

b/uegain

# 23

## / BLUEGAIN SUSTAINABILITY REPORT

SHAPING TOMORROW TOGETHER | 2023



## / SHAPING TOMORROW TOGETHER

Since the start, sustainability has been at the heart of bluegain's mission. It's not just a priority, it's embedded in everything we do. Our journey is about more than minimizing our footprint through responsible practices like limiting travel, using refurbished equipment, or engaging in conservation projects. It's about amplifying our handprint – driving positive change that extends beyond our own operations.

As a technology and professional services firm, we have the privilege and responsibility of influencing leaders across industries. Every solution we create, every decision we guide, has the potential to ripple outwards, shaping a more sustainable future. From helping clients integrate circularity into their business models to empowering leaders through our bluegain Academy, we are committed to making sustainability not just a goal, but a transformative journey.

This first b/uegain sustainability report reflects not only our impact but also our vision for what's possible when business becomes a force for good. Together, we can build a legacy that creates real, measurable change.

Let's step into the blue, gain new insights and expand the possibilities – one project, one partnership, one step at a time.



A handwritten signature in white ink, appearing to read 'Carsten Linz', set against a blue background.

**Dr. Carsten Linz**  
CEO and Founder  
bluegain

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WHO WE ARE

**bluegain is the rapidly expanding technology and professional services company specializing in transformation. We support senior leaders in their challenging mission of transforming established companies, harnessing the power of digital innovation, sustainable practices, and new business models to proactively shape the future.**

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2023 AT A GLANCE

# OUR FOOTPRINT

**Energy consumption**

LEED Gold certified office building with a solar thermal system.

Energy Impact: 447,91 kg CO<sub>2</sub>

**Electronic devices**

78% of all our electronic devices are refurbished.

**Transportation**

Office commutes by bike or public transport. Long distances primarily by train. Air travel when needed.

Transport Impact: 2772,33 kg CO<sub>2</sub>

**Office practices**

New recycling system underway. Limiting printer usage.

# OUR HANDPRINT

**Sustainability offerings**

We guide companies to adopt sustainable practices that reduce environmental footprint and promote social responsibility globally.

**bluegain academy**

Our bluegain academy is dedicated to empowering global leaders in their journey towards sustainability.

**Social impact project**

Marine conservation project where we rehabilitated sea turtles, repurposed ocean plastic waste, and built coral gardens in Naifaru.

**Annual donations**

This year, we supported the Atoll Marine Center for marine conservation and the Alzheimer’s Research Initiative.

**Public awareness**

As Expert Member of the WEF, our CEO regularly publishes insightful research articles on sustainability, significantly inspiring leaders in their sustainability path.

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FOOTPRINT



## / OFFICE ENERGY CONSUMPTION & BUILDING INITIATIVES

Our office building proudly holds a LEED Gold certification, thanks to its exceptional energy efficiency and advanced solar thermal system. This system harnesses solar energy through panels to heat the entire building, significantly reducing the reliance on artificial heating.

Furthermore, thanks to our rooftop gardening project, our building has become a vital ecosystem for bees, helping to sustain biodiversity in our city.

Additionally, all our lighting is equipped with smart, top-tier energy-efficient technology.

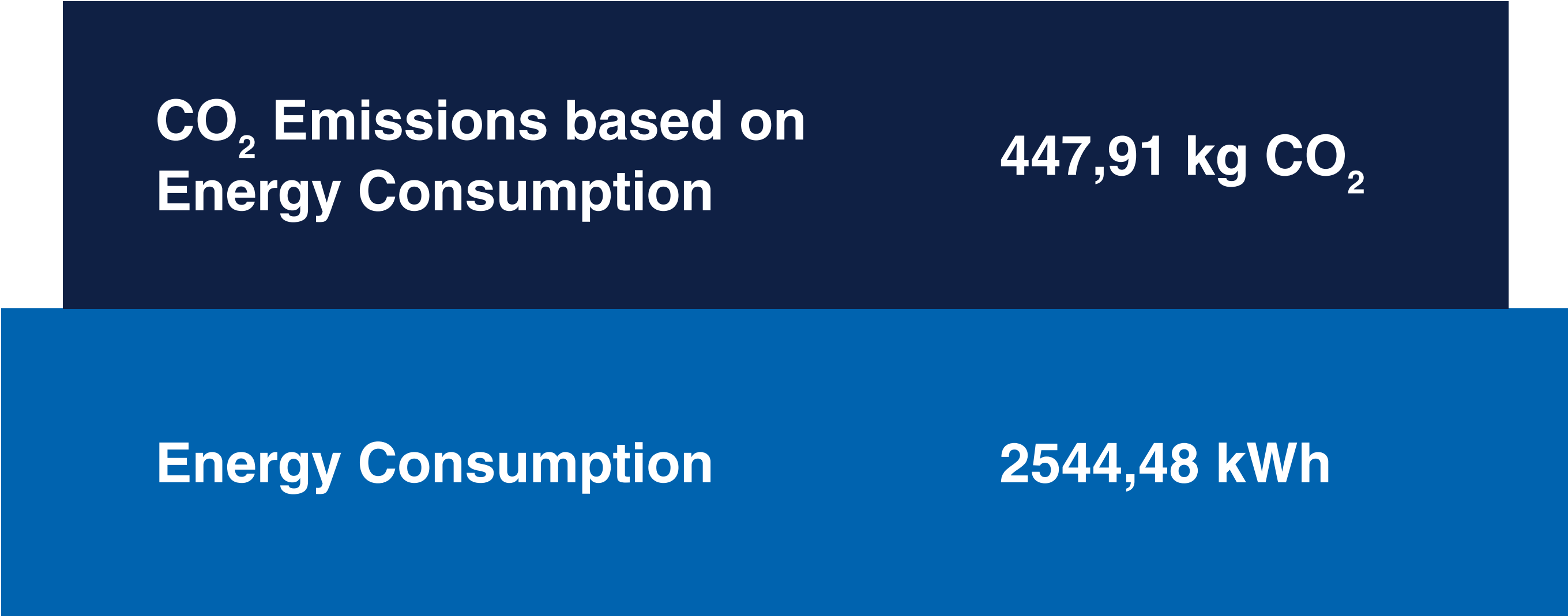


# / ENERGY & HEATING CONSUMPTION

In Germany, offices typically consume between 40 and 70 kWh of electricity per square meter annually, depending largely on their IT infrastructure, which is the most significant energy consumer, surpassing lighting, kitchen appliances, or air conditioning.<sup>1</sup> With our office space size, this translates to an expected energy consumption range of 1.969,2 to 3.446,1 kWh per year.

Our office’s annual energy consumption of 2,544.48 kWh is below the average of 2,707.65 kWh, aligning with our building’s Gold Star certification. This reflects a moderate yet efficient energy use, comparable to similarly equipped office environments in Germany, while still maintaining a more sustainable footprint than the average.

<sup>1</sup> Source: GASAG [2023]





## /TRAVEL & TRANSPORTATION OVERVIEW

At bluegain, we prioritize minimizing the environmental impact of business travel by maximizing the use of digital meetings. As a tech and professional service firm, we intentionally limit in-person meetings, focusing on remote collaboration whenever possible.

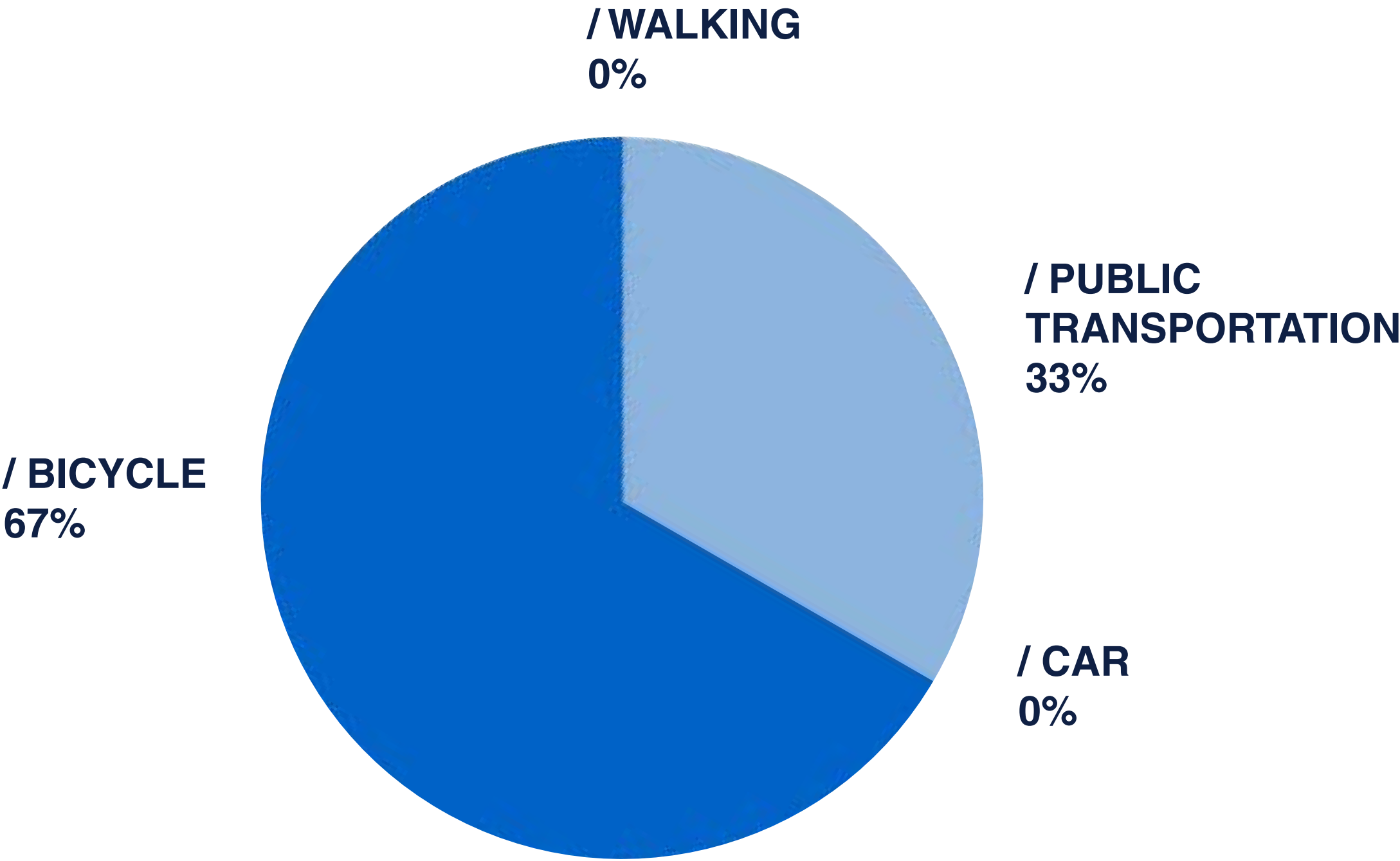
Our approach with ‘crystallization points’ uses physical meetings only to help a cause achieve a breakthrough, also ensuring that our work remains sustainable. As a growing company, this approach not only allows us to intelligently allocate our experts to specific program phases but also increases our flexibility and positions us as a more environmentally friendly alternative to companies that rely heavily on frequent travel.



# / DAILY COMMUTE

At bluegain, we prioritize sustainability in our daily commute by relying exclusively on bikes and public transportation. This approach significantly reduces our carbon footprint compared to car-based commuting.

Additionally, many of our employees work remotely part of the time or completely, further minimizing the environmental impact associated with daily travel. By embracing flexible work arrangements, we not only support sustainability but also enhance work-life balance and efficiency. Our commitment to reducing emissions in everyday mobility aligns with our broader mission of integrating sustainability into all aspects of our operations.

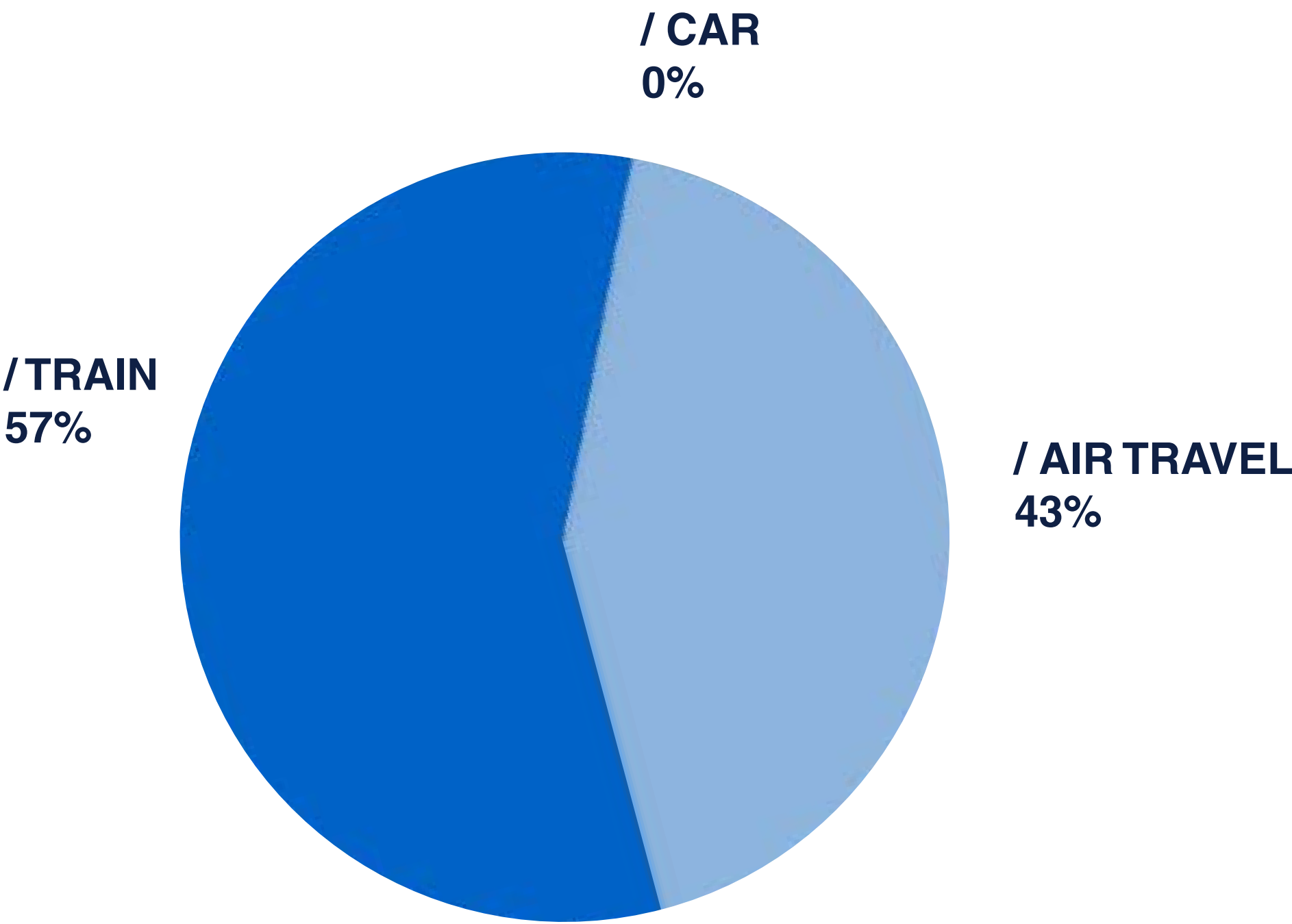




# / BUSINESS TRIPS

We believe that taking the train is the best way to travel around Europe. That’s why the majority of our business trips are taken by train [57%]. For other business trips outside of Europe or over long distances, we opt for air travel [43%] and offset our flights where appropriate.

Our company will decrease the number of flights we take going forward, opting instead for more train travel and online meetings.



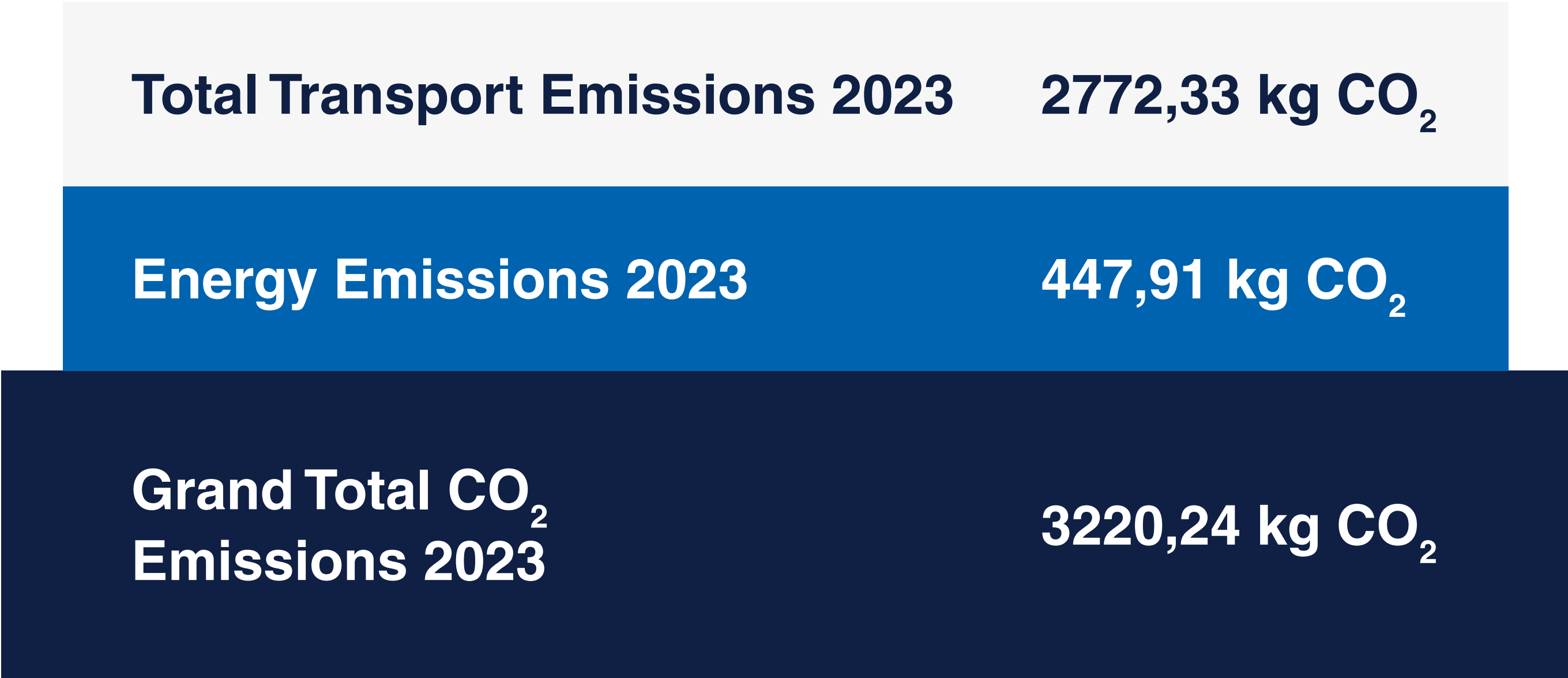


# / ENERGY CONSUMPTION & TRANSPORTATION

In 2023, our total carbon emissions amounted to 3.220,24 kg CO<sub>2</sub>, with 2.772,33 kg CO<sub>2</sub> stemming from transport and 447,91 kg CO<sub>2</sub> from energy use.

Compared to other professional services firms, which often have higher carbon footprints due to their scale and frequent business travel, our emissions are considerably lower. <sup>1</sup> While the size of our company naturally limits the overall impact, our commitment to sustainability and minimizing the environmental impact of business activities further positions us as an environmentally responsible alternative. We prioritize digital meetings and remote work whenever feasible, which significantly reduces the need for travel and its associated carbon emissions. By maintaining this approach, we are able to limit our emissions while remaining agile and focused on sustainability.

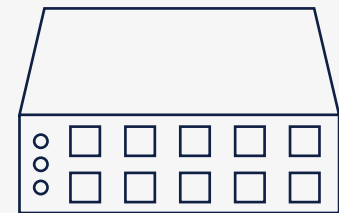
<sup>1</sup> Source: Bend.green [2022]



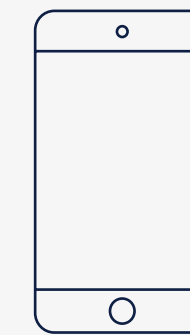
## / REFURBISHED & NEW DEVICES



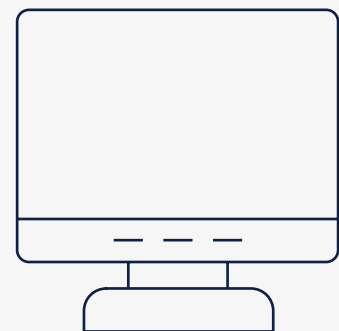
**100% of our laptops  
are refurbished**



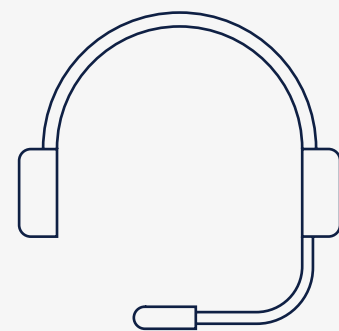
**100% of our hubs  
are refurbished**



**100% of mobile phones  
are refurbished**



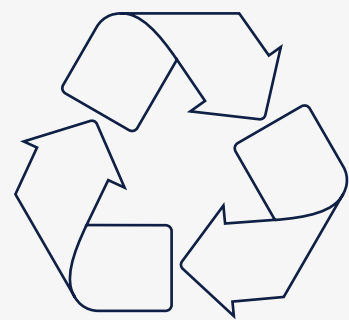
**Our monitors  
are new**



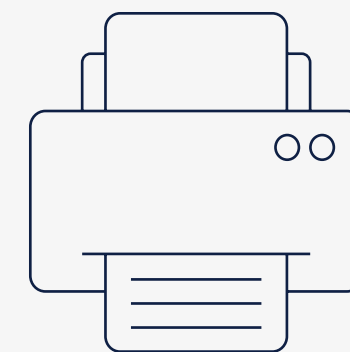
**Our headsets  
are new**

**75%** of our devices  
are purchased  
refurbished.

## / RECYCLING & PRINTING



**Currently, our office lacks a comprehensive recycling system for daily waste. However, we are actively developing a solution, as detailed in our Emission Reduction Plan.**



**While we strive for a completely paperless workplace, we have made significant progress in reducing our reliance on printing by leveraging digital tools and processes. Our paper is recycled, and our state-of-the-art printer is designed to consume minimal energy.**

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# EMISSION REDUCTION PLAN

We have taken a close look at our footprint and carefully analyzed the impact of our operations. This reflection has made it clear that while we have already taken steps toward sustainability, there is still room for improvement. With this in mind, we are committed to further reducing our negative impact and actively working toward creating a more positive one.

To achieve this, we have developed a holistic emission reduction plan that directly addresses the key areas driving our footprint. From our analysis, we identified the same four main levers as in our footprint assessment: energy consumption, travel & transportation, electronic devices, and office practices. Each of these categories presents both challenges and opportunities for impactful change.

On the next page, we outline our emission reduction plan alongside these four levers, showcasing the concrete actions we plan to take to move toward a more sustainable future.



# / 2023 EMISSION REDUCTION PLAN – FOUR KEY LEVERS



**ENERGY CONSUMPTION**

/ As we share our office with a friendly company, we don’t have full control over our energy consumption. However, we are actively working to source electricity from renewable providers to minimize our energy impact.



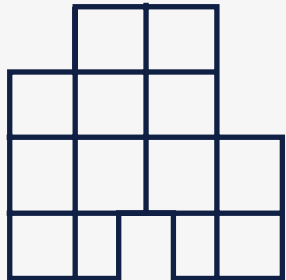
**TRAVEL & TRANSPORTATION**

/ Prioritize trains over flights for domestic travel.  
/ Limit international flights when possible.



**ELECTRONIC DEVICES**

/ Continue to buy refurbished devices where possible.  
/ Ensure responsible end-of-lifecycle management.



**OFFICE PRACTICES**

/ Integrate recycling system at the office.  
/ Limit printing to what is really necessary.

## / BECOMING CLIMATE POSITIVE

### OUR TAKE ON OFFSETTING STRATEGIES

The broader carbon offset market has faced criticism regarding the effectiveness and integrity of certain projects. Concerns have been raised about the overestimation of emission reductions and the actual impact of some offset initiatives. In light of these complexities, we approach decarbonization strategies thoughtfully and transparently, considering carbon offsets only as a last resort, after all our emissions reduction initiatives have been exhausted. We view carbon credits as one step in a broader journey toward achieving net-zero emissions, allowing us to address our unavoidable emissions while transitioning to cleaner operations.

After searching for the best carbon offsetting partner and being rejected by the majority of providers due to our low carbon footprint [3.22 tons CO<sub>2</sub>], we decided to collaborate

with Gold Standard. Intentionally, we fund projects that, in addition to focusing on environmental impact, offer social benefits to the communities surrounding these initiatives. Given the nature of our own ecological footprint, we chose to prioritize renewable energy projects this year and tried to strike the right balance between a diverse mix of energy classes including wind, solar and biomass across different countries.

On the following page, you can find more information about the projects we support as part of our commitment to reducing our ecological footprint, compensating for, and even exceeding by 780 kg CO<sub>2</sub> our emissions through verified carbon offsets.

## / BECOMING CLIMATE POSITIVE – THE PROJECTS WE SUPPORT

### CEARÁ RENEWABLE ENERGY PROJECT [BRAZIL]

This initiative combats deforestation by converting five ceramic factories from illegal firewood to biomass residues, creating income for local communities and preserving the Caatinga biome.

For more information [click here](#).



### WIND POWER PROJECT IN RAJASTHAN [INDIA]

This project generates 45 GWh of clean electricity annually, equivalent to powering 10,500 households, and engages in social initiatives, including education, healthcare, and more employment in local communities.

For more information [click here](#).

### SOLAR POWER PLANT IN MAHARASHTRA [INDIA]

This solar project produces 240 GWh of clean electricity annually, powering approximately 56,000 households, and improves the quality of life for local farmers by ensuring reliable daytime electricity supply and providing steady income through land leasing.

For more information [click here](#).



### WIND FARM PROJECT [PAKISTAN]

Located in the Jhimpir Wind Corridor, this wind farm delivers around 130,000 MWh of clean energy annually to the national grid, reducing 65,000 tCO<sub>2</sub>e per year, and supports local communities with education, healthcare, and potable water supply initiatives.

For more information [click here](#).

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HANDPRINT



## /TOWARDS MAKING A POSITIVE IMPACT

### OUR POINT OF VIEW ON HANDPRINT IMPACT

The terms ‘footprint’ and ‘handprint’ both represent ways of measuring environmental impact. The footprint refers to the negative impact an individual, organization, or community has on the environment, while a handprint represents the positive contributions made. While the footprint tracks the harm caused, the handprint measures the good done. Both are essential for fully understanding and addressing environmental challenges.

We believe that reducing one’s ecological footprint is a responsibility everyone should take seriously – working to minimize or neutralize it as much as possible. However, we recognize that merely decreasing our footprint will not create the sustainable impact the world urgently needs. Instead, we see a greater opportunity: to amplify our positive

influence. As a technology and professional services firm, we are in a unique position to help global leaders make sustainable decisions, which in turn can generate a far larger impact than us just reducing our own footprint. We understand that this responsibility comes with great accountability. That’s why we approach it ethically and thoughtfully, with the goal of expanding our handprint and empowering our stakeholders to maximize their positive impact on the world.



# / SUSTAINABILITY OFFERINGS

## ENABLING IMPACTFUL SOLUTIONS

By partnering with companies and guiding them in sustainable practices, we empower and accompany them in their path to reduce their ecological footprint, enhance their positive impact on the environment, and promote social responsibility. This proactive approach not only mitigates environmental effects but also drives systemic change across industries, creating a lasting positive impact in many sectors.

Some of our latest projects highlight our expertise in sustainability transformation, including developing IT Target Picture Implications for Sustainability & Circularity for a leading Swedish group. Additionally, we spearheaded a Sustainability-as-a-Service initiative and a comprehensive repair management project. All of these projects were within the fashion, hardware, and consumer products industries

### / OUR SUSTAINABILITY OFFERINGS

- / Defining and Steering Impact-driven ESG Transformation Programs
- / Handling Climate Risk, Adaptation & Resilience
- / Circular Economy Implementation
- / Supply Chain Sustainability & Transparency
- / Next Generation Product Management
- / Accelerating Sustainability Transformations with the help of Digital Technologies
- / Green Finance
- / Strengthening Carbon Accounting Through IT

## / BLUEGAIN ACADEMY

### ACADEMY ENABLEMENT

One of the bluegain foundation stones is its Academy, dedicated to empowering global leaders in their journey towards sustainability. We equip leaders with the knowledge and tools essential for driving meaningful change. Our academy serves as a pivotal hub where sustainability strategies are cultivated, fostering a profound impact that resonates across industries worldwide.

This year we engaged, for example, in a leading digital & AI transformation program for people & culture directors and worked hand in hand to increase their social impact. In this full-day program, we empowered HR leaders to drive digital and AI transformation within their organization. Through a tailored, full-day leadership program, we equipped People & Culture Directors with the tools and insights needed to enhance employee experience, boost HR productivity, and implement impactful digital and AI solutions.

#### / OUR ACADEMY ENABLEMENT OFFERINGS

- / Skill-/Competence As-Is Assessment
- / Development of Skill/Competence Target Picture
- / Customer-specific Digital Enablement Programs [6-9 months]
- / Customer-specific Sustainability Enablement Programs [6-9 months]
- Trainings and Training Modules for specific topics [2-5 days] e.g. Digital Business Models, Next-Gen Green & Digital Product Management, OKR Agile Goal Mgmt Framework
- / Masterclasses with Renowned Speakers and Faculty [1-2 days]



## / SOCIAL IMPACT PROJECT

### ‘FUTURE OF THE OCEANS’

We launched our 2023 Social Impact Project, ‘Future of the Oceans’, focusing on marine conservation at the Atoll Marine Conservation Center in Naifaru [Indian Ocean]. Over two weeks, our team rehabilitated sea turtles entangled in ghost nets, repurposed ocean plastic waste, and built coral gardens.

Notably, we successfully released Argo, a sea turtle that recovered from severe injuries. This project underscores our commitment to sustainability by demonstrating the practical implementation of global frameworks like the UN Ocean Treaty at the community level.

Our initiatives highlight the importance of concrete actions, such as creating a circular economy, fostering community engagement, and leveraging digital technologies to achieve sustainability goals.



## / ANNUAL DONATIONS

### SUPPORTING SOCIAL INITIATIVES

This year, we proudly supported two impactful social initiatives. The first is the Atoll Marine Center, dedicated to protecting the marine environment, where we also contributed hands-on during our bluegain Social Project 2023. The second is the Alzheimer's Research Initiative, committed to advancing efforts to make Alzheimer's disease curable.





# / PUBLIC AWARENESS

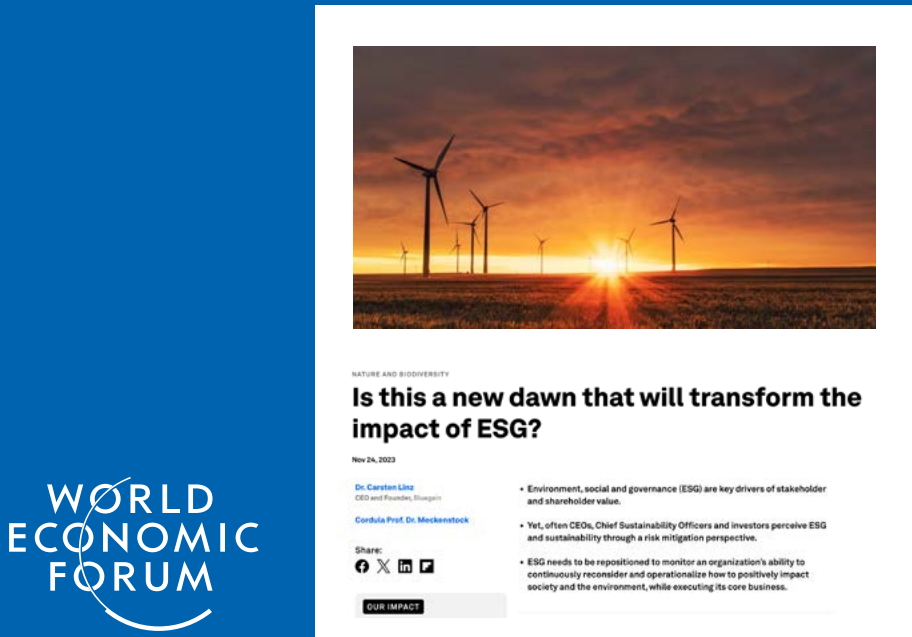
## STRENGTHENING AWARENESS TO SPARK TRANSFORMATION

As Expert Member of the World Economic Forum, our CEO regularly publishes insightful research articles on sustainability, significantly advancing public awareness and guiding leaders in sustainable management. His writings cover various critical topics, such as sustainability management, NewLeadership, circular economy, and digital transformation, making complex sustainability challenges accessible and actionable.

By emphasizing the integration of sustainability into business strategies and showcasing practical innovations, he inspires leaders to adopt sustainable practices. His contributions not only educate but also foster a sense of responsibility and collaboration, accelerating the transition towards a sustainable future. For more insights, explore Dr. Linz’s articles on the WEF website.

### /THOUGHT LEADERSHIP ARTICLE ON WEF AGENDA FOR COP28

ESG is no longer just about meeting regulatory requirements - it is about driving meaningful change. This World Economic Forum article explores how companies can move beyond box-ticking and truly integrate sustainability into their core strategies. From leveraging digital tools for better impact measurement to embedding ESG into business models, the article highlights key shifts that will define the future of responsible business. Discover how forward-thinking companies are making a real difference and what steps your organization can take to turn ESG principles into tangible action.



[Click here to read.](#) →



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# CLOSING REMARKS

## / LOOKING AHEAD

As we continue to navigate the complexities of sustainability, our focus remains on driving meaningful change, both within our organization and through the work we do with our partners and our entire ecosystem. This report reflects not only our current efforts but also our commitment to evolve, innovate, and contribute to a more sustainable future.

We believe that true impact comes from collaboration, responsibility, and ambition. Together, with our clients, stakeholders, and community, we aim to shape a better tomorrow – one step, one project, and one vision at a time.

Thank you for joining us on this journey.

# / OUR JOURNEY CONTINUES

## Contact

If you have any questions on the content of this report,  
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