





**PHAT**SUSTAINABILITY
REPORT 2019-2020

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Great to have you here! We're so happy you're interested in our journey to becoming a sustainable company.

Here at PHAT CONSULTING – PHAT for short – we have learned and tried out a great deal in recent years. Some things have stood the test of time, others have been discarded. All in all, however, we are proud of the results we have achieved so far and are always looking to improve and continue to shape the journey. We would now like to give you some insights into our sustainability efforts. This is our first

report – \*high five\* – with a focus on 2019–2020 when sustainability took off at PHAT. This is by no means a new topic at PHAT, it just wasn't officially enshrined before, but more on that later...

There's a lot to cover, so we'll make a cross-reference or two, and we'll perhaps look back to the past more than normal for a sustainability report. But what is the norm? Due to the global pandemic, 2020 was a particularly unusual year. This is no ordinary sustainability report. We are not an ordinary company either.

Stay tuned!





 $\begin{tabular}{ll} \hline $\mathcal{C}$ & https://www.youtube.com/watch?v=3136B-0jMWM \end{tabular}$ 



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# PHAT stands for "Pairing Humans And Technology"

So far so good. You're probably wondering: what does this have to do with sustainability?

For more than 20 years, PHAT has been working with customers to develop individual solutions to successfully master the challenges of digitization. We are constantly developing, not only personally, but also in our business field. Our strength is identifying topics on the market, picking them up and keeping up with the times. We see ourselves as a companion and creator; we walk the path together with our customers and are strong in strategic anchoring and process-related implementation.

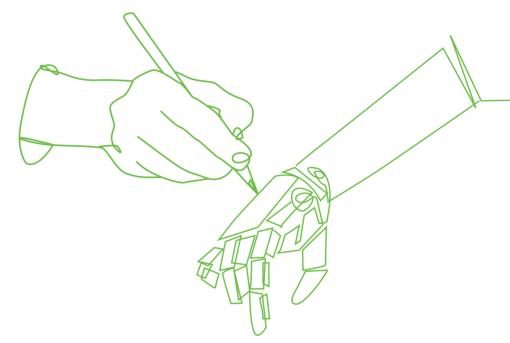
Over the years, awareness and necessity for our social responsibility in the area of social and environmental sustainability have also grown. Sustainability and digitization are among the biggest topics in previous decades, are among the biggest challenges of the future and have a strong influence on the fundamental social change that is currently taking place. They raise the guestion: how will our future look, or what do we want it to look like?

With a view to future generations, sustainable action is a topic that affects us all and is the responsibility of us all. We want to create sustainable structures and not only

accompany the digital and sustainable transformation. but also actively shape it and use it as an opportunity for ourselves as well as our customers. This results in interactions that must be exploited.

Thanks to digital solutions, new opportunities are arising, which in turn can also have a positive impact on sustainable developments in many areas and support and accelerate them. Digitization must be thought about and designed sustainably, and sustainability must take advantage of digital opportunities in the process. Companies that want to line themselves up for the future are challenged to position themselves in both areas. At PHAT, we do not see these two topics as disconnected from each other, but as the fundamental pillars of sustainability. Both require a holistic and cross-functional approach that is firmly anchored within the company.

Ultimately, digitization, like sustainability, is about a fundamental transformation of familiar processes, thought patterns, and people's ways of working and acting. Both topics have a deep impact on the company structure and our ambition is to accompany and inspire our customers on their way to a digital, sustainable and livable world of tomorrow.



"Digitization is more than zeros and ones. Sustainability is more than saving trees and avoiding plastic waste." savs Prof. Dr. Susanne Hensel-Börner. HSBA. We are proud to be actively contributing to this ever-sharpening understanding of digitization and sustainability and to have PHATties and new dual students graduating from

the Hamburg School of Business Administration (HSBA) for the third year in a row since the start of the new master's program "Digitization & Sustainability". (\*\* https:// www.hsba.de/studium/master/digital-transformation-sustai-

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## Even time travel starts with a single step.

A journey is never straightforward, sometimes involving bumpy phases or even an unexpected turn-off.

A journey is always an adventure in which one follows a direction, but through (unplannable) encounters and events, things often turn out differently and perhaps even better than expected. At the end of the road, however, there is a clear goal: As an organization, we want to

constantly improve sustainably and show responsibility for a better tomorrow.

We like to exchange ideas with other experts and interested parties, both internally and externally, always intending to inspire each other, learn from each other and be strong through the community. Through our actions, we want to inspire and encourage participation and promote as well as shape the discussion around the topic of sustainability in an economic context.

Sustainability is a complex and multi-layered topic characterized by many dependencies and influencing factors. which can quickly become overwhelming. Ultimately, however, it's about starting the journey, implementing it, doing it, just getting going... realizing that it's a process or an approach to what's desirable. We claim to free ourselves from the paralyzing 100% goal and to focus on the path instead.

It is precisely this journey towards sustainability and its or our development since the beginning of the company's foundation that we would like to present here.

Take the journey yourself and explore or click through our PHAT Timeline and the sustainable history since the beginning of PHAT.

			06.2013 Microplastics Pollution		10,2014. Change to GLS Bank			12.2017 Start of Team Sustainability	<b>04.2018</b> Drinking water analysis & conversion to tap water	09.2018 Office check and successive introduction / implementation of suggestions for improvement "Child Growth Monitors"	.2019	2019	6	<b>07.2019</b> Commitment to "Entrepreneurs for Future"	19	01.2020 OKRs for the sustainability team	<b>04.2020</b> Start of TUTAKA cooperation	00 2020   Dadare for Climate Artion	Own PHAT	10.2020 Abolition of company cars	10.2020 Podcast: CE02-neutral			12.2020 First sustainability consulting for a customer		12.2020 Publication of PHAT Manifesto		
Donation to Hamburger 12.2005 Straffenkids (Hamburg's Street Kids)	Purchase of a forestry 06.2008 plot in Panama for reforestation	Purchase of a further 66.2011 forestry plot in Panama	Change to organic fruit 06.2011	Girls & Boys Days, start 03:2014 of annual participation	ChildFund International 03.2015 & Sponsorship Program	Abolition of data centers 09.2016 – PHAT goes Cloud	Installation of heating- 10.2016 controllers throughout the office	PHAT tree donation for the Reeperbahn in Hamburg	Container donation for those in need and families in Benin	#stattPlastik: 12.2018 (#replacingplastic) Drinking bottles Klean Kanteen for all employees	New Year, New Me: 01.2019 Cooking on Fridays 50% vegetarian dishes		Foundation of association 04.2019 "Donate for Future"		#AllefürsKlima Strike <b>09.2019</b> (#AllfortheClimate)	WHH Hackathon 01.2020	"Corona"- donation <b>05.2020</b>	VAHH #ZeroHungerRun 07.2020			Impact Hub Climathon 11.2020	Cooperation with un- 11.2020 packaged store "Stückgut"	Sustainability becomes 12.2020 component for new employees	CO <sub>2</sub> / air quality- <b>12.2020</b> measurement in the office	Donation for the second 12.2020 Sunday in Advent to "Soziates Miteinander" (Social Togetherness)	Fundraiser for WHH's 12.2020 Child Growth Monitor	Santa's Sacks for 12.2020 CaFee mit Herz & Alimaus	

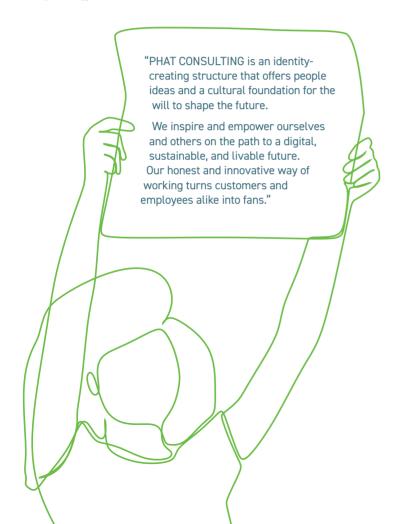




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# Shaping our future with vision.



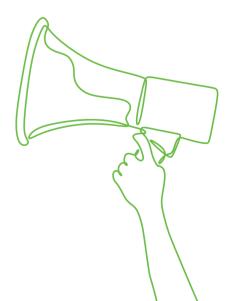
Our vision serves as our northern star to take responsibility for a livable world tomorrow. But how did it come about?

As you can see in the timeline, sustainability has been a central thread running through our activities since the company was founded. The worsening global situation, Greta Thunberg and the resulting worldwide initiative of Fridays for Future have shaken things up again.

Are we doing enough? Can't we do more? Quite clearly: no and yes.

While we had previously thought about the topic as individuals and implemented it with a natural intrinsic motivation, it quickly became clear to us that processes and structures with clear goals and commitments were needed to be able to deliver visible added value. So, in 2019, Meike (Lead responsible for sustainability) and Nils (Managing Director & Owner) called for an internal sustainability team to be formed and everyone was welcome to get involved.

TUTAKA advises organizations on participatory transformation processes towards sustainability. Whether policy, processes or even business models: Innovation and sustainability go hand in hand. Together we rethink experiences, systems, processes, well-being and community. In doing so, we minimize negative impacts and maximize positive impacts on people, animals and nature.





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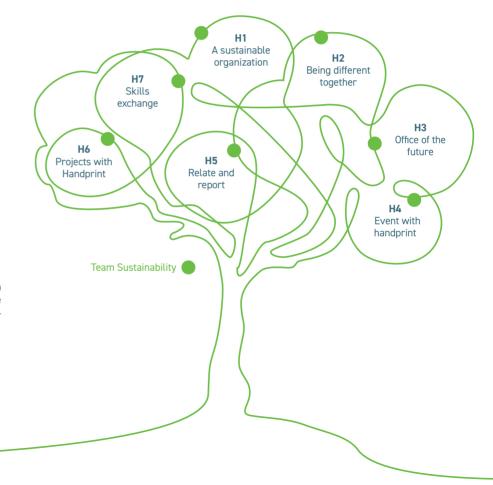
## Why? Because anyone can!

### So together we

- ① ... took a closer look at SDGs ( https://sdgs.un.org/goals which serve as the basis and orientation for our actions, and further examined our impact on them.
- ② ... decided to divide our activities into the images of the handprint and footprint in the future for further sorting. Our negative influence on the environment, people and animals is the PHAT footprint, our positive contribution is the PHAT handprint. (see 2.4.)
- ③ ... surveyed all PHATties, recapturing the organization's view while allowing all PHATties to provide input on desired areas of focus in our sustainability direction, with a focus on levers and areas for PHAT action.
- ④ ... derived fields of action based on these results that fit the processes and structures of PHAT and in which subject-specific colleagues can become involved.
- ⑤ ... drafted and published a manifesto reflecting our internal and external declaration of intent and describing our fields of action. ☐ https://www.phatconsulting.de/?s=Manifest sowie ☐ Attachment

An internal call led to PHATties being assigned to each of the fields of action (H1 excepted – this belongs to the owners for strategic orientation) and being able to further shape, flesh out and fill the fields of action with life.

Fig: The seven PHAT fields of action. Team Sustainability, which forms the core of all sustainability activities at PHAT, bundles all topics and can be found in all fields of action.





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## Good organization - optimal action.

To understand how we are organized and work within the fields of action, it is worth looking at PHAT as an organization as a whole.

Companies often organize necessary management and control under rigid hierarchies. We firmly believe that the challenges of a world of constant change can only be responded to with a flexible structure. PHATties are given a lot of freedom and confidence to act on their own. This creates a high degree of personal responsibility and a flexible organization [More about PHATties under 3. We Are PHAT].

Due to the flat hierarchies and the aforementioned personal responsibility, PHAT can best be described as a network organization. We act in line with our overarching vision, mission, and values, both in the direction of customers, the market and internally through defined groups or circles. Here, exchange among the groups is essential and desired.

At the beginning of 2019, eight areas of responsibility (ARs) were created to place a strategic focus on them and to prepare internally for a transition of responsibility: Nils and Stefan will not be able to – and will not want to – carry out their management roles indefinitely. However, PHAT should continue to be a successful organization in the foreseeable future. By naming areas of responsibility and having PHATties take the lead here, this transition should be controlled and initiated within the time it takes. Likewise, the process is also about scaling in growth. Structures are therefore created by the ARs to hand over responsibility in the sense of leadership and self-organization.

Areas of responsibility are Sales, Portfolio, Delivery Quality, Marketing, Finance, People, Human Resources Development and Culture. At the end of 2020, the topic of sustainability was also included as an area of responsibility to underline its strategic relevance both internally and externally.

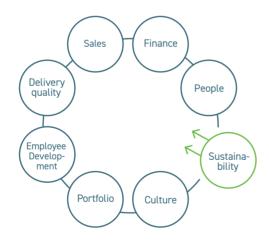


Fig: Areas of responsibility: The topic of "sustainability" has been a part of PHAT since the end of 2020.

Each area of responsibility has an AR Lead who coordinates, pulls together and strategically leads their area. Apart from this structural framework, the sustainability area is designed to be participatory and open, which means that every PHATtie can get involved in the sustainability team or one or even several fields of action. The sustainability team and the individual fields of action work in a completely self-organized manner, with the AR Lead and management accompanying the process and actively supporting the teams. Each field of action and also AR Sustainability formulate its own goals and measures each year.

The implementation of (internal) projects depends on three parameters: strategic importance, personnel capacities, and personal interest. Involvement in internal projects happens here in addition to the actual activities of the PHATties and the extra time that can be invested in this case.

In Team Sustainability, we always try to take into account what exactly is needed right now, what steps are needed at that moment, and what goals should be achieved next. We prefer to take an agile and iterative approach so that we can always react to current circumstances and adapt the process accordingly.

Distributing or diversifying responsibility for the area and issues among a larger group of people allows more strength and energy to be developed on individual issues, at the same time giving teams more room to maneuverer. Sustainability suddenly becomes a personal topic that can also be fun and where you can not only contribute your

idea, but also create a real impact. Everyone has the opportunity to get involved and join in the fun. Some prefer to use facts, figures, and data to derive measures to reduce the footprint and others prefer to create an inclusive and diverse atmosphere.

This is best illustrated by the development of Team Sustainability. At the beginning of the sustainability journey at PHAT, three people explicitly took care of these issues. At that time, there were already initial initiatives paying into sustainability, but we were not yet in a position to make that visible. Today, a total of just under one-third (27%) are involved in sustainability (22 of 81 employees at the end of 2020) and one, two PHATties have joined us due of our focus on sustainability.

### That's quite an achievement!

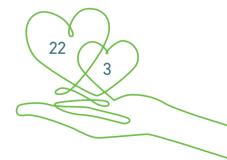


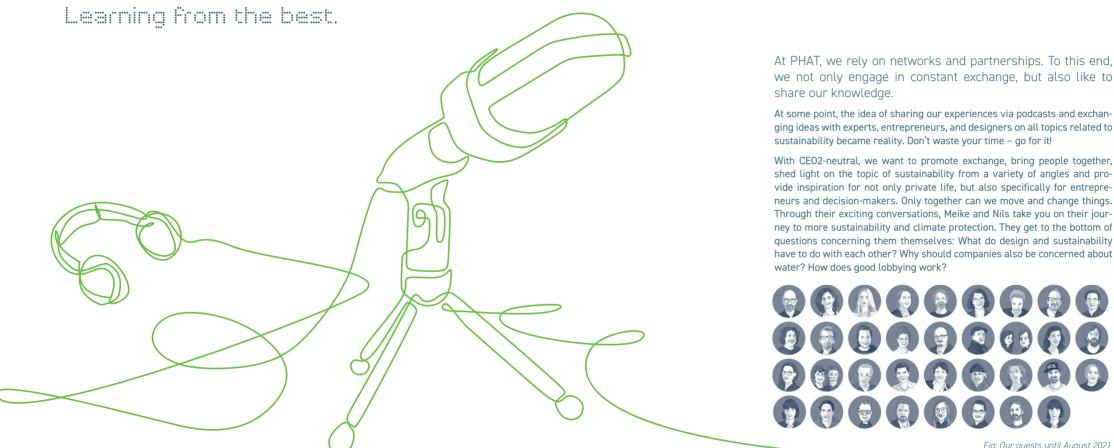
Fig: Team Sustainability increases from 3 to 22 people. A 7-fold increase!

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neurs and decision-makers. Only together can we move and change things. Through their exciting conversations, Meike and Nils take you on their journey to more sustainability and climate protection. They get to the bottom of questions concerning them themselves: What do design and sustainability have to do with each other? Why should companies also be concerned about



Fig: Our quests until August 2021







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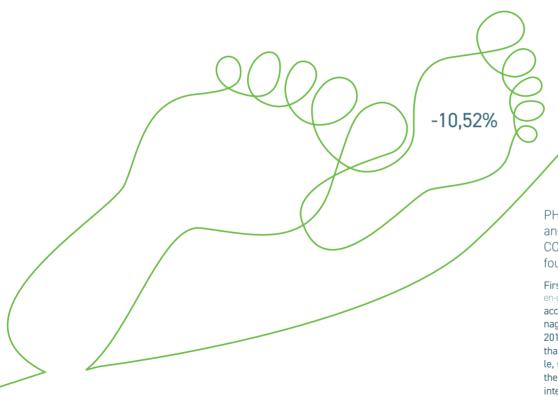
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Fia: CO2 consumption 2019 vs. 2018

Lie have hand and — still too much — foot



PHAT wants to be climate neutral. This means compensating our caused and emitted CO<sub>2</sub>, calculated retroactively back to the founding of PHAT.

First, we used CO<sub>2</sub>-positive! https://www.co2-positiv.de/ en-gb to calculate our CO<sub>2</sub>- emissions, with business trips accounting for the largest share. We have already managed to offset our emissions (662 tons of CO<sub>a</sub>) for 2017, 2018 and 2019. We placed great emphasis on ensuring that the measures had as diverse an impact as possible, so we opted for a mix of regional CO<sub>2</sub>- certificates for the rewetting of peatlands in Schleswig-Holstein and an international peat forest project in Indonesia.

Our next step on the journey to becoming a climate-positive company, is to offset our entire carbon footprint from the last 20 years. That's not the end of the story either, because we want to steadily reduce our emissions and not just rely on retroactive compensation. In this way, we are working to reduce our footprint each year and make our office and everyday work as low-emission

When we talk about a long-term sustainable organization, the following priority applies to us:

### 1. Avoidance

### 2. Reduction

**3.** Compensation



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## Further outlook: It's getting better!

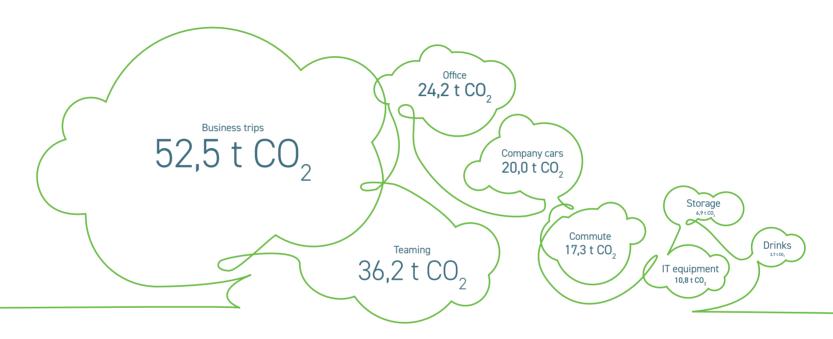


Fig: See how our CO2 consumption of the last years is made up

Back in 2008 and 2011, before delving deeper into sustainability issues and carbon footprint, we purchased a total of 30,000m2 / (three hectares) of forestry land in Panama for reforestation. We never made a big deal out of it, so it wasn't until 2020 that all PHATties learned about it at our annual teaming (internal staff event). In fact, around that time, for the first time, we took an overview of all

the activities already carried out and put them in a temporal context to make our general commitment visible. The result: the PHAT Timeline. (Insert teaming picture) A lot has happened in the plots over the past nine and twelve years, respectively. Check it out for yourselves:

https://www.flickr.com/photos/47763142@N07/sets/

72157623804246504/detail/

When selecting partner organizations, NGOs, and projects, we always place a lot of emphasis on transparency and the use of funds, continuing to improve our processes, selection criteria and decisions over the years.



Fig: Mona & Paula in front of the PHAT Timeline, Teaming 2020



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### Excellent choices:

The central themes at PHAT are development and progress. Therefore we want to underpin our increasingly sustainable focus and growing commitment with appropriate standards, certificates, and memberships. You can read about what happened in this area in 2019 and 2020 here.



### 06/2019 Microsoft Partner of the Year

"Achieving more together!" – sounds idealistic or romantic, but it's true!

For about 20 years, we have been actively partnering with Microsoft and other great market companions from the "Microsoft Partner Ecosystem" to be able to offer our joint customers holistic solutions, usually without a comprehensive set of contracts, based on trust, communication and on the spot agreements, with a (virtual) handshake. Typical hanseatic! Over the years, we have made friends, built partnerships, delighted clients, and earned references. An important and amazing milestone for us was the Microsoft Country Partner of the Year Award Germany, together with Glück & Kanja and GAB Enterprise IT Solutions (F) https://www.glueckkanja-gab.com/de

Together with other participants in the "Microsoft Fast Forward" network of top German partners, we compiled our findings from this close collaboration, wrote them down and handed them over as guidelines for partner-to-partner collaboration. The Microsoft Fast Forward Program brings together the thirty most committed Microsoft

partners in Germany and is designed as a platform for exchange at the management level and as a unique network with other partners and decision-makers at Microsoft. Attps://partner.microsoft.com/de-de/marketing/microsoft

As one of these partners, we gain special access to the Microsoft network and participate in our strategic orientation through the exchange. (participate through the exchange in our strategic orientation).

From operational to strategical, we work with a variety of Microsoft and partner employees and executives to continually seek out new shores and set a course together. We were also very pleased to hear about Satya Nadella's announcements on sustainability and can warmly recommend Microsoft's sustainability report.

### 07/2019 Entrepreneurs For Future

"Together for more climate protection" – The Entrepreneurs For Future are entrepreneurs who have recognized their individual responsibility and use their sphere of influence to take action against the climate crisis. Taking after the young people of the #FridaysForFuture movement and the demands of #ScientistsForFuture, among others, entrepreneurs from over 5,000 companies worldwide are now positioning themselves for regulated decarbonization of the economy.

PHAT has been a member of Entrepreneurs For Future since September 2019 and was one of the first organizations to co-sign the "Statement from Entrepreneurs on Protests for More Climate Protection" Antipos://entrepreneurs4future.de/ueber-uns/stellungnahme/ In this, the Paris Agreement on climate protection is supported and various demands are made on politicians: from the consistent and rapid introduction of renewable energies, ecological agriculture, and a forced circular economy to the creation of new mobility and secure jobs for the future.

Additionally, we help with the general networking of the different groups of the Fridays For Future cosmos (Fridays For Future, Entrepreneurs For Future, Parents For Future, etc.) and try to contribute here as best we can.

For more information, please visit: ( https://entrepre-neurs4future.de/





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### ... more of the same:

#### 09/2020 Leaders For Climate Action

Leaders For Climate Action, or LFCA for short, was founded by several entrepreneurs and is now a community of nearly 1,400 participating companies committed to climate protection. In doing so, they want to use their influence and network to contribute to the fight against climate change. PHAT has been part of this community since September 2020, joining companies like Spotify, TIER, and ecosia in pursuing the long-term vision of a global economy without greenhouse gas emissions.

The foundation for this is the circular economy approach \$\( \frac{27}{8} \) https://www.europarl.europa.eu/news/de/headlines/economy/20151201ST005603/kreislaufwirtschaft-definition-undvorteile supported by new transport and energy concepts, with digitalization seen as a major opportunity and enabler of this process.

PHAT launched the process in September 2020. The first step is for entrepreneurs and decision-makers to commit to offsetting their private carbon footprint and, in the next step, to offset the company's CO2 emissions with the associated commitment to reduce them in the long term. Again, transparency plays a major role here.

Take a look at LFCA https://lfca.earth/de\_de/

### 12/2020 DNK (GSC)

The German Sustainability Code was the first step towards professional sustainability reporting. Here, we made a voluntary declaration on twenty GSC criteria and supplementary GRI performance indicators, ranging from targets, depth of the value chain and incentive systems to the use of natural resources and emissions.

Writing down individual topics showed us once again that we are no ordinary company and that we approach many things differently than "the standard". For example, we do not like to work with "regulations and [...] control", which are two of the criteria, but prefer to try to provide incentives for the right actions and in decision-making through personal responsibility, the scope for action and trust. At the same time, development has spurred us on to become even better in other areas, such as systematic documentation, and to bring knowledge "out of the head and on to paper".

You can view our statement directly in the GSC database

https://datenbank2.deutscher-nachhaltigkeitskodex.de/ Profile/CompanyProfile/14048/de/2019/dnk

### 2020 Carbon Neutral Company

To obtain a "carbon-neutral company" certification, the first step was to draw up our CO2 balance sheet. In accordance with the GHG Protocol Standard, the transnational series of standards for the accounting of greenhouse gas emissions, we recorded all CO2 emissions from Scope 1, 2 and 3 for this purpose.

This means that we accounted not only for direct sources of emissions, but also for all indirect emissions, such as those caused by business travel or new IT purchases. We carried out this procedure for the past three years intending to offset as much of our emissions generated to date as possible. A https://www.climatepartner.com/de

#### Hamburg Family Seal

Our employees are the core and heart of our organization and are therefore the most important part of PHAT. It is important for us that every employee feels comfortable and that individual needs are addressed.

The Hamburg Family Seal is an award for small and medium-sized enterprises from the "Hamburg Family Alliance". It recognizes companies that help their employees balance career opportunities with the demands of family challenges Attps://www.hamburg.de/familiensiegel/117316/start/

PHAT received the award in 2014 and 2017 and is constantly working on the further development of the individual compatibility of family and work.





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Hey!

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What makes PHAT PHAT? A subject that is not too easy to describe. It does however have a lot to do with intrinsic motivation and great enthusiasm as well as the interest in developing our customers, ourselves, others and also PHAT as an organization and not standing still. In reality, this may mean a little more coordination or effort, but in the end. it leads to a place that connects the "private me" to the "work me" and creates the exact feel-good factor that makes PHAT so special. Social sustainability as an aspect of the huge topic of sustainability is often not in the foreground but represents for us the foundation of PHAT. Therefore, we would like to consider this part, head to this section...

Fig: PHAT colleagues, August 2021

Our employees are the very heart of PHAT. We are therefore always careful to create a basis for the satisfaction of our PHATties on various levels and to cultivate the "PHAT Spirit". In our office design, for example, we respond to the wishes, needs and suggestions of PHATties, collect them via surveys and enable them to actively participate in their implementation. As part of the togetherness, we have been cultivating traditional events for years, which strengthen cohesion and the PHAT Spirit as well as promote personal exchange. New ideas are always welcome, will be taken up at any time and implemented if feasible and consensual.

The personal development of each PHATtie is a central pillar of the PHAT culture. Therefore, each PHATtie has the opportunity to create an individual development plan with the support of their own development mentor. For personal development, we offer various training courses, workshops and certifications.

Our PHATties appreciate the freedom and creative leeway they are given, as well as the personal responsibility and trust given to them by PHAT. In our internal teams such as Culture, Sustainability, Health, New Normal, Office Heroes, Portfolio, etc., PHATties can also pursue their interests and topics with energy and at their own tempo.

In order to increase the satisfaction of our PHATties and to be able to compare to previous years, we create annual employee surveys. We do this using the Gallup survey and custom-designed surveys created by a team of PHATties.

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What is the PHAT Spirit and what does it mean to be a PHATtie?

We work according to the equation freedom + trust + voluntariness = (self-)responsibility. Our PHATties enjoy much freedom in their daily work and in their own being as well as space and trust to be able to act voluntarily and according to their own strengths and interests. This is how the great passion and a high level of personal responsibility of each PHATtie are created.

Of course, we also have to achieve certain goals and, in the first place, ensure the long-term success of the organization. At the same time, diversity, variety, and individuality make up our culture. Conformity and tight expectations? Not with us! Different skills, personalities, life phases and circumstances make a significant contribution to our company's success.

We recognize ourselves as people and experts, leadbased on competencies and enable the development of strengths and potentials. Mindfulness, as well as recognition of complex issues, are an integral part of our team culture, treating each other with empathy and creating spaces to promote the well-being of all PHATties.

As an organization, PHAT looks out for its PHATties and therefore would like to give something back for their work and engagement. We have thus been offering our PHATties a wide range of benefits for several years and are working on steadily expanding them:



#### Benefits:

- · Flat to no hierarchy
- · Individual further training opportunities
- Ergonomic office equipment and advice
- The possibility of a company bicycle
- Subsidy for HVV-ProfiTicket (subscription-based ticket for public transportation)
- · Various individual sabbatical models

- Monthly osteopathic treatment by our in-house Shiatsu master Carsten
- Trusted working time & sick time
- Family friendliness through flexible working hours, flexible adjustment of weekly hours, etc.
- · Flexible home office arrangement
- Individual device budget for free choice of working devices

- Local craft beers, a rotating beverage selection and Demeter brand fruits/veggies
- "Friday Cooking Offer" from our own cook Ilona
- A limited number of tickets to FC St. Pauli home games
- · Company pension plan
- · And more!



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4.0 Projects from the Heart

# ... very much PHAT!

What happened in 2019 & 2020 and how did the Corona crisis shape PHAT togetherness?

Since early March 2020, the Corona pandemic has been turning our work and personal lives upside down. Our daily lives have been noticeably changed by the Corona crisis. Much of the action has been taking place within our own four walls.

Routines, such as working in the office and with customers or going to the gym in the evening after work or having a beer together, are no longer possible. Almost overnight, or at least within a very short time, serious changes took place not only in private, but also in professional everyday life. One digital meeting after another followed and workload increased enormously thanks to a sudden rise in demand for digital collaboration solutions. Add to that the necessary invasions into the freedom of movement of individuals... what a time!

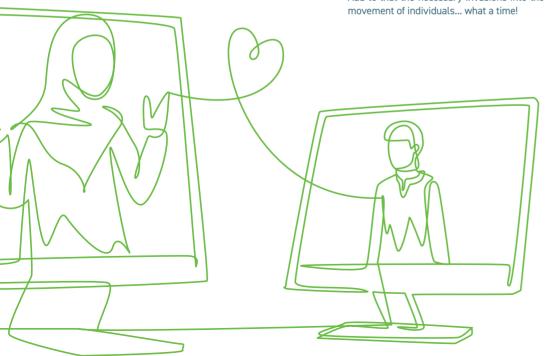
At PHAT, we always tried to master these times quickly, flexibly and with innovative approaches to solutions, continuing to react flexibly to new situations along the way. Once all business continuity issues were clarified and resolved, we quickly created a new PHAT "New Normal Team" to keep colleagues up to date on current regulations and legal changes, but most importantly, to alleviate concerns and fears and to manage the new situation as best we could. Among other things, the New Normal Team shared a few basic questions and tips on how to deal with the crisis. Here's an excerpt as an idea:

- What exactly can you do as a PHATtie to manage this crisis well?
- What should be considered in terms of communication?
- · How can you increase your connectedness?
- How do I face PHATties who are not handling the situation well emotionally and are suffering?
- I feel like I'm working in 24-hour mode, how do I manage a short break?
- How can I deal with conflicts when I can only keep in touch virtually?
- How can I remain confident even when there is a lot of fear in the environment?
- A special question sometimes is: How do I get it all done and what is PHAT doing for me?

This was followed by tips on how PHATties can get through remote meetings productively, how to manage home office time and day-to-day life well, and many more valuable tips from across the community. Online events were planned and hosted to be together instead of alone. Care packages were sent, a Corona Bonus was made freely available, Christmas bonuses were increased, and an opportunity for homeschooling was offered to better cope with everyday life and reduce psychological stress.

In the past year, we significantly increased our focus on the areas of health and mental health. We created a group of PHATties to address these issues and bring various offerings to the workforce. In addition to various online formats such as "Yoga with Mona", "PHATburning" or even meditations, we provided a lot of information on mental health, health, nutrition, sports and living and working in the "New Normal". Due to the continuing presence of the pandemic, we are currently only able to offer much more limited joint jogging in nature, walks, canoe trips and hiking and celebrations as in the past.

It goes without saying that we also provide our employees with healthy food and snacks, but more on that in the next section. We also raise awareness for sustainable rethinking through training.





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# On the Reeperbahn at 9 in the morning.

Over the past years, our activities have borne fruit and we are proud not only to animate and inspire PHATties and new colleagues to be more sustainable, but also to shape our office into an increasingly sustainable place, as sustainable use of our resources is very important to us.





### Office check

It all started with an "office check" in September 2018. We took this inventory as the starting point for subsequent changes and measures to be implemented, so that today we source green electricity, track and optimize our energy needs, run our technical infrastructure via the cloud, conduct banking transactions and procure office materials sustainably.

All these activities are grouped together in Field of Action 3 "Office of the Future", where a dedicated team of PHATties is working to continuously optimize our working environment.

### Mobility

We are aware that mobility is, on the one hand, an indispensable part of our business activities, but on the other hand, it causes the largest part of our CO2 footprint. To respond, we have placed our primary focus on prioritizing public transportation and carsharing/rental options, minimizing flights, even offering our PHATties a company bike. In 2020, we completely abolished our company car model and allowed existing leases to expire.

In Field of Action H6, we are also looking at how we can reduce our footprint in the impact of customer projects and also encourage our customers to do business or work more sustainably.

#### Catering

As part of our office catering, we have been relying on a regional and certified supplier to provide us with fruit and vegetables since 2019, making sure that our selection is as seasonal and regional as possible. On Fridays, our wonderful cook Ilona cooks for us, conjuring up changing dishes for all interested. All meals are cooked with organic ingredients and are, since 2019, at least 50% vegetarian or vegan. For this purpose, many PHATties head to the office especially (if there isn't a current pandemic of course!), enjoy the exchange and ring at the weekend together.

In 2020, we entered into a cooperation with a Hamburg-based so-called "unpackaged store" (Stückgut), where not only PHAT but also PHATties can order directly and have goods delivered to the office, on the one hand, to sustainably source snacks provided in the office, and on the other, to reduce packaging waste and unnecessary transport routes as far as possible. Our milk comes from a local dairy farmer and every week we receive a fresh delivery of salads from a Demeter brand farm nearby.

Our journey is far from over. We have already reached many milestones within the last few years, but still have many more ideas for the future on how to make our office more sustainable.





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# Beautiful every year.

Over the years, our mindset on sustainability has also changed in the context of our marketing activities and especially in the case of Christmas cards. Ideas for Christmas cards were always designed to make a lasting impact on their recipients.

Each year, PHAT sends out around 500-600 personalized Christmas cards signed by the respective account managers, intending to bring along a certain wow factor. Be it CDs with Christmas songs sung by the PHATties or a DIY Cloud (Christmas tree ornament), the creativity and wit of these cards ensures that recipients will be talking about them for months afterwards. Like, for example, the Surface notebooks we made ourselves in 2016, including microfiber cloths, some of which we still see on the tables

of customers and partners today. Or Advent calendar stickers, which in 2017 encouraged recipients to actively use them, sharing posts on social channels.

Although for a long time there was no ambition to make the Christmas cards sustainable from an ecological perspective, we have been actively working on this now for two years. In 2019, we printed a delicious red cabbage recipe on sustainably produced grass paper and sent it out with bay leaves for cooking. Then in 2020, there was organic hand soap, packaged sustainably and creatively. Since 2019, all cards are packed and sent by Lebenshilfe, a self-help association for people with mental disabilities in the Hamburg area. We would like to continue this in the coming years, increasing our positive impact and minimizing our ecological footprint at the same time.

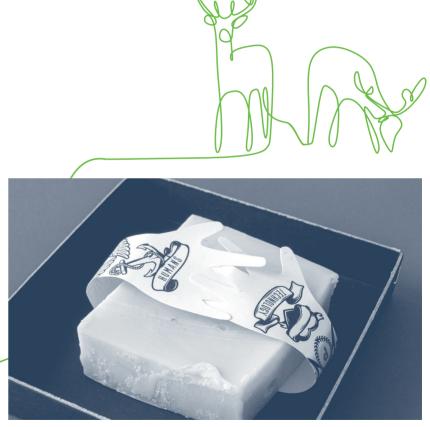












\*6 Fig: Christmas cards





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### We are committed. Also to our partners.

In our Field of Action 7 "Exchange of skills", we place great emphasis on sustainable commitment. For example, we support NGOs in their important work through pro bono work or at NGO per diem rates, while learning about new areas and improving our skills as PHATties. We carefully select the projects we support. It is important for us to combine our core – digitization – with sustainable topics in these projects.

In particular, we use the UN's Sustainable Development Goals as a guide (\*\*) https://sdgs.un.org/goals, the Doughnut Economy Model (\*\*) https://www.kateraworth.com/doughnut/ and the Objectives and Key Results of our Sustainability team. In addition to our active commitment, it is also important for us to make a financial contribution. To this end, we also carefully select organizations that fit our PHAT values.





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### Thinking about young and old ...









#### **Child Growth Monitor**

"More than ever, solutions are needed to stop child malnutrition while maintaining a margin of safety." says Meike.

Hunger and malnutrition are still major global challenges – children are the most vulnerable, and the Corona crisis has only exacerbated the situation. The Child Growth Monitor is a project of Welthungerhilfe, which we as PHATties have supported with development as well as technology and process consulting since the beginning of 2018. In particular, PHAT assisted with the secure and efficient operation of an app on the Azure platform. This is a mobile app that will be used to correctly diagnose the nutritional situation of children in the fight against hunger and malnutrition.

The way it works can be imagined as follows: Using a smartphone camera, children aged 1–5 years are scanned. The app uses a combination of augmented reality

and artificial intelligence to determine weight and height. Data points are placed within the recordings to create a model and predict how the child's height and weight will continue to develop. Advantage: The examination is performed completely contactless and in compliance with safe distancing.

At the end of 2020, we called on PHATties to support the project as part of a Christmas fundraiser. Together, we were able to raise 10,000 EUR for Welthungerhilfe to further the development of the Child Growth Monitor.

More info on our website: https://www.phatconsulting.de/welthungerhilfe/

### Freunde alter Menschen (Friends of the Elderly) Association

"What motivates me? Supporting with IT solutions where they are needed." says Max. The non-profit association "Freunde alter Menschen e.V." (FAMEV) saves elderly people from loneliness and isolation. The commitment is manifold: The focus is on visiting partnerships between young and old, where volunteers visit an elderly person – often leading to friendship. The association also organizes events and excursions and provides advice on subjects related to old age.

We PHATties have supported FAMEV on a technical level to facilitate collaboration among staff and volunteers. The contact was established via the platform  $\bigcirc$  www. digital-it-services.org which was initiated by "Haus des Stiftens". The focus of our work was the migration of various IT tools:

"Building a Microsoft 365 Business environment and customizing it to meet FAMEV's needs was a pleasant change of pace for me. I enjoyed this project because there were no dependencies on the previous infrastructure and the latest technology could be used. This way, the cooperation between association members could be improved quickly," Max explains.

More about our work with FAMEV on our website FAMEV on our website FAMEV. Mitps://www.phatconsulting.de/freunde-alter-menschen-e-v/
If you would also like to become a committed non-profit partner, you can find out more here: FAMEV. Mitps://www.digital-it-services.org/informationen-fuer-anbieter

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#### Microplastic Pollution Map

Microsoft Power BI and microplastics - how do they fit together?

On a Tuesday in 2013, Mark, a former PHAT employee, was riding the train back to Hamburg from a consultation. He was browsing through the DB Magazine and discovered an article about the work of the non-profit organization One Earth - One Ocean e. V., founded in 2011. (OEOO), OEOO sees itself as a "maritime waste collector" and actively works to rid our oceans of plastic. According to the organization. 10 million tons of trash end up in the world's oceans every year, about 75% of which is plastic. UN studies say that the weight of plastic waste in the oceans could exceed the weight of all fish by 2050. This is what One Earth - One Ocean wants to prevent.

Inspired by the organization's work, Marc didn't hesitate and picked up the phone. A few conversations later it was certain: Microsoft partner PHAT supports 0E00 with the implementation of Microsoft Power BI. The result: the Microplastics Pollution Map.

The Microplastics Pollution Map, an interactive world map, shows courses, types, and levels of microplastics in the ocean. OEOO regularly collects water samples in the North Sea. Mediterranean Sea and Atlantic Ocean to investigate microplastic pollution. The results of this analysis are forwarded to PHAT in an Excel spreadsheet by microbiologist Dr. Rüdiger Stöhr, who is supervising the project on behalf of OEOO. At PHAT, data is written to an Azure SQL database through an importer, resulting in structured and relational data. To date, around 2000 records have been entered. The Power BI report, as it is later displayed on the website, draws its data from this same SQL database. The corresponding aggregation and filters are built directly into the report.

Since the partnership began in 2013, the Microplastics Pollution Map has continued to evolve. A lot has happened since then. Particularly in 2019/2020...

"Our cooperation is long-term and aims to develop the Microplastics Pollution Map into an internationally recognized database with implemented analysis functions." reports OE00's Dr. Rüdiger Stöhr. Possible next steps could include connecting a knowledge base, integrating satellite imagery or forecasting via Al.

An inspiring partnership for all: This is precisely how Microsoft, OEOO & PHAT work together, One of OEOO's goals is to provide education. "Thanks to Microsoft Power BI, we can help 0E00 educate in a fun and dynamic way about the different types of microplastics as well as the plastic flows in the ocean," says Nils Langemann, PHAT's CEO, "One of our PHAT sustainability goals is to work with organizations that support the UN Sustainable Development Goals. Together with OEOO, for example, we're paying into "Goal 14 - Life Underwater"."

The innovative thing about the Microplastics Pollution Map is that digitization and sustainability are directly intertwined. "We're paying directly into an issue that has a positive impact on our technical expertise." says Lena. who oversees the project at PHAT. The partnership is by no means one-sided: According to Lena, "As a consulting firm, we are immersed in a whole new world where we can learn new things and build our capabilities. Among other things, this has led many PHATties to advocate for less plastic use in their private lives as well. One of my highlights was a joint beach cleanup organized by OEOO".

https://oneearth-oneocean.com/unsere-projekte/microplastic-pollution-map/

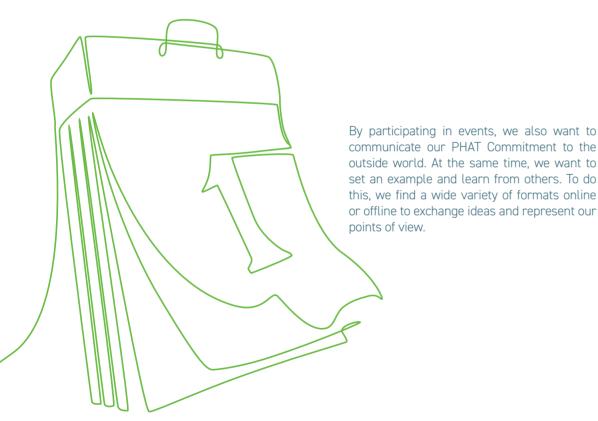
Fig: oneearth-oneocean pollution map



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## Shaping the Puture together.



Our Field of Action 4, Events with a Handprint, particularly supports sustainable event formats in which the handprint is larger than the footprint. We also strive to do this at our own events.

As PHATties, we enjoy bringing people together around important issues, creating a good time for all, bringing our lasting learnings to the world. For our handprint to be PHATter than our footprint, in 2020 we began creating guidelines and place special emphasis on the participants taking away knowledge, inspiration and encounters.

2020 was also a special year for us. Important events, such as our Strategy & Expert Day, where we have been bringing customers and employees together for a few years now, each time putting together a full agenda with exciting speakers, had to be cancelled or rescheduled. With digitization at the core of our business, we tackled this challenge together. The result was impressive: Whether internally, externally, or with our clients, our PHATties designed and participated in creative online formats.

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### 05/2019 Hamburg Environmental Foundation FORUM

As part of the Hamburg Environmental Foundation FO-RUM , organized by the Save Our Future Environmental Foundation, Nils (CEO) was invited to participate in a panel on Fridays For Future and its impact on business. Together with Dirk Grah, regional manager of GLS in Hamburg, the challenge and importance of reconciling entrepreneurial commitment to sustainability and economic success were discussed. The panel was a great stage for these important issues and Nils still talks about the list of actions and activities already implemented within PHAT that he received in preparation for the panel, surprising himself with a list of over 100 items. A prime example of sustainability as a self-organized process in autonomous teams, made possible by spreading the responsibility for a larger group of people granted room to maneuver and which developed a great momentum of its own even before the time of the manifesto and Fields of Action.



# 03/2020 Hackathon Welthungerhilfe (World Hunger Aid)

In March 2020, Welthungerhilfe called on IT experts from developers to UX designers to come together in a hackathon to find smart solutions to combat world hunger. PHAT not only supported the event as a partner and sponsor, but also took the opportunity to actively participate with some PHATties. On-site, our programming and pitch experts were not only convincing with their own ideas, but they also supported other teams with their wealth of experience.



### 05/2020 Zero Hunger Run

Every year, Welthungerhilfe organizes its Zero Hunger Run. The initial donations go directly to the project countries. As a partner of Welthungerhilfe, we as PHATties were of course at the starting line. To support Welthungerhilfe in their challenge, we walked a total of 24 kilometres together with 9 PHATties. To be Corona compliant on the road, we decided to walk together (instead of running). "It was a very spontaneous thing. We grabbed a few drinks after work and walked all around the Alster together. It was a fun way to do some good." Thitps://www.welthungerhilfe.de/zerohungerrun-der-spendenlauf-gegen-hunger/virtueller-spendenlauf-zerohungerrun-challenge/zerohungerrun-challenge/zerohungerrun-challenge/zerohungerrun-challenge/zerohungerrun-challenge/zerohungerrun-challenge/zerohungerrun-challenge/zerohungerrun-challenge-2020-ein-voller-erfolg/

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### ... or this. Or something else?







### 09/2020 Beach Cleanup

The Beach Cleanup was one of One Earth - One Ocean e.V. (OEOO) joint beach-cleaning activities as part of the International Coastal Cleanup Day (ICC). Anyone who had time and felt like joining in was called upon to clean up a beach near Kiel together. You didn't have to bring anything other than a good mood and motivation to get going. Tongs, buckets and even snacks for the participants were organized by OEOO.

Lena: "As a PHATtie, I was made aware of this great campaign by Rüdiger from 0E00 and was happy to take part. On the one hand, to see our customer OEOO in action and on the other hand, because it was a great opportunity to "get stuck in" outside the IT world and create a positive impact. At the end we even got a guided tour on the See-Kuh, 0E00's central cleaning ship – it was a great day!"

### 11/2020 Climathon, Impact Hub Hamburg

24 hours, 14 challenges: On November 13 and 14, 2020, committed people from all over Germany worked together on climate protection ideas. The Ideas Marathon for Urban Climate Innovation was organized by Impact Hub Germany and took place as an onlineonly event due to the pandemic. We PHATties were also present and supported the event on a technical level and acted as sparring partners for the participants during brainstorming and concept development.

Our customer and partner, Welthungerhilfe, was also on board and set one of the challenges. Together, we gave a behind-the-scenes look at the Child Growth Monitor project (see 4.1) as part of a keynote presentation - the idea for which also arose at a hackathon and subsequently became reality. A total of 14 teams won their respective challenges. The final pitches as well as an award ceremony to select the overall winning team took place at the end of November as a separate online event.

Nils was part of the German jury and was allowed to preview and evaluate the finalists' materials: "It was awesome that so many good ideas came out in just 24 hours!" einem Hackathon entstanden und wurde Realität.

### **Fridays For Future Protests**

The Fridays For Future movement was an eye-opener for many people around the world and made waves globally. So too for our CEOs, as explained at the beginning of the video, and also for many PHATties.

Many PHATties regularly participate in the Fridays For Future protests in Hamburg, if their schedule allows. creating posters with powerful slogans, doing this during working hours or booking it as an internal expense. Nils (one of our CEOs) was always in the front with his megaphone leading the demonstration.



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It's human nature to focus on the positive and emphasize the glorious. Even we do it! As we all know, there is always another side to the coin.

At PHAT we enjoy a healthy culture of mistakes, we can admit when something has not gone guite right, laugh about it together and then look forward. That's why this section should not be missing from our sustainability report! (And we are already looking forward to what will be here in the coming years...)

### Regional & local distances... almost!

As part of our marketing campaign "PHATremote" and due to the home office situation caused by the pandemic, we wanted to send all PHATties a mug as a gift for St Nicolas on December 6. Because short delivery routes and fair working conditions are important to us, we looked at local print shops in Hamburg. Everyone knows time seems to run twice as fast before Christmas, so time was short, and many printers had no capacity for the job. The search was therefore extended to the greater Hamburg area, and we were able to find a print shop that still had the capacity for spontaneous printing of the mugs.

After a few consultations, we were informed that the job would require more capacity after all and that a partner printer would have to be brought in to assist. Trust is good, control is better... Unfortunately, we didn't follow up on this and you can imagine our faces when the mugs only arrived at our PHATties on December 17 - 11 days too late.

Not only were they the completely wrong mugs with a different company logo ,stawadanke', but the sender was from Portugal! After a few phone calls to the printer, we were told that the contractor had passed the job on to Portugal. The disappointment was great, as this was precisely what we had not wanted.

Unfortunately, you can't turn back time... We again emphasized our principles of sustainability and our disappointment to the printer. What did we learn from this? 1) Better time management and 2) In the future, we will communicate our ideas, principles and wishes concerning sustainability even more clearly and also write them down so that we can work as one with our partners. These days, we look back on this mess up with humour, stawadanke' is now a running gag.



- 1.0 Hello world Hello future

- 2.0 Team Sustainability

- 2.4 Our CO<sub>a</sub> Footprint
- 3.0 We are PHAT
- 3.2 Office & Neighborhood
- 3.3 Christmas cards
- 4.0 Projects from the Heart
- 4.3 Events

5.1 Disasters & Solutions

5.0 Peace out

5.2 Outlook & Contact

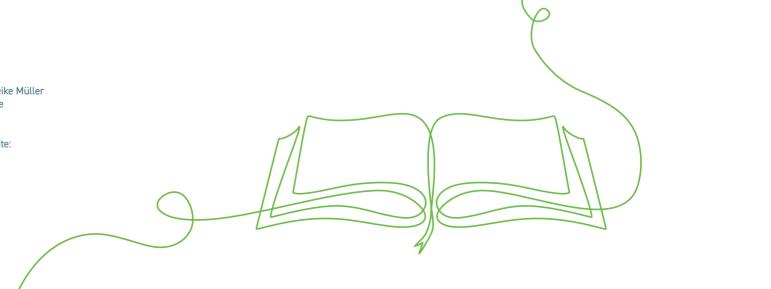
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Already over? Indeed! This is the end of our journey through 2019/2020. We are glad that we could take you along for the ride and are looking forward even more to more eventful years in the future. If we can do it, so can you!If you need support on your journey: we are there for you!

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Published by PHAT CONSULTING, Nobistor 10, 22767 Hamburg © August 2021 Editing and text Team Sustainability: Daniela Egiert, Janina Peter, Mona Ulrich, Meike Müller Photo credits: Shutterstock, Unsplash, Welthungerhilfe, Michael Kutzia, Tina Gothe Concept and design: Tina Gothe

For more information about the company and sustainability, please visit our website: www.phatconsulting.de









### PAIRING HUMANS AND

PHAT stands for "Pairing Humans And Technology". This is both our mission and the core of our work. We do not only have a responsibility to our customers to achieve the best results, but also to treat the environment and resources available to us responsibly.

Why? Companies are co-creators of good life on this planet. The United Nations' 17 Sustainable Development Goals offer a comprehensive vision of such a good life. We at PHAT CONSULTING ask ourselves to what extent we contribute positively or negatively to these goals and furthermore how we can animate other companies, partners, or companions to join in. The method that gives us a handy, visible, and understandable overview for this, is called hand and footprint. Our negative contribution is the PHAT footprint, our positive contribution is the PHAT handprint.

PHAT CONSULTING is an identity-creating structure that offers people ideas and a cultural foundation for the will to shape the future.

We inspire and empower ourselves and others on the path to a digital, sustainable, and livable future.

Our honest and innovative way of working turns customers and employees alike into fans.

### PHAT SUSTAINABILITY MEANS THAT OUR HANDPRINT IS SIGNIFI-CANTLY PHATTER THAN OUR FOOTPRINT.

After all, sustainability is not just about preserving the basis of life for future generations, but about actively helping to shape a better world. Among the many opportunities for action, we have defined seven fields of action on which to focus our efforts. We are committed to bringing them to life and pursuing them with seriousness and creativity.





#### FIELD OF ACTION 1 - A SUSTAINABLE ORGANIZATION

We cannot leave sustainability to chance. To increase our handprint and decrease our footprint step by step. we have organized ourselves. Teams work continuously to achieve our goals, propose new measures, and review progress. We have created capacities and distributed responsibilities. Sustainability is a team sport. Everyone is encouraged and empowered to participate.

### FIELD OF ACTION 2 - BEING DIFFERENT TOGETHER CHAP



Diversity is our identity. Different abilities, personalities, life phases and circumstances are expressly welcome at our company. The PHAT culture contributes significantly to our company's success. We are different. We value freedom. We trust each other. We recognize ourselves as people and experts, lead on the basis of competencies and enable the development of strengths and potentials. Mindfulness and the recognition of complex issues are an integral part of our team culture. We meet each other with empathy and create spaces to promote the well-being of our PHATties. Professionally, each PHATty should also be able to develop their own strengths and potential. Our expertise in technologies and transformations also empowers other organizations to further leverage the opportunities of diversity and collaboration. We are PHAT.

#### FIELD OF ACTION 3 - THE OFFICE OF THE FUTURE #



Our office is a meeting place and part of the PHAT culture. We are proud of what we have already achieved. We continuously reduce waste and the consumption of valuable resources. We obtain our electricity from renewable sources. When purchasing, we pay attention to sustainability and prefer regional suppliers. We conduct our financial transactions ethically, sustainably, and ecologically - here, too, focusing on

To manage, you have to measure. We measure what we care about. We are, for example, continually reducing and offsetting our carbon footprint bit by bit through concrete measures, sometimes at the expense of comfort. At the same time, we want to increase our handprint even further.

Every employee is not only aware of the measures but also contributes to them. The sustainable office environment inspires us to become more sustainable in our private lives as well.

We would like to actively share our knowledge and experience with other organizations and thus enable even

#### FIELD OF ACTION 4 - EVENTS WITH HANDPRINT



Online and offline, internally and externally, we find formats of exchange and encounter. We are also aware of the negative effects caused by resource consumption and emissions. For our handprint to be PHATter than our footprint, we create guidelines and place special emphasis on the participants taking away knowledge, inspiration, and encounters.





### FIELD OF ACTIVITY 5 - NARRATING AND REPORTING

We share our commitment both internally and externally using the brand PHAT lo lead the way. We report continuously and honestly on our progress as well as our potential for improvement. We relate our inspiring projects, team developments and personal motivations. We give our employees and customers space to have their say. We share our experiences with others in the form of contributions, presentations and during discussions

#### FIELD OF ACTION 6 - PROJECTS WITH HANDPRINT



We believe in the creative power of our customers. Through our professional and social competencies, we are able to contribute to their future viability. Because our heart beats for the PHAT definition of sustainability, we take this into our projects. We are aware of the hand and footprint of our portfolio and always try to gently place sustainability-oriented ideas.

### FIELD OF ACTION 7 - EXCHANGE OF SKILLS



Together, not alone. We cooperate with other organizations to achieve goals that are relevant to society as a whole, such as Sustainable Development Goals. In the process, we share our skills and gain new ones. As a team, we thus develop even more understanding and attentiveness for important issues, making them our own. We then take these new skills and sensitizations back to the team in a targeted manner and pass them on to customers.

At PHAT CONSULTING, we are aware of our responsibility. With this manifesto, we commit to striving for a better and more sustainable world – for generations to come.

