



ECOSIA



People and Company



Christian Kroll, Founder and CEO.



Ecosia Team.

Our Purpose
Why we're here.

Power the regeneration.

ECOSIA

**Browse online.
Help the fight
on the ground.**



**We plant 🌳 and
protect trees 🌲 with
local 🌳 communities,
focusing on 🌳 native
🌳 species and
long-term 🌳 survival**

Holistic planting

We plant trees in biodiversity hotspots around the world. Our trees are meant to restore damaged and endangered ecosystems, turning them back into healthy forests.

All of that by joining forces with local communities, using native tree species and considering the impact on people, animals, soil, water, and climate.



1.4M Trees in Indonesia

25% of Indonesia's rainforests have been replaced by vast palm oil plantations, pushing out wildlife and endangering the livelihoods of farming communities.

We are **restoring forests on former plantations** to create local sources of income. By educating farmers about alternative, economically viable species that can be planted instead of palm oil, we are proving the case for **healthy livelihoods** that are not dependent on ecological damage.



1.6M Trees in Senegal

In **Senegal**, we're proving that trees and agriculture can coexist by helping smallholder farmers plant **Forest Gardens**.

In a Forest Garden, different tree species grow alongside fruits and vegetables, increasing yields and people's income by a staggering average of **400%**. Monocultures are a colonial legacy in Senegal, and Forest Gardens help farmers **adapt to climate change**.



26k Trees in Australia

We started planting trees in **Australia** after parts of the rainforest in the Byron Bay Area were devastated by fires. **Rainforest should never burn**, but diminished forest cover from dairy farming left it vulnerable.

The **100+ different native species** we plant clean the air, sequester carbon, bring down temperatures, support biodiversity, and attract rain in Australia – making the area **more resilient against future fires**.



TREES PLANTED BY THE ECOSIA COMMUNITY

230,298,095

20 million

people using Ecosia

500+

native species

35+

countries involved

60+

active projects

**We 🍀 use 100%
of our profits 🌳 for
the 🌱 planet**

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Werte Wirtschaft Geschäftsmodelle





Wirtschaft





Οἰκονομία

- Arbeitsteilung
 - Unter römischem Gesetz, öffentliche Funktion
 - Korrektiv durch Gesellschaft
- 
-



“die **Gesamtheit** aller **Einrichtungen** wie Unternehmen, private und öffentliche Haushalte sowie die **notwendigen Abläufe** wie Käufe und Verkäufe, die mit der **Herstellung** und **dem Verbrauch von Gütern** verbunden sind.”, bpb

Mit dem Ziel der “**Optimale(n)** Allokation von Ressourcen, um (menschliche) **Bedürfnisse** zu befriedigen”,
Nordhaus/Samuelson 2021





Kapitalismus

- Freie Marktwirtschaft
 - Soziale Marktwirtschaft
 - Gegenstück: sozialistische Planwirtschaft
- 
-



Korrektiv

- Politisch: soziale Marktwirtschaft
 - Rechtlich: GG, Artikel 14 Absatz 2
 - Kulturell:
 - ehrbarer Kaufmann
 - Familienunternehmen
-
- 



Korrektiv – really ?

- Kolonialismus
 - Sklaverei und Menschenhandel
 - Industrielle Revolution
- 
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Was werden unsere
Werte in 30 Jahren
sein?





Mangel > Überfluss



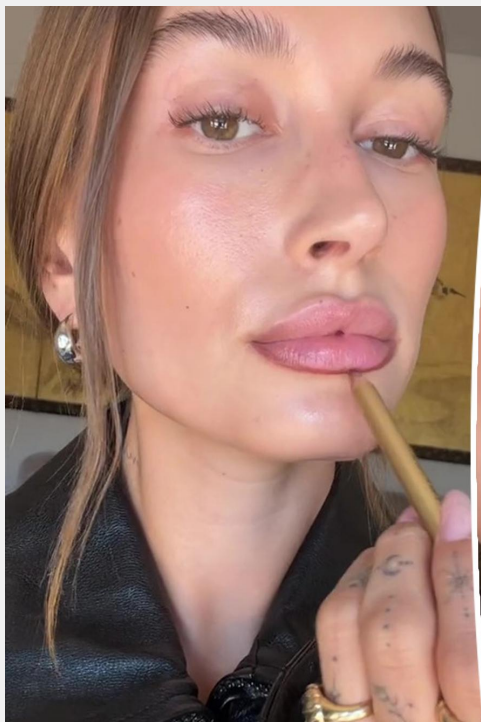
- Gestern - Mangelökonomie
 - Heute - Wohlstand erreicht, Mängel und Knappheit beseitigt
-

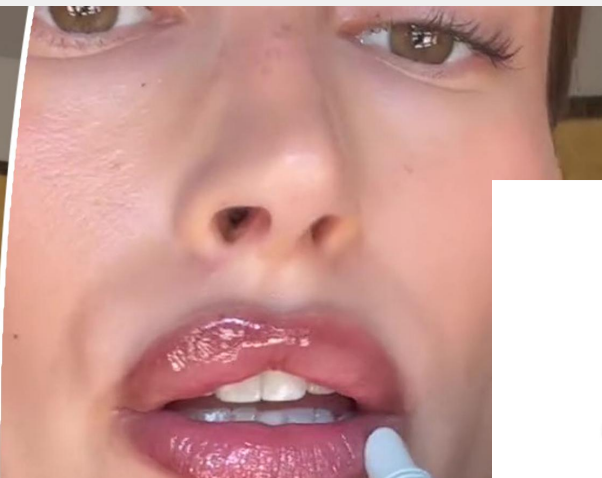
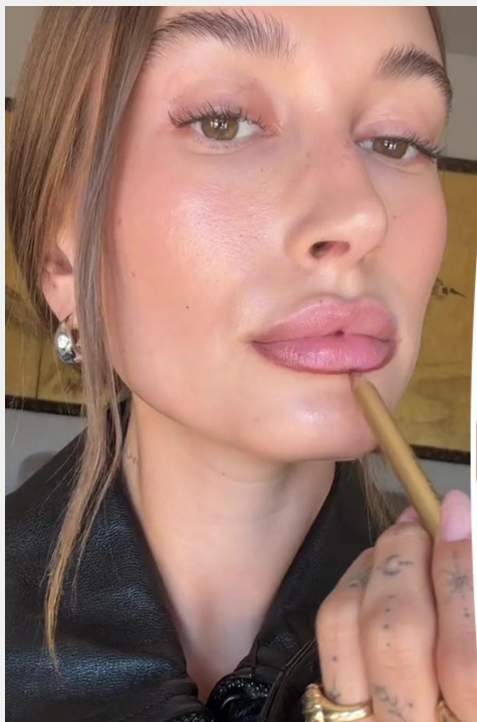


Und jetzt?

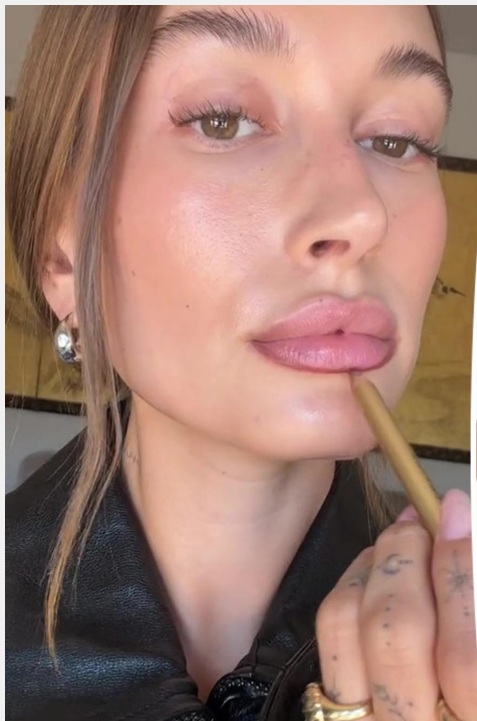


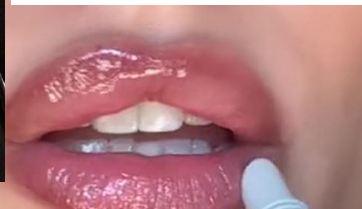


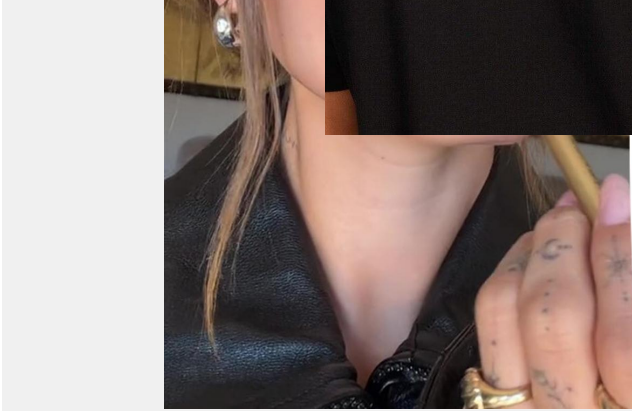














Was ist passiert?





Nike





Mercedes





Was wird
vermarktet?





Was kaufen wir?



- Selbstbild; Lifestyle
 - Zugehörigkeit; Identität
 - Ein Lebensgefühl
 - Kult
 - Keine Funktion
-



Marketing
schafft Mängel.





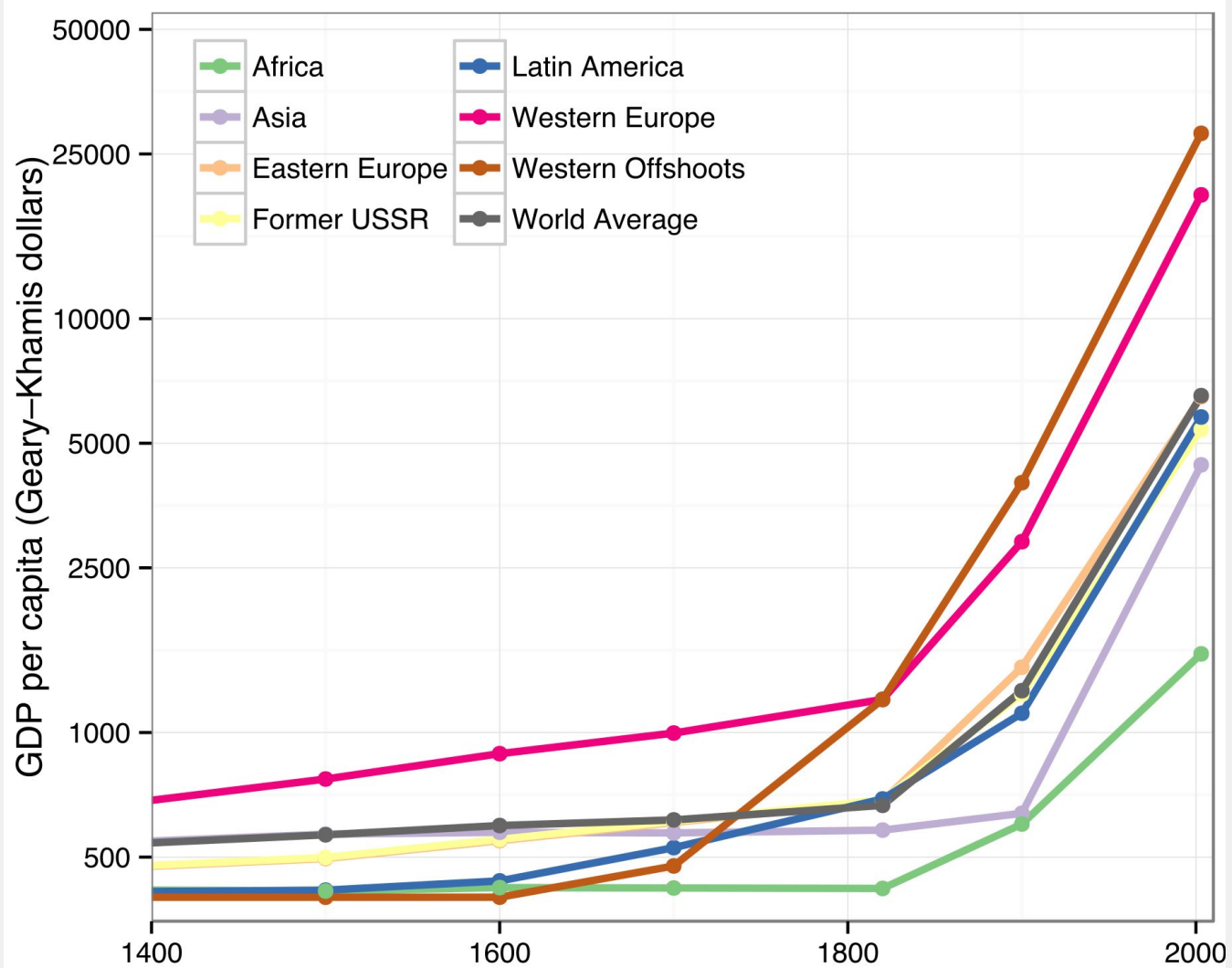
Warum?





Wachstum.

- Politik = Arbeitsplätze
 - Wirtschaft = Gewinne, Shareholder Value (Bebchuk, Harvard University 2023)
- 
-





Folgen



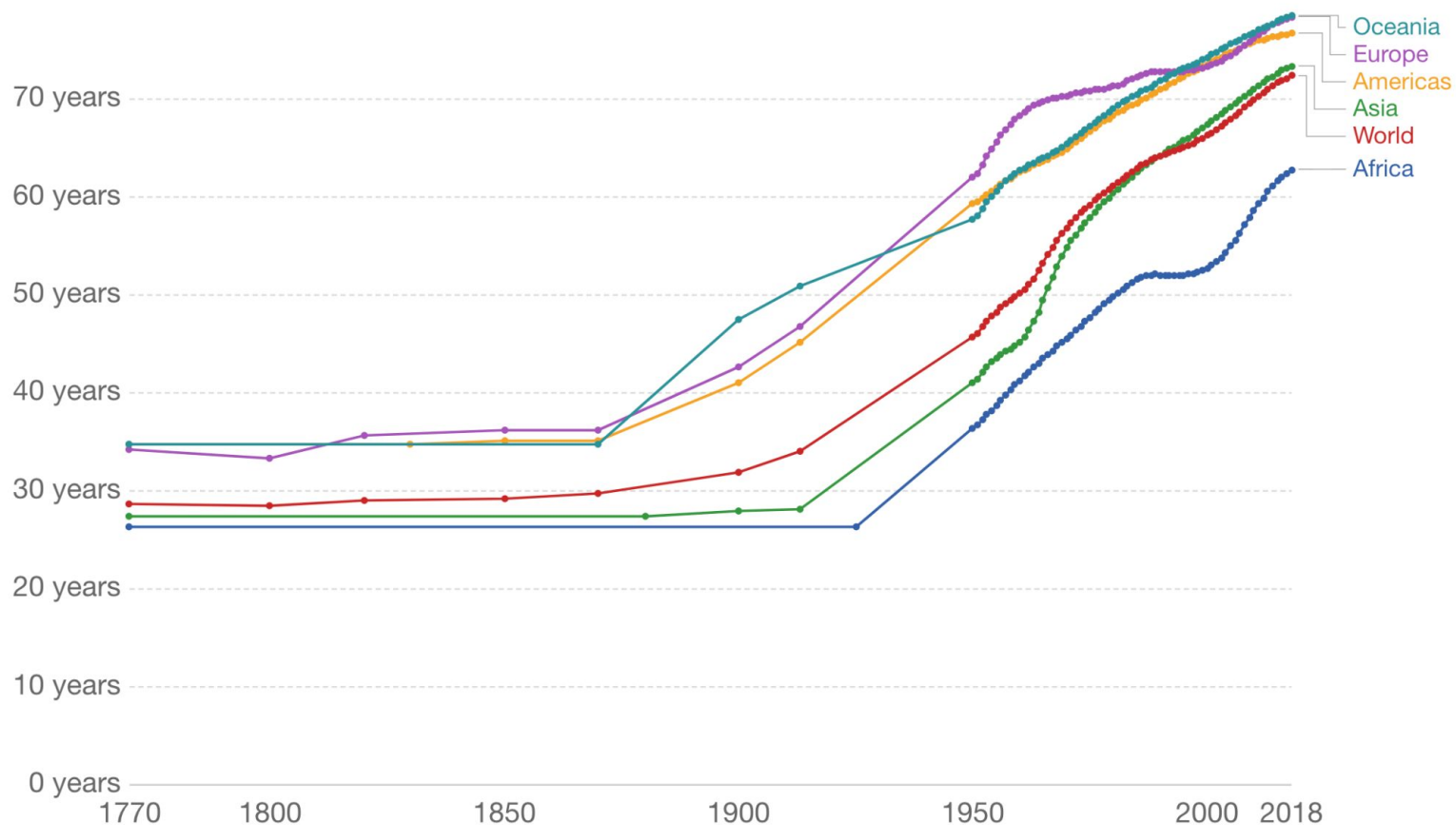


Wohlstand



Life expectancy

Our World
in Data



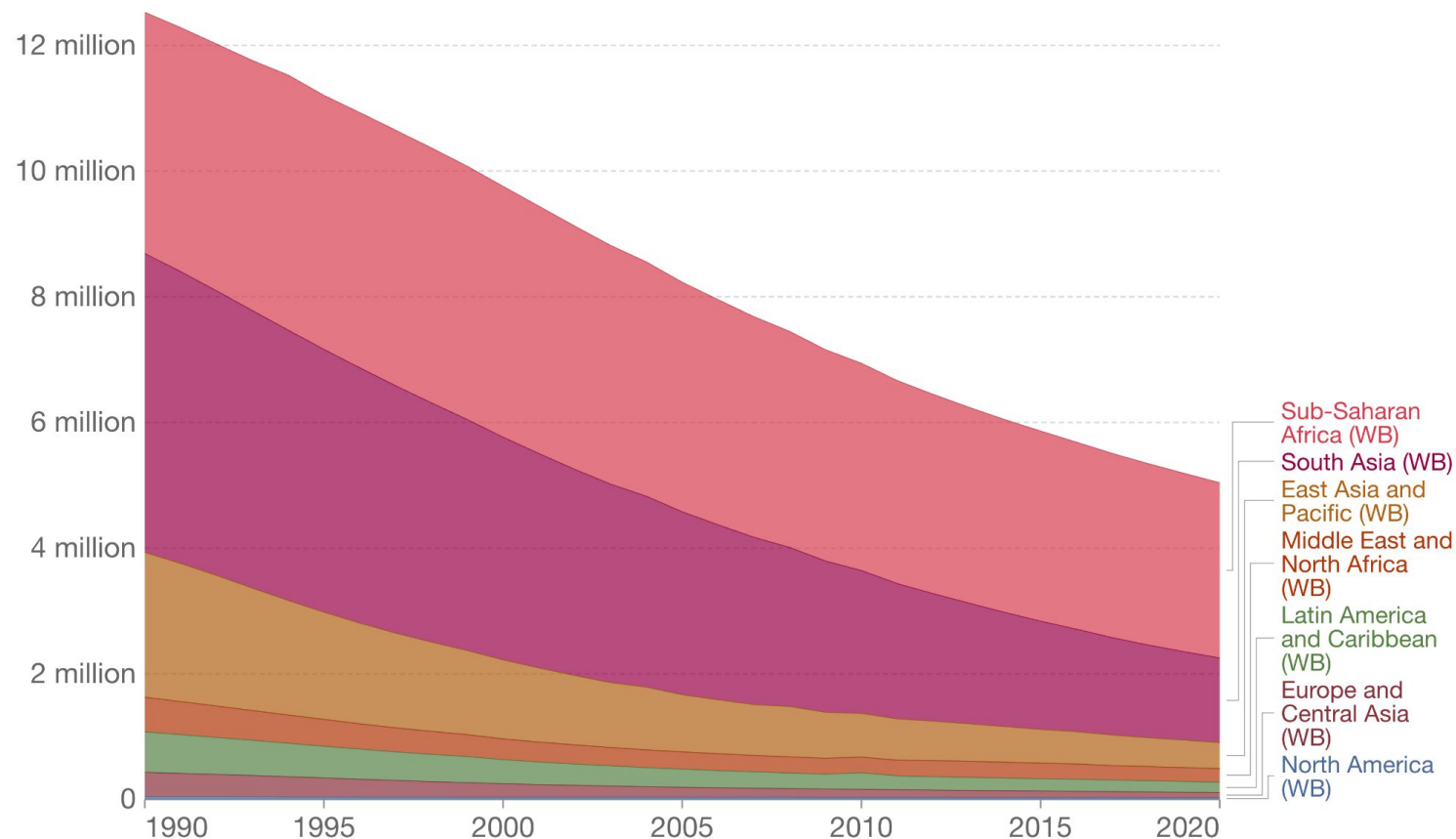
Source: Riley (2005), Clio Infra (2015), and UN Population Division (2019)

OurWorldInData.org/life-expectancy • CC BY

Note: Shown is period life expectancy at birth, the average number of years a newborn would live if the pattern of mortality in the given year were to stay the same throughout its life.

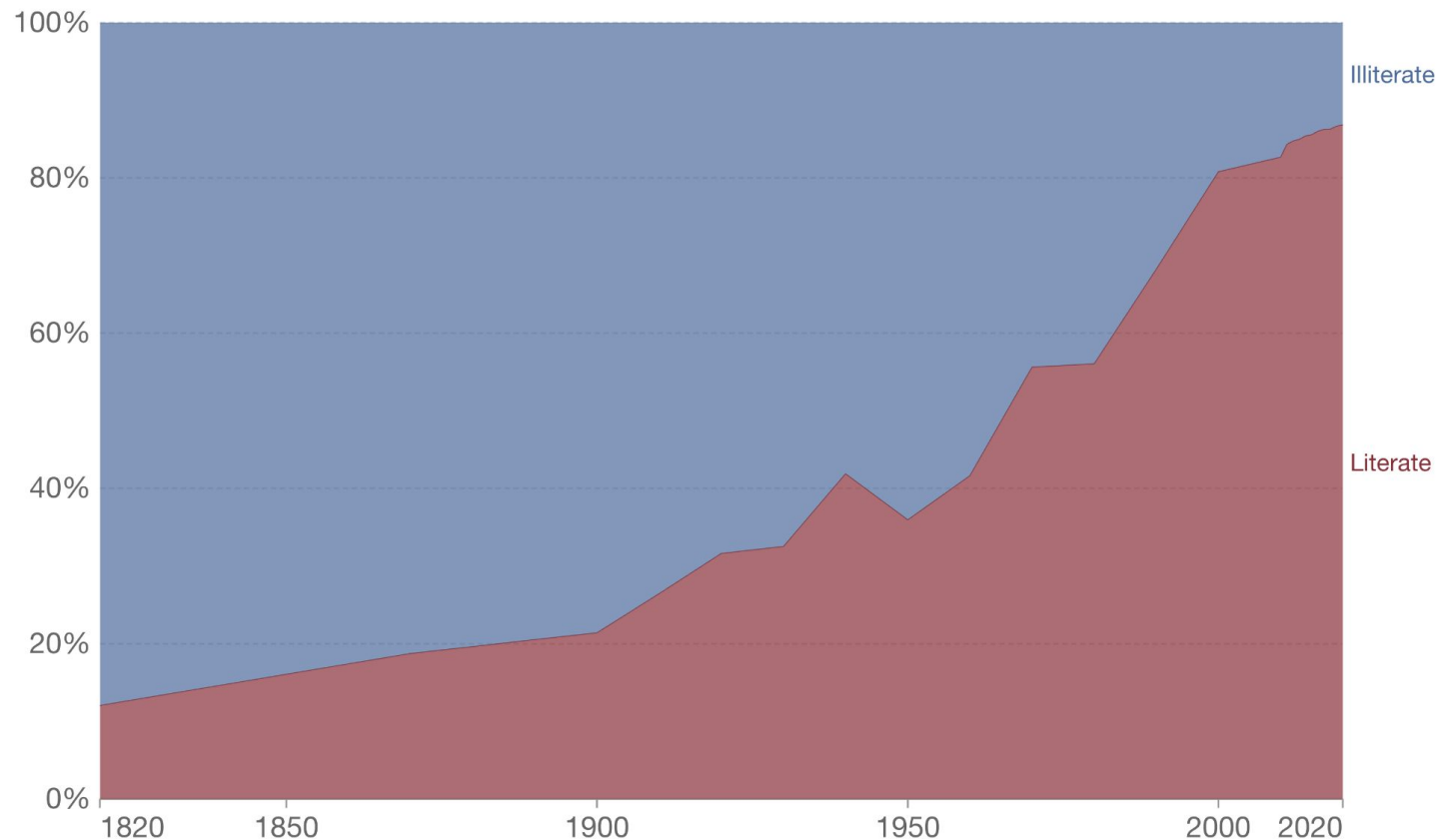
Number of child deaths

The number of children dying before reaching the age of five.



Literate and illiterate world population, World

The share of adults aged 15 and older who can both read and write.

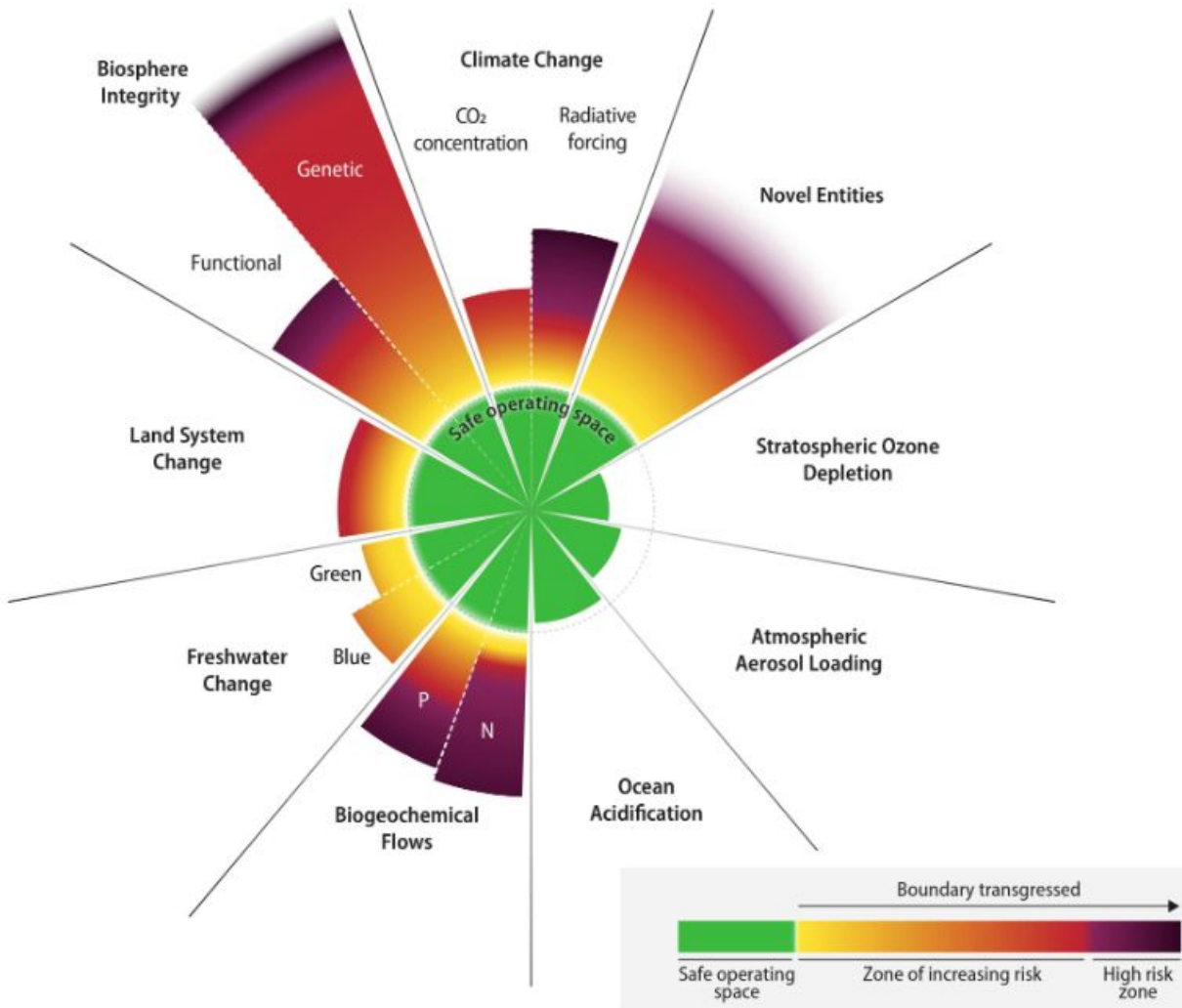


Source: Our World in Data based on OECD (2014) and UNESCO Institute for Statistics via World Bank (2023)
OurWorldInData.org/literacy • CC BY



Planetare Ausbeutung





- September 2023 in Science Advances
- Druck auf die sechs Grenzen nimmt weiter zu
- Abbildung: Potsdam Institut für Klimafolgenforschung



Menschliche Ausbeutung





STOP
FORCING
PREGNANT
WORKER
TO RESIGN

#payup
AWAJ

#payup
AWAJ

#payup
SGS

kers Are
King
Lives
eir
ood
up
Sramik Federation

#payup
AWAJ
SGS

Somnilito Garments Sramik Federation

MAMUNUR RASHID VIA GETTY IMAGES



Wandel in der Wirtschaft





Quick Fixes



- CSR
 - ESG
 - NetZero, Apple.
 - Greenwashing, Coca Cola.
-



Responsible Capitalism Conscious Capitalism Purpose in Capitalism





“Producing profitable solutions for people and planet instead of profiting from creating harm to them.”, Colin Mayers



Beispiel:
Certified Benefit Corporation





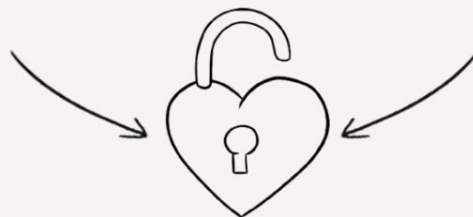


Beispiel: Verantwortungseigentum /
Purpose Unternehmen /
Purpose Economy /
Gesellschaft mit gebundenem Vermögen





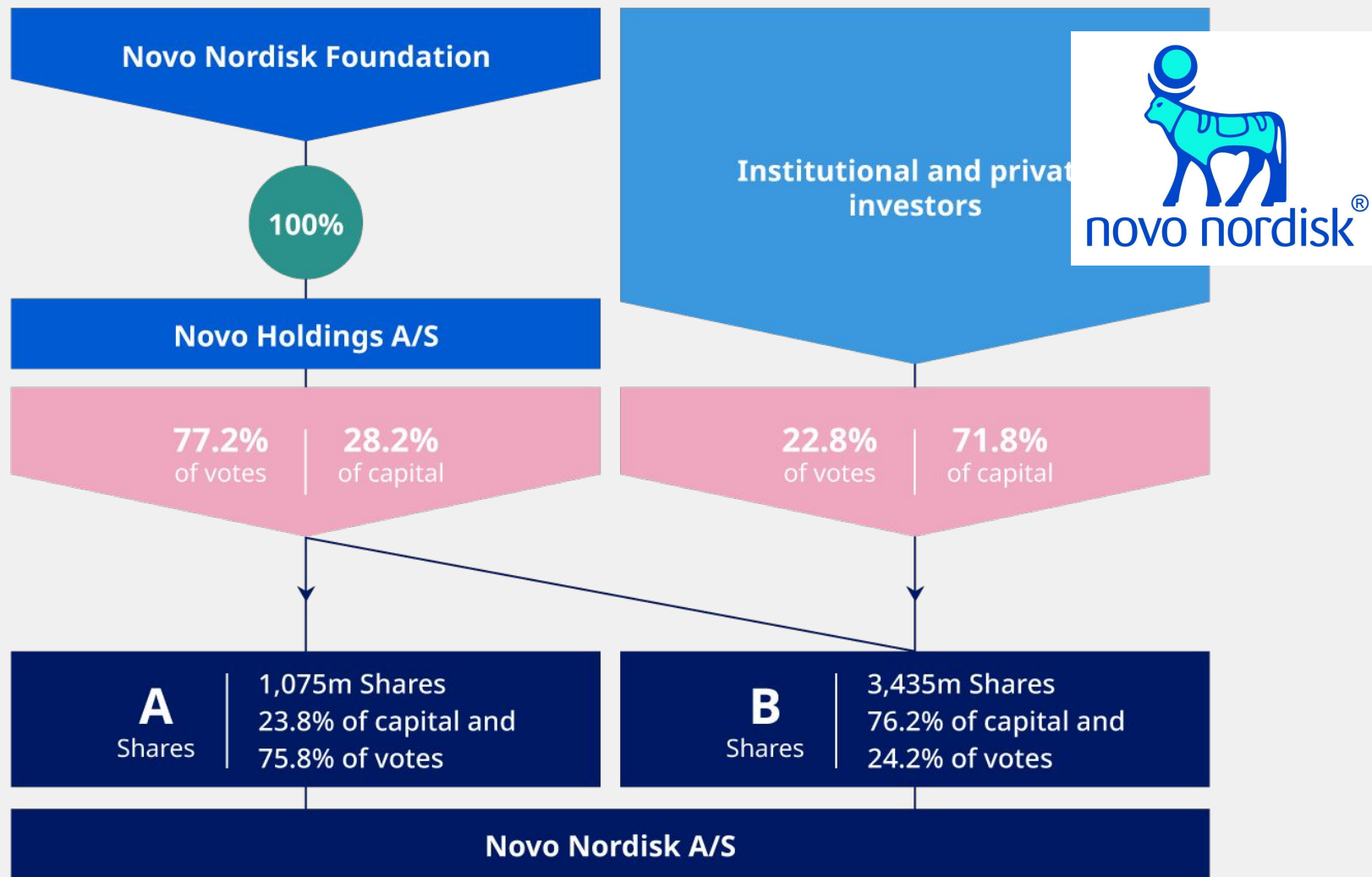
SELBSTBESTIMMUNG

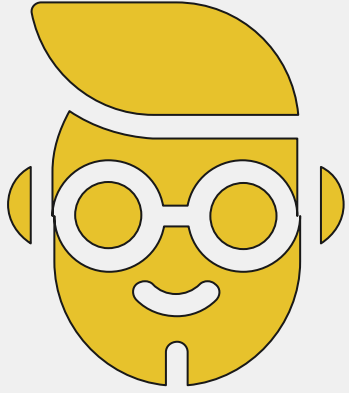


PURPOSE-ORIENTIERUNG

Beispiel: Verantwortungseigentum
Case Studies: Novo Nordisk; Ecosia



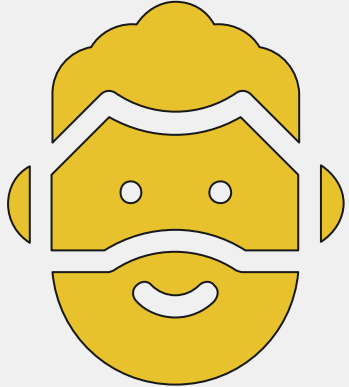




Christian - 50 % SR



PF - 1% SR



Tim - 49 % SR

ECOSIA





Social Economy,
Degrowth, Donuts,
GWÖ, Circle Economy,
Sharing Economy.

Begriff	Typ	Ansatz
B-Corp	Zertifizierung, Transformation	Unternehmen löst Probleme profitabel
Verantwortungseigentum	Eigentumsstruktur und politische Bewegung	Unternehmen bleibt selbstständig Purpose orientiert
Purpose Capitalism	Unternehmerischer Ansatz	Unternehmen löst Probleme profitabel
Social Economy	Unternehmerischer Ansatz	Unternehmen löst gesellschaftliche Probleme mit unternehmerischen Denken
Degrowth	Systemischer Ansatz, Gegenentwurf Kapitalismus	Wirtschaft schrumpft, Staat übernimmt mehr Aufgaben
Circular Economy	Prozessumbau	Von linearen zu zirkulären Wertschöpfungsketten
Donut Economy	Neues Verständnis von Wirtschaftswachstum und Wohlstand	Von BPI zu SDGs
Sharing Economy	Prozessumbau	Ressourcenzugang wird geteilt

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