

Sustainability Reporting based on VSME standards for Strategic Market Positioning at an Impact Start-Up

Intro & Objective

ESG-X GmbH is a Start-Up from the TUM Ecosystem operating at the intersection of ESG/Sustainability and Artificial Intelligence (AI). ESG-X has built the ESG-Suite, a cutting-edge Sustainability Management Software for European SMEs. In the ESG-Suite, the crucial steps of Materiality Assessment, Gap-Analysis as well as Reporting are covered and automated mostly with the help of AI.

The primary objective of this project is to develop a comprehensive sustainability report for ESG-X, encompassing Materiality Assessment, Gap-Analysis and Reporting – the approach should be based on the VSME standards. This will provide unique, hands-on learning experience for the students and enable ESG-X to build on its market positioning as a thought leader in this area.

Scope of Work

1. Sustainability Report Pre-Analysis & Development:

- Research and identify key sustainability practices relevant to our industry, especially with regards to the VSME standard
- Develop a structured sustainability statement, considering our current practices, areas for improvement, and potential impact
- Incorporate ESG metrics that align with our business model and industry standards.

2. ESG Metrics Implementation:

- Identify ESG metrics specifically to enhance operational sustainability.
- Provide actionable recommendations on how sustainability practices could be improved.

3. Market Impact Evaluation:

- Assess impact of the developed sustainability report on market positioning.

- Evaluate investor interest and customer perception based on the sustainability initiatives.

Significance

This project will deliver a structured and actionable sustainability report, equipping the start-up with a valuable tool to communicate its commitment to sustainability to key stakeholders, including investors, customers, and partners. The project will support the start-up in aligning its operations with best practices in sustainability, thereby enhancing its market positioning and contributing to its long-term success.

Timeline

- **Project Start Date:** October 2024
- **Project End Date:** January 2025

Collaboration and contact

This project work is best suited for a motivated student group of 3-4 persons. This project will be a collaborative effort, with each team member contributing to research, data collection, analysis, and report writing. The working location will be primarily Munich, remote work is also possible.

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