

# IMPACTA+

## Sustainability Management & Reporting for SMEs

### Abstract for the "Ecological Transformation of Economy"

Track #9 at the Momentum Congress 2024

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#### Headline:

**Empowering SMEs for the Ecological and Social Shift:  
IMPACTA+'s Vision for Transforming Sustainability Reporting  
and Practices**

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#### Keywords

*Sustainability Reporting, SMEs, Ecological Transformation, AI-driven Solutions, Corporate Sustainability, User-centered Design, Regulatory Compliance, Impact Measurement*

#### Project Overview

**IMPACTA+** is an currently ongoing research project, funded by the FFG in the program: Expedition Future- Innovation. It is co-founded by Olga Bratsun, Josefine Schulze and Desiree Jonek-Lustyk. It targets the pressing need for comprehensive sustainability management and reporting among SMEs. Positioned at the intersection of innovation and sustainability, Impacta is designed to empower SMEs with the tools necessary to navigate and fulfill the upcoming EU Corporate Sustainability Reporting Directive (CSRD). This project is not just about compliance but fostering a deeper ecological transformation within the SME sector through a groundbreaking technological product and expert consulting.

#### Introduction

With the EU's new CSRD expanding mandatory sustainability reporting, about 49,000 companies will soon be required to provide detailed accounts of their environmental and social impacts. This marks a significant increase from the current figures and presents both

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an opportunity and a challenge, particularly for SMEs, which are crucial to the European economy but often lack the resources to meet these new demands effectively.

### Problem Statement

SMEs face systemic, regulatory, organizational, and technical challenges in aligning with CSRD requirements. These challenges include limited ESG awareness, complex compliance demands, insufficient data management skills, and a lack of affordable tools for effective sustainability reporting and impact measurement.

### Objectives

Impacta aims to develop a scalable, AI-driven platform that simplifies the sustainability reporting process for SMEs, enabling them to not only meet regulatory requirements but also integrate sustainability into their core business strategies. The project seeks to enhance SME competitiveness and foster a shift towards more sustainable business practices.

### Methodology

The project employs a user-centered design thinking approach, involving SMEs and stakeholders in the development process to ensure the solution is effectively tailored to their needs. The methodology includes extensive stakeholder engagement, prototype development, and iterative testing to refine a comprehensive sustainability management tool.

### Expected Outcomes

Impacta is expected to deliver a robust, user-friendly platform that facilitates detailed impact measurement and management. This tool will help SMEs transition to sustainable practices, improve their ESG reporting, and enhance overall business resilience against ecological challenges.

### Impact on Ecological Transformation

By enabling more accurate and accessible sustainability reporting, Impacta contributes to a broader ecological transformation of the economy. It supports SMEs in becoming proactive

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agents of change, aligning business operations with global sustainability goals and fostering a culture of transparency and accountability.

### Conclusion

The Impacta project embodies a strategic response to the ecological challenges facing today's businesses, particularly SMEs. Through innovative technology and expert guidance, it paves the way for an economy where sustainable practices are not only encouraged but seamlessly integrated into the fabric of business operations.

### Team

IMPACTA+ project is driven by a dynamic team of co-founders, bringing diverse expertise and a shared vision for sustainable business practices:

- **Josefine Schulze:** Leading the project with her expertise in impact analysis and sustainable business models, Josefine guides startups and SMEs toward sustainable practices. Her strategic acumen and data-driven approach are vital in navigating the complexities of ESG compliance.
- **Olga Bratsun:** A skilled impact consultant and project manager with extensive experience in the purpose economy. Olga applies a combination of design thinking and impact measurement frameworks to develop sustainable solutions across various industries.
- **Desiree Jonek-Lustyk:** Contributing her expertise in diversity, equity, and inclusion consulting, Desiree ensures that social equity is integral to the ecological solutions developed. Her insights enrich the project's approach to sustainability, fostering a holistic perspective on the intersection of social and environmental impact.
- **Winfried Moser:** As the senior Data Specialist with over 20 years of experience, Winfried brings extensive expertise in data analytics and modeling to the team. His insights into data-driven decision-making enhance the project's capacity to derive actionable insights from sustainability data.

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- **Katerina Salli:** A Fullstack Developer and AI Specialist, Katerina brings advanced technical skills to the team. Her expertise in artificial intelligence and software development enhances the project's technological capabilities, ensuring that the Impacta platform is innovative, scalable, and user-friendly.

### Advisory Board

- **Erman Arcar:** A PhD holder in AI and Assistant Professor at the University of Amsterdam, Erman brings a deep understanding of using AI for social good. His advisory role ensures the technological solutions developed are both cutting-edge and ethically aligned.
- **Johanna Mayer:** An expert in sustainability and ESG strategies, Johanna's experience with business impact strategies adds a layer of strategic oversight to ensure that the project's outcomes are aligned with long-term ecological and social objectives.
- **Johannes Naimer-Stach and Marion Zöchbauer:** With expertise in climate consulting for SMEs and a strong focus on ecological questions, Johannes and Marion provide invaluable insights into the environmental aspects of sustainability. Their contributions ensure that the Impacta project addresses climate-related challenges effectively, guiding SMEs towards resilient and sustainable business practices.

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- **Florian Schleicher:** With over 15 years of experience in marketing, Florian provides strategic marketing insights that help position the Impacta tool effectively in the market, ensuring it reaches its intended audience and achieves maximum impact.

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### Why is IMPACTA+ ideally suited for track #9 "Ecological Transformation of Economy" at the Momentum Congress 2024?

IMPACTA+ is quintessentially aligned with the "Ecological Transformation of Economy" track due to its direct focus on enhancing environmental and social governance (ESG) among SMEs, a sector pivotal to economic stability and growth. By developing a scalable, AI-enhanced tool and platform for simplified and effective sustainability reporting, Impacta addresses the urgent need for ecological stewardship and compliance with evolving global standards. This project not only prepares SMEs for the impending EU regulations but also pioneers a shift towards a more sustainable economic model. Incorporating Impacta into this track would highlight innovative strategies that are critical for achieving systemic ecological transformations, thereby fostering a broader discourse on integrating sustainable practices into the core of business operations. Impacta represents a proactive approach to the ecological challenges, making it an exemplary project for the track, as it encapsulates the transition from traditional compliance to strategic, sustainability-focused business practices that are essential for future economic resilience and environmental preservation.

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**An Application for the MOMENTUM KONGRESS 2024 "ALTERNATIVES" TRACK #2:  
Organizing more openly, inclusively and democratically**

