



# Sustainability Report 2020



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# Who we are

**A digital customer experience agency merging strategy, design, and technology to catalyze - and drive new product development**

Techno Creatives aims to make a global impact through digital products and services by leveraging core capabilities within product strategy, user-centered design, embedded hardware, and electronics design, just to name a few.

With a strong focus on new product- and service development working with leading multinationals we have a key role to play, acting as sparring partner to ensure long term competitiveness for the products we co-develop. We believe that the sustainable contribution of the products is key in ensuring this long term competitiveness.



**51**

Employees



**22%**

Gender Diversity



**16**

Nationalities



**2**

Studios



**6**

Ventures



**15**

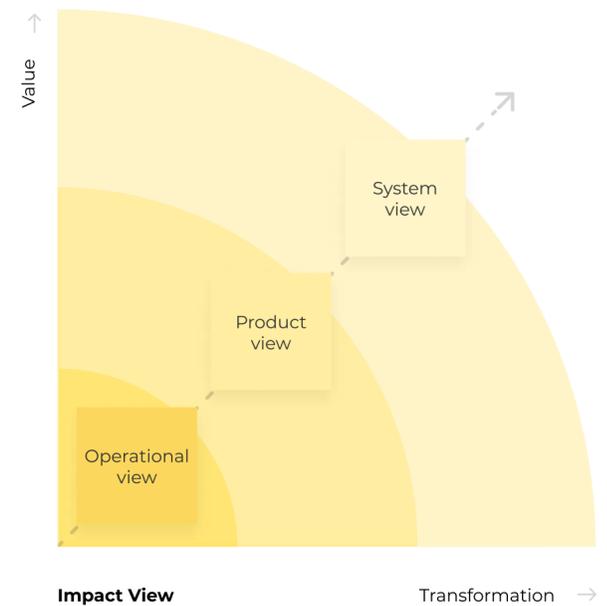
Years

# Our View on Sustainability

In 2020, we started to map the sustainability impact from the solutions we co-develop, partly to ensure long term competitiveness and understand the disruptive potential of the new solutions but also to establish a process that can be further improved over time.

When assessing the sustainability impact of our projects we utilise a Sustainability Solution Mapping covering six major transition areas coupled with the 2030 Agenda for Sustainability and its 17 goals. The areas cut across disciplines, sectors and institutional mandates, acknowledging the integrated nature of the many challenges that humanity faces. Included in this framework is global share of CO2 emissions from each area with climate change being one of our times core sustainability challenge to overcome.

Additionally, each project is mapped based on an impact view - operational, product and system level - to gain an understanding of the overarching potential impact the solutions might have.

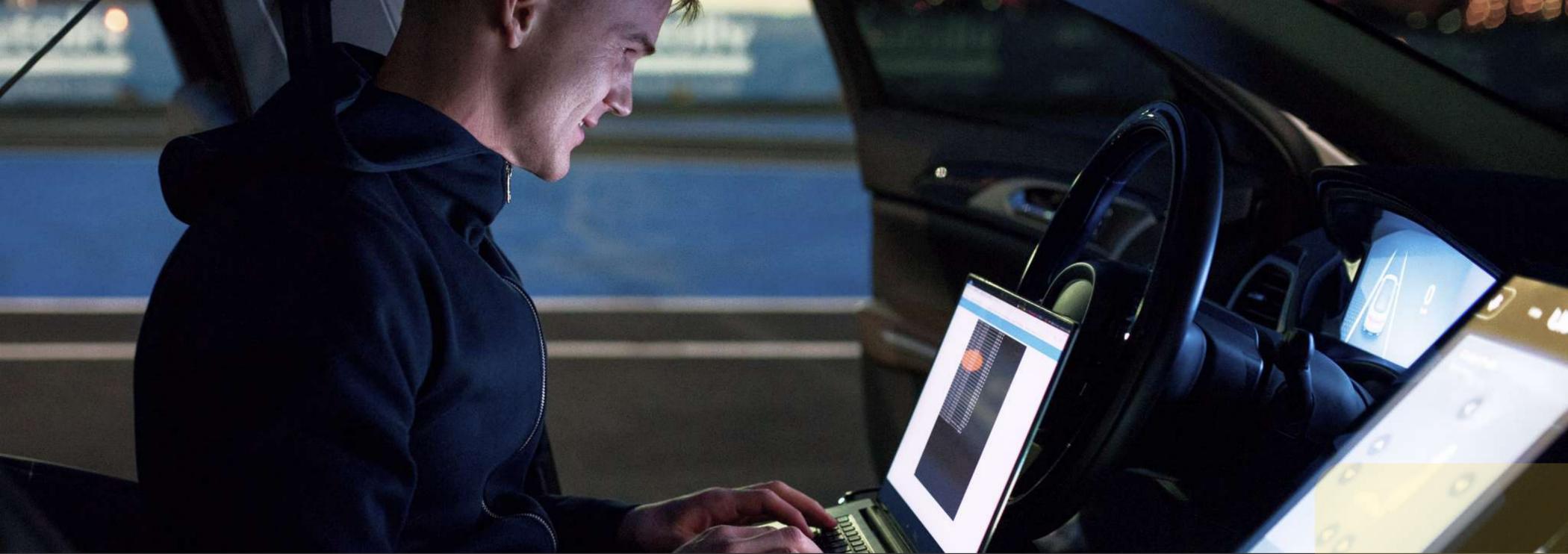


## Sustainable Systems and Impact View

	Sustainable Energy	Sustainable Mobility	Sustainable Buildings	Sustainable Food	Sustainable Materials	People Positive
Definition	Clean, secure & affordable energy for all at any time	Clean, safe, fast abundant & affordable mobility for all	100% fit-for-purpose built environment with net zero planet impact	Healthy & affordable food for all with net zero planet impact	100% circular material sustainability sourced for all applications	Healthy, happy, free, affluent people, treated equitably
SDG Impact						
Share of Global CO2eq	35%	17%	20%	~30%	~20%	n/a
System	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Product	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Operational	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

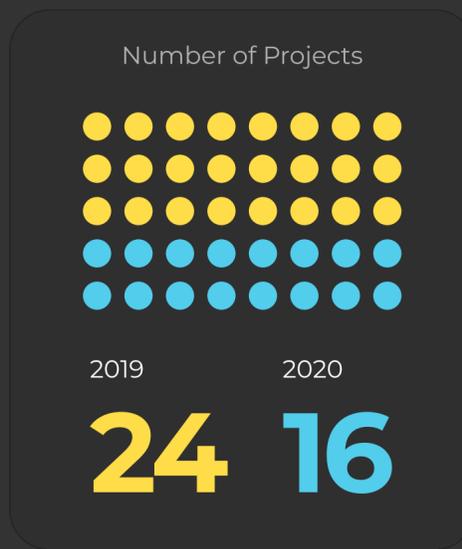
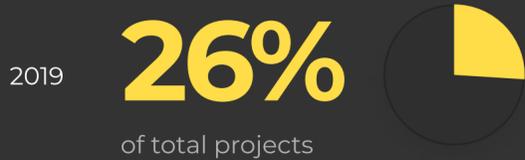
## SDGs

- |                                     |  |  |
|-------------------------------------|--|--|
| <b>1</b> No Poverty                 | <b>7</b> Affordable & Clean Energy             | <b>13</b> Climate Action                         |
| <b>2</b> Zero Hunger                | <b>8</b> Decent Work & Economic Growth         | <b>14</b> Life Below Water                       |
| <b>3</b> Good Health and Well Being | <b>9</b> Industry, Innovation & Infrastructure | <b>15</b> Life On Land                           |
| <b>4</b> Quality Education          | <b>10</b> Reduced Inequalities                 | <b>16</b> Peace, Justice and Strong Institutions |
| <b>5</b> Gender Equality            | <b>11</b> Sustainable Cities & Communities     | <b>17</b> Partnerships For The Goals             |
| <b>6</b> Clean Water and Sanitation | <b>12</b> Responsible Consumption & Production |  |



# Sustainability Figures

## Projects with Sustainability Impact



## Revenue from Sustainability Projects





# Polestar

## The Client

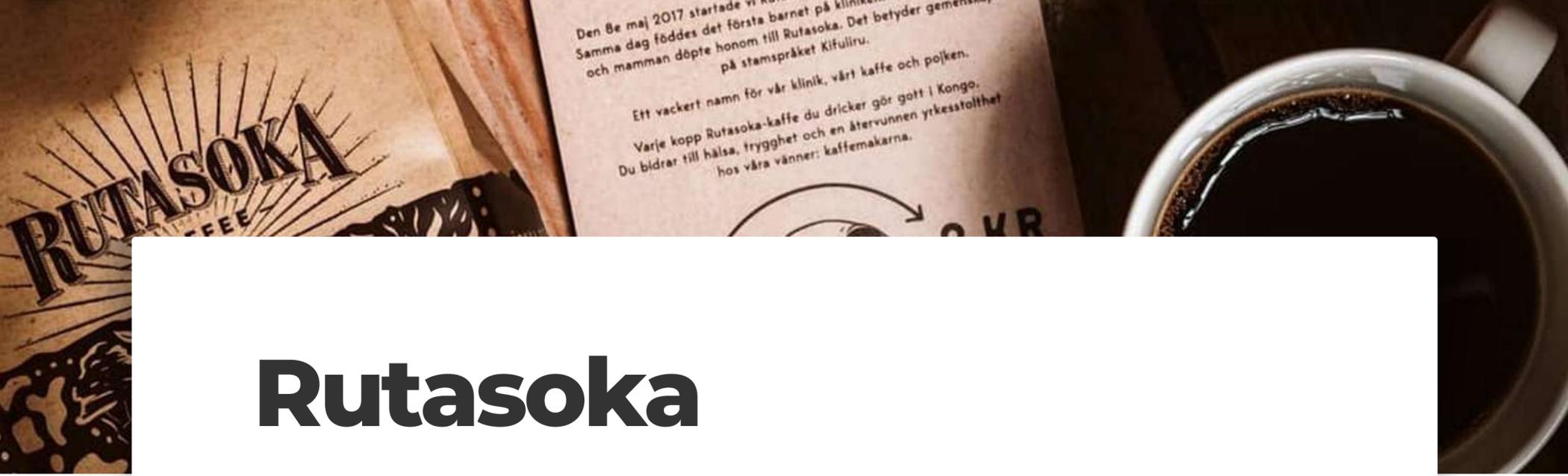
Polestar is openly about the true environmental impact of the entire life cycle of electric cars, from production to end-of-life. With holistic data-driven full life cycle analysis Polestar is set out to become the circular car brand of the 21st decade. Total use phase GHG emissions from the Polestar 2 vary greatly depending on the carbon intensity of the electricity used. If a car is charged with electricity from renewable energy, it would decrease the carbon footprint substantially. "It's clear that to be truly sustainable we have to evaluate every element that goes into our cars," says Thomas Ingenlath, Polestar CEO. With up to 50% reduction in overall weight and an 80% reduction in plastic content compared to traditional interior panels.

**The Product:** Electric car for sustainable mobility

## Our Contribution

Developed and hosted the sales configurator during launch of Polestar 2 across Europe, US, and China during 2019 and 2020. The configurator allowed visitors to create their own car model and view impact on various factors.

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# Rutasoka

## The Client

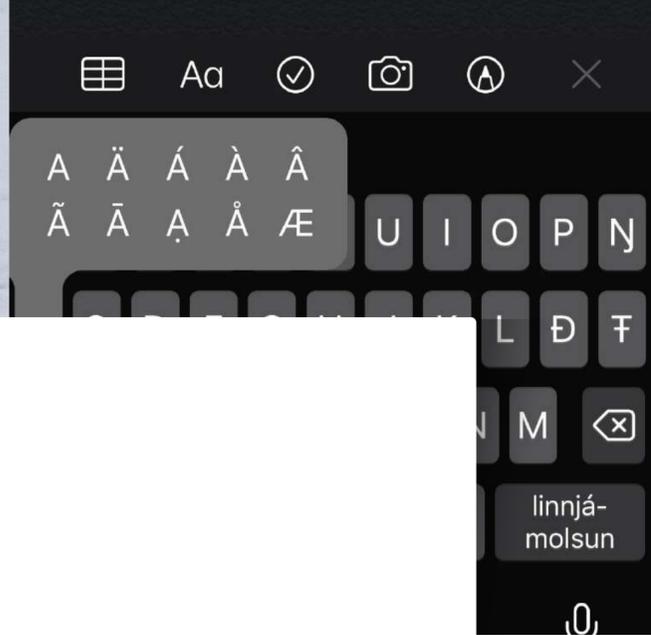
Changing the world and making it sustainable starts with small purposeful actions like at Rutasoka. By reinvesting 5% of their revenue each year into supportive initiatives into countries where the coffee is produced. In addition, they opened a medical clinic in Congo and since its opening in 2017, the clinic has contributed to saving many lives, especially for newborns, as the number of care recipients in the clinic reached 3,841. Furthermore, Rutasoka own and take care of nearly 20,000 coffee trees in Congo.

**The Product:** Sustainable coffee contributing to healthcare in developing countries

## Our Contribution

During 2020, Techno Creatives supported Rutasouka in designing, developing and launching a new webshop to further promote the brand. When a purchase is added to the shopping cart, the customer can view the number of possible childbirths, children consultation and coffee trees the purchase contributes to.

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# DIVVUN

UiT The Arctic University of Norway

## The Client

UiT The Arctic University of Norway have developed the world's first keyboard for minority languages for iOS and Android with integrated spellcheck. The minority languages that the product supports are five sami languages, two North American and two Russian minority languages. In order to increase literacy amongst minority languages, spell and grammarcheck is needed. As the whole infrastructure is open source, other communities are creating similar tools for indigenous languages in Canada and Russia, which allows improved co-development of the tools.

**The Product:** Keyboard for indigenous languages to increase literacy for minority language speakers

## Our Contribution

The Techno Creatives have developed the keyboards, spell checkers and grammar checkers, and the open source infrastructure to maintain these products.

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