feedback on remuneration scheme as part of the annual employee survey

RATIO SALARY [GRI 405-2]

**Women : Men**

**1:1**

RATIO SALARY [GRI 405-2]

**Management : Full-Time-Employee**

**1.3:1**

AMOUNT OF EMPLOYEES / MANAGEMENT  
ON PARENTAL LEAVE [GRI 401-3]

**1**

[GRI 2-7]

2022

<b>Total number of full-time employees</b>	<b>4</b>
<b>Total number of part-time employees</b>	<b>8</b>
<b>Number of employees (headcount)</b>	<b>12</b>
<b>Permanent contracts (headcount)</b>	<b>4</b>
<b>Limited contracts [headcount]</b>	<b>6</b>
<b>Internships [headcount]</b>	<b>2</b>
<b>Number of new appointments</b>	<b>9</b>
<b>women</b>	<b>9</b>
<b>men</b>	<b>0</b>
<b>non-binary</b>	<b>0</b>
<b>Number of employees on parental leave</b>	<b>1</b>
<b>women</b>	<b>1</b>
<b>men</b>	<b>0</b>
<b>non-binary</b>	<b>0</b>
<b>Number of resignations</b>	<b>1</b>
<b>women</b>	<b>1</b>
<b>men</b>	<b>0</b>
<b>non-binary</b>	<b>0</b>
<b>Fluctuation rate in % [GRI 401-1]</b>	<b>33%</b>
<b>among women</b>	<b>36%</b>
<b>among men</b>	<b>0%</b>
<b>among non-binary</b>	<b>0%</b>
<b>Average number of hours training/further training per employee [GRI 404-1]</b>	<b>7</b>

# 3 RESPONSIBLE SOURCING

**In a capitalist system that's based on trade, it's important to source from businesses (and individuals) that pay attention to how they conduct business as much as we do. While we believe that all businesses have the right to exist, it's obvious that not all business models do. Thus, highlighting good business practices and making companies that offer ways to source sustainably more well-known but also redesigning their practices to remain future-fit is of utmost importance.** [GRI 3-3]

## OUR COMMITMENTS TO BOOSTING RESPONSIBLE SOURCING

### Value-based selection of contracted suppliers

For long-term contracts with a running time of three or more months, we always consider the moral compass of our suppliers. For example, our mobile phone provider is WeTell, which invests in expanding solar energy plants.

### 100% renewable energy

When founding NEW STANDARD.S, we immediately registered with Polarstern Energie, an OK Energie-certified provider that invests in expanding new wind and solar energy plants.

### Energy-saving measures

We've installed smart plugs to ensure no devices remain on standby unnecessarily.

### Choice of servers

In our work, we reduce the energy consumption of web projects by sourcing services powered by renewable energy. We design with sustainability in mind.

### Emission-friendly transportation

When it comes to mobility, our first choice is to walk or cycle, closely followed by public transport. We use public transport for business trips, too. In case we need a car, we use car sharing or preferably rent an electric car to get around.

### Secondhand-first

We always consider secondhand and refurbished options first. For example, our furniture is sourced secondhand. We also buy electronic devices repaired and refurbished whenever available.

## OUR CONTRIBUTION TO RESPONSIBLE SOURCING

In 2022, we created campaigns for newcomers and sustainability and impact reports to position established businesses as pioneers at the forefront of their respective industries.

## MAKING SECONDHAND THE FIRST CHOICE

### Launch campaign for faircado



#### The problem

According to the European Commission, every European is responsible for an estimated 5 tons of waste every year. Only about 38% of that waste gets recycled. Thus, it's necessary to redesign the consumption lifecycle. There are many ideas about and solutions for boosting the circular economy; however, resale, sharing, and repairing products are often expensive and/or inconvenient compared to simply buying new.

#### Our solution

For the launch of faircado's smart shopping assistant, we went B-I-G! During the UN SDG Action Week, we put faircado in the spotlight. While faircado hacks the system to change our online shopping habits, we hacked an XXL advertising space with alternative messaging in the heart of Berlin.

> [NEWSTANDARD.STUDIO/FAIRCADO](#)

## EXTENDING THE LIFE CYCLE OF FASHION

### Campaign for the A-GAIN GUIDE



#### The problem

According to studies, each item of clothing is worn, on average, only seven times. This sobering statistic is reflected in CO2 emissions: The fashion industry accounts for 10% of global emissions. There's no sustainable fashion. Period. The most sustainable apparel already exists – either in our closets or someone else's; thus, it's only sustainable if purchased secondhand, repaired, and/or upcycled. But how can these alternatives for extending clothing's life cycle compete with the simple one-click shopping of buying new fast fashion?



#### Our solution

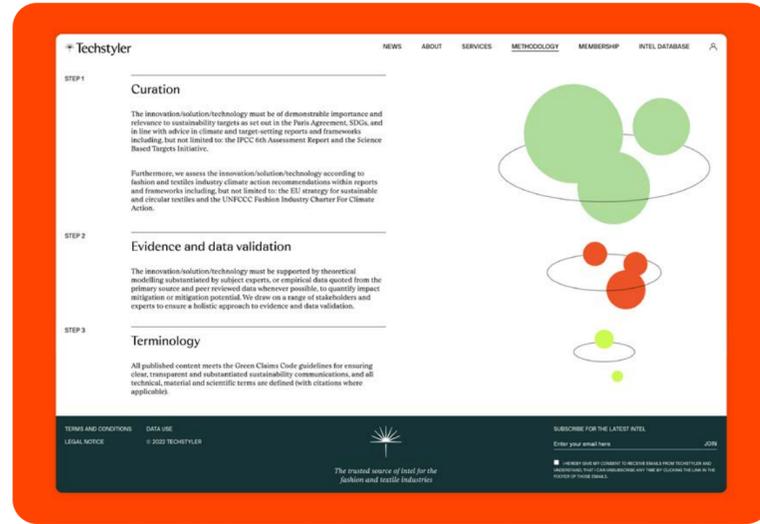
We not only created an OOH campaign but also a B2B campaign for businesses involved in upcycling clothing. They received a starter kit with window stickers and posters and were featured on social media to make them more visible to fashion lovers. Thanks to strategic partnerships with WallDeaux and Yorck Cinemas, our campaign was visible across the city, reaching more than 1.5 million people and especially A-GAIN GUIDE's young, mobile target audience.

> [NEWSTANDARD.STUDIO/A-GAIN-GUIDE](#)

RAISING AWARENESS OF THE IMPACT OF FASHION  
**Information architecture for Techstyler**



**The problem**  
 The fashion industry is one of the biggest polluters in the world. So far, there are only a few effective solutions that could ensure resource conservation and emissions reduction. But can the apparel industry be sustainable at all? Technological innovations, especially in the area of materials, and changes in the supply chain could be the first sensible measures. But the public debate has been driven primarily by brands and companies that largely use sustainability for marketing and PR purposes.



**Our solution**  
 To position Techstyler as a trustworthy medium, we emphasized their analytical approach. On their digital platform, we focused on making information clear and easily digestible. In less than four weeks after the launch, the platform was viewed more than 100,000 times. In addition to the platform's content and the knowledge transfer, Techstyler has entered into several collaborations with major fashion brands to analyze and transparently communicate their sustainability activities.

> [NEWSTANDARD.STUDIO/TECHSTYLER](http://NEWSTANDARD.STUDIO/TECHSTYLER)

BOOSTING THE AWARENESS OF CIRCULAR ECONOMY PRACTICES  
**FREITAG's first impact report**



**The problem**  
 From the beginning, FREITAG was known as an up-cycling pioneer. However, in the past three decades, the company has evolved into a pioneer of the circular economy. Despite having sustainability at its core, FREITAG had no cohesive report showcasing convictions, ambitions, and goals in a clear manner backed by quantitative data.

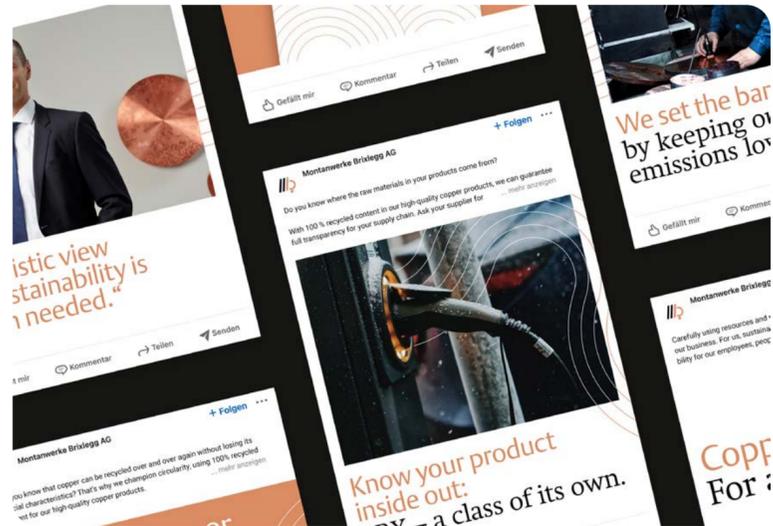
**Our solution**  
 Based on an internal materiality analysis and the company's Circularity Roadmap, which identified five strategic focus areas, we developed the structure for FREITAG's first impact report. Based on the GRI Standards 2021 and the focus topics, we collected the relevant data and information, and created the first draft of their report.

> [NEWSTANDARD.STUDIO/FREITAG-IMPACT-REPORT](http://NEWSTANDARD.STUDIO/FREITAG-IMPACT-REPORT)

INCREASING THE PERCEIVED VALUE OF COPPER  
**Montanwerke Brixlegg's first sustainability report**



**The problem**  
 Worldwide, the demand for copper is rising. However, its extraction and production are usually associated with high emissions and resource consumption. Our client, Montanwerke Brixlegg AG, has been a pioneer in the industry for decades. Located in a small village in the Austrian Alps, they not only obtain 100% energy from renewables like local hydropower but also only process metal waste and scrap that they turn into upcycled copper. They are a true pioneer in the heavy metal industry. This is also reflected in the emissions they cause as they beat the industry-wide emission standard. Obviously, their services are in high demand by all global players that also want to position themselves through their environmental policies.



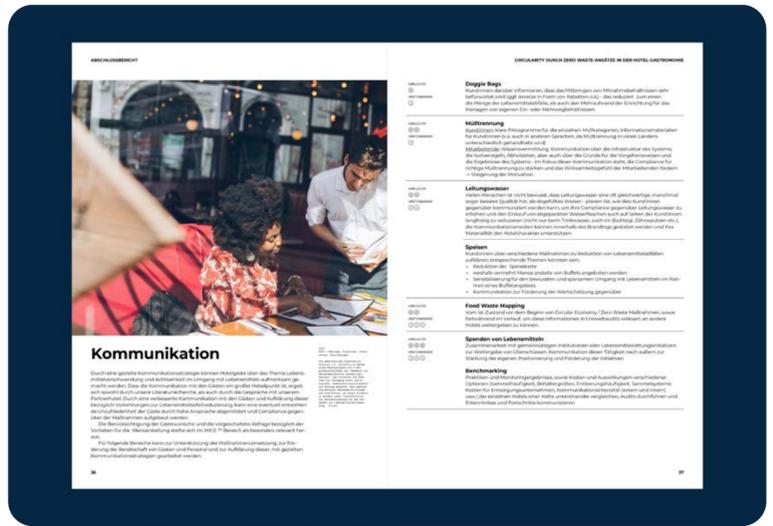
**Our solution**  
 We accompanied the client from the materiality analysis, including an employee survey and data collection, to the finished report (published in December 2022). The report also serves as the basis for a digital and print campaign of the company to strengthen its position with customers and future applicants. Due to the pioneering communication strategy, competitors will soon have to follow their lead. Montanwerke Brixlegg AG will set the benchmark – not just for the value but also the sustainability and quality of copper.

> [NEWSTANDARD.STUDIO/MONTANWERKE-BRIXLEGG](#)

OPTIMIZING HOSPITALITY KITCHENS  
**Circular guide to reducing food waste in hotels**



**The problem**  
 There are some quick wins (measures that could easily save large amounts of CO2), and avoiding and reducing food waste is one with a lot of potential! In hotels, this is an important building block for sustainable transformation because they process high volumes of food. It's estimated that hotels and restaurants that do not have a food waste monitoring system waste three to eight times more than they think.



**Our solution**  
 Together with Circular Berlin, Visit Berlin, and Seminaris Campus Hotel Berlin, we implemented a two-phase project. During the first phase, we developed a comprehensive report with recommendations for action and best practices to encourage hotel businesses to take action. The report describes a variety of measures, each with different complexity and resource requirements, and defines the key drivers for making hotel kitchens circular.

> [NEWSTANDARD.STUDIO/CIRCULAR-HOTEL](#)

OUR GOAL FOR 2024

**100% of all purchases must be from screened suppliers and meet at least two requirements**

KPI

**% of local, certified or SME or female-owned suppliers**

CURRENT STATE 2022

**0%**

TARGET MARK 2024

**75% must be from German suppliers,  
75% must be from third-party certified suppliers,  
20% must be female-owned**

PLANNED MEASURES

- **Code of conduct**
- **Supplier tracking**
- **Screening/audit**
- **Definition of alternative supplier, approved by leadership**

# 6 EQUAL OPPORTUNITIES

**NEW STANDARD.STUDIO is considered a minority-owned business, which is why our founders are especially considerate of special needs and open to applicants from all walks of life. A non-linear career path and unique interests are a big plus when applying to work with us.** [GRI 3-3]

## OUR COMMITMENTS TO INCREASING EQUAL OPPORTUNITIES

### Talent-based hiring

We consider CVs elitist. We hire and source based on talent – not names of institutions candidates had access to. We hire through tasks and remunerate completion of such.

### Flexible working models

While our general work days are Monday, Tuesday, Thursday, and Friday, we enable parents to work five days a week but instead finish earlier so they can pick up their children from daycare.

### Breastfeeding policy

We support breastfeeding parents and share 50% of the purchasing price of an Elvie pump to make breastfeeding as comfortable for them as possible.

### Equal remuneration

It's important to us to pay equal salaries, which is why we strive to always adjust and equalize everyone's salary regardless of their gender.

### Migrants and LGBT+ preferred

The job market is tough. It's even tougher for minorities, which is why we prefer applications from those communities.

## OUR GOAL FOR 2024

**Offer mentoring and career development training to temporary employees**

KPI  
**% of temporary employees**

CURRENT STATE 2022  
**0%**

TARGET MARK 2024  
**100% of temporary employees**

### PLANNED MEASURES

- **Develop a mentoring concept**
- **Specify career development offerings**
- **Track progress**

## OUR GOAL FOR 2024

**All employees have a concept for their personal pension remuneration**

KPI  
**% of employees**

CURRENT STATE 2022  
**0%**

TARGET MARK 2024  
**100% of employees**

### PLANNED MEASURES

- **ETF investment training for employees**
- **Installment of a contact person for employer-supported pension with a sustainable fund provider**

EMPLOYEES BY GENDER [GRI 405-1]

Gender	Employees	of which co-founders
Female	11	1
Male	1	1
Non-Binary	0	0
<b>Total</b>	<b>12</b>	<b>2</b>

EMPLOYEES BY AGE

Age	Employees	of which co-founders
Under 30 Years	7	1
30-50 Years	4	1
> 50 Years	1	0
<b>Total</b>	<b>12</b>	<b>2</b>

# 7 ENGAGED EMPLOYEES

**As a mission-driven company, our employees are our most important asset. That's why creating a good workspace is one of our top priorities. We want our employees to consider us a good employer – while they work for NEW STANDARD.STUDIO and ideally for years after.** [GRI 3-3]

## OUR COMMITMENTS TO ENGAGING OUR EMPLOYEES

### Employee satisfaction

We track employee satisfaction annually. In 2022, 71% of our employees were mostly satisfied (4 out of 5 stars) with their work situation at NEW STANDARD.S. Generally, our office-based workers are more satisfied with their work situation compared to project-based workers.

### Personal education budget [GRI 404-1, 401-2]

All our core team employees receive a € 1000,- education budget per year once they've completed their six-month trial period.

### Free plant-based lunches [GRI 401-2]

For our office-based employees, we offer a free lunch. Instead of ordering in, we all – founders and employees – rotate the cooking shift. We eat together in the kitchen, never behind our screens.

### Team events [GRI 401-2]

Four times a year, our office manager plans a special activity for our team that involves going out for a meal and a fun activity, such as watching a movie together or exploring a new neighborhood.

### 100% dedication to ethical business

Our employees chose NEW STANDARD.STUDIO as their employer because of our high moral standards. It's important to us that all employees identify with their work at our company and can fully support the projects we take on.

### Regular feedback [GRI 404-3, 401-2]

We value our employees and collaborators and are invested in their personal development. Both employees with an unlimited contract but also those that work with us on a project basis have regular one-on-one check-ins several times a year. We work with past interns and act as mentors to ensure their successful career development.

OUR GOAL FOR 2024

Reach 90% of happy and satisfied employees

KPI

4 out of 5 stars or higher, measured annually in our employee survey

CURRENT STATE 2022

71% of employees

TARGET MARK 2024

90% of employees

PLANNED MEASURES

- Tracked feedback conversations
- Regular team outings
- Employee trainings
- Employer-supported pension
- Workcation

EMPLOYEE SATISFACTION PER WORKERS CATEGORY

	office-based	project-based
very satisfied (5)	100%	-
satisfied (4)	-	-
(3)	-	50%
(2)	-	50%
(1)	-	-
Average (1-5)	5	2,5

# 1 CLEAN CLIMATE, ENVIRONMENT & ENERGY

**While we believe that energy transition to 100% renewable sources is one of the most important levers to remaining below the 1.5°C limit, we don't feel like we have such a great impact in this regard given the size of our company. Nevertheless, it goes without saying that, when choosing suppliers, we always opt for 100% renewable energy.** [GRI 3-3]

OUR COMMITMENTS TO INCREASING THE CLEANLINESS OF CLIMATE, ENVIRONMENT, AND ENERGY

**100% of our electricity from renewable sources**  
Since founding NEW STANDARD.STUDIO, we've always obtained all our energy from Polarstern GmbH.

**100% of our gas from plant-based sources**  
The office space we rent is heated by gas. Finding a sustainable gas provider was a top priority for us. We obtain vegan gas from Polarstern GmbH.

**All servers from 100% renewable energy**  
While designing and hosting websites is not the focus of our company, from time to time we are required to offer such services. We always opt for providers that run their servers on 100% renewable energies.

**Remote-controlled sockets**  
Saving energy as much as possible is important to us. We don't want our employees to leave their hardware on standby mode, which is why we've invested in remote-controlled sockets so we can always make sure all appliances are turned off when not needed.

**Prioritizing public transport**  
As a company, we don't own any cars. Generally, we encourage our employees to use public transport or cycle to work. The same goes for business trips. We always prioritize train services and/or car sharing and rentals if necessary.

OUR GOAL FOR 2024

**Compensate for our own and our employees' CO<sub>2</sub> footprint by acquiring CO<sub>2</sub> certificates from the official cap and trade market of the European Union**

KPI

**Compensation for our own and our employees' carbon emissions**

CURRENT STATE 2022

**0%**

TARGET MARK 2024

**100% of our own and our employees' emissions**

PLANNED MEASURES

- Calculate budget per employee
- Review financial planning to allocate budget
- Buy CO<sub>2</sub> certificates via ForTomorrow gGmbH

ENERGY CONSUMPTION [KWH] [GRI 302-1, 302-3]

	2022
<b>Scope 1 - Direct energy consumption (stationary combustion)</b>	<b>8,837</b>
Gas heating as the only source	8,837
<b>Scope 2 - Indirect energy consumption</b>	<b>2,353</b>
thereof renewable electricity	2,353
thereof conventional electricity	0
thereof district heating	0
<b>Total</b>	<b>11,190</b>
<b>Energy intensity (kWh/T€ revenue)*</b>	<b>23.73</b>

\*Includes heating and electricity consumption and only encompasses the energy consumption inside the organization.

BUSINESS TRIPS [KM]

Train	Car	Total
2,470	312	2,782

EMISSIONS BY CATEGORY [KG CO<sub>2</sub> EQ] [GRI 305-1, 305-2, 305-3, 305-4]

	2022
<b>Scope 1: Direct energy use per primary source</b>	<b>2,000</b>
Biogenic emissions from biogas	2,000
<b>Scope 2: Indirect energy use per primary source</b>	<b>0</b>
Electricity	0
Heating and cooling	0
<b>Scope 3: Other indirect emissions</b>	<b>11,560</b>
Purchased goods and services	9,130
Capital goods	100
Business travel	300
Employee commuting	1,100
Upstream transport and distribution	100
Downstream transport and distribution	30
Operational waste	800
<b>Total</b>	<b>13,560</b>
<b>Emission intensity (kg CO<sub>2</sub> eq/T€ revenue)**</b>	<b>28.75</b>

\*\*Includes Scope 1 and 2 emissions as well as selected Scope 3 categories and encompasses all quantifiable greenhouse gases.

# 2 CIRCULARITY & RESOURCES

**Our industry's business model is to sell more (newly produced) things. However, we believe there's already enough of almost everything. That's why to us secondhand is the first choice. Whenever possible, we buy preloved, refurbished, outdated, or secondhand. Additionally, we opt for reusable systems to ensure we're not responsible for unnecessary wasting of precious resources.**

## OUR COMMITMENTS TO BOOSTING CIRCULARITY AND SAVING RESOURCES

### Refurbished electronics

Whenever we buy electronics, we first look for refurbished options before buying new. All our electronics are used until they break, and we try to repair our devices before replacing them.

### Secondhand furniture

When furnishing our office space, we bought the majority of our furniture, including our kitchen, sofa, meeting room equipment, etc., secondhand and picked everything up using car-sharing services.

### Reusable dishes for takeouts

We encourage our employees to use reusable boxes when buying takeout. Additionally, we order takeout using Vytal to minimize our need for food packaging.

### Office supplies orders in reusable boxes

Our go-to supplier is MEMO AG because we can order office supplies in reusable boxes. Of course, they also source responsibly.

### Outdated office snacks orders

When ordering snacks for our office, we order outdated foods from SIRPLUS GmbH.

### Sodastream for sparkling water

We encourage our employees to drink tap water and offer a sodastream for those who like their water sparkling.

## OUR GOAL FOR 2024

**Implement water-saving measures**

### KPI

**Number of measures implemented**

### CURRENT STATE 2022

**No measures implemented**

### TARGET MARK 2024

**3 measures implemented**

### PLANNED MEASURES

- Set up rain barrel
- Install water-saving water tap in the kitchen
- Install water-saving water tap in the bathroom

# 11 POLITICAL ENGAGEMENT & LOBBYING

**Corporations are incredibly powerful within our economic system. We consciously use the tools of business for good. We organize with other sustainability focused businesses and civil activist organisations to counteract. Additionally, and as a team, we dedicate much time to winning publicly funded projects to point them in a more sustainable direction actively.** [GRI 2-28]

## OUR COMMITMENTS TO INCREASING OUR POLITICAL ENGAGEMENT

### Member of Bundesverband Nachhaltige Wirtschaft

In Europe, lobbies achieve impressive political advantages. That's why we're members of a sustainable lobby. We strictly believe that, by teaming up with like-minded companies, we can achieve more good. (#LobbyInGood)

### Public tenders

We see it as our priority to apply for public tenders. We believe that the closer we work with the government, the more impact we have as a company to make the status quo more sustainable.

### Prioritizing projects with political influence

Working with single organizations and non-profits is fantastic, but we need top-down transformation for significant change. That's why we prioritize projects that influence the societal system overall. These projects often fight the current status quo and big industry lobbies to spark change.

## OUR GOAL FOR 2024

**Reach 50,000+ signatures in a petition that forbids advertising for climate-damaging products and services**

### KPI

**Number of signatures**

CURRENT STATE 2022

**0**

TARGET MARK 2024

**50,000+ signatures on change.org**

### PLANNED MEASURES

- Review and translate previously published “Gegen Klimakiller” petition
- Create communication plan
- Confirm strategic partnerships
- Create press outreach plan

# 10 ECONOMIC PERFORMANCE

As a company, economic performance is important. However, at NEW STANDARD.S, we define success in terms of impact achieved, not money earned. Economic performance plays a role at NEW STANDARD.STUDIO but mostly because our founders must ensure stable liquidity to guarantee job security for all employees. <sup>[GRI 3-3]</sup>

## OUR COMMITMENTS TO STABILIZING ECONOMIC PERFORMANCE

### Fair industry rates

It's important to us to ensure chance equality within our industry. That's why we don't just lower our price upon request. We calculate our rates appropriately and whenever we're approached with a request to lower our rates, we decrease the project scope, too.

### Four-eyes principle

All cost estimates and proposals, as well as the final output, are always reviewed by at least two different people to ensure appropriate pricing but also the high quality of our deliverables.

### Ongoing controlling

The status of invoicing is discussed on a weekly basis, and there's a designated person responsible for ongoing controlling to ensure liquidity and stable cash flow.

## OUR GOAL FOR 2026

Grow the core team to 12 people based in the Berlin office

### KPI

Number of 32-hour (FTE) employees

#### CURRENT STATE 2022

2 employees + 2 founders

#### TARGET MARK 2026

10 employees + 2 founders

### PLANNED MEASURES

- Boost reputation through high-quality output
- Pursue public tenders
- Position team as speakers at conferences
- Increase social media presence

ECONOMIC VALUE GENERATED AND DISTRIBUTED [GRI 201-1]

	2022
Revenues	471.578,21 €
<b>Total economic value generated</b>	<b>471.578,21 €</b>
Operating costs	134.593,86 €
Employees wage and benefits	61.107,45 €
Payments to providers of capital	1.638,12 €
<b>Total economic value distributed</b>	<b>197.338,86 €</b>

REVENUE BY CLIENT [%]

	2022
Business	27%
NGO/charity	3%
Government	70%

BUSINESS REVENUE BY SECTOR [%]

	2022
Metal industry	24%
Hospitality	1%
Consumer products	37%
Technology	17%
Packaging	3%
Media & entertainment	16%
Built environment	2%
<b>Total</b>	<b>100%</b>

# FINAL WORDS

**We thank you for reading our report and hope you've enjoyed learning more about our business practices, processes, and values. We're holding ourselves accountable to set but also reach NEW STANDARD.S, and we invite you to do that, too.**

**We invite you as an employee, a founder, an investor, or a citizen to hold your employer, your investors, your funders, and your government accountable. Time is running out. If we want to stay below the 1.5°C threshold, we all have to work together. While we like to say that "It's never too late to set NEW STANDARD.S," in this specific case it might be. But we can still do something about it and so – why not?!**



# APPENDIX

## COMPANY OVERVIEW [GRI 2-1]

September 2020 – February 2023  
NEW STANDARD.STUDIO Mauracher van Olst GbR

From March 2023  
NEW STANDARD.STUDIO GmbH

NEW STANDARD.S is privately owned and headquartered in Berlin, Germany. There are no business sites outside of Germany.

## ABOUT THIS REPORT [GRI 2-2, 2-3, 2-5]

This is a voluntary report, which is not externally assured. This is our first report, and we will publish one annually. We consider September 2020 until 31st of December 2021 as our founding period and thus not report-worthy.

This report is an overview of the period from the 1st of January until the 31st of December 2022 and covers the entire NEW STANDARD.S STUDIO Mauracher van Olst GbR.

This report was published 06.10.2023.

If you have any questions, reach out to our co-founder, Nika van Olst (monika@newstandard.studio)

## GRI CONTENT INDEX

The NEW STANDARD.S impact report refers to selected GRI standards. For each GRI Standard applied, the GRI references are given in brackets next to the corresponding text area.

### Statement of use

NEW STANDARD.S GmbH has reported the information cited in this GRI content index for the period 01.01.2022 to 31.12.2022 with reference to the GRI Standards.

### GRI 1 used

GRI 1: Foundation 2021

### Applicable GRI sector standard(s)

None

GRI Standards	Disclosure	Location
GRI 2: General disclosures 2021	2-1 Organizational details	Appendix // p. 43
	2-2 Entities included in the organization's sustainability reporting	Appendix // p. 43
	2-3 Reporting period, frequency and contact point	Appendix // p. 43
	2-5 External assurance	Appendix // p. 43
	2-6 Activities, value chain and other business relationships	Our business model // p. 3
GRI 3: Material topics 2021	2-7 Employees	Fair labor practices // p. 26
	2-28 Membership associations	Political engagement & lobbying // p. 39
	3-1 Process to determine material topics	Materiality analysis // p. 15
	3-2 List of material topics	Materiality analysis // p. 15
GRI 201: Economic performance 2016	3-3 Management of material topics	Economic performance // p. 40
	201-1 Direct economic value generated and distributed	Economic performance // p. 41
GRI 202: Market presence 2016	3-3 Management of material topics	Fair labor practices // p. 25
	202-1 Ratios of standard entry level wage by gender compared to local minimum wage	Fair labor practices // p. 25

<b>GRI Standards</b>	<b>Disclosure</b>	<b>Location</b>
<b>GRI 302: Energy 2016</b>	<b>3-3 Management of material topics</b>	<b>Clean climate, environment &amp; energy // p. 36</b>
	<b>302-1 Energy consumption within the organization</b>	<b>Clean climate, environment &amp; energy // p. 37</b>
	<b>302-3 Energy intensity</b>	<b>Clean climate, environment &amp; energy // p. 37</b>
<b>GRI 305: Emissions 2016</b>	<b>3-3 Management of material topics</b>	<b>Clean climate, environment &amp; energy // p. 36</b>
	<b>305-1 Direct (Scope 1) GHG emissions</b>	<b>Clean climate, environment &amp; energy // p. 37</b>
	<b>305-2 Energy indirect (Scope 2) GHG emissions</b>	<b>Clean climate, environment &amp; energy // p. 37</b>
	<b>305-3 Other indirect (Scope 3) GHG emissions</b>	<b>Clean climate, environment &amp; energy // p. 37</b>
	<b>305-4 GHG emissions intensity</b>	<b>Clean climate, environment &amp; energy // p. 37</b>
<b>GRI 401: Employment 2016</b>	<b>3-3 Management of material topics</b>	<b>Fair labor practices // p. 25</b>
	<b>401-1 New employee hires and employee turnover</b>	<b>Fair labor practices // p. 26</b>
	<b>401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees</b>	<b>Engaged employees // p. 34</b>
	<b>401-3 Parental leave</b>	<b>Fair labor practices // p. 26</b>

<b>GRI Standards</b>	<b>Disclosure</b>	<b>Location</b>
<b>GRI 404: Training and education 2016</b>	<b>3-3 Management of material topics</b>	<b>Engaged employees // p. 34</b>
	<b>404-1 Average hours of training per year per employee</b>	<b>Fair labor practices // p. 26 and engaged employees // p. 34</b>
	<b>404-3 Percentage of employees receiving regular performance and career and development reviews</b>	<b>Engaged employees // p. 34</b>
<b>GRI 405: Diversity and equal opportunity 2016</b>	<b>3-3 Management of material topics</b>	<b>Equal opportunities // p. 32</b>
	<b>405-1 Diversity of governance bodies and employees</b>	<b>Equal opportunities // p. 33</b>
	<b>405-2 Ratio of basic salary and remuneration of women to men</b>	<b>Fair labor practices // p. 26</b>

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