



Information about the company (1./2.):

Name: CVJM Hannover e.V. (international: YMCA)

Size:

Youth: 8 employees

Hotel: 10 employees

Camp: 15 employees

Industry/description of the company: Christian youth organization dealing with after school and camp programs with a residential house in the city (hotel and offices) and a campsite outside the city (with a seminar house and camp cabins).



Sustainability in companies (3.-8.):

Sustainability is reflected in ecological operations (campsite), social operations (employment of disabled and interns), cultural operations (program for camps and seminars).





Supply chains are reflected in the hotel delivery progress and the use of local workers and handymen.

The Christian foundation supports the idea of sustainability, sometimes ideas are cancelled due to costs for a nonprofit organization.

Benefits of sustainable operations is the human factor and the Christian belief in saving the environment and the planet. The board and extended board of directors reflects the efforts of sustainable working, but there is no external program or measurement for sustainability. Side effects are to become a more attractive organization for people who aim to work or volunteer for a sustainability aware organization.





#### Benefits of sustainability (9.-12.):

YMCA Hannover has become a more attractive organization for people who aim to work or volunteer for a sustainability aware organization. The people already working and volunteering there are happy about the change and like to talk about this approach of their organization.

The campsite's electric power system has been changed to solar energy driven, which is less costly in long term conditions and less costly in running and supervising it. Living on the campsite gives a good impression and lets the organization become a good role model in using environmental technology for the participants.



#### Actions in sustainability (13.-18.):

Example: Solar energy use in the campsite

The idea came from the extended board and was caused by an old energy system, which had to be renewed. The city is funding organizations in changing to a more environmental system and is counselling the process. A volunteer had to find and evaluate the information and forced the board to decide for the new system. The organization had to spend more money than expected on the new energy system in order to receive funding and access to information and furthers counselling from the city and their knowledge. Employees have partly valued the change, but were also skeptical of the



costs. Customers (participants) appreciated the change and felt they were contributing to an environmental change by using the facilities. The recruitment process was not affected.



#### Marketing and brand (19.-21.)

The marketing was not changed much. The emphasis of the organization is on social care and ecological aspects and only side effects. But society in general looks at it and it is good when the organization is part of this change.



#### Plans for the future (22./23.):

Modernization of the city building is the next step for the board and they think about including sustainable ideas into their process. Local funding will be of some importance in this process in the future as well.

