

NEW STANDARD.S

IMPACT REPORT

2023

INTRODUCTION

Dear reader,

The year 2023 has been a tough one for NEW STANDARD.STUDIO with many ups and downs.

As we expanded our team, we faced challenges integrating fresh talent while maintaining our commitment to innovation and quality, but sometimes we pushed for too much too quickly. This growth wasn’t for the sake of growing or just about numbers: With more projects happening simultaneously, we had to define our roles and responsibilities within our interdisciplinary team more clearly, and we haven’t always managed to harness its full potential.

At the same time, thanks to a growing team, we could work on more projects with more impact: We ventured into uncharted territories with a wide array of clients, embracing the uniqueness of each project while sometimes longing for a blueprint for success. In the end, we had to realize that living in times of transformation and - above all - times of uncertainty does not offer such a blueprint. While the outcome might not always be clear initially, we can have a better picture of the way to get there by standardizing processes, methods, and tools.

Looking ahead to 2024, our focus is clear: professionalization across all internal areas. As we move forward, our goal is to refine our processes and carefully curate a team that shares our passion and drive, staying true to our responsibility to:

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

In the process of becoming a certified B Corp (certainly one of the ups we experienced in 2023, with the third-party audit completed in February 2024), we restructured our impact report and will from now on work toward the recertification process by aligning our business strategy – and our mid- and long-term goals – closer to the B Corp framework.

In this impact report, we focus on the B Corp process and short-term goals. We hope you feel inspired by the standards we set and the actions we took.

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

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-initiate 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 create local impact.

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 CO₂ 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. In other words: “The ads we’re exposed to every day are fuelling the climate crisis.”

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?”

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.

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.

B CORP

The modern, capitalist fairy-tale makes us believe that the capitalization of goods for the benefit of shareholders of a company is the main purpose of business. Media very often celebrates the rich and the famous. It's easier to get headlined for funding received than for the impact a business might accomplish. It's somehow become a self-fulfilling prophecy that business is about profit maximization. Luckily, there is a growing group of people, business owners, and their employees that believe otherwise.

We're talking about the (growing) B Corp movement, which is a global network of for-profit businesses committed to building their companies to benefit all people, communities, and the planet. It's companies that treat their employees with utmost respect. Businesses that aim at eliminating all types of exploitation from their supply chain. Most of all, it's businesses that are transparent about their operations and processes and are willing to pay an annual fee to the independently run B Lab that assesses each company for its social and environmental performance.

At NEW STANDARD.S, we knew we wanted to become a part of the movement from the start. In order to become a B Corp, a company must receive a minimum score of 80 points. Using the B Impact Assessment, one must answer more than 200 questions and provide relevant documentation. It's a useful guideline to better understand the processes, rules, and benefits a business should have in place, and we have been using it since our founding back in 2020.

While anyone can use the assessment tool for free, not everyone can certify. Given that we founded NEW STANDARD.S as a Gesellschaft bürgerlichen Rechts (GbR), we first had to change our legal form to apply for certification.

Once we became a GmbH in April 2023, we reviewed our documentation once more and finally applied for certification. In February 2024 (nine months after we applied), we finally got the email: We had reached 99,6 points and could now call ourselves a B Corp, which we believe is an

important sign that there are more and more people in this world willing to go the extra mile and use business to do more good than harm.

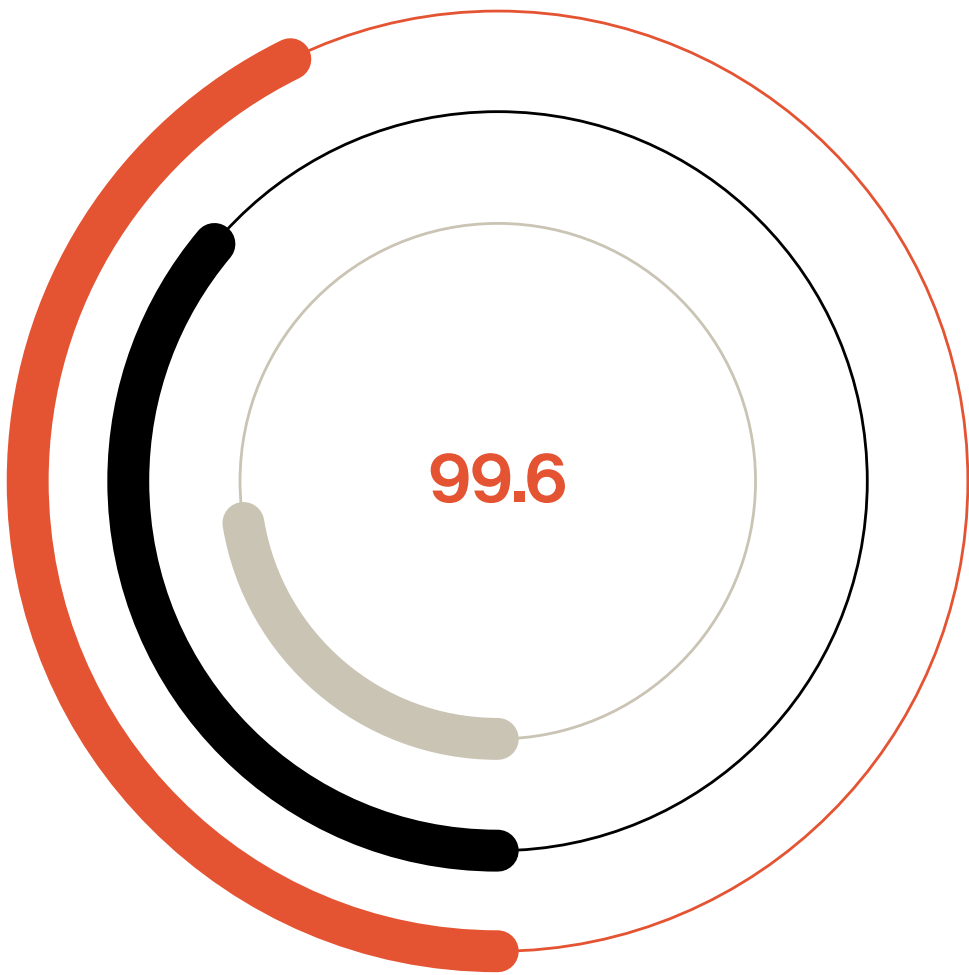
On the following pages, we'd like to share more about the different impact areas and how we think about them at NEW STANDARD.S. The focus is on the B Corp certification and progress, more information on our goals, and figures from 2023.

» DISCOVER OUR B CORP PROFILE

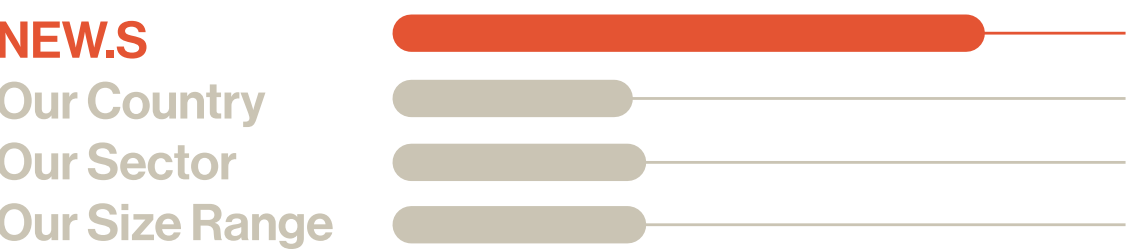
OVERALL B IMPACT SCORE

Based on the B Impact assessment, NEW STANDARD.STUDIO GmbH earned an overall score of 99.6. The median score for ordinary businesses who complete the assessment is currently 50.9.

- 99.6 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



GOVERNANCE	20.2/25
Mission & Engagement	4.2/6
Ethics & Transparency	6.0/9
+ Mission Locked	10/10



“Mission Locked” for B Corp companies refers to the legal commitment to prioritize purpose alongside profit. This means that our mission is locked into our governing documents, through our articles of incorporation, ensuring that NEW STANDARD.S will consider social and environmental performance, public benefit, and stakeholder impact in decision-making processes.

In essence, by being “Mission Locked,” we are legally bound to maintain a balance between profit and purpose, ensuring that decisions aren’t solely focused on maximizing shareholder value, but also take into account the broader impact on workers, communities, the environment, and customers.

This commitment remains even if there are changes in leadership or ownership, helping to safeguard the company’s mission over time.

As NEW STANDARD.S, we’re dedicating our resources to reaching the SDG 12 sustainable consumption and production, and we’re measuring our impact by engaging and polling relevant stakeholders.

WORKERS	25.2/50
Financial Security	10.0/20
Health, Wellness, & Safety	4.0/12
Career Development	3.5/8
Engagement & Satisfaction	6.8/10



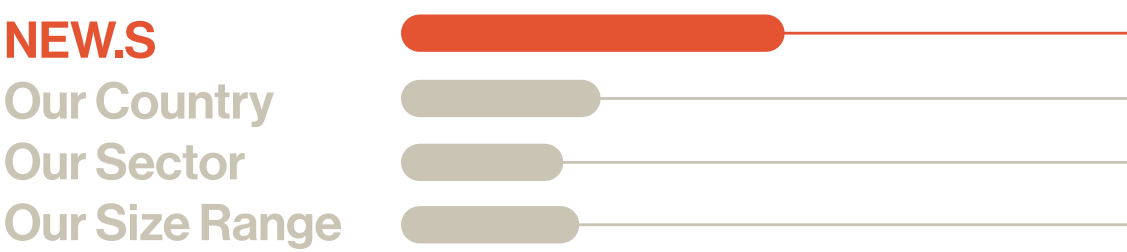
We are committed to paying all our full-time equivalent (FTE) employees above the living wage for a family, ensuring that the lowest-paid worker receives a remuneration that is at least 40% above the national minimum wage. This commitment reflects our dedication to fair compensation for all, regardless of gender!

Understanding the diverse needs of our team, we offer flexible working arrangements. Our standard workweek is four days, with Wednesday reserved for personal time. Additionally, we support parents by offering flexible working hours, enabling them to balance work with childcare responsibilities. As part of a healthy work environment we offer a free plant-based lunch for all office-based employees. Instead of ordering in, we all – founders and employees – rotate the cooking shift. We eat together in the kitchen, never behind our screens.

As a young business, we’re committed to ensuring the business’s financial security by building a financial buffer, which at times might come with an increased workload. However, it’s important to us to provide a safe work environment and pay our

team even when business is slow. Furthermore, our bonus structure is referral-based and we don’t give shares to our employees. Given our choice of using all extra financial means for the benefit of our wider community and not our company’s workers, we score relatively low in this area.

ENVIRONMENT	10.4/20
Environmental Management	4.2/7
Air & Climate	3.3/7
Career Water	0.3/2
Land & Life	2.5/4

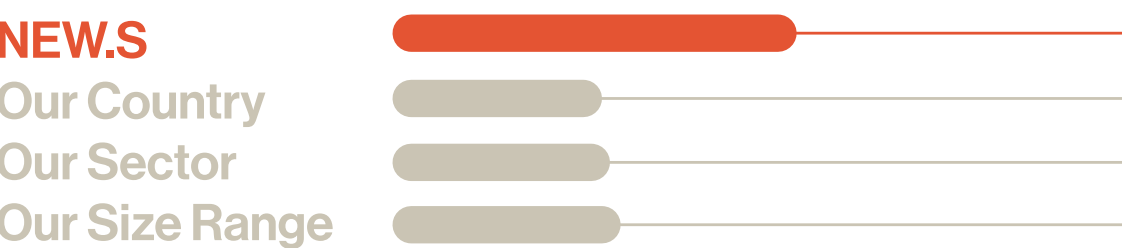


We classify as a low-impact business when it comes to our CO2 footprint, so it’s not particularly a focus when deciding how to allocate our resources. However, we consider it a no-brainer to only use energy from 100% renewable sources. This includes 100% plant-based gas by Polarstern GmbH, as well as opting for providers that run their servers on 100% renewable energies. 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.

As for travel, our business doesn’t own cars. We use carsharing or an e-bike whenever we have to transport heavy loads. We usually opt for trains or buses to reach our clients. Besides our kickoff workshops, most of our client communication happens online.

B CORP

COMMUNITY	27.3/50
Diversity, Equity, & Inclusion	8.6/15
Economic Impact	11.4/15
Civic Engagement & Giving	2.1/12
Supply Chain Management	1.7/8



With our work, we’re focused on benefiting our local community. As a minority-owned business, we need to create processes that are inclusive and designed for good.

Some practices worth mentioning here entail:

Our hiring strategy is talent-based, meaning our hiring process focuses on skills and potentials. We assess candidates through tasks and remunerate them for completed work, ensuring a meritocratic and inclusive hiring process.

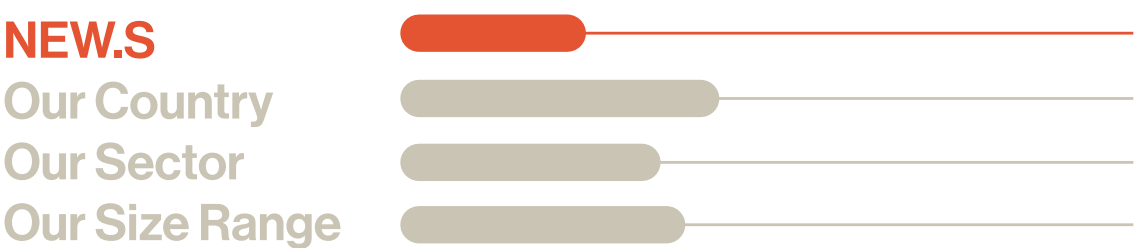
Given our four-day workweek and flexible working hours, we don’t offer paid time off to employees to choose projects for their civic engagement, nor do we double their charitable spending as part of our business strategy. Instead, we focus on only working on projects that would be worthy of civic engagement and sometimes we offer discounted rates to increase the impact on our local community. However, as a business, we believe in corporate activism instead of corporate philanthropy.

Talking about corporate activism, for our economic impact we document our suppliers and strive to increase the ratio of locally owned and ideally also women-run businesses. We’re especially proud to have invested 75% of our spending with Berlin-based businesses of which more than 28% were owned by women.

In Europe, lobbies achieve impressive political advantages. That’s why we’re members of a sustainable lobby. We strongly believe that, by teaming up with like-minded companies, we can achieve more good (#LobbyInGood). We’re a member of Bundesverband Nachhaltige Wirtschaft e.V. and Circular City e.V., 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 through paid projects.

We also practice sustainable consumption as much as possible by actively promoting the use of reusable systems, refurbished options, or preloved items – whether it’s electronics, furniture, or office supplies.

CUSTOMERS	16.2/65
Customer Stewardship	2.0/5
+ Support for Underserved/ Purpose-Driven Enterprises	9.3
+ Impact Improvement	4.8



Given our dedication to reaching the SDG 12, our main focus and where we believe we have the greatest impact is by focusing on our customers.

On one hand, we focus on educating people about sustainable practices through our work. We strive to choose projects that reach people beyond the sustainability bubble and therefore regularly apply to public tenders. This is also why we sometimes choose to organize community events as a form of learning instead of producing educational materials. We like to show the positive sides of sustainability. We want people to experience sustainability. We don’t just want to tell them about it.

On the other hand, we believe that if we use our skills to multiply the message of brands that already do good, we can reach even more people and convince them that the future of our economy should be socially and environmentally conscious. That’s the only way we’ll all win.

DO YOU WANT TO JOIN THE B CORP MOVEMENT?
If you’d like to learn more about becoming a B Corp and receive practical guidance on setting up your business processes in a more conscious, sustainable way, please get in touch. Our co-founder Nika van Olst is a trained B Leader and can support your team too. Because it’s never too late to set NEW STANDARD.S.

GOALS AND FIGURES

The process of achieving and subsequently maintaining the B Corp certification is a cornerstone of our sustainability strategy, influencing how we set and execute our strategy. The rigorous standards set by the B Corp framework have driven us to evaluate and improve our practices.

During the certification process, we took the opportunity to thoroughly review and refine our impact areas and goals identified in the 2022 materiality analysis. This process allowed us to define the most relevant areas and objectives, ensuring that our efforts are ambitious yet realistic.

While this review led us to make some adjustments, our 2023 sustainability strategy still builds on the foundation of the materiality analysis conducted in the previous year.

In the following section, we'd like to outline the social, environmental, and economic goals that we set for ourselves in order to set NEW STANDARD.S as a business.

We plan to continuously critically reflect on our strategy process and the goals we set and align them step-by-step with the B Corp certification process and its recertification in 2026.



MATERIALITY ANALYSIS

We’d like to introduce you to our seven most significant issues identified through a materiality analysis and how our business impacts them, as well as how they impact how we do business — as an employer and as communicators – to benefit our (local) community.

For the materiality analysis, our leadership team – Nika van Olst and Max Mauracher – created a shortlist of sustainable topics and asked the team to rank them independently before inviting everyone to discuss their score. Additionally, they analyzed the financial impact and risks of these topics on NEW STANDARD.STUDIO’s financial health.

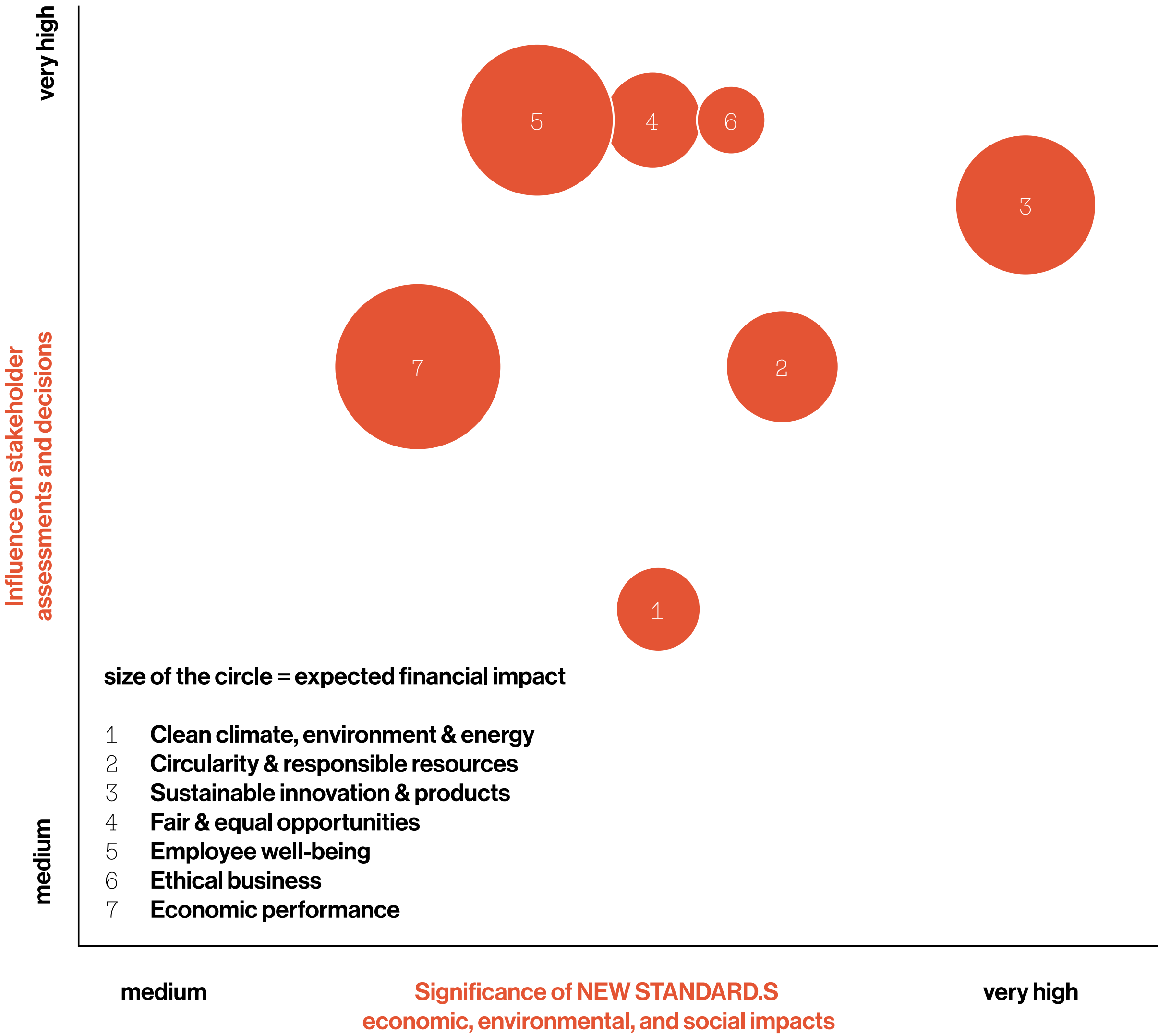
The following adjustments have been made compared to our previous impact report.

The topics of “Circularity and Resources” and “Responsible Sourcing” have been merged to “Circularity and Responsible Resources,” as we identified overlaps and strong synergies between these two categories, both of which revolve around the responsible use and management of resources. By merging them, we can better address the full lifecycle of our materials—from sourcing to disposal—under one strategy.

The same holds true for “Fair Labor Practices” and “Equal Opportunities,” as they were intrinsically linked. Both aim to promote fairness and equity within our workforce. By combining these topics into “Fair and Equal Opportunities,” we can take a more integrated approach.

“Engaged Employees” has been renamed to “Employee Well-being,” as we realized that we need to go beyond employee engagement and reflect our dedication to not only fostering engagement but also supporting the overall well-being of our employees. This shift ensures that our strategy reflects our responsibility to create a supportive and healthy work environment.

The topics of “Community Well-being” and “Political Engagement and Lobbying” do not have separate categories in this year’s report, as they are integrated into our standard commitments of leading an ethical business and are embedded in our core operations and how we work with our partners.



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 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.

We aim to reduce our carbon footprint by relying on renewable energy sources, implementing energy-efficiency practices, and promoting environmental stewardship.

OUR GOALS FOR 2024

We prioritize sustainable mobility – for our regular commute to work and business trips we use sustainable modes of transport.

INDICATOR

% of employees using sustainable mobility (public transport, bike, car sharing)

CURRENT STATUS (2023)
93%

TARGET MARK
100%

PLANNED ACTIONS

– Offer “JobRad” opportunity to all employees to incentivize the use of bikes for daily commute.

We make our greenhouse gas emissions more measurable and reduce them each year.

INDICATOR

kg CO₂eq

CURRENT STATUS (2023)
8.820 kg CO₂eq

TARGET MARK
7.500 kg CO₂eq

PLANNED ACTIONS

- Analyze relevant Scope 3 emissions sources to identify areas of improvement
- Work closely with suppliers to obtain data on their emissions and subsequently integrate data into our overall emissions accounting system
- Decrease biogenic emissions by changing to alternative energy source for our heating (dependent on the agreement of our landlord)
- Use the data collected from Scope 1, 2, and 3 emissions to establish a baseline and set realistic and measurable annual reduction targets (focusing on emission intensity)

1 CLEAN CLIMATE, ENVIRONMENT & ENERGY

ENERGY CONSUMPTION [KWH]

	2022	2023
Scope 1 - Direct energy consumption (stationary combustion)	8,837	13,229
Gas heating as the only source	8,837	13,299
Scope 2 - Indirect energy consumption	2,353	2,643
thereof renewable electricity	2,353	2,643
thereof conventional electricity	0	0
thereof district heating	0	0
Total	11,190	15,872
Energy intensity (kWh/T€ revenue)*	23.73	20.98

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

BUSINESS TRIPS [KM]

	2022	2023
Train	2,470	4,790
Car	312	1,210
Flight	0	3,800
Total	2,782	9,800

EMISSIONS BY CATEGORY [KG CO₂ EQ]

	2022	2023
Scope 1: Direct energy use per primary source	2,000	2,660
Biogenic emissions from biogas	2,000	2,660
Scope 2: Indirect energy use per primary source	0	0
Electricity	0	0
Heating and cooling	0	0
Scope 3: Other indirect emissions	11,560	6,160
Purchased goods and services	9,130	4,010
Capital goods	100	150
Business travel	300	550
Employee commuting	1,100	750
Upstream transport and distribution	100	80
Downstream transport and distribution	30	20
Operational waste	800	600
Total	13,560	8,820
Emission intensity (kg CO ₂ eq/T€ revenue)**	28.75	11.66

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

2 CIRCULARITY & RESPONSIBLE RESOURCES

In a world driven by consumption and trade, the way we source and utilize resources plays a crucial role in shaping a sustainable future. Our commitment goes beyond just acquiring goods; we prioritize sourcing from businesses and individuals that share our values for sustainability and ethical practices. At the same time, we recognize the importance of circularity in reducing waste and conserving resources. By merging responsible sourcing with circular economy principles, we aim to create a business model that not only sustains but also regenerates our planet’s resources.

We follow a strategy for minimizing waste and maximizing resource efficiency through sustainable sourcing, recycling, and upcycling.

OUR GOAL FOR 2024

We establish a waste measurement system and set a baseline of waste streams, aiming to achieve a significant reduction in the future.

INDICATOR

Baseline for total waste generated (in kg)

CURRENT STATUS (2023)

Currently no waste measurement system in place

PLANNED ACTIONS

- Conduct analysis of current waste streams and amounts to establish a baseline and learn about the current status
- Implement a waste measurement system, thereby tracking the amount of waste on a regular basis
- Refine procurement standards by giving preference to suppliers who promote less packaging
- Educate employees about waste reduction strategies, recycling, and the benefits of composting
- Donate organic waste to local gardening initiatives

3 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 goal is to drive the development and implementation of design, communication, and innovation practices, thereby leading by example in fostering solutions that inspire positive change within the industry, among our clients, and among consumers.

OUR GOALS FOR 2024

We develop at least one innovative self-initiated project to introduce impactful innovations on top of our client work.

INDICATOR

of projects initiated internally

CURRENT STATUS (2023)

0 projects

TARGET MARK

1 project

PLANNED ACTIONS

- 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

We continue to promote awareness and education on sustainability with clients and the general public.

INDICATOR

of participants in the sustainability workshops executed by NEW.S

CURRENT STATUS (2023)

120 participants

TARGET MARK

500 participants

PLANNED ACTIONS

- Conduct a review and update existing workshop materials to reflect current sustainability research and trends
- Re-launch sustainability workshops and courses and expand offerings
- Implement a process to gather feedback from participants

4 FAIR & EQUAL OPPORTUNITIES

At the heart of our business is our team – we believe that fairness, equal opportunities, and a supportive work environment are the cornerstones of employee satisfaction and productivity. We strive to implement and continuously develop policies that ensure equal opportunities in hiring, promotion, and pay equity across all levels of the organization.

OUR GOALS FOR 2024

We strengthen employee growth and professional development.

INDICATOR

Amount of learning budget spent per employee

CURRENT STATUS (2023)

average 140 € per employee

TARGET MARK

1,000 € budget spent per employee on professional development

INDICATOR

Number of days taken for professional development by employees

CURRENT STATUS (2023)

260 hours / 2 days per employee

TARGET MARK

At least 5 days paid time off taken per employee for personal development yearly

INDICATOR

of learning circles hosted

CURRENT STATUS (2023)

Format to be implemented

TARGET MARK

At least 2 learning circles hosted

PLANNED ACTIONS

- Provide resources
- Integrate into capacity planning
- Create individual development plan for each employee
- Establish format of learning circles hosted by the team or external experts in order to share knowledge and upskill in new areas

4 FAIR & EQUAL OPPORTUNITIES

OUR GOALS FOR 2024

We implement a transparent salary structure with defined pay scales and progression paths that is supported by our employees.

INDICATOR

% of employees support the implemented salary structure

CURRENT STATUS (2023)

Salary structure established, but no survey has taken place yet

TARGET MARK

85%

PLANNED ACTIONS

– Measure our employees’ overall satisfaction with the established grid, especially in terms of fairness, transparency, and clarity

All employees have a plan for their personal pension remuneration (BAV).

INDICATOR

% of employees have been informed and offered BAV opportunities

CURRENT STATUS (2023)

100%

TARGET MARK

100%

PLANNED ACTIONS

– Encourage every employee to contact our BAV provider fairpension

Hold at least one internal DEIB training to increase awareness and inclusive practice.

INDICATOR

of trainings

CURRENT STATUS (2023)

No DEIB trainings have taken place yet

TARGET MARK

At least one training provided to the team

INDICATOR

% attendance rate by full-time employees

CURRENT STATUS (2023)

No DEIB trainings have taken place yet

TARGET MARK

85%

NEW STANDARDS

GOALS AND FIGURES

16

4 FAIR & EQUAL OPPORTUNITIES

EMPLOYEES BY AGE AND GENDER

	2022	2023
Employees under 30 years	7	6
of which: management / founders	1	0
Employees 30-50 years	4	8
of which: management / founders	1	2
Employees > 50 Years	1	3
of which: management / founders	0	0
Female employees	11	14
of which: management / founders	1	1
Male employees	1	3
of which: management / founders	1	1
Non-binary employees	0	0
of which: management / founders	0	0
Total number of employees	12	17
of which: management/founders	2	2

RATIO SALARY

Women : Men
1:1

RATIO SALARY

Management : Full-Time-Employee
2:17:1

	2022	2023
Total number of full-time employees	4	7
Total number of part-time employees	8	10
Number of employees [headcount]	12	17
Permanent contracts [headcount]	4	10
Limited contracts [headcount]	6	7
Internships [headcount]	2	0
Number of new appointments	9	9
Women	9	7
Men	0	2
Non-binary	0	0
Number of employees on parental leave	1	0
Women	1	0
Men	1	0
Non-binary	0	0
Number of resignations	1	6
Women	1	5
Men	0	1
Non-binary	0	0
Fluctuation rate	33%	35.29%
Among Women	36%	42.86%
Among Men	0%	33.33%
Among Non-binary	0%	0%
Average number of hours training/further training per employee	7	7

5 EMPLOYEE WELL-BEING

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.

Our goal is to cultivate a workplace that prioritizes the physical, mental, and social well-being of our employees and supports their satisfaction with their work environment.

In 2023, we have been struggling to reach this goal: By growing our team fast and taking on more projects than we could comfortably get done, we didn’t put our team and their needs first. For this reason, we wanted to place more attention on this topic in 2024.

OUR GOALS FOR 2024

The majority of our employees are satisfied with their work environment, leading to a healthy employee retention rate.

INDICATOR

% of our employees indicate their satisfaction with at least four stars (out of five) in our annual employee satisfaction survey

CURRENT STATUS (2023)
72%

TARGET MARK
85%

INDICATOR

Fluctuation rate

CURRENT STATUS (2023)
35%

TARGET MARK
30%

PLANNED ACTIONS

- Implement quarterly one-on-one feedback sessions with all employees to discuss their satisfaction and gather suggestions for improvement
- Conduct thorough exit interviews with former employees to identify reasons for leaving
- Analyze data to address recurring issues and improve employee retention
- Strengthen employee recognition and celebrate both individual and team achievements
- Organize at least four team outings or activities that promote bonding and a positive team culture
- Plan and organize a workcation for all employees to co-create organizational culture and foster positive team culture

5 EMPLOYEE WELL-BEING

OUR GOALS FOR 2024

We implement measures that prevent burnout, such as limiting overtime and promoting the use of vacation days.

INDICATOR

% of employees that have been compensated their overtime hours by end of Q4 2024

CURRENT STATUS (2023)

n.a.

TARGET MARK

100%

INDICATOR

% of employees have taken their yearly holidays by end of Q4 2024

CURRENT STATUS (2023)

n.a.

TARGET MARK

100%

INDICATOR

% of employees indicate a healthy capacity with at least four stars (out of five) in our annual employee satisfaction survey

CURRENT STATUS (2023)

Not yet included in annual employee satisfaction survey

TARGET MARK

100%

PLANNED ACTIONS

– Improve our capacity planning and regularly assess employee workloads to ensure they are manageable and aligned with their roles

– Additionally, include questions related to burnout, workload, and stress levels in regular employee one-on-ones to learn about factors leading to work stress

– Use this data to make adjustments to workload distribution

– Allow for flexible working hours to help employees manage their time and compensate overtime more effectively

– We improve our processes for remote and hybrid work to enhance remote work options for our full-time employees

Mental health and stress management coaching are offered to all full-time employees.

INDICATOR

of one-on-one coaching hours taken on average per year by the whole team

CURRENT STATUS (2023)

No coaching implemented yet

TARGET MARK

30 coaching hours

INDICATOR

of workshops per year provided to team

CURRENT STATUS (2023)

No workshops hosted yet

TARGET MARK

4 workshops

PLANNED ACTIONS

– Research and contract suitable organizations to host workshops and provide all employees with access to a qualified mental health coach

– Allow employees to provide anonymous feedback on their work environment and stress factors that can be addressed by external coaches

5 EMPLOYEE WELL-BEING

EMPLOYEE SATISFACTION PER WORKERS CATEGORY

2023	office-based	project-based
very satisfied (5)	57,1%	n.a
satisfied (4)	14,3%	n.a.
(3)	14,3%	n.a
(2)	14,3%	n.a
(1)	0	n.a
Average (1-5)	4,1	n.a
2022		
very satisfied (5)	16,7	0
satisfied (4)	33,3%	0
(3)	0	50%
(2)	16,7%	50%
(1)	33,3%	0
Average (1-5)	2,83	2,5

Work and health protection	2022	2023
Number of serious accidents	0	0
Accident rate (accidents per 100 employees)	0	0

6 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.

As a business, we take on responsibility by ensuring transparency, accountability, and continuous improvement to foster social and environmental sustainability.

B CORP CERTIFICATION

We are proud to announce that we have officially earned our B Corp certification, a significant milestone in our journey toward sustainability and social responsibility. While our goal was to achieve 110 points, we reached 99 points in this initial assessment. Although we fell short of our target, this certification confirms our commitment to balancing profit with purpose.

We view this as a strong foundation and an opportunity to grow. Our team is already identifying areas for improvement, and we’re confident that in our next assessment, we will not only meet but exceed our original goal. We’re excited to continue pushing boundaries, making meaningful changes, and demonstrating our dedication to creating a positive impact.

OUR GOALS FOR 2024

We become a third-party certified common-good oriented business.

INDICATOR

of points achieved in the certification process.

CURRENT STATUS (MARCH 2024)
99,6 points

TARGET MARK
110/200 points

We enhance our impact measurement and reporting process, for transparency and accountability.

INDICATOR

Steps taken in developing an impact logic and publishing the impact report

CURRENT STATUS (2023)

No comprehensive impact measurement framework implemented

PLANNED ACTIONS

- Create system and process to collect relevant project and impact data
- Research and develop impact logic
- Continuous development of sound objectives and indicators
- Dedicate time and capacity to create impact report

7 ECONOMIC PERFORMANCE

As a company, economic performance is important. However, at NEW STANDARD.STUDIO, 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.

Our goal is to achieve sustainable financial growth by balancing profitability with ethical business operations and ensuring long-term value for stakeholders.

OUR GOALS FOR 2024
We improve our financial stability and reach by increasing our cash reserves.

INDICATOR
of months of financial reach (months to be able to cover all expenses without getting any income)

CURRENT STATUS (2023)	TARGET MARK
2	6

- PLANNED MEASURES
- Identify and pursue new revenue opportunities, such as offering new value-added services and focusing on developing long-term partnerships
 - Allocate a portion of monthly profits directly to the cash reserves, treating it as a business expense
 - Implement cost management

We resign contracts with existing partners to create long-term partnerships and stakeholder value.

INDICATOR
of contracts prolonged

CURRENT STATUS (2023)	TARGET MARK
–	At least 2

- PLANNED MEASURES
- Implement feedback structure and surveys with current partners to assess satisfaction levels (NPS) and use the feedback to make improvements
 - Focus business strategy on longer-term commitments over short time project-based work

7 ECONOMIC PERFORMANCE

OUR GOALS FOR 2024
We grow the core team to build an interdisciplinary skill set and create consistency throughout our projects.

INDICATOR

of full-time employees

CURRENT STATUS (2023)

7

TARGET MARK

12

PLANNED MEASURES

– Strengthen our visibility by regularly publishing and promoting case studies, testimonials, and project successes that demonstrate the high quality of our work

– Position team as speakers at conferences

– Create a work culture and benefits that are attractive to new talent

– Encourage current employees to share company updates and job postings on their personal social media accounts, expanding our reach and leveraging personal networks

ECONOMIC VALUE GENERATED AND DISTRIBUTED

	2022	2023
Revenues	471.578,21 €	884.082,88€
Total economic value generated	471.578,21 €	884.082,88€
Operating costs	134.593,86 €	339.894,25€
Employees wage and benefits	61.107,45 €	309.948,30€
Payments to providers of capital	1.638,12 €	1.449,12€
Total economic value distributed	197.338,86 €	651.291,67€

BUSINESS REVENUE BY CLIENT TYPE AND SECTOR [%]

	2022	2023
Business	27%	24%
NGO/charity	3%	4%
Public sector	70%	72%
Total	100%	100%
Heavy industry	24%	23%
Hospitality	1%	6%
Consumer products	37%	13%
Technology	17%	–
Packaging	3%	–
Media & entertainment	16%	–
Built industry	2%	–
Circular services	–	28%
Lobbying	–	18%
Financial services	–	11%
Education	–	1%
Total	100%	100%

THE STANDARD.S WE WANT

Appreciation – more than anything – must become the guiding principle going forward. Appreciation for people, things, 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. But by having a clear vision of the future we want, we – and the ecosystem around us – can do the work and slowly move toward that.

These are the 11 new STANDARD.S we want to see in the world – and a small selection of projects we did in 2023 to help make them a reality.



SOCIAL

1 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.

2 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.

3 Balanced lifestyle

We all deserve a healthy, balanced life. Well-being, 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.

YOU WANT TO WORK WITH US ON A PROJECT
TO SET ONE OF THESE STANDARDS?
CONTACT US: START@NEWSTANDARD.STUDIO

THE IMPACT OF A DONUT: BRAMMIBAL’S DONUTS’ FIRST SUSTAINABILITY REPORT

Brammibal’s Donuts



THE PROBLEM

As a vegan company that strives to treat everyone along their entire supply chain fairly, Brammibal’s has put sustainability at the core of their business. However, the team’s ambition doesn’t stop there. They’ve analyzed their CO₂ emissions, applied to become certified as a B Corp, and took time to reflect and explore – questioning what else they could do. On a mission to prove to the world that you can start a plant-based business and be successful with it, too, they teamed up with us to publish their first voluntary sustainability report.

OUR SOLUTION

In January 2023, we kicked off the year by aligning the management team, introducing them to the Doughnut Economy framework, and then mapping out material topics, discussing Brammibal’s positions, and defining suitable sustainability goals and how to frame them. Later, we designed and conducted a materiality analysis with a digital questionnaire, supplemented with 1:1 interviews. In this part, we involved employees at all levels.

Together, we decided to implement the GRI standard, yet aimed to create a consumer-focused report. Thus, it wasn’t just about collecting all relevant data

› [NEWSTANDARD.STUDIO/BRAMMIBALS-DONUTS](#)

CELEBRATING 75 YEARS OF SCIENCE-BACKED POLICY ADVISORY

Bundesanstalt für Gewässerkunde



THE PROBLEM

2023 marked the 75th anniversary of Germany’s Federal Institute of Hydrology (BfG). The team at BfG is striving to strengthen its positioning toward its partners, policymakers, and civil society. Given the rising urgency of climate collapse and extreme hydrological events, they wanted to raise awareness of the importance of science-backed advisory to policymakers. The team needed a partner to curate, present, and frame their content in an approachable way. They also wanted a timeline that represented the many changes within their institution over the past 75 years.

OUR SOLUTION

Our starting point was a list of bullet points of the organizational changes. Our goal was to visualize the context of these changes with the environmental and man-made catastrophes, political developments, and laws of the past century. To make the content more interesting, we searched the institute’s archives and digitalized slide films, negatives, and photographs. We also hired a photojournalist to capture the work of the institution’s different teams. Under the motto “Water. For 75 years our element,” we developed a website with an interactive chronicle, an anniversary brochure with interviews with eyewitnesses, and more.

› [NEWSTANDARD.STUDIO/BFG](#)

ECOLOGICAL

4

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.

5

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.

6

Clean and renewable energy for all

We all deserve a healthy, balanced life. Well-being, 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.

7

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.

YOU WANT TO WORK WITH US ON A PROJECT
TO SET ONE OF THESE STANDARDS?
CONTACT US: START@NEWSTANDARD.STUDIO

MAKING SUSTAINABLE NEIGHBORHOODS POSSIBLE WITH DEGEWO AG
Machbarschaft



THE PROBLEM
In many large housing estates, the question arises as to how we can activate local residents to help shape the neighborhood and become active on their doorstep. The state-owned Berlin housing association degewo saw potential for a tenant project in Gropiusstadt in Berlin-Neukölln to promote sustainability in the large neighborhood – and above all to inspire and win over those who are not yet convinced by the topic.



OUR SOLUTION
Using participatory methods such as an open meeting as a kickoff, concrete actions, and events, we built a self-organized community of neighbors. We acted as mediators between tenants and degewo and worked in the neighborhood to answer the question of how the residents imagine a shared future – and how we can get there step by step. Through measures that enable people to save money in times of inflation and rising living costs, we were able to address and activate previously unreached target groups.

› NEWSTANDARD.STUDIO/DEGEWO-MACHBARSCHAFT

WORKING TOGETHER FOR MORE BIODIVERSITY IN AGRICULTURE
WWF KOMBI



THE PROBLEM
The current regulation of agricultural subsidies (as of 2024) penalizes small farms in particular. The amount of CAP (common agricultural policy of the EU) subsidies is based on the size of the farmed area. The implementation of biodiversity measures remains a voluntary service provided by committed farmers – and this is exactly what KOMBI wants to change. Farmers join forces across farms as KOMBIs to implement biodiversity measures with the support of the participating organizations and, if necessary, to jointly process relevant funding applications. Coming together as KOMBIs is intended to offer farmers more flexibility in implementation and, at the same time, spread risks. The project is funded for five years and takes place in four model regions.

OUR SOLUTION
“Making together more simple” – the project slogan we developed – summarizes what we wanted to achieve with KOMBI. With ten participating organizations, each with their own corporate identity, the biggest challenge was to create a common brand identity that would appeal to the project’s diverse target groups. After all, KOMBI should appeal to farmers as well as politicians from a wide range of organizations. The inter-farm KOMBI approach is intended to make agricultural nature conservation and support more effective and efficient, both for nature and for farmers.

› NEWSTANDARD.STUDIO/WWF-KOMBI

ECONOMIC

8

A new economy that benefits the many

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.

9

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.

10

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.

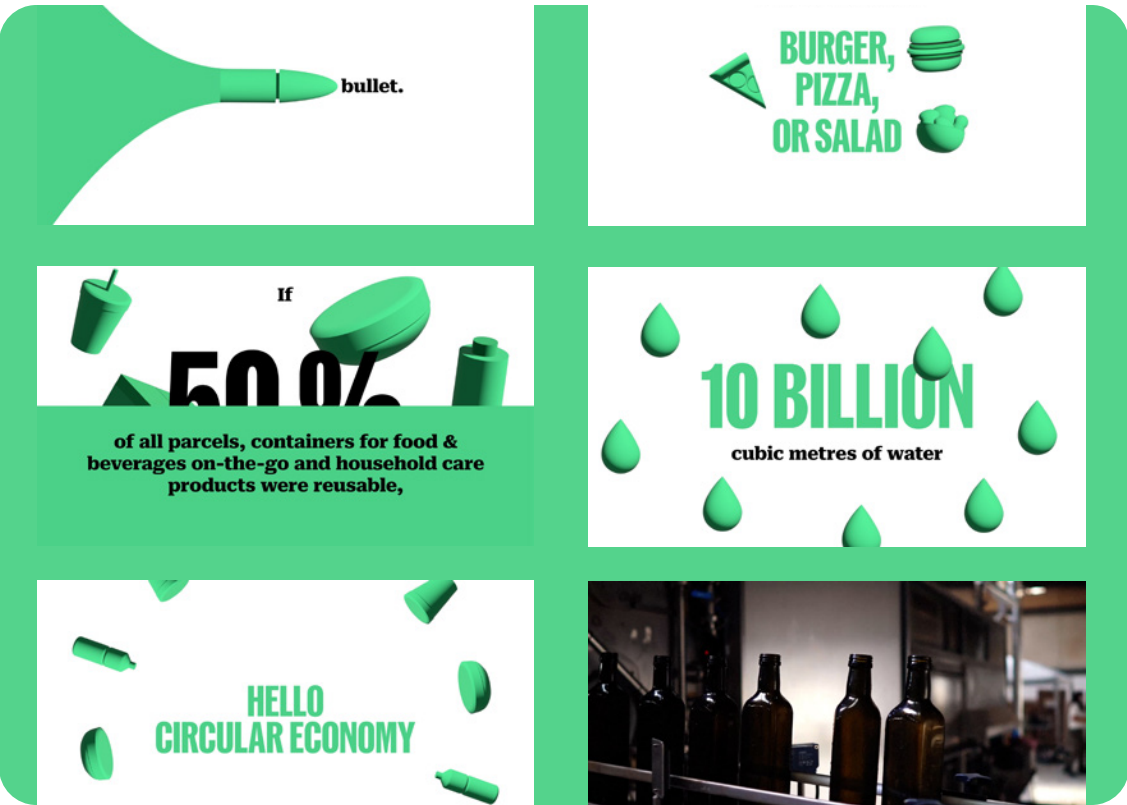
We believe it's essential to elevate every substance as a potential resource and stop devaluing resources as waste. Production cycles must become circular and, most of all, regenerative.

11

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.

GREEN LIGHT FOR REUSE
New European Reuse Alliance



THE PROBLEM
The EU Green Deal sets clear goals and promises nothing less than the restructuring of the European economy. One part of this? The huge packaging industry, which generates millions and millions of tons of waste year after year. Today, 40% of the plastic and 50% of the paper used in the EU is for packaging – and most of it ends up in the trash after a single use.

The new PPWR (Packaging and Packaging Waste Regulation) draft legislation is intended to finally remedy this situation and reduce single-use waste in the long term with binding minimum quotas for reusable packaging in all EU countries and across various sectors, creating new jobs in return. However, there is strong opposition to this plan from the single-use lobby, fast food chains, and supermarket groups.



OUR SOLUTION
To take the wind out of the single-use lobby’s sails, we designed an explanatory video for NewERA that concisely explains why reuse is the future – and the role recycling plays. The video uses five languages to inform national decision-makers throughout the EU of the advantages and the enormous potential – and gives them a clear call-to-action: Don’t further water down the planned reuse quotas. Reusable is not a utopia but an innovative and sustainable business model from which we all benefit!

› [NEWSTANDARD.STUDIO/GREEN-LIGHT-FOR-REUSE](#)

POSITIVE IMAGES OF THE FUTURE WITH #MEHRMEHRWEG
WWF, ProjectTogether & Mehrwegverband Deutschland



THE PROBLEM
We waste vast amounts of resources on single-use packaging, which usually ends up in the bin again after only a short period of time. This is anything but sustainable. The solution to this problem – reusable packaging – has been around for a long time, but unfortunately there is far too little supply and demand for it. Since 1 January 2020, the new reusable offer obligation has been in force, which requires restaurateurs, food retailers, cinemas, and canteens in the to-go sector to offer consumers a reusable alternative. According to a calculation by Deutsche Umwelthilfe, a complete switch to reusable to-go food containers could save over 400,000 tons of CO2 in Germany every year.



OUR SOLUTION
Together with the implementation alliance and more than 100+ organizations, we developed a positive narrative that emphasized more instead of doing without: more empty rubbish bins, cleaner cities, and a better quality of life. The multi-stakeholder campaign started with a 20-day reusable challenge, in which influencers and well-known personalities called on people to use only reusables instead of disposable items to create an impact together.

In addition to the reusable challenge, we produced a one-minute campaign video in-house, developed an Instagram filter, and launched a campaign recipe book with step-by-step instructions for a variety of campaign ideas that municipalities and initiatives could use to activate citizens.

› [NEWSTANDARD.STUDIO/MEHR-MEHRWEG](#)

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

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 head-
quartered in Berlin, Germany. There are no business
sites outside of Germany.

ABOUT THIS REPORT

This is a voluntary report, which is not externally
assured.

This report is an overview of the period from
the 1st of January until the 31st of December 2023.
This report was published 28.10.2024.

If you have any questions, reach out to our
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LEGAL NOTICE

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