

Sustainability Report 2022



We build future experiences.

We are UXMA.

At home in Europe, working worldwide for market-leading companies and those who want to be. With user experience in our hearts and excitement for the future.



100+
of the best minds in our team



35+
successful years in the business



4
locations in Europe



90
Net-Promoter-Score Points



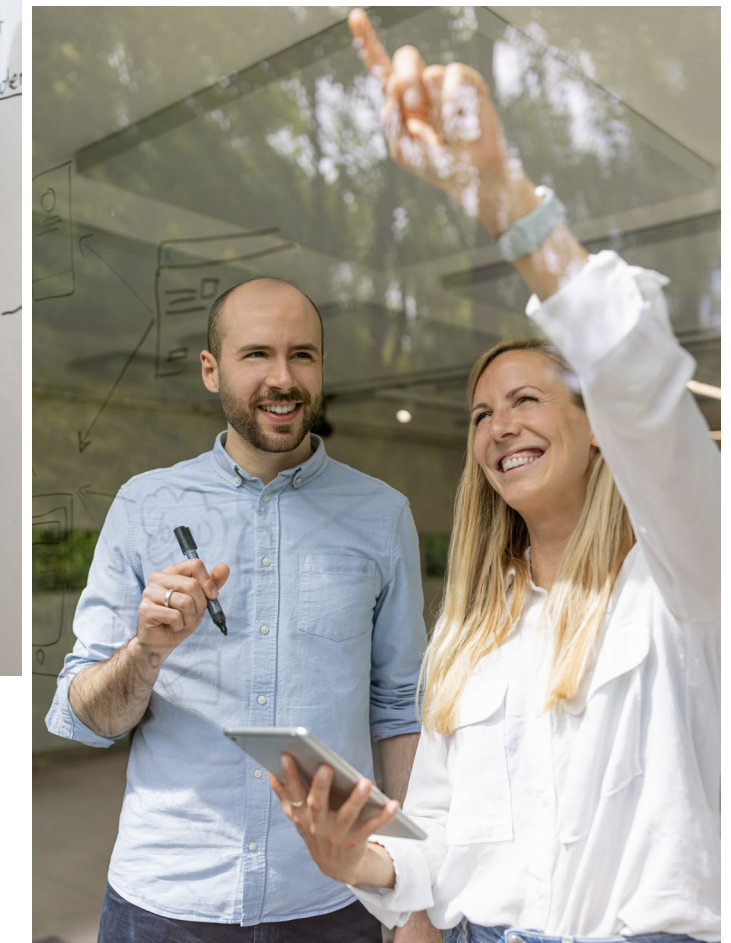
250+
customer in over 35 years



11 million
net turnover in 2022



Our interdisciplinary teams work together across different locations.

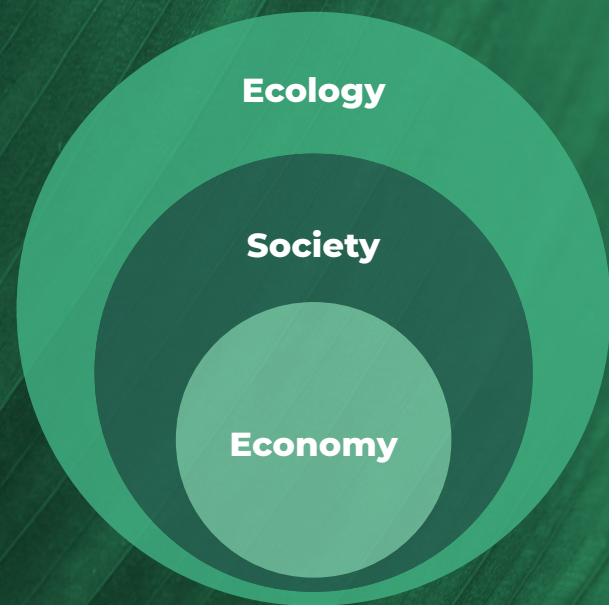


We create digital and haptic products, services and platforms. We focus consistently on customer benefit and help to tap all the potential for sustainable market success.

We have over 35 years of experience in user-centric product development. Our value proposition for our clients lies in our holistic offering and methodical approach. UXMA stands for the imaginative power to create and realize new brand experiences. Our success is based on competence and interdisciplinary teamwork.

- ▶ Software development
- ▶ User interface design
- ▶ Industrial & product design
- ▶ UX research & testing
- ▶ Consulting and strategy

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Our Contribution to Sustainability

We are taking responsibility, out of conviction and of our own accord. This is not only about our daily work and the interaction within the team and our customers, but explicitly about the handling of the environment, resources and our striving to enable and shape a future worth living.

As a medium-sized company that plays a key role in shaping digital and technological change, we have been making our contribution to social and ecological innovations for over 35 years with the knowledge that we want to constantly improve in the process. We see ourselves as part of the global community whose central social task is to set ourselves sustainable development goals and to support them with the right measures and activities for a future that is worth living and worth striving for.

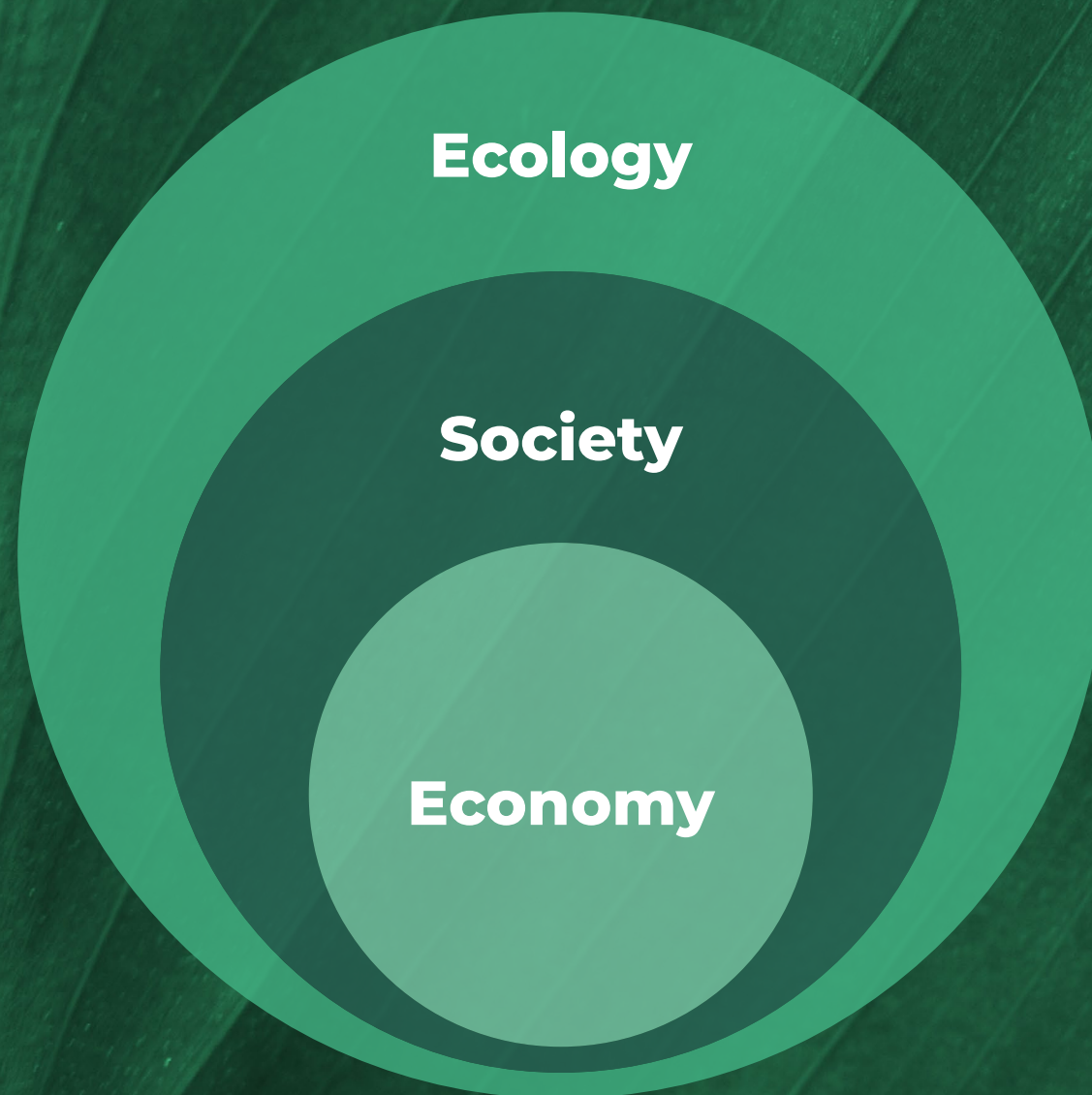
We would like to present the insights and experiences we have gained in our first sustainability report.

Best wishes

Michael Arpe, Susanne Arpe-Darwisch and Christoph Eichhorn



What we do today shapes the future for the following generations. We, as management of UXMA, are aware of this social responsibility and act accordingly.



The Structure of our Report

The three aspects of sustainability interlink with and depend on each other. The so-called priority model states that there is no economy without a society, no society without ecology.

Ecological boundaries provide the inevitable framework, which, not only in our industry, but in any industry, should be seen as our greatest asset.

The human being: acts as a major contributor – respect and appreciation across the board, in the team as well as in society as a whole. **The team is an essential element, as is society.**

Economically sustainable work: our contribution to a tomorrow that can be a little different, a little better, if we make the right decisions today.

For this reason, in this report, we show how we at UXMA act in these three areas, on a small as well as large scale, in daily processes as well as in concrete measures.



17 Goals for Sustainable Development

The seventeen Sustainable Development Goals (SDGs) adopted by the United Nations in 2015 link to the three aspects of sustainability. They serve as a strategy to achieve global sustainability goals by 2030 and ensure a life of dignity for all. In our UXMA Sustainability Report, they help to classify and reflect our internal as well as external measures in their target direction.

Ecology & Resources

 **Mobility** →

 **Energy** →

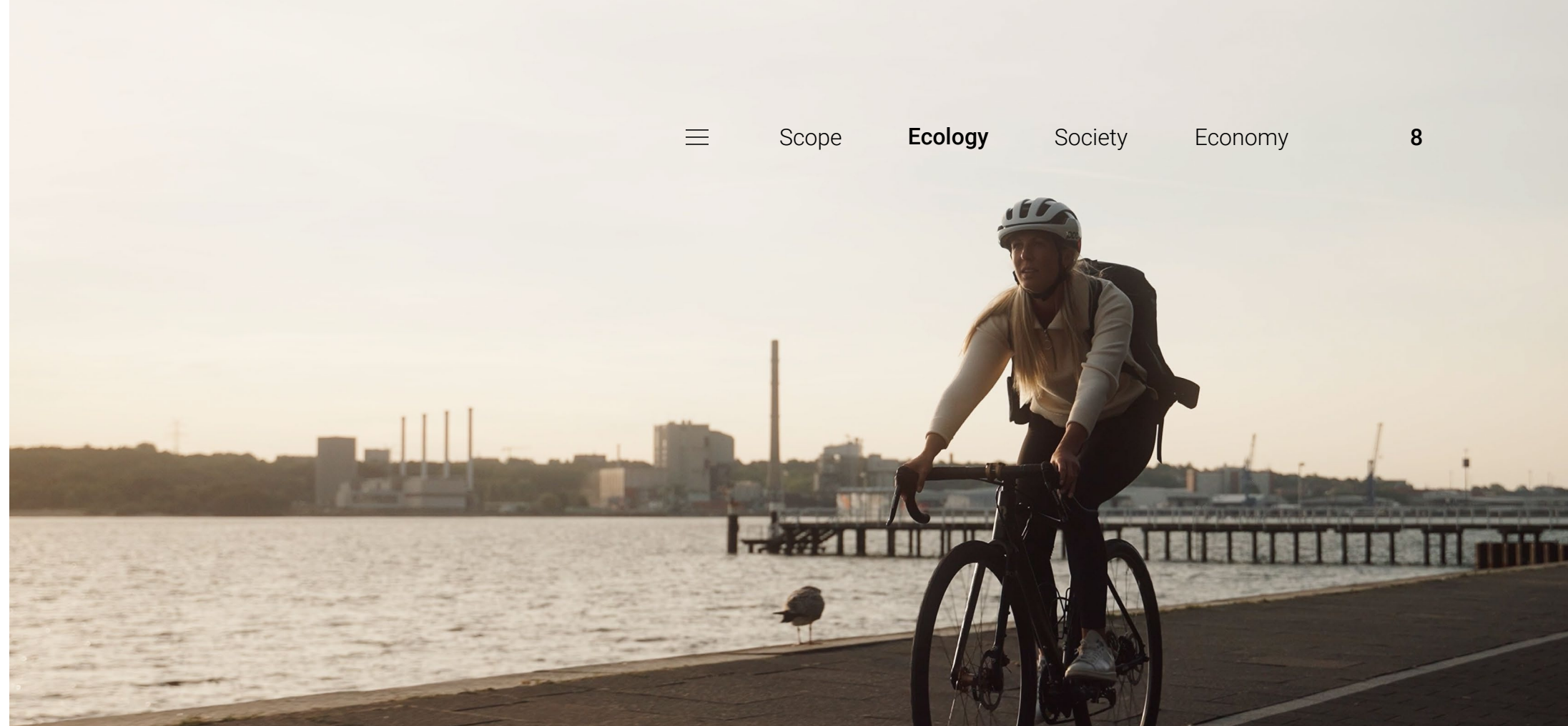
 **Purchasing** →

 **Circular economy** →



Mobility

Mobility is one of the major areas of ecological sustainability in which our positioning can make a big impact with small measures.



Our locations

Our centrally-located offices in Kiel, Hamburg and Dresden offer good connections to public transport and therefore short distances for our teams.

How many employees walk or cycle to work?



~52%
in Kiel



~70%
in Hamburg



~85%
in Dresden

JobRad (bike leasing)

Kiel, in particular, is a bicycle city with many cycle paths that are constantly being expanded. We support this form of mobility, which also pays off in terms of personal health and climate protection.

We work with the company bike leasing provider *JobRad* which allows employees to choose the manufacturer, make and model of their bicycle. With this offer, we are making a contribution to our environment, conserving valuable resources and saving CO₂.

Good to know: There are secure bicycle parking spaces at all of our locations.

UXMA on tour

Our core business of digitization does not stop at our own mobility behavior. The important exchange with our customers and partners and partners mainly takes place remotely.

We are aware of the value of face-to-face exchanges beyond video calls and so we travel when it is important. We prefer to use public transport or our own electric car at our location in Kiel. In Dresden, we deliberately no longer maintain a company car and instead use rental cars if a trip takes place.



Energy

As a digital company, nothing works without energy. Even by reflecting on and reducing our consumption, changing our forms of mobility and making conscious decisions for or against certain supply chains, we can only reduce our consumption, but not avoid it altogether.

Offsetting CO₂

We have been compensating for everything that we cannot avoid through concrete measures, for example, all routes and distances covered by fuel-powered vehicles, with CO₂ offsetting since 2019.



116 t
compensated in 2019



235 t
compensated in 2020



154.79 t
compensated in 2021

Current compensation

For the year 2021, we offset a total of 154.79 t CO₂ with the following projects:

[CO₂ Offset + Ocean Protection](#) →

[Clean drinking water](#) →

[CO₂ compensation + regional nature conservation](#) →



Our office buildings

Our four-story office building in Kiel, Düvelsbeker Weg 33, was converted into a *climate house* in 2013. It was completely renovated based on ecological sustainability.

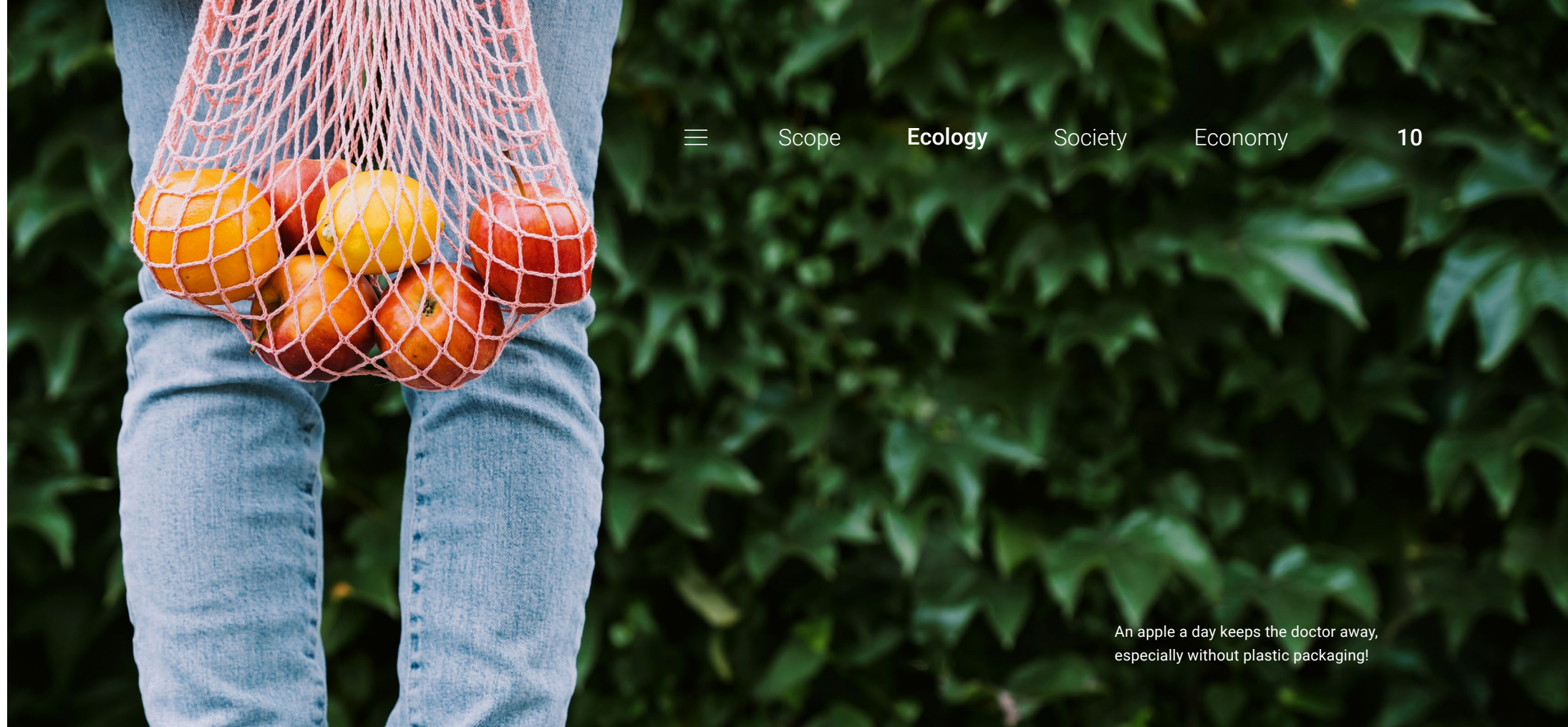
Specifically, this means:

- ▶ Conversion according to energy standard
- ▶ Pellet heating system
- ▶ Solar panels
- ▶ Sustainable usability: If necessary, individual floors can easily be converted into living space.
- ▶ Triple-glazed windows, LED lights, remote control heating system (automatically shutting down in the evenings and on weekends).



Purchasing

When purchasing, we have the opportunity to influence for or against certain goods and thus consciously decide in favor of sustainable and fair value chains and sources of supply.



An apple a day keeps the doctor away, especially without plastic packaging!



“Every receipt is vote”

Every (purchasing) decision has a direct or indirect impact on the regional as well as on the global market and the environment. We consciously decide to buy fair trade and organic snacks, as well as hot and cold drinks from regional suppliers in returnable glass bottles. The sparkling water comes from a local source.

Purchasing also means purchasing IT, services and server landscapes. Our choice of providers and platforms are, as far as possible, in Germany or the EU which conform to data protection regulations.

Recycled & ecological consumables

When purchasing technologies, interior design and consumables, we pay attention to durable products. For household goods such as toilet paper or printer paper, we use only recycled and ecologically degradable products. To save on packaging and delivery distances, we buy in bulk wherever possible. The energy-saving potential of electrical appliances is a key criterion for us and the reason why we check and review our technology on a regular basis.

We firmly believe that small conscious decisions shape the bigger picture!



Circular Economy

A circular economy means the longest possible use of products and raw materials. Waste avoidance and the reuse of goods are the top priority

Recycling

We pay attention to correct waste separation in order to recycle waste materials from the office premises in the best possible way. In addition, we prefer large containers and/or unpackaged or lightly packaged food, in order to avoid large quantities of waste.

Laptops, monitors and other technical equipment that need to be replaced are not disposed of, but are either resold or donated to social institutions.

Printing

As a digital company, we have already reduced our print products to the minimum necessary.

When we do need to print, we rely on cooperations with regional printers and preferably use FSC-certified paper.

Holistic product development

When we apply the principles of the circular economy to digital product development, it is not enough to focus on the correct sorting of office waste or the repurposing of old equipment.

Rather, it is our holistic approach to business and attitude to our work which is all about collaboratively creating profitable actions while being and remaining agile.

It is about developing a high level of understanding of the context according to the Double-Diamond-Model*. Understanding of the context, continuously evaluating and incorporating feedback in order to create sustainable, scalable digital products.

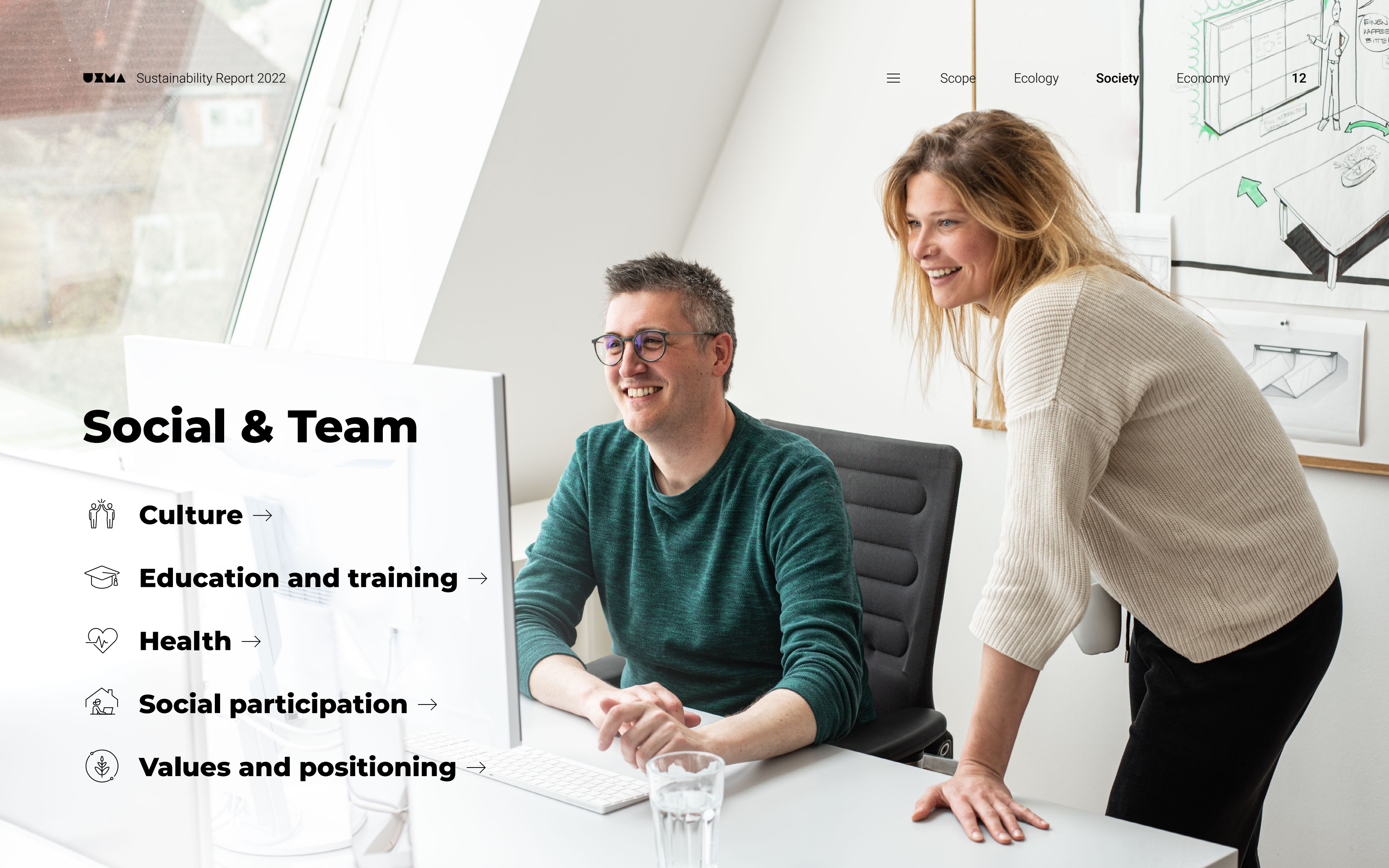
At its core, it is about:

- ▶ a software architecture that allows for change and scaling
- ▶ the knowledge of the strength of digital products that have a good and sustainable foundation
- ▶ UX research & testing, to iterate, quickly understand, adapt and use

* The Double Diamond model describes an approach to design thinking that consists of two phases: the first phase for specifying the problem and the second phase for idea generation and solution development. Both phases have subphases for expanding and condensing the mental focus.

Social & Team

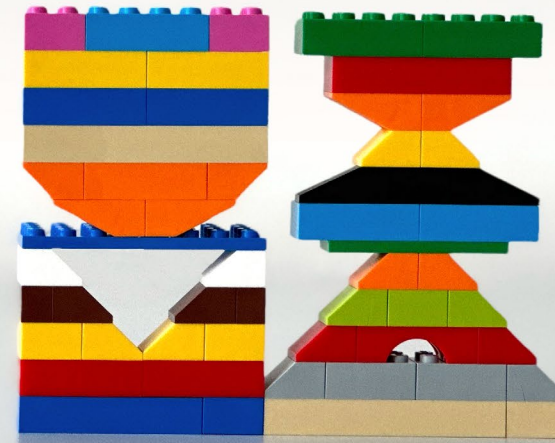
-  **Culture** →
-  **Education and training** →
-  **Health** →
-  **Social participation** →
-  **Values and positioning** →





Culture

We stand for tolerance, diversity and equality. With good ideas and competence, it is possible for every team member to take on responsibility and develop – regardless of age, gender, disability, skin color, religious belief or sexual orientation. Based on this fundamental conviction we have signed the Diversity Charter.



Role-based structures

At UXMA, we work in a role-based manner: everyone bears and assumes responsibility for the areas of activity that match their own strengths. Each role is embedded in structures of exchange and support. Professionalism is one thing – what's important is good teamwork. Greatness can only be achieved through authentic teamwork.

Team excursions at the individual sites, cooking lunch together, our annual boßeln (boules) or boat trips – that's UXMA, too! The connections between our team are warm and friendly across all locations.

Across national borders

We see ourselves as a European company with a multi-cultural team. It is important to us to promote the European idea and the transnational UXMA spirit.

We strongly believe that it is important to see each other face-to face and to get to know our colleagues at other locations in order to grow together and broaden our personal horizons. For this reason, team exchanges between locations are specifically encouraged and supported by the company.



The central building block of UXMA's togetherness is our shared understanding of values. We celebrate diversity, day after day. This is the only way we can find solutions that really meet people's individual needs.

Social sustainability

Social sustainability is a top priority at UXMA and is addressed with a variety of measures. Within the company, the following points are worth mentioning: flexible working time models, attentiveness to individual circumstances, respectful interaction with one another, gender equality, and support for training and further education. [Learn more →](#)

Beyond the company, social sustainability for us also means: supporting charitable projects, both locally and globally, donating to charitable institutions, promoting the training of skilled workers and further development.



Education and Training

In order to shape the world of tomorrow, it is essential to deal with innovations and to drive them forward. The topic of further education enjoys a very high priority at UXMA and is supported by two pillars.

UXMA Academy and further education budgets

Education is important for all of us – throughout our lives. Our internal academy ensures a continuous knowledge transfer, which is essential for our interdisciplinary work. If an employee attends a trade fair or acquires specialist knowledge, the new knowledge is shared with all interested parties.

The basis for this is the training budgets that are available to everyone. They include free time for personal training, such as external specialist training, participation in specialist events or internally for English training. And the whole thing is easily implemented and without much bureaucratic effort. The costs incurred are covered by UXMA.



The trend is your friend

What are the new trends? Which technologies are trend-setting? What challenges are we facing? We not only keep an eye on innovations in our industry – rather, it is essential that we observe and consider the areas of our customers as well as current social and future-oriented discussions. We evaluate what impacts our product design and concepts in what way.

And after understanding? We want to put things into action, we are doers! We develop sustainable products that can be flexibly adapted to the requirements of tomorrow.

We summarize our key findings annually in our Trend Report. [Learn more](#) →



Health

Our daily work consists above all of mental peak performance. To stay balanced, it is important to be in the right environment and receive the right support from the company. The following aspects are contributed to the health of employees by UXMA.

Safety first

Our company physician is available to advise our team on all health-related questions and concerns. In addition, UXMA offers preventative voluntary eye examinations and bears the costs for the examination as well as for the purchase of computer glasses.

Our team also offers videos on mental health, yoga sessions, mental wellbeing and self-organization. In order to promote mental and physical health, we also offer courses with external trainers.

Hybrid work

UXMA offers all employees the possibility of organizing their daily themselves. Flexitime (core working hours: 9:00 a.m. to 3:00 p.m.) and hybrid work flexibility to reconcile the needs of customer projects and private life.

A good balance to sedentary screen work and an UXMA tradition is to organize active lunch breaks. There are joint cooking groups and/or yoga sessions during the lunch break, which are self-organized in the office and highlight the enjoyment of spending time together.



Doing sport together promotes health and togetherness, especially when the effort is particularly rewarding. During the UXMA Fitness Week, points can be collected. These are converted into money and donated to charitable projects.

Health team & mental health

Our focus group for company health management regularly surprises the team with new ideas like *Energy Booster Days* with fresh healthy smoothies and power balls or yoga lunch breaks and much more.

In 2022, the team organized for the first time the Mental Health Week in cooperation with the *Techniker Krankenkasse* health insurance fund. This included impulse lectures and low-threshold options for physical and mental health promotion (such as brain food, yoga, stress management). Colleagues also organized courses in line with the Academy-style courses for our team. [Learn more →](#)



Social Participation

People are always at the focus of UXMA's activities. Values such as social participation and fairness are of fundamental importance to us. We offer every team member the opportunity to work hybrid hours with compact core working hours to ensure compatibility with their own life circumstances.



Family and inclusion

UXMA is a family business in many ways. It is important to us that the parents among us receive the best possible support in balancing work and family life. Specifically, we support childcare in the form of a daycare subsidy. We create freedom for everyone to develop and flourish, talk about wishes and goals, and find solutions for different life paths and family circumstances.

Our Kiel office building at Düvelsbeker Weg 33 is 100 % barrier-free with extra-wide doors and an elevator make the building easily accessible for guests and employees with impairments.

Provision and care

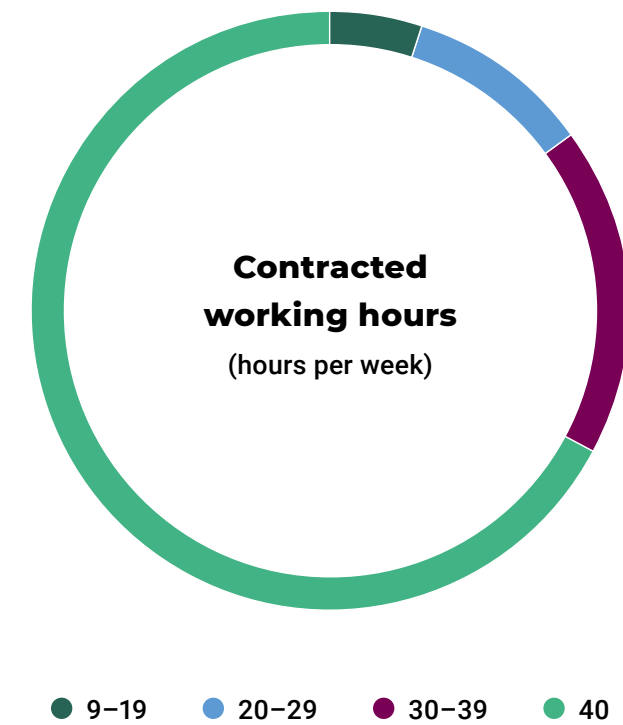
UXMA offers all employees the possibility of taking out a company pension plan and subsidizes it by 50 %, which is significantly more than the legal requirements.

Furthermore, in times of rising costs of living, all permanent employees receive the maximum possible tax-free financial benefit in kind of € 50 per month, regardless of the working time model.

UXMA benefits

A high level of employee satisfaction is not only one of the most important factors for a good working atmosphere, but also for sustainable corporate success.

The following benefits are available to the team: permanent contracts as standard, compact core working hours, hybrid work, continuing education budget, English courses, 30 vacation days, Christmas Eve and New Year's Eve half-day off, individual working time models, daycare allowance, height-adjustable desks, coffee maker, Weber BBQ, JobRad, Edenred payment in kind, a variety of team events and much more.





Values and Positioning

We take our responsibility to society and the environment seriously and act accordingly. We want to contribute to a social system that respects the dignity of its fellow humans and to create a stable social environment.

Change & error culture

Change is an integral part of the UXMA DNA. We see it as something to be welcomed and to grow with. Our knowledge is distributed among many specialists which means we are always ready to act and actively shape the future. Standing still does not suit us. We are and remain in motion.

Mistakes happen and that's part of being human. We share our findings as "lessons learned". In today's volatile world, we see this as an opportunity to learn from each other and grow together.



We share our experiences in joint projects with students and pupils.

Healthy growth from within

Healthy growth while promoting our corporate values and culture is extremely important to us. All employees have the opportunity to recommend new colleagues. With a specially created program, all employees can advertise UXMA vacancies in their personal environment.

We know how important it is to have young professionals and actively promote them. Young people at university and school not only gain their first experience with us in their internships, we also make it possible for them to write their theses with us or to work as a student trainee alongside their studies and benefit from practical experience.

Transparent decision-making structures

We firmly believe that, with regard to working in different locations, it is important to establish regular joint formats in order to exchange ideas and learn from each other.

We want to create permeability and transparency in all directions. In this context, the management informs quarterly in hybrid formats across all locations about current events, new developments and decisions. In the *Get Together* format, all colleagues have the opportunity to present their project work. The motto is: entertaining, but informative! In this way, we create a picture, a comparison, commitment in and to the team.

Economical Working

 **Working processes** →

 **Partnerships** →

 **Engagement** →

 **Security** →



Working Processes

Sustainability also affects our daily work: the focus on UX design processes creates products that meet the needs and the context of use.



Thinking and acting sustainably

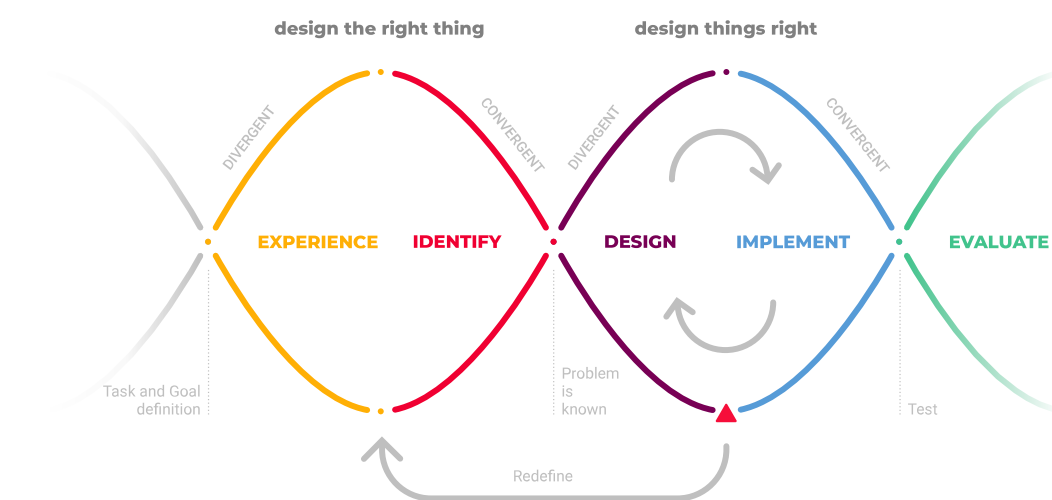
In all our processes we work according to our methodical approach and create foundation and validation of work processes and results. In order to develop successful services, products and processes we combine methods from different disciplines, adapted to the respective project and goal.

Sustainability is particularly evident in the development of long-lasting products and concepts with a focus and direction of action in the interests of our customers. UXMA stands for a product development that focuses on the needs of the user and which reflects the potential impact of the product on the environment and society.

Sustainability in the project approach

In our daily project work we produce regular reports and discuss them with our customers. This enables us to identify potential obstacles and communicate in a solution-oriented manner. Regular retrospectives in the team provide quick insights, better results and increase the visibility of learnings.

In all our projects, the partnership is what we value most. A healthy cooperation between equals is core to what we do, both internally and externally. We want to understand the ecosystem of our customers and use it as a basis for the projects.



The Double-Diamond model: the first phase is used to specify the problem, the second phase for finding ideas and developing solutions.

Agility and philosophy

The values and principles of the *Agile Manifesto* are an essential part of our culture and way of working.

Although we consider the values on the right to be important, we value the values on the left more highly.

1. Individuals and interactions are more important than processes and tools.
2. Working solutions are more important than detailed documentation.
3. Constant cooperation with the customer is more important than a contract.
4. Courage and openness to change are more important than following a set plan.



Partnerships

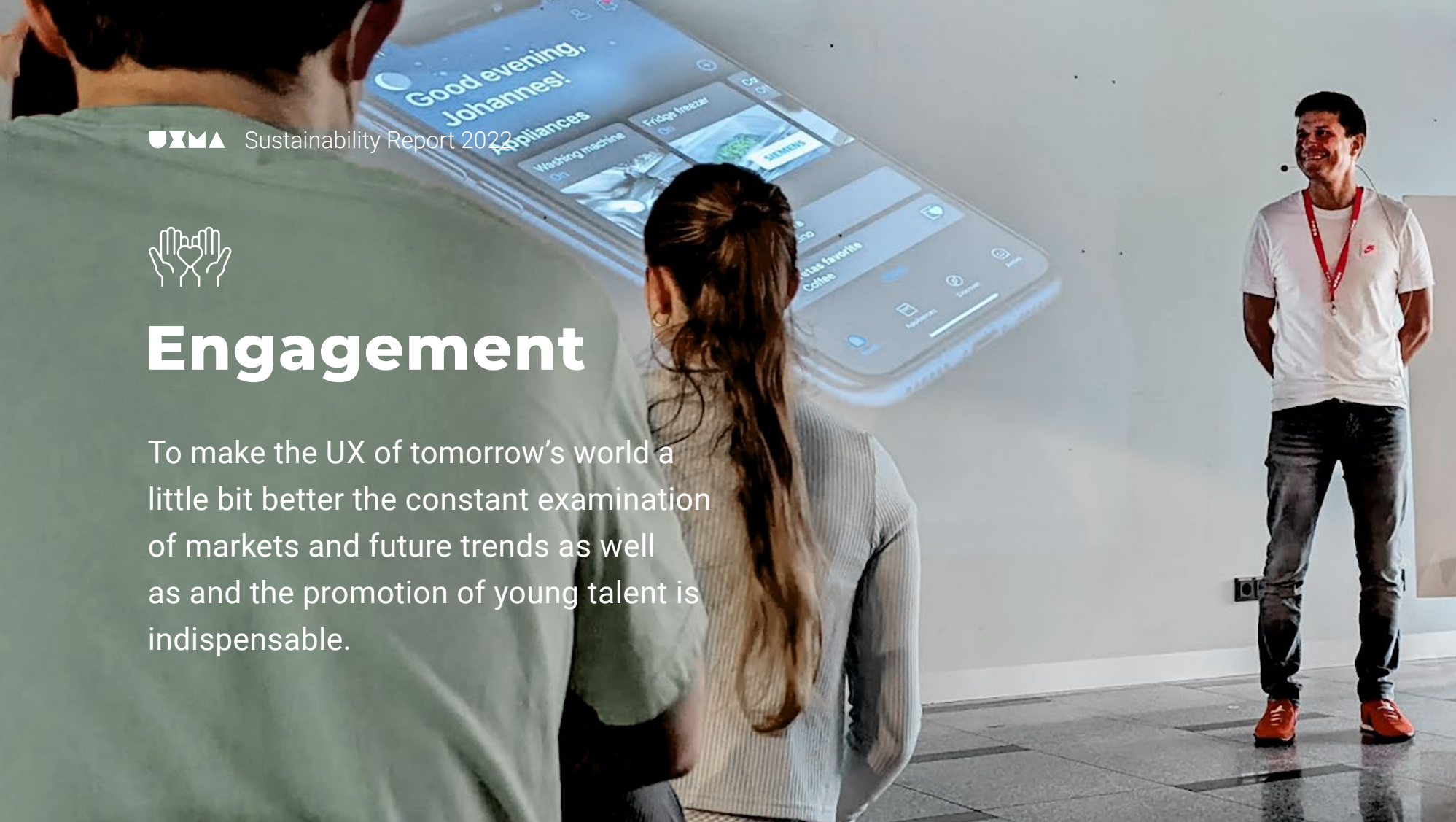
With a strong partner network and extensive research activities, we fulfil our intrinsic demand for quality, for topicality and excellence in our fields of competence. Continuous exchange and consistent further development are essential for shaping the future.





Engagement

To make the UX of tomorrow's world a little bit better the constant examination of markets and future trends as well as and the promotion of young talent is indispensable.



Our VR case Refit Night Express – fall asleep in the evening and arrive well rested at the business meeting in the morning. Traveling by night train is probably the most relaxing way to travel and, at the same time, it makes an important contribution to the climate.

Exchange and promotion

Whether online or on site, the UXMA team is frequently and with great commitment in attendance at various events, often in the role of speaker, to share expertise with the world. Only by exchanging ideas with other minds do we arrive at new perspectives and new approaches to solutions. We regularly attend the *Digital Week* in Kiel, are involved in the *Hacker School* and at the *Utopia Camp* at Leuphana University, to name just a few examples.

The future also means investing in the next generations. We offer young people opportunities in the form of internships, student trainee positions or semester projects. They receive the opportunity to enter the UXMA world and to experience the project business as a full-fledged team member by taking part in the daily work routine and thereby gain real-life practical experience. We ourselves want to learn from the next generations and understand what is important to them and what moves them. It is a two-way exchange.

Research and further development

For our team, it is essential to continue to develop beyond the project business and to have room for new impulses and ideas. For this purpose, UXMA has so-called sprint budgets, in addition to the training budgets. We use these sprints to take part in hackathons in teams, for example, to develop prototypes together or to work out ideas that will help us advance as a company. Our internal UXMA Academy ensures interdisciplinary knowledge transfer throughout the team.

In addition, there is always the opportunity to learn more about research projects with topics such as accessibility, sustainability and future trends. The most recent example of this is the [Refit Night Express](#) →. Our concept of a night train cabin to promote the idea of sustainable business travel in a sleeping car and make it experienceable as a VR case.



Security

Entrepreneurial security means a strong environment for our team and our customers and an organization which is stable and crisis-proof thanks to established processes.

Value-based corporate management

UXMA is an owner-managed family business that has been on the market for over 35 years and has made a name for itself as a holistic development partner for global players. We say YES to economic success because economic action is the basis for stability and growth. We say NO to profit optimization at any price. The well-being of all team members is the highest priority at UXMA, no one is left behind. A thought that has distinguished us time and again through years of international crises, has made us strong. For example, the maximum possible Corona bonus and inflation compensation were given to the team.

Orga 2.0

In recent years, UXMA has grown strongly. We now employ a total of over 110 people at our four locations in Kiel, Hamburg, Dresden and Thessaloniki. To accommodate this growth, we have raised our internal organizational structure to the next level so that everyone can find their way around, even in our growing team. To this end, in addition to the management team, a second level of strong shoulders has been added, who, as domain leads or heads, are responsible for specific areas. For us, responsibility doesn't mean top-down management, but communicating with the team at eye level and keeping on top of all key issues and tasks in the context of the company's goals.

Quality management

The core of our quality policy is the pursuit of continuous improvement for our entire team and our overall organization. In the projects, we define quality according to requirements and project goals. Our aim is: "We want to exceed the expectations of our customers."

Goals for the further development of our quality management are formulated in our quality program by our quality management representative and the QM team. The management system of UXMA is certified according to DIN EN ISO 9001:2015.



You would like to learn more about us, our sustainability efforts or this report?

Visit our website uxma.com/sustainability
or send us a message at sustainability@uxma.com



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