
Company Statement:

AdvantiKA GmbH (www.AdvantiKA.ch), through its services, including the services of the program Empowr International (www.empowrinternational.com), is in its nature and by statute a **SOCIAL BUSINESS**, formally committed to maintaining a **DESIGNED TO GIVE** approach.

In practical terms, this means that we are formally committed to:

- Give at least 1% of our Revenues into environmental causes through the precepts of 1% for the Planet, a movement AdvantiKA GmbH is a member of.
- Give at least 5% of our regular work hours as pro-bono work for businesses, NGOs or start-up's projects that have a social/environmental positive impact.
 - This translates into a generic statement gifting 10 hours a month as pro-bono work or its equivalent over a more extended period to account for month-to-month variations.
 - From 2020 onwards, such GIFTS are formally registered as pro-bono vouchers when invoicing beneficiary organisations, except for mentoring hours.
 - We expect this to fulfil an equivalent of 10% monetary giving of our revenues when added to all the other financial giving we incur. The monetary equivalence is not a formal commitment; it is a reference to inform us about the gifted monetary value.
 - The total regular workhours per year AdvantiKA GmbH calculates is of 32 hours a week, or about 128 hours per week, for 40 weeks per year, which provides a total of 1280 workhours per year (per person).
 - We consider the amount of 5% over 1280 hours, which equals 64 hours per year, as our threshold commitment (per person). We aim at 10 hours given per month (per person) when possible as a guideline.

Tracking/Measurement of the adherence to the Designed to Give approach:

Until 2021 AdvantiKA kept no formal tracking report. However, the confirmation of the given hours of pro-bono work can be partially proven, specifically for 2020, through the practices of invoices paid with pro-bono vouchers.

In March 2021, following the B-Lab Switzerland team's advice during the verification of our B-Impact Assessment™ for achieving B-Corporation Certification, AdvantiKA GmbH starts registering hours and equivalent value given through an internal report made public online via its website. The records were estimated and also reported for 2019 and 2020.

Karime Abib

Karime Abib
Founder and Managing Director AdvantiKA GmbH

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www.AdvantiKA.ch

Karime Abib
karime@advantika.ch