



## Code of Conduct

- We are a social business with a straight- forward mission: Create transparency, enable dialogue and drive companies and consumers towards more sustainability.

WeGreen defines itself as a 'social business'. In our understanding, this describes a business that primarily pursues social / sustainability related goals, but through the means of a conventional business. WeGreen strives to earn money and make a profit, however it is not the object of the company, but the condition for the acquisition of investors and necessary capital investments.

In the case of a conflict of aims we choose the *social* over the *business*. However in most cases we believe in a symbiosis of the two goals, they are not mutually exclusive, but presuppose on another. In the investor selection process WeGreen considers intrinsic motivation equally important as monetary motivation. Both *Return on Invest* and *Social Return on Invest* are therefore finding their consideration.

Our mission consists of three main goals:

- We want to develop transparency about companies for consumers. Transparency about all ecological and social impacts that are caused by a company. Positive as well as negative impacts are exposed and this preferably in a holistic way. We are not going to do this punctually and we will not be satisfied with short-time scandals but instead we are going to collect and concentrate as many aspects and commenting voices as possible, so that the overall information about companies on WeGreen actually approach an objective image. Naturally a part of these voices are the ones of the users and the consumers themselves.
  - Our second goal comprises the aspect to create a real and constructive dialogue between companies and consumers. Such a dialogue should be hard but fair in order for both sides to benefit from it. As a consequence, corporations should respect the feedback of their consumers and stakeholders while having the possibility to react on it. This could happen through self- presentation as well as in concrete replies to user votes and comments.
  - Finally we hope that this kind of transparency and dialogue will enable consumers and companies to become more sustainable. Consumers will have the opportunity to make more informed and thus more sustainable purchase decisions through increased transparency and at the same time companies can benefit from their feedback to improve their own sustainability activities.
- We are independent, unprejudiced and we distinguish ourselves from missions of partners and companies.

There will be no ratings by WeGreen itself at no point in time. Companies are assessed by the cited and bundled sources and each of those will be indicated individually. WeGreen merely selects appropriate sources after having verified if the requirements concerning relevance, holistic view, authenticity, respectability and coverage are met.

WeGreen does not evaluate any partner or user activities. We cooperate with everyone and we are very happy if cooperating partners share our values. By that we distinguish ourselves explicitly from all activities, comments and third cooperating partners. However we expect from our partners who integrate the Sustainability Footprint in their content that they will conduct no selection process. Partners commit to display all Sustainability Footprints - a partial selection, e.g. only the green Sustainability Footprints, leads to the termination of the partnership and data provision to the partner.

Information uploaded by companies will be indicated explicitly as such and will be separated clearly from the independent evaluations. Advertising spaces by advertisers will be principally shown in combination with the connected Sustainability Footprint as long as this specific Sustainability Footprint already exists.

- Our own core values are: transparency/openness, objectivity, a sustainable lifestyle and part of this is humanity, trust, success, humour, modesty and the challenge to always keep cool.

As transparency is a goal for us, we need to be transparent ourselves, too. We have decided to be fully open and honest. By way of example, a Sustainability Footprint exists for WeGreen, which shows our own degree of sustainability. Furthermore, within our technology, methodology and our sources we vote for openness and transparency. Everyone can see who our sourcing partners are, the calculation of the Sustainability Footprint and how we work. Even the source code of our transparency machine will be provided on an open source basis in the future. Since WeGreen developed from science we try to assure a high degree of neutrality and attempt to approach an objective overall picture. In doing so, we strongly identify ourselves with the guidelines and procedures of scientific methods.

We try to live a sustainable lifestyle. As a start-up company it is often difficult to really take care for oneself and for others because of a lack of time. Nevertheless we are convinced that in the medium- and long-term only a sustainable lifestyle can pave the way to private, corporate and social success. What that precisely means can be seen and read in the Sustainability Footprint for WeGreen itself. For us aspects like humaneness, humour, trust and modesty are crucial. And the most important thing amongst all possible problems and crises of everyday life is, to always keep cool.



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