UCS d.o.o
36-Month Impact Strategy

April 2025 – April 2028

UCS d.o.o is a committed member of the AIAI network, aiming to amplify its positive social and environmental footprint through strategic alignment with impact goals.
This impact strategy outlines the company's planned priorities and actions, aligning with key impact fields and indicators defined within the AIAI Impact Design Framework.

1. Mission Statement and Purpose of the Company

The company was established to conduct its business in a manner that supports positive social and environmental impact. Its core mission is to improve people’s well-being using clean energy..

2. Company's Activity Orientation

The company is committed to conducting its operations responsibly, inclusively, and sustainably, balancing people, planet and profit values.

3. Revenue Model

The company's intention is to offer products and services in the market and ensure a sustainable revenue model that ensures long-term financial viability while remaining mission-driven. The company can also provide revenue through other activities, such as programs and projects contributing to the mission.

4. Profit Allocation Policy

To the extent permitted by law and depending on the company’s financial situation, the company's decision makers commit to allocating no less than 51% of its net profits toward supporting and advancing activities that are directly aligned with its mission. This commitment may be fulfilled through reinvestments, donations, product development, or other mission-aligned activities. The company's decision makers will decide the exact allocation of profits annually, following this policy and applicable regulations.

5. Protecting the structure

The company considers its legal form and financing approach to protect and preserve its mission in the long term, including safeguards against mission drift.

MISSION LOCK AND PROTECTIVE OWNERSHIP STRUCTURE

The company owner need to ensure the mission is upheld regardless of changes in management or ownership.

As a condition of share transfer or issuance, all new shareholders must commit in writing to upholding the company's mission and values.

In the case of sale, merger, or change of control, the acquiring party must commit to maintaining the mission, or the transaction must be subject to mission-alignment review and approval.

ETHICAL INVESTMENT CONDITIONS AND IMPACT REPORTS

Capital investments are only accepted from mission-aligned investors. Investment agreements shall include clauses restricting investor control over strategic decisions that may affect the mission.

The company shall publish an annual mission impact report, outlining how its activities, revenues, and profits align with the mission.

1. IMPACT OWNERSHIP

Impact and its maximisation are of high importance for the SCS owner.

1.1 – Documented information identified by SCS owner declaring importance of impact maximisation and enhancement (acts, strategic documents etc.). SCS owner publicly pledged dedication to the impact (for example, pledge within European Commission Transition Pathway for Social Economy).

Indicator: 1. MAINSTREAM

Goal: Adoption of impact strategy

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 1 month

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Leadership workshop to define strategy pillars.
- Review of internal policies/processes.
- Drafting and formal adoption of the strategy.

1.2 – Owners and top management shall demonstrate leadership and commitment to maximising positive impact by including impact clauses, impact pledges or other appropriate measures. They also show that they maximise impact by mainstreaming balanced care of business, family, friends, people, and the planet into their way of life.

Indicator: 2. MANAGEMENT

Goal: Incusion of impact pledges in contracts

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Design standard clauses for impact commitments.
- Train staff on contract updates.
- Integrate impact pledges into procurement templates.

1.3 – The owner of SCS shall determine and provide the persons and resources necessary for the effective operation. The owner will also ensure knowledge of impact maximisation for the staff involved.

Indicator: 3. RESOURCES, 4. KNOWLEDGE

Goal: Impact manager introduced

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Define the role and responsibilities of the impact manager.
- Recruit or assign a qualified staff member.
- Incorporate impact manager into strategy meetings.

2. SOCIETY CHALLENGE

The SCS is associated with and positively contributes to addressing a society challenge.

2.1 – The SCS has been developed in response or directly to address a society challenge.

Indicator: 1. DIRECT

Goal: SDG 11 as a priority focus

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Map business operations to relevant SDG indicators.
- Engage local stakeholders in SDG-oriented projects.
- Report SDG contributions in annual reviews.

2.3 – SCS is connected to Sustainable Development Goals (SDGs) or other relevant society challenges.

Indicator: 3. SDG 1: NO POVERTY
4. SDG 2: ZERO HUNGER
5. SDG 3: GOOD HEALTH AND WELL-BEING
6. SDG 4: QUALITY EDUCATION
7. SDG 5: GENDER EQUALITY
8. SDG 6: CLEAN WATER AND SANITATION
9. SDG 7: AFFORDABLE AND CLEAN ENERGY
10. SDG 8: DECENT WORK AND ECONOMIC GROWTH
11. SDG 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE
12. SDG 10: REDUCED INEQUALITY
13. SDG 11: SUSTAINABLE CITIES AND COMMUNITIES
14. SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION
15. SDG 13: CLIMATE ACTION
16. SDG 14: LIFE BELOW WATER
17. SDG 15: LIFE ON LAND
18. SDG 16: PEACE AND JUSTICE STRONG INSTITUTIONS
19. SDG 17: PARTNERSHIPS TO ACHIEVE THE GOAL

Goal: Impact maximisation for the SDG 3, SDG 8, SDG 11, SDG 12, SDG 13

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Map business operations to relevant SDG indicators.

- Engage local stakeholders in SDG-oriented projects.
- Report SDG contributions in annual reviews.

2.5 – SCS owner clearly communicates a story about SCS connection with society's challenge. SCS owner communicate honestly and based on ethical marketing principles.

Indicator: 21. STORY

Goal: Communicate challenges and solutions

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

3. QUALITY

[Summary not provided]

3.4 – Quality materials, resources and services are used. SCS development and industrial design serves to maximise the long-term impact. Using unsustainable and cheap materials and resources to reduce production costs is not the only or primary focus.

Indicator: 4. RESOURCES, 5. PRODUCTION COSTS

Goal: Quality materials

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

4. SAFETY AND HEALTH

The SCS owner is considering the impact on the safety and health of workers, users and the public.

4.1 – The safety and health requirements for the SCS (products and services) are defined, including regulatory, applicable statutory and other requirements.

Indicator: 1. REQUIREMENTS

Goal: Safety and health are high priority

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

4.2 – The safety and health of workers and of other (individuals, groups, partners included etc.) in the production process are of high importance for SCS owner.

Indicator: 2. WORKERS, 3. OTHERS

Goal: Insurance for third persons for potential injuries

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

5. RESPONSIBILITY AND SUSTAINABILITY

[Summary not provided]

5.2 – Development, production and use of the SCS are designed sustainably and responsibly to reduce possible harm to nature and society.

Indicator: 2. ENERGY SAVINGS, 3. WATER AND MARINE RESOURCES, 4. LOW CARBON, 5. CHEMICAL MANAGEMENT, 6. POLLUTION AND WASTE

Goal: Adoption of measures to contribute to maximise goals for this indicators

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

5.5 – The SCS owner is integrating and following principles of circular economy, production and use. Sustainable use, re-use, refurbishment are encouraged.

Indicator: 10. CIRCULAR

Goal: Consideration for circular use and mainstram into the business model

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

6. INNOVATION

The SCS owner mainstreams reasonable innovation to maximize SCS's positive impact on society.

6.1 – SCS owner recognizes the importance of spectrum of innovation types, such as social, technological or other innovation and the desire for permanent innovation mainstreaming.

Indicator: 1. SPECTRUM

Goal: Innovation is integrated into the business model

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

7. IMPACT USER

Subject to a unique recipe, the SCS activates users to contribute to society's challenge solutions.

7.5 – The SCS owner designed SCS to encourage the user by establishing a sustainable association with the society challenge and stakeholders solving it (social network, membership, another purchase, etc.).

Indicator: 9. RELATIONSHIP

Goal: Users are part of the community creating impact

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

8. DIGITALISATION AND TECHNOLOGIES

SCS owner integrates and uses digitalisation and technologies to maximise the SCS's impact.

8.2 – Digitalisation and technologies are data-driven and used to increase SCS efficiency. In adition transparency is assured by new technologies (blockchain, AI etc.)

Indicator: 2. EFFICIENCY AND TRANSPARENCY

Goal: Venture is based on the use of digital technologies and their permanent scale and upgrades

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

9. HIGH-IMPACT

SCS owner is motivated to achieve SCS high-impact.

9.3 – SCS owner is scaling SCS with verified tools (business and financial plans, tools to assess competitive advantages/weaknesses, recent ECO, SOC and TECH trends, market size & growth, milestones and break even, key metrics, pricing and willingness to pay etc.). Available support schemes are used to scale SCS (prototyping centers, membership in peer and support networks, incubators, accelerators, cooperation with financial institutions and investors, sales platforms etc.). Internationalisation is on the scale plan.

Indicator: 3. SCALE

Goal: Scaling is main priority for the venture, including scaling to foreign markets

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

10. LOCAL IMPACT

The SCS is integrated into the local environment and facilitates a genuine relationship and impact on the local environment and population.

10.1 – The local community and environment are involved in developing and implementing the SCS.

Indicator: 1. COMMUNITY

Goal: Venture is co-working and actively proposing partnerships to the local community stakeholders

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

11. UNDERSERVED

SCS integrates special attention to and facilitates the inclusion and accessibility of underserved groups and individuals.

11.3 – The use of the SCS facilitates accessible inclusion of underserved groups and individuals and is adjusted if needed (product or service adjustment, facilities, transportation etc.).

Indicator: 4. ADJUSTMENT

Goal: Special consideration will be taken on the possibility to adapt services and products for underserved

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.

- Monitor progress quarterly and adapt if needed.

12. IMPACT ECONOMY

The SCS owner considers organisational form and values ethical financing, goals balance, price policy, democratic management and role of workers, diversity and social investment, fair conditions and fairtrade.

12.3 – SCS owner promotes values and has concrete measures for democratic management, worker ownership, worker participation, workforce development, human rights and diversity management, gender equality, respect for other personal circumstances, balance between work and family life, etc. People's qualifications, knowledge, skills and investments in people (social investment) are promoted.

Indicator: 6. DEMOCRATIC MANAGEMENT, 7. WORKERS OWNERSHIP, 8. WORKERS PARTICIPATION, 9. HUMAN RIGHTS AND DIVERSITY, 10. SOCIAL INVESTMENT

Goal: Cosideration will be taken on strengtening the role of workers and included in the decision making process

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

12.5 – SCS owner designed and offered SCS on the market following fair trade values (such as the ten principles of WFTO). SCS is linked and strengthens broader action, project or program by donating, pro bono work, in-kind etc.

Indicator: 13. FAIRTRADE, 14. ACTION

Goal: The principles of fair trade will be followed. Venture will consider becoming a part of community actions (for example Giving Tuesday)

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

13. IMPACT MANAGEMENT

The SCS owner is managing impacts.

13.1 – The SCS owner uses or has developed indicators and methods for the impact management of the SCS in a written form. Indicators can be tested.

Indicator: 1. INDICATORS

Goal: Impact indicators will be set, impact measured and managed and communicated.

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

14. VERIFICATION

The SCS owner or/and SCS are included in various schemes that verify relevant indicators assessing impacts on society.

14.4 – The SCS owner or/and SCS are included in various local or global certification schemes that assess social and society impacts (ISO social responsibility, Social Value, corporate social responsibility schemes etc.).

Indicator: 4. IMPACT SCHEMES

Goal: Activities to obtain People and Planet First Certificae will be conducted.

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.

15. BEYOND THE HORIZON

The SCS owner acts in other innovative and efficient manners that significantly contribute to the society impacts of its activities and use of SCS.

15.1 – The SCS owner contributes to the society's impact or addresses a society's challenge in other efficient ways and empowers the SCS to contribute to it in their way (MyWayImpact).

Indicator: 1. BEYOND

Goal: Venture will try to think about additional innovative ways to maximise impact

Significance: Provides a clear roadmap for aligning operations, products, and services with social and environmental value creation.

Timeline: 12 months

Impact Indicator: Indicator selected as relevant for current strategy focus.

Proposed Activities:

- Outline tasks and KPIs related to the goal.
- Assign responsibilities and schedule milestones.
- Monitor progress quarterly and adapt if needed.