

Sustainability Report 2023



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Why Sustainability Is Important to Us

We are convinced that sustainability initiatives at a corporate level are imperative to protect the environment, society, and thus our foundations for life and work.



Moreover, &weekly considers it an important task to assume social responsibility, promote economic stability, and ensure long-term corporate governance. By acting sustainably, we aim to create a future worth living for our grandchildren and boost awareness of sustainability among our employees and stakeholders.



Our Sustainability Goals

Our sustainability goals ensure that &weekly's activities not only generate short-term profits, but also contribute to a sustainable and just society.

We are guided by the United Nation's three pillars of sustainability:



Environmental sustainability: We strive to minimize our environmental impact and implement measures to reduce and offset our energy and resource consumption.



Social sustainability: We advocate for healthy working conditions and amiable collaboration in day-to-day business operations. Equal opportunities and an inclusive corporate culture are especially important to us.



Economic sustainability: We aspire to create a stable and sustainable financial performance for long-term success while acting in an economically responsible manner.

For further information about our sustainability strategy, you can find our manifest [here](#).



Our Standards

Running a sustainable company requires the shared understanding of all stakeholders as well as comparable standards. We have selected the following standards as guidelines for our company.

WE SUPPORT



UN Global Compact

Our membership in the German network of the [UN Global Compact](#) provides &weekly with a framework to align our organization and its business relationships with international sustainability requirements. By signing this agreement we commit to the **UN's Ten Principles and the 17 Sustainable Development Goals (SDGs)**.



charta der vielfalt
Für Diversity in der Arbeitswelt

Diversity Charta

The [Diversity Charta](#) is an initiative of employers designed to promote diversity within companies. By participating in this initiative we pledge to advance the **recognition, appreciation, and integration of diversity** in the workplace in Germany.

Projects We Support

Every year, our team chooses a social and an environmental initiative which are both in accordance with our values of sustainability and social responsibility. We are all about supporting shared projects that aim to have a positive impact on the world around us and strengthen the foundation for a sustainable future.

Heinz
Sielmann
Stiftung

Heinz Sielmann Foundation

The [Heinz Sielmann Foundation](#) is known – throughout Germany and worldwide – for sustainable development and successful nature conservation projects. We especially like the holistic, long-term approach of these projects, which, for example, protect a whole habitat instead of just one particular species.



German Children's Fund

The [German Children's Fund's](#) mission is to create child-friendly living conditions nationwide, in cities and in the countryside; the ultimate goal is for children to represent their own interests in society. This idea matches our company's focus on family, children, and a livable future for our descendants.

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Our 2023 CO2 Emissions

We need reliable data in order to understand consumption patterns and use resources efficiently. In the calendar and fiscal year of 2022, we used the [ecocockpit](#) tool for the first time to calculate our carbon footprint. Here are the results!



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Period:
01.01.2023
to **31.12.2023**

Safety margin: **5 %**



Number of
employees in 2023
(incl. freelancer):
30

Scope 2

Energy supply
from external
sources –

5.797 kg CO₂e

(43.3 %)



Other emissions –

2.114 kg CO₂e

(15.8 %)

Scope 3

Business travel by external
means of transport –

4.120 kg CO₂e

(30.9 %)



Waste disposal –

687.5 kg CO₂e

(5.1 %)

Wood, paper,
and cardboard –

599.6 kg CO₂e

(4.5 %)



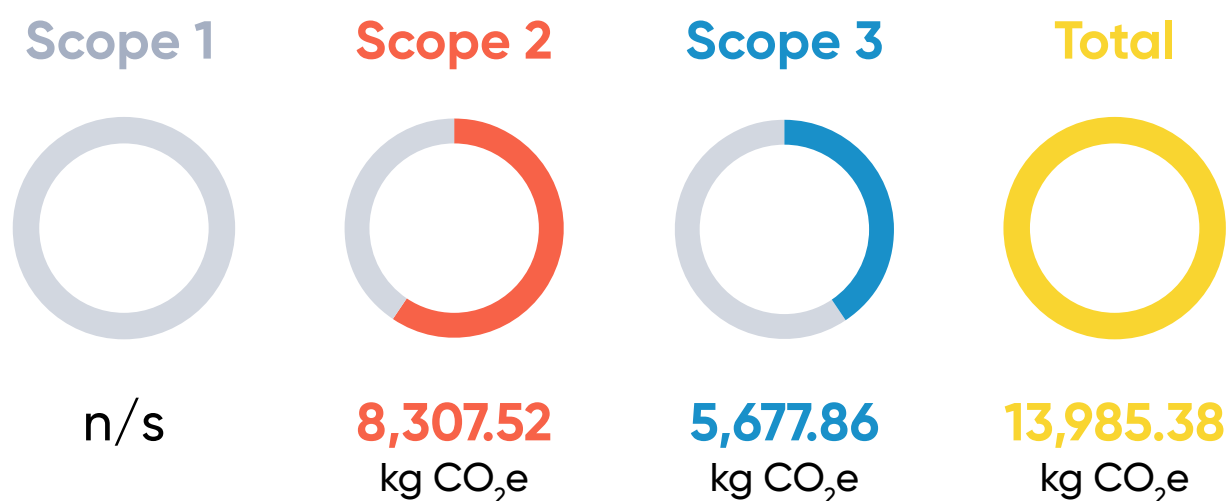
Water and wastewater –

0.55 kg CO₂e

(0 %)



Overview CO₂ emissions in 2023



Note regarding the calculation: Since we all work remotely, a large part of the data refers to average data from the home office environment. Since our product is virtual services without a location, there are no direct emissions from Scope 1.



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Our Sustainability Initiatives and Measures

What are we doing to become
a climate-friendly company?





Reducing and optimizing

There's a limit to following the usual key activities in our company. However, we have implemented a few concrete measures and are continually working to improve the rest.



Christmas with the world in mind.

Our customers are familiar with the tradition: Instead of decorating with tinsel we make a donation on behalf of our customers and business partners. In 2024, the recipients are the German Children's Fund and the Heinz Sielmann Foundation.



BusinessBike.

We say no to company cars! Instead, we rely on the bicycle as the most essential vehicle of all times, to be precise: the &weekly company bicycle. It takes us to co-working spaces, to meetings, and to pick up our children after work.



There's no healthy planet without healthy people.

That's why we focus on trust instead of control, freedom of choice instead of daily commuting, and constructive feedback instead of disciplinary letters. &weekly promotes and invests in select further education measures for employees. And we also offer a tax-free subsidy in the form of a health promotion scheme.



Offsetting inevitable emissions

There are just a few things that are hard to avoid: heating in winter, electricity for lights and laptops, or on-site meetings. Nevertheless, we want to offset the associated emissions.





Which certificates we use and why: the Gold Standard

The Gold Standard was established by NGOs to ensure that projects aimed at reducing CO2 emissions efficiently contribute to sustainable development at various levels. For this purpose, [the Gold Standard for the Global Goals](#) was introduced as the best-practice standard for climate measures and sustainable development measures. The aim is to create long-term, measurable added value for our planet and the people living on it.




For any CO2 emissions we cannot immediately offset, we acquire a Gold Standard certificate to make at least a small contribution to reducing emissions in another part of the world.

Which Goals Have We Reached in 2023?

- ✓ Calculating the CO2 emissions for our growing team
- ✓ Thoroughly analyzing our offsetting projects, including selecting a new partner for voluntary offsetting
- ✓ Transparently communicating with our employees, customers, and business partners in order to position &weekly as a reliable company that thinks, invests, and acts long-term



What Are Our Goals for 2024?

With the three pillars of sustainability as a guide, we set the following goals for 2024:

Environmental Sustainability

1. Compile the annual carbon footprint for all full-time and part-time positions
2. Offset our CO2 emissions with a partner we trust
3. Develop a qualified &weekly Sustainability Manager role

Social Sustainability

1. Continue our collaboration with standards such as the Diversity Charta in order to create an inclusive and diverse work environment
2. Collaborate with our Content and HR departments regarding diversity within our personnel, gender-friendly language, and more
3. Participate in at least one further education training on sustainability and diversity

Economic Sustainability

1. Continue our collaboration with initiatives such as the UN Global Compact to consolidate responsible business practices
2. Regularly report (currently with annual reporting) about progress and challenges in the area of sustainability in order to ensure transparency
3. Actively communicate our commitment to our customers in order to prompt discourse and inspire other companies



About us

We consult and enable B2B companies to achieve sustainable digital growth.

&weekly connects strategy, content, campaigns, and technology for measurable scalable marketing solutions. For measurable impact with sustainable effects.

[Learn more](#)

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&weekly Sustainability

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