

Impact Hub Berlin

INPACT-REPORT



DEAR READER, 2022... what a year! So much **Growing Impact** Letter from leadership Page 5 Page 3 impact came to life in our Our theory of change Page 4 four new ecosystems Circular Economy, Sustainable Food, Sustainable Food ecosystem Circular Economy ecosystem Page 13 Page 9 Diversity, Equity and Inclusion, Diversity, Equity & Inclusion ecosystem and Green Tech. In our new Page 17 Green Tech ecosystem Page 20 space at the CRCLR House, we Our new space Page 26 made impact entrepreneurship Impact Entrepreneurship Page 24 work. Grab a tea and enjoy the

journey!



LETTER FROM LEADERSHIP

A bigger, stronger, chapter for impact



At Impact Hub Berlin, we have been building and curating a business community of impact for almost ten years, but 2022 was a turning point. We decided to go bigger and stronger.

Bigger as in growing our home, community and circle of influence. Stronger as we enrich the connections within our community by building entire support systems for impact entrepreneurs to thrive.

In 2022, we opened the doors to our new home at the CRCLR House. Built on circular principles, Europe's largest Impact Hub is the physical representation of our organisational body language.

Amongst all the growth, we also had the courage for less and the calm to focus on our core beliefs. We reduced the number of programs to offer more depth within our Ecosystem themes and made sure that radical collaboration plays a central role in our theory of change. Because impact cannot happen in isolation — It requires collective action.

2022 shocked us with the war in Ukraine, a devastating crisis displacing millions of people and threatening millions more. A war reminding us that democracy is not a given and revealing an energy and cost-of-living crisis that questions the very foundations of Europe's security and living standard.

If we have learned one thing in 2022, it is that we need to respond to catastrophes, both human-induced or natural, quickly and strategically. The challenges we face today are too large, too intertwined, to be solved alone, by one nation, one company, or one idea. To succeed, we need allies and supportive communities working on shared goals.

This is why we developed a new ecosystem approach focused on enabling curated collaboration, and we couldn't be more grateful to have such trusting partners as Miele and Landwirtschaftliche Rentenbank on board.

Seeing the data and stories in this report makes us proud, more optimistic and wanting even more impact. It's a gift to be working with such fantastic people, teams and organizations on common goals and on making impact happen, in Berlin and far beyond. It's almost unbelievable to see how far we've gotten with trust, courage and collaboration.

Although much has changed, one thing remains a constant at Impact Hub Berlin. Whatever we do, we do it for and with our community of entrepreneurs and dreamers. Our biggest thank you goes out to every single person who trusted us in this journey, sharing their work and passion with other members of the hub.

Keep it up! Together we make impact work.



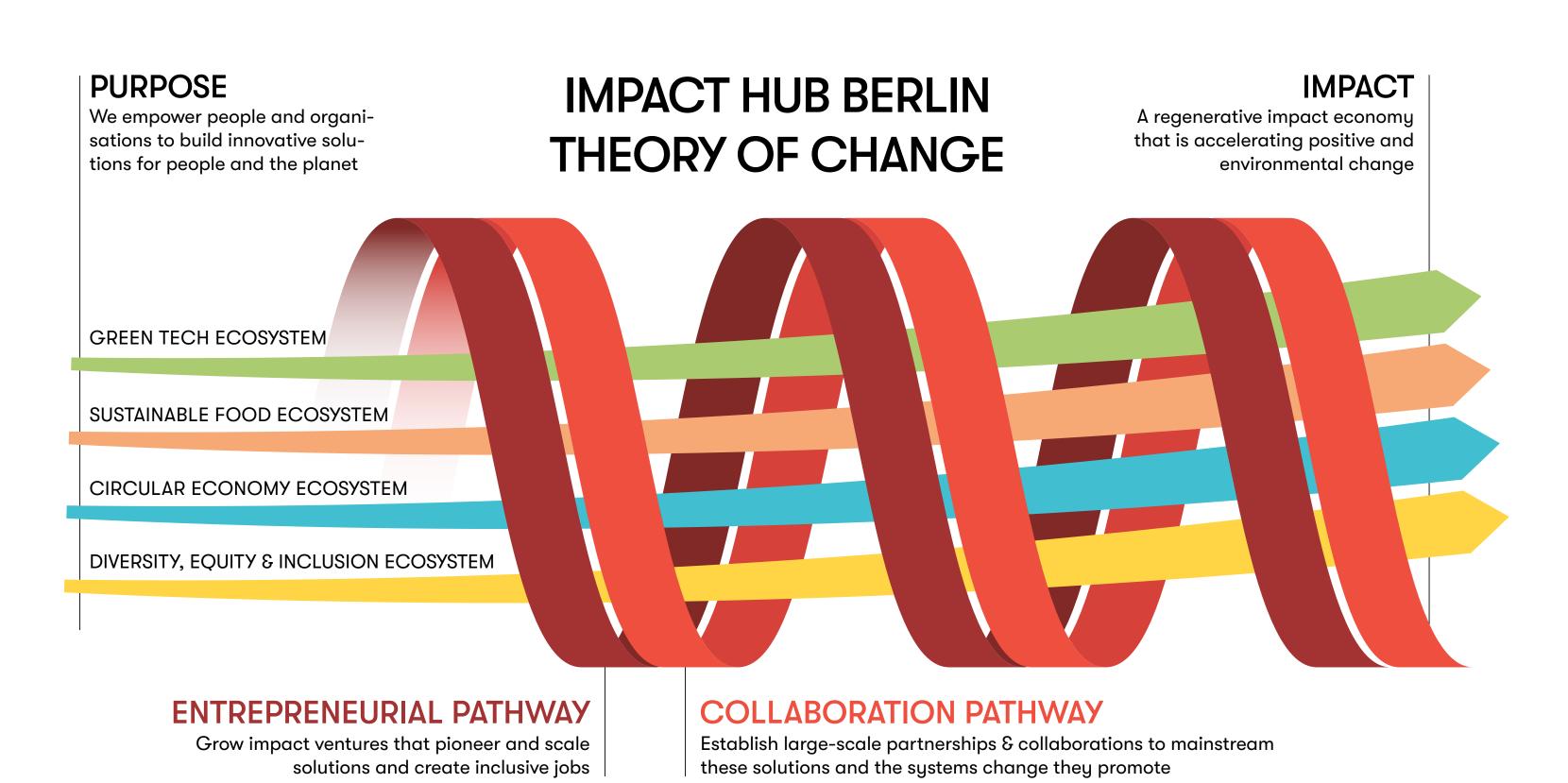
MAKE IMPACT

Theory of Change

Our theory of change captures how we enable radical collaboration between impact startups and their - current and future - partners, meaning anyone from peers and competitors, to clients, investors and other supporters who help grow their success.

Fostering strategic alliances between innovators and established partners has been the focus of Impact Hub Berlin from our first steps in 2014. As the climate crisis and global inequalities accelerate, the importance of working together with maximal trust has never been greater.

With the launch of our Ecosystem model, we anchored radical collaboration even deeper as a key lever for impact entrepreneurship. By building bridges, breaking down silos and connecting solutions, we envision a new way of doing business. Business which is trusting, collaborative and transparent.





IMPACT IN NUMBERS

Growing Impact

In the impact scene, surging growth is not seen as such a key factor as it would be in classic business - sometimes it is even looked down upon.

At Impact Hub Berlin, we believe in redefining growth and the importance of scale. We believe

in balancing impact with profit, and in the courage to make bold strategic choices. We want to bring more scale to impact. In that sense, we are thrilled and humbled to look back at what we proudly call **a big year for Impact Hub** Berlin and our community.

150+ Events 2600+ Guests

Hosted 150+ events: 31 for programme participants and 120+ for the entire community with more than 2600 participants.

Expanded our partner network to 8 partners, incl. 2 new Ecosystem partners: Miele and Rentenbank

Expanded Circle of Influence to Investors

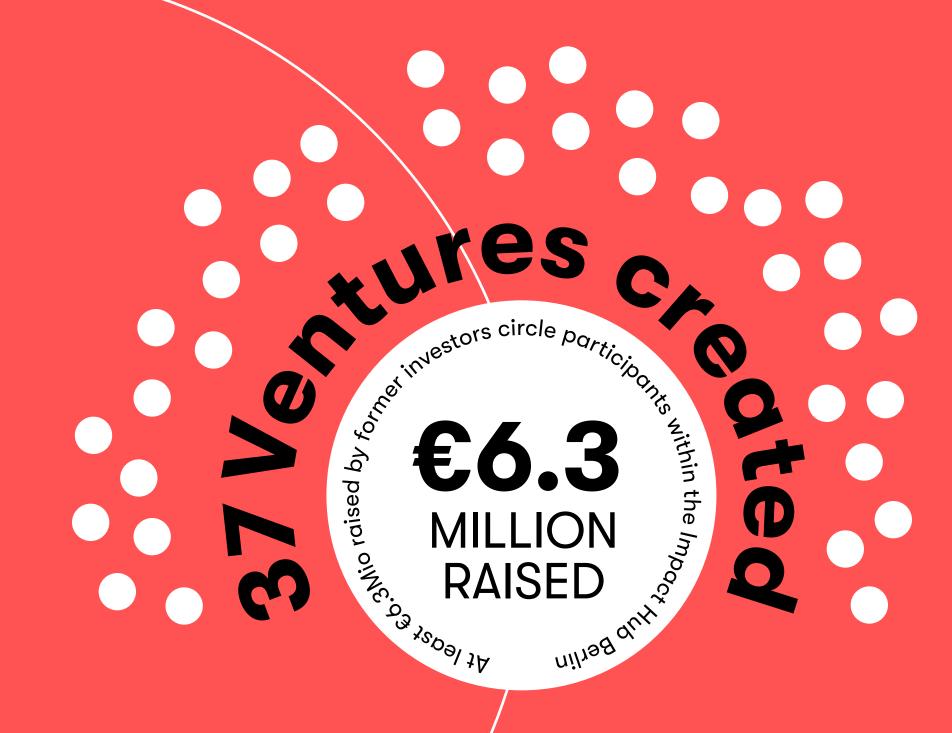
Officially established our 4 impact ecosystems.

Programmes including Circular Together & Feeding the City

innovators and

ventures supported by these programmes

such as coaching and consultancy sessions.





Good Growth

This is how (and what) the team of Impact Hub Berlin grew in 2022.

doubled the team: 17 to 34

grew our community: 125 to 470

got a bigger home: 560m² to 3500m²

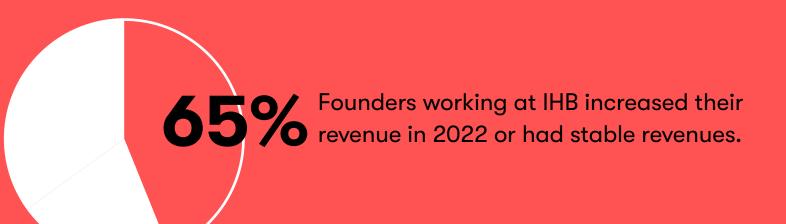


Supportive Community

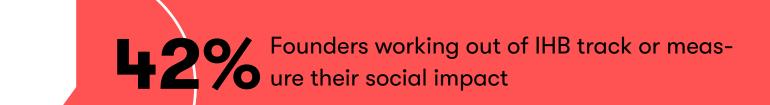
Support and connect: Members gave an average of 1,3h monthly support to other members while receiving an average of 1,7h support hours in return from other members.

Hours given

Hours received









Work within one of our four Ecosystems 77%

Feel comfortable asking the IHB team for help 85%

Trust most people at IHB 78%

Feel inspired by working at IHB **74%**

Identify as female 58%

Source: Impact Hub Berlin member survey 2022



IMPACT HUB BERLIN

Ecosystems

2022 was the year we launched the Ecosystems approach — a carefully crafted set of activities, enabling collaboration and focusing on strategic, mutually beneficial partnerships.

Building on years of experience, we developed activities proven to engage different actors who share a common theme:

Green Tech Sustainable Food Circular Economy Diversity, Equity & Inclusion

Our Ecosystem's have key principles:

- Collaboration is key to finding solutions to complex challenges.
- Collaboration needs a purposeful community to thrive.
- Impact Entrepreneurship is the key driver toward a sustainable and fair future.







ECOSYSTEM

Circular Economy

Circular economy, in which products are designed to be reused, refurbished or remanufactured instead of being wasted – offers key solutions to make local economies more competitive and to improve the health of environmental Ecosystems, while still allowing for economic growth.

As businesses, consumers and governments, we urgently need to reduce our need for new, virgin materials and the amount of waste we produce.

Impact Hub Berlin's Circular Economy Ecosystem goal is to enable, promote, and accelerate the transition to circular modes of production and consumption by fostering innovation partnerships between startups and corporate and public stakeholders in four key fields of opportunity:

- Circular Fashion
- Circular Construction
- Circular Electronics
- Circular Plastics & Packaging







Enabling transition to a Circular Economy

Partners

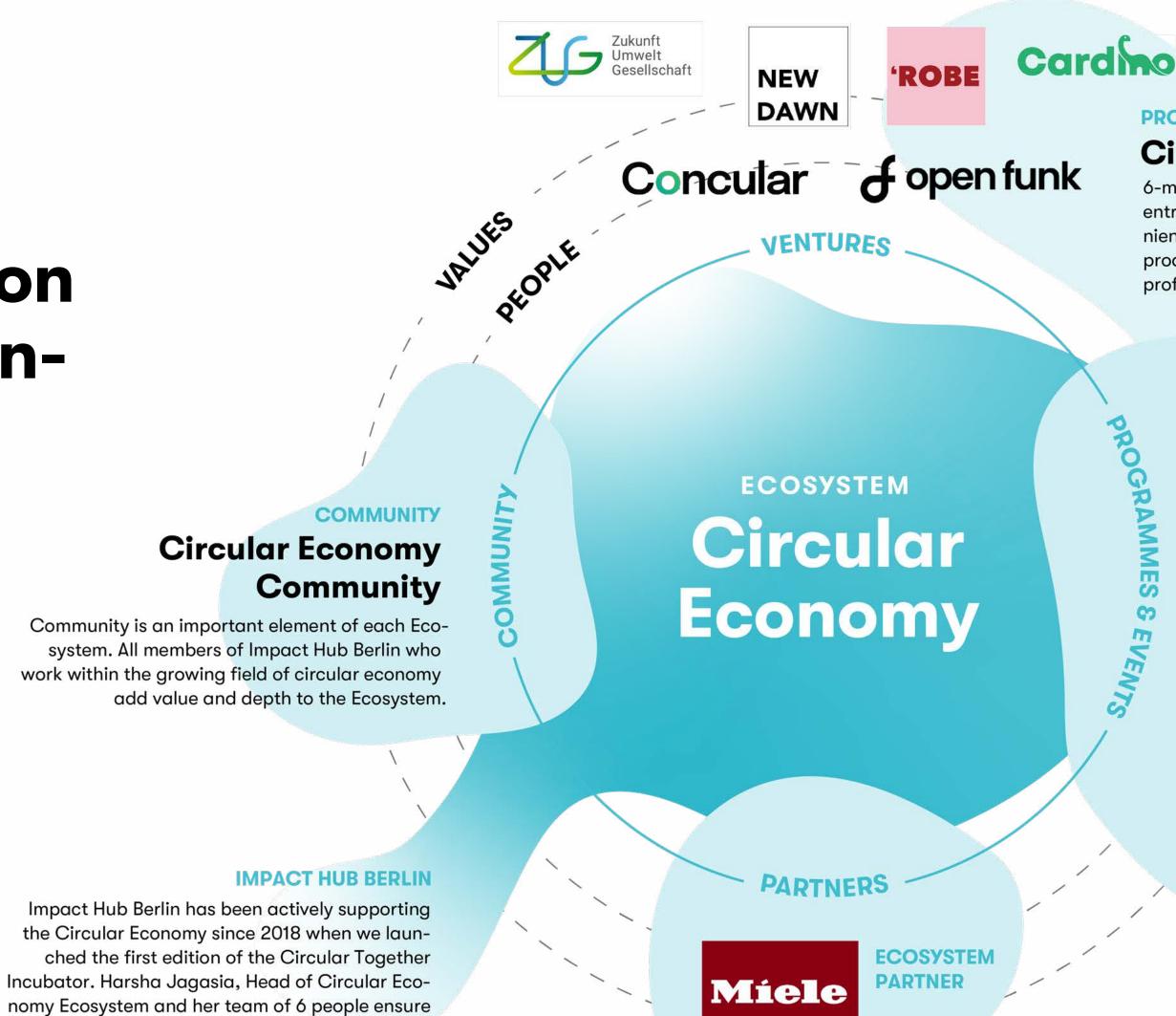
Ecosystem- and Programme partners provide expertise and viable financial support.

Community

Diverse Impact Hub Berlin members from startups, think tanks, publicand corporate players to non-profits form the rich Ecosystem community.

Ventures

Design the solutions the Ecosystem needs. They learn, grow and thrive through the programmes and partnerships it offers.



the success of the Ecosystem activities.

PROGRAMME

Circular Together

6-month incubator for impact entrepreneurs focusing on convenient and affordable consumer products and sustainable and profitable production.

EUROPÄISCHE UNION Europäischer Sozialfonds

BERLIN

Senatsverwaltung für Wirtschaft, Energie und Betriebe

EVENT

Matchmaking

We organise regular formats such as cofounder matchmaking events, and investor/corporate matchmaking.

EVENT

Circular Economy Hackathon

A three-day Hackathon for circular solutions with expert input from Impact Hub Berlin's team and partners.

EVENT

Stakeholder Workshops

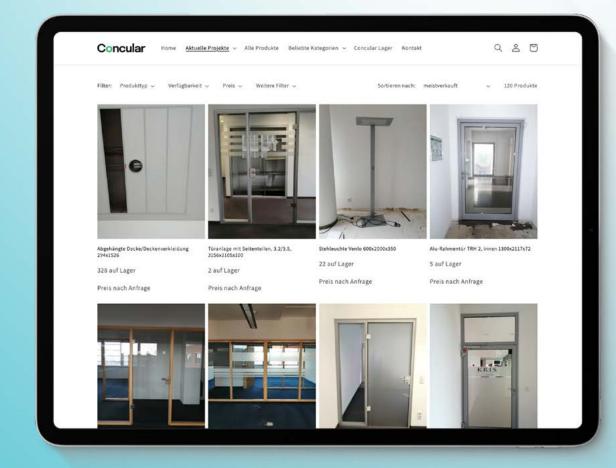
We engage various stakeholders by bringing them together in practical workshops, such as circular appliances workshops or industry roundtables.



ECOSYSTEM MEMBER

enables all stakeholders of the construction sector to make their buildings and materials more circular.

Their latest innovation, the Life-Cycle Passport, turns real estate into digitised material banks, optimises carbon footprint and significantly simplifies ESG compliance. A key step toward making circular real estate scalable in Germany.



"Impact Hub is not only our home: it is a place that shows how construction should work today. 80% of materials are coming from reclaimed sources and it is built-in in a way that all of it can be used in another life. IHB supports us not only with being our headquarters but also having a motivated community and network to work together on a circular future."

Dominik Campanella

Co-Founder & CEO of Concular



ECOSYSTEM PARTNER

Impact Hub Berlin & Miele

In 2022 Miele, one of Germany's leading manufacturers of domestic appliances and commercial equipment became Impact Hub Berlin's Circular Economy Ecosystem partner.

It's the perfect role for a global company with tradition, producing high-end appliances since the 1920s, while continuously proving to be in touch with innovation and ready to step into new frontiers of opportunity. With a holistic understanding of sustainability and an existing network of affiliated

startups teaming up with Impact Hub Berlin was a logical next step to expand Miele's efforts in embracing the Circular Economy. As an Ecosystem partner, rather than supporting one programme relevant to their market, Miele committed to supporting the entire set of Ecosystem activities, including the search for circular solutions outside their industry. While Circular Electronics are a major field of opportunity within the Circular Economy Ecosystem, Miele has joined Impact Hub Berlin on the mission to also accelerate innovation across the entire Circular Economy Ecosystem.



"As a global brand, we believe that innovation and collaboration will need to go hand in hand to create a more sustainable world. At Miele, we have long focused on longevity and the idea of 'Immer Besser' – constant improvement. We think our company's commitment to this topic, combined with the innovative Impact Hub Berlin mindset, can and will unlock ideas and solutions that will make a difference in the world."

Richard Green

Miele's VP of Brand and Content



ECOSYSTEM

Sustainable Food

The Sustainable Food Ecosystem at Impact Hub Berlin supports innovations and partnerships which drive the transition toward a circular food and farming value chain to strengthen regenerative agriculture and promote healthy, local diets.

Securing a sustainable and healthy food supply for the growing global population, while keeping Ecosystems and soils intact, and farmers happy is one of the main challenges of our times.

Together, we imagine a future in which soil quality and biodiversity are built back and improved, global greenhouse gas emissions are reduced, food loss and waste are limited, transparency acts as the basis for informed decision making and both obesity and malnutrition are eradicated.

Acknowledging the systemic nature of the entire food system we decided on the four main parts of the food value chain as fields of opportunity to innovate and improve the ways we produce, package, transport, process, consume and dispose of food.

- Production
- Processing & Distribution
- Consumption
- "Waste" Management







Creating regenerative, circular food systems

Partners

Ecosystem- and Programme partners provide expertise and viable financial support.

Community

Diverse Impact Hub Berlin members from startups, think tanks, publicand corporate players to non-profits form the rich Ecosystem community.

Ventures

Design the solutions the Ecosystem needs. They learn, grow and thrive through the programmes and partnerships it offers.



ensure the success of the Ecosystem activities.

PROGRAMME PARTNER

BANK OF AMERICA

INCUBATOR

Feeding the City

Our 6-month incubator for startups with a vision to make food production and consumption more sustainable in urban areas.

EVENT

Feeding the City Demo Day

INCUBATOR

The Global Foodtech Accelerator

A programme in collaboration with the Basque Culinary Center for advanced startups working on products/services solving challenges in food and sustainability.

EVENT

FoodTech Accelerator **Pitch Event**



ECOSYSTEM MEMBER

ConflictFood

Following the principle "Trade, not aid", the Start-up ConflictFood aims to help people to help themselves.

ConflictFood empowers local farmers who are cut off from markets through conflict or war by marketing their products and putting people and their stories in the centre. Their team share a keen interest in global solutions for a more peaceful world, and the belief that enjoying delicious food can contribute to international understanding.









"What I love about working at Impact Hub Berlin is being part of a community of changemakers that have a similar mission and all believe that impact multiplies when insights are shared. We travel a lot so having access to unique Impact Hub locations around the world is a perfect fit. With ConflictFood, we are always looking for holistic solutions that combine social and ecological impact with enjoying delicious delicacies. "

Salem El-Mogaddedi Co-Founder and CEO





Impact Hub Berlin & Rentenbank

> In 2022 development agency for agribusiness and rural areas Landwirtschaftliche Rentenbank became Impact Hub Berlin's Sustainable Food Ecosystem partner.

With their support, we curate and plan activities which help entrepreneurs and innovators to develop impactful solutions and projects for the agri-food sector, and aid the transition towards a circular food value chain.

As an institution with a statutory promotional mandate (Staatlicher Förderauftrag) Rentenbank is the perfect partner to support the activities and overall goals of the Sustainable Food Ecosystem and to accelerate the success of impact food entrepreneurs and their partners. Together with Rentenbank, we can move the needle to drive sustainable innovation in agriculture and food tech.



"At Rentenbank, we are a key partner of the Sustainable Food Ecosystem. We provide Impact Hub and the startups with three things: expertise, network and funding opportunities. For us it's important to co-create, collaborate and find solutions. Between Rentenbank and Impact Hub, we support impact startups that do good things for society and for a sustainable future of the agri-food sector."

Alexander Engelke

Innovation Strategy at Rentenbank.



ECOSYSTEM

Diversity, Equity and Inclusion

Building a society that leaves no one behind.

A society that does not create belonging for all its citizens is no kind of society. Throughout history, marginalised groups have been and still are oppressed, underrepresented, and systematically discriminated against. Despite many crucial social advancements we face unacceptable levels of inequality at both a local and a global level.

Whether by creating new products or innovative services that ensure nobody is left behind,

impact entrepreneurs can help build a more inclusive future. With the Diversity, Equity and Inclusion (DEI) Ecosystem we support solutions which transform how we think about social, economic and political equity and how we bring it to the lives of many. We connect entrepreneurs, people and organisations working towards inclusion, belonging and anti-discrimination. Together, we learn from and with each other and challenge ourselves to become more inclusive as organisations, as a commu<mark>nity</mark> and as a society. The only way an equitable, sustainable society can

be realised is by including everyone in its design.

Out of the many urgent and intersectional social challenges to be addressed, we have identified four areas of opportunity in which a lot of Impact Hub members are active and where we can contribute the most through our network, programmes and access to finance. We currently focus on:

- FINTA* Empowerment
- Accessibility
- Migration & integration
- Democracy & Participation





ECOSYSTEM GOAL

A more inclusive and equitable future

Partners

Ecosystem- and Programme partners provide expertise and viable financial support.

Community

Divers Impact Hub Berlin members from startups, think tanks, public- and corporate players to non-profits form the rich Ecosystem community.

Ventures

Design the solutions the Ecosystem needs. They learn, grow and thrive through the programmes and partnerships it offers.







STARTUP SPOTLIGHT

Finmarie

Finmarie is on a mission to put more capital into the hands of wom-xn. As a female-founded company, the team is building Europe's first online wealth management platform and app which helps women realise their financial and investment goals.

Recently Finmarie launched the
Finmarie Investment Academy, an
8-week interactive online course
providing the participants with
hands-on, practical advice and
knowledge to confidently take
investment decisions into their
own hands.

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Established in 2018, finmarie is a financial platform that helps women to achieve financial independence. Creating a hybrid human-digital model, finmarie offers digital learning, a personalised portfolio quiz, a robo-advisor and partner fintech tools in savings, insurance and investment. Backed by High-Tech Gründerfonds and Wallstreet:Online AG, the team is working to create gender equality by bridging the financial gaps women face in pay, pension and investment, and was independently rated by Vested VC as a "High Impact Company" (65/100 score) with direct positive impact on 5 UN Sustainable

fin:marie

"The finmarie team loves using IHB to meet and connect with the Berlin startup community — that was something we anticipated when we joined. But we were really surprised and pleased by the global connections that the IHB team helped us make with government and corporate partners. Those introductions have made a huge difference in how we've been able to grow."

Leitha Matz,

Co-Founder/Head of Product





ECOSYSTEM

Green tech

Decarbonization of the global economy will be the next major disruption of the 21st century but there is still a substantial knowledge-execution gap hindering innovations to scale.

Startups and Impact Innovators will play a major role in closing this gap through the development and implementation of green tech solutions.

Our Green Tech Ecosystem is dedicated to leveraging technol-

ogy to solve environmental challenges and the manifold planetary and social problems caused by Climate Change.

Our hometown Berlin, a buzzing tech capital, is home to 200+ Green Tech companies, making it the perfect place for building a strong network of sustainability solutions.

We know it's far from the only answer, but we fully believe in the important role technology plays in helping to mitigate and adapt to the climate crisis and protect our natural environment.

Our Green Tech Ecosystem is still in development and we are

looking for motivated partners who want to shape the activities in this key field of the sustainable business revolution. We currently focus on Mobility and Logistics (as one of the sectors producing the most greenhouse emissions) and related fields of opportunity promising the biggest impact. If you are building or want to support solutions in these three key areas, we invite you to become an active part of the Ecosystem.

- Mobility & Logistics
- Al & Software Solutions
- IoT & Property Tech





ECOSYSTEM GOAL

Scaling Green Tech solutions

Partners

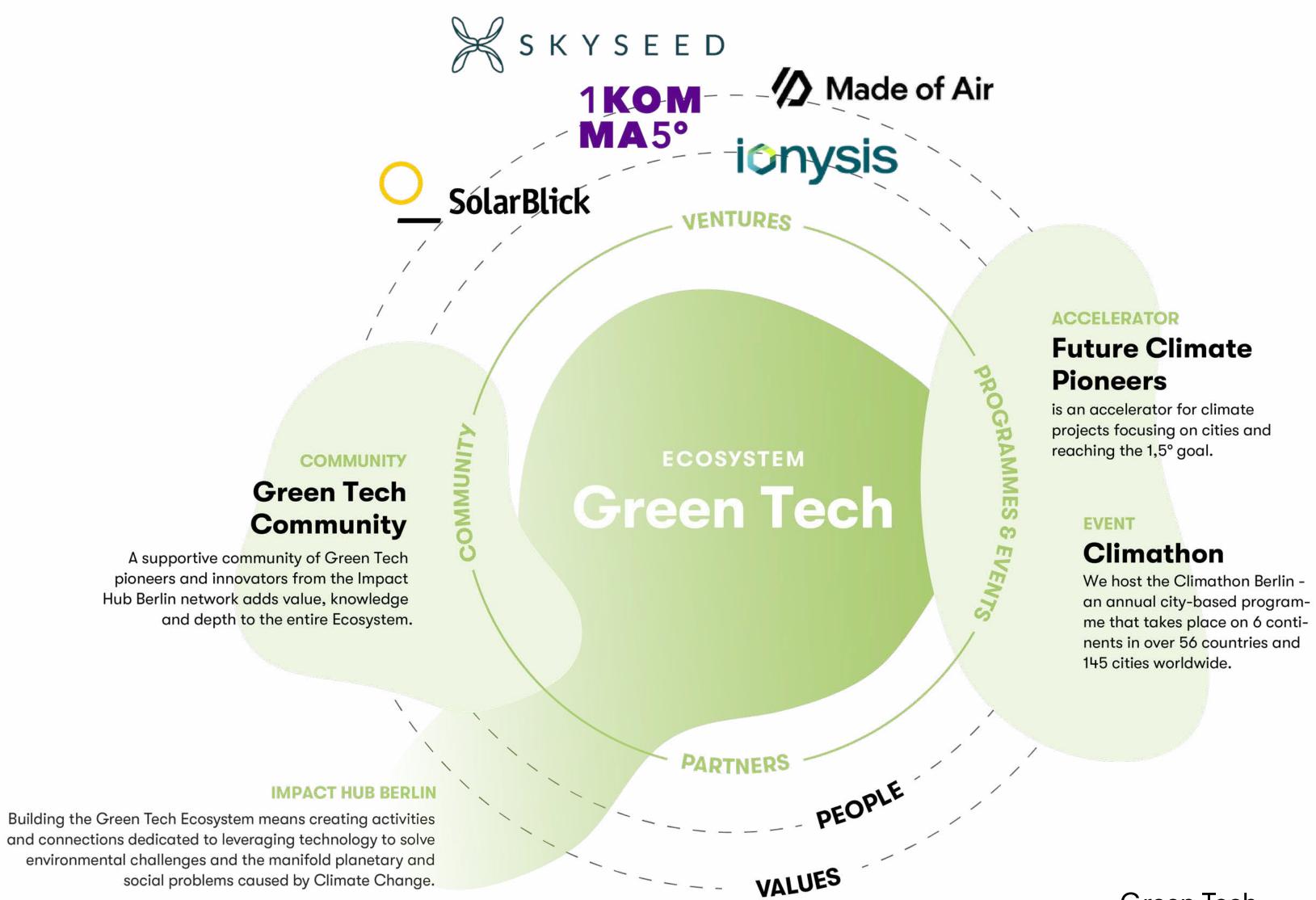
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STARTUP SPOTLIGHT

Made of Air

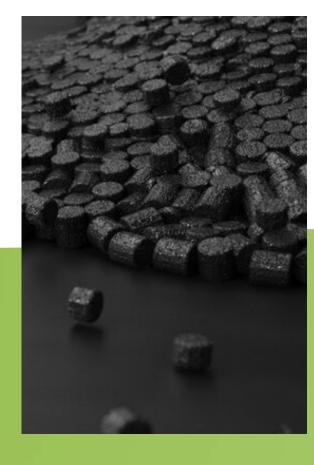
Made of Air is on a mission to reverse climate change by transforming products in mobility, consumer goods, and the built environment.

As a climate-focused materials company, Made of Air transforms waste biomass into high-value, carbon-negative materials for industrial use. These materials are used to turn manufactured goods into engineered carbon sinks.

By producing and distributing materials which lock in more carbon dioxide than they release, the concept contributes to a net-zero economy.

Made of Air doubles its impact by replacing high emissions materials like fossil plastic or aluminium. The durable materials are designed to work with existing manufacturing processes and help transform the products of Made of Air's clients at scale and to reduce their Scope 3 emissions.

Not only Made of Air's team office is located at Impact Hub Berlin but also their state-of-theart science Carbon Lab. Made of Air was one of the first partners of CRCLR house, during construction, a version of their own compound was used for the flooring.



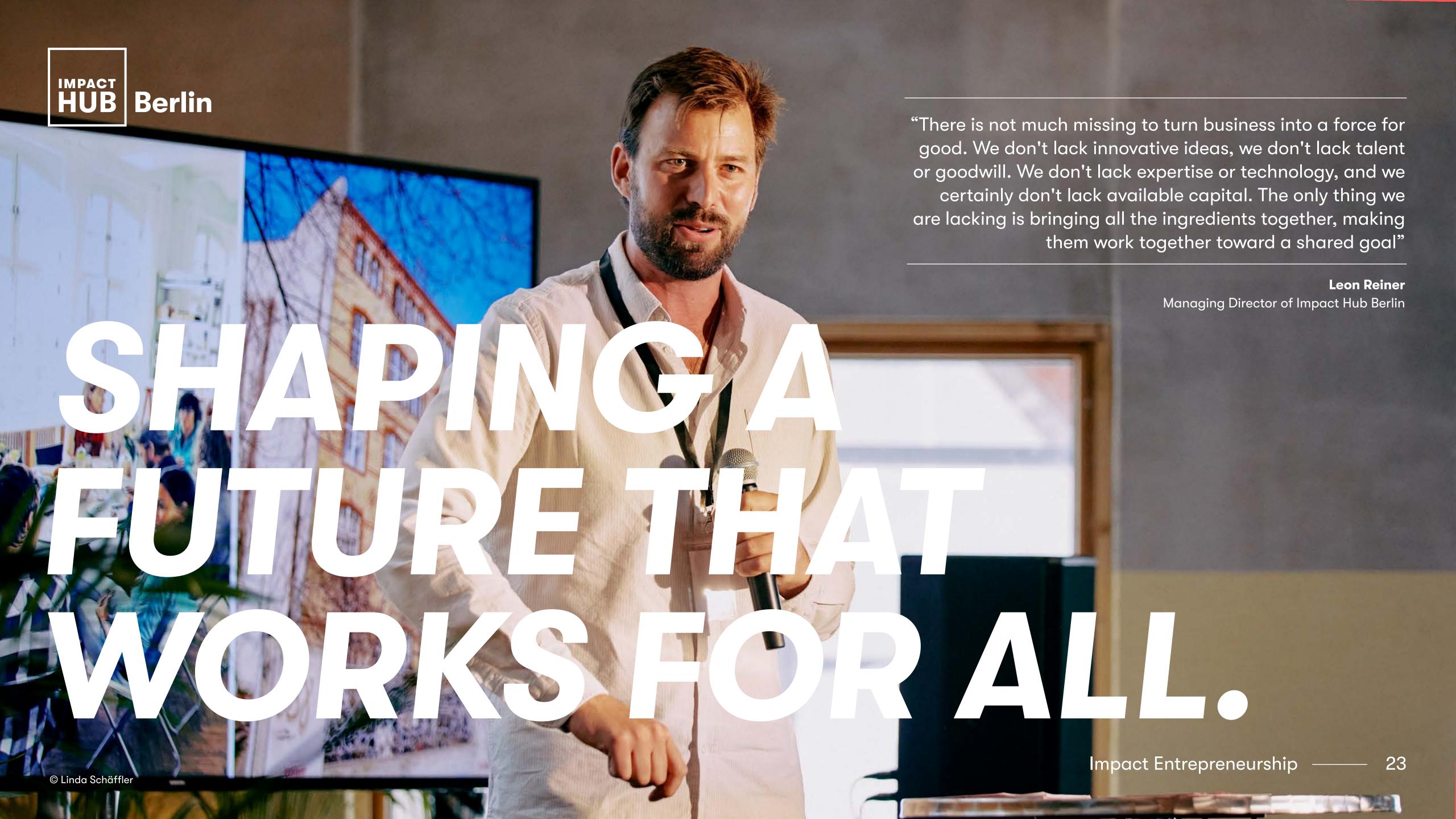
The compound produced by Made of Air used as a carbon sink in diverse products.

"Reversing climate change is one of our planet's greatest issues, and fighting it cannot be done alone. That's why the location of our lab is also important. At the CRCLR House, we can exchange ideas, tools, and a sense of solidarity with our neighbours. The lab is also a social space for our team to get together with the rest of the Impact Hub community via social events. The sheer number of passers-by and visitors to the lab gives us a sense of community-building"".

Oliver Gould

Head of Research and Innovation









entrepreneurship needs Impact Entrepreneurs form the heart of our

> Together our members work on countless solutions and topics and while most of them (74%) see their work clearly fitting within one of our four Ecosystems, others work more holistically or at the intersection of several themes. What unites them all is a focus on impact and the dedication to

solving urgent issues of our time with an entrepreneurial mindset and empathy and balancing profit with doing good. Impact Hub Berlin provides the support system to take their innovation from idea to action, and to push for systemic change, even against difficult odds.

Impact entrepreneurs build impact startups – meaning businesses which create a better world by solving the world's most pressing challenges and improving the well-being of life on earth. They create value and positive

change for society, not just for their customers and shareholders.

A new sustainable economy can only work without a new generation of entrepreneurs, and leaders. We know that smaller, young enterprises will lead the way toward better business, which is why impact startups, even those at the very beginning of their journey, are the main beneficiaries of our programmes. But they can't do it alone, they need allies and partners, a supportive community and networking events. All of which they find at Impact Hub Berlin.



OUR GOAL

Building a community for impact entrepreneurship

Designing and running programmes which help impact entrepreneurs is one of our key areas of Impact.

The other one is enabling connections, fostering partnerships and hosting a community. In that sense, we do not only execute our own ideas but also act as partners and supporters of like-minded organisations. In doing so we take help them solve even more probvarious roles in co-creating open

as well as internal programmes, both from within organisations and for the whole Ecosystem. A key element defining impact entrepreneurship is - simply put to solve people's problems and to lems on their own.

Enabling others, to enable others...

Berlins Soziale Unternehmen

2022 — Impact Hub Berlin proudly organised and conducted the whole award circle of the BSU prize in 2022. We offered full conception from the application phase to the award ceremony, as well as hands-on project management. Berliner Tagesspiegel reported.

LMU Incubator Design — We supported to design the internal incubator of the Ludwig Maximilian University Munich

GIZ Innofund IV — we support the annual internal GIZ accelerator and designed the Launchpad, an online course for impact projects within the programme.

Investor Circle — in partnership with Bethmann Bank we connected impact startups with investors in 3 pitch events to receive between 150K and 500K of early-stage funding.

A Changemaker Community



SEND (Social Entrepreneurship Netzwerk **Deutschland)** — is Germany's advocacy network promoting the interest of social entrepreneurs.



Bethmann Bank — is our partner in the Impact Investor Community where we connect ventures from our community with impact investors.



Hudara — supports communities impacted by poverty, conflict and climate change in reaching mental well-being and in living in peaceful communities and in balance with the natural environment.



Ashoka Germany — as a global network of social entrepreneurs Ashoka finds and supports innovators with systems-changing ideas in scaling their societal impact.



OUR NEW HOME

Building the House of Impact

Impact Hub Berlin is located in the CRCLR House in the heart of Berlin offering 3,500m² of team offices, community co-working space, event spaces and maker spaces.

The building and space design is rooted in circular economy principles and is a showcase for sustainability and inclusive design, from its use of materials to renewable energy and plenty of open, communal spaces. The building is a physical representation of Impact Hub Berlin's values and organisational body language.

Social compatibility, accessibility, diversity, environmental- and

resource conservation, as well as waste avoidance and co-creation, were the guiding principles for the development of our new home which we moved into and opened to the community in early 2022.

With the ongoing construction of additional floors planned to be finished in 2023, this will be the year to set the baseline for sustainable consumption of the space.



Approximately 60% of the materials and products used are repurposed, recycled or natural. These metal grids already served years before getting here.

Easy maintenance and repair by design, so heavy use does not lead to waste. All cables and pipes were mounted to enable easy access and repair.

Circular Construction

The CRCLR House is a manifestation and ongoing exploration of circular construction methods, such as reuse and flexibility of building components, recycling material, facilitating future usage changes and creating versatile structures. High-quality reused and new sustainable materials were used as they are while damaged or uneven things were treated and upcycled.



We collected countless wood offcuts from local carpenters.

Preference for natural materials such as wood, clay, lime and hempcrete helped avoid limitations of oftentimes uncertified second-hand materials.

Mix of second-hand, vintage and rental furniture.

Product and material passports enable repurposing after disassembly.

We reused the sliding doors from the former Impact Hub Berlin office, which are made from recycled plastic.

We got the lockers from a notorious Berlin nightclub.



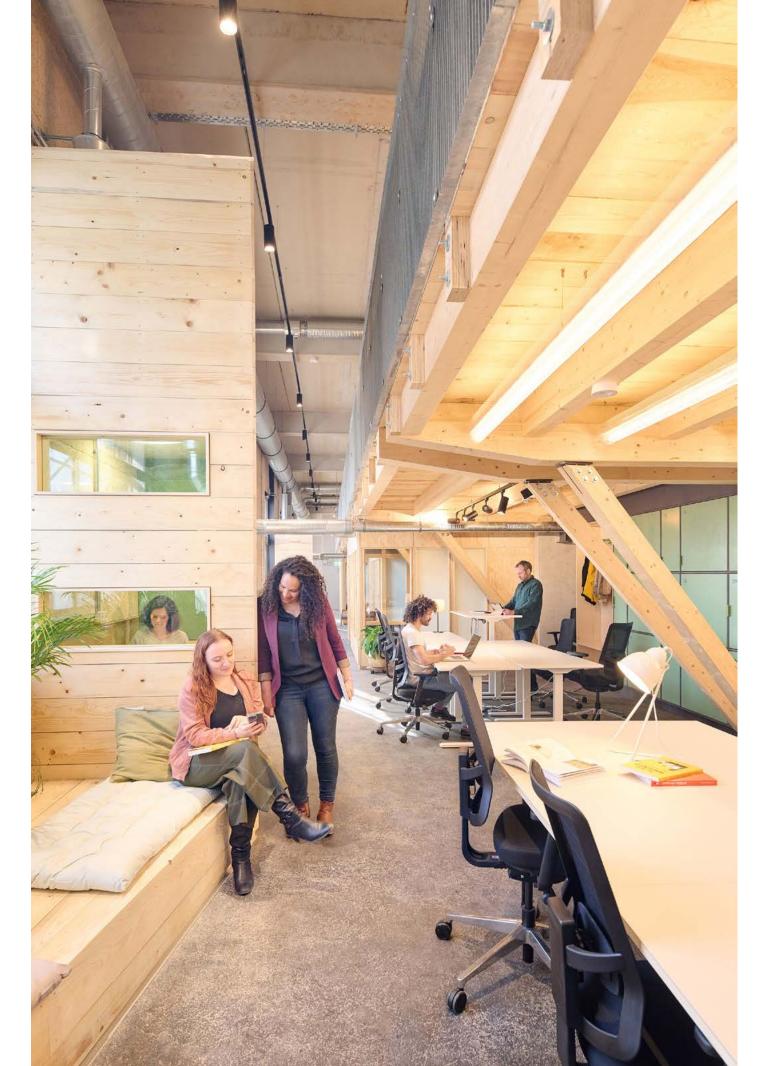


CRCLR HOUSE

Space Use

We work, meet and build solutions in a former industrial warehouse on the site of the historic Kindl brewery in the heart of Berlin's vibrant, multi-cultural Neukölln district.

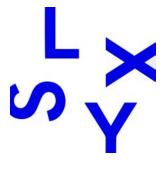
Each day, between 110 to 160 members of our impact community fill the Impact Hub Berlin with life and their game-changing ideas. In our opening year 2022 they were working from 40 lab seats in the maker space and 166 office and co-working seats in the main hall. With two new upper floors opening in 2023 the total number of work seats at Impact Hub Berlin will climb to 286.



Collaborative Construction

The necessary retrofitting of the former warehouse and its extension were carried out by TRNSFRM eG with LXSY Architekten, who also designed and executed the interior of the Impact Hub Berlin in Kreuzberg back in 2015, joining us as the interior partner again.

As expected at Impact Hub Berlin, the process of developing our circular home was collaborative and hands-on, with different teams securing the best leftover materials from other sites and buildings.









CONCLUSION

As we are writing this report the world's leading climate scientists forming the Intergovernmental Panel on Climate Change (IPCC) have issued a 'final warning' on the climate crisis.

The comprehensive report boils down to one urgent message: Act now, or it will be too late.

We are in the business of acting now, we are in the business of helping others to make a positive impact because we believe, despite the manifold crises it faces, that humanity can help itself by helping each other. Our mission to make business more collaborative has never been more relevant and is something we can't keep avoiding.

We will continue to connect have a whole of the dots, and to connect people and organizations around shared values and goals. We are excited to keep growing our entrepreneur-

ial community and our impact Ecosystems and the number of connections and partnerships that we enable. We will continue to meet obstacles with courage, trust and creativity and most importantly together, collaborating and co-creating solutions with countless partners and allies.

Come on board. No one has to save the world alone. Instead, we have a whole community of brilliant people with ground-breaking ideas waiting to join forces and accelerate change and impact together.

Share the impact

Get in touch to learn how we can work together to make a better future for people and the planet.

Partner with us

Invest in Impact

Become a Member