OPPORTUNITY FOR INNOVATION

SWISS CLEANTECH ANNUAL EVENT 2020

LONE FEIFER
OPPORTUNITY FOR INNOVATION

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LONE FEIFER, ARCHITECT MAA AND MASTER OF ENERGY & GREEN ARCHITECTURE
- DIRECTOR SUSTAINABILITY & ARCHITECTURE VELUX GROUP
- GENERAL SECRETARY, ACTIVE HOUSE ALLIANCE
Company facts
The VELUX Group is owned by VKR Holding A/S, a limited company wholly owned by the foundations and family.

The VELUX Group’s financial results are incorporated into VKR Holding’s consolidated accounts.

40 sales companies around the world
17 production sites in nine countries
11,200 employees globally
2,6bn VKR Holding revenue
239m VKR Holding net profit
2018 numbers (EUR)
Our ownership model

Invests in daylight, fresh air and better environment.

Parent company of the VKR Group which altogether employed about 16,000 people in more than 40 countries.

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Owns more than 80% of the shares in VKR Holding and receives app. 90% of the total annual revenue

Philanthropic activities

Revenue

Return on investments

Return on investments

Family shareholders
VELUX STIFTUNG IS A SCIENCE-FUNDING FOUNDATION WITH THE AIM TO CAUSE IMPACT FOR SUSTAINABLE IMPROVEMENT AND BENEFIT OF MANKIND.
DAYLIGHT & PERCEPTION FELLOWSHIP

Light is important for many biological functions beyond vision. Strong evidence has emerged that light quality can impact health and well-being. It regulates the daily synchronization of the biological clock. Since we spend most of our time inside buildings, potential chronobiologic implications for architectural design have led to the idea of a joint research project between these disciplines.

The innovative objective of this fellowship and the connected interdisciplinary projects was to integrate neurosciences into the design and development process as well as into the theoretical background of future architectural designs, especially with respect to daylight distribution in buildings. Such a goal can only be achieved by forming a close interdisciplinary collaboration between specialized disciplines.

PRINCIPAL INVESTIGATOR:
Professor Dr. Jean-Louis Scartezzini, Solar Energy and Building Physics Laboratory, EPFL, Switzerland

POSTDOCTORAL FELLOW:
Dr. Mirjam Münch, Group Sleep Research & Clinical Chronobiology, Charité University Medicine, Berlin, Germany

BUDGET:
CHF 1’180’000

DURATION:
Grant areas

**EUR 118m**

*The Velux Foundations*

**Culture and society**

- EUR 10.6m

**Children, youth and science**

- EUR 2.9m

**Research**

- EUR 57.8m

**Environment**

- EUR 20.8m

**Active senior citizens**

- EUR 2.9m

**Social projects**

- EUR 22.5m

**Awards**

- EUR 2.9m

Swiss Clean Tech Opportunities of Innovation

*(2018 figures)*
It’s who we are

"It is the Group's purpose to establish a number of Model Companies, which cooperate in an exemplary manner. By Model Company we mean a company working with products useful to society, which treats its customers, suppliers, employees of all categories and shareholders better than most other companies. A Model Company makes a profit, which can also finance growth and maintain financial independence."

– Villum Kann Rasmussen, 1965
VELUX®
SUSTAINABILITY STRATEGY 2030

It's our nature
SUSTAINABILITY STRATEGY 2030

It’s our nature

VELUX

SWISS CLEAN TECH OPPORTUNITIES OF INNOVATION
Business as unusual

Transformation ahead.
Business as usual is not enough.
Sustainability is our way of doing business.
Pioneer climate and nature action

Innovate sustainable products

Secure a responsible business
Pioneer climate and nature action

- Capture our historical carbon footprint
- Reduce our future carbon footprint
- Show how to build sustainably

Innovate sustainable products

Secure a responsible business
Show how to build sustainably

Inspire and advocate for sustainable buildings and communities as a strong lever for the green transition and quality of life.
PRIORITY # 1

1 kg food
3 litres water
15 kg air
THE INDOOR GENERATION
HOME SWEET HOME
Pioneer climate and nature action

Innovate sustainable products

- Innovate digital products for sustainable living
- Reduce our product carbon footprint
- Green our packaging

Secure a responsible business

- Ensure diversity and an inclusive culture
- Strive for zero accidents
- Achieve zero waste
- Increase number of women in management positions
- Provide healthy workspaces
- Share sustainable innovations
- Employ people with disabilities
- Reduce work-related air travel and switch to zero emission cars
- Promote a circular economy
Innovate digital products for sustainable living

30% of windows with sensor-driven automation to bring daylight and fresh air into buildings.
SENSEMAKING

Data example CO₂ concentration

DAYS

WEEKS

MONTHS
WHAT IF AIR QUALITY HAD A SHAPE?
WHAT IF AIR QUALITY HAD A SHAPE?
The AirBird® has been ideated, designed and developed in co-creation between GXN, VELUX Group and Leapcraft. www.getairbird.com
Accelerating the development of sustainable cities

Virtually join our next Urbantech Session 2020

LIVE STREAMING HERE

Corporate-Startup Engagement

Urbantech is a non-equity, pilot-focused innovation program hosted in Denmark. The program works in tailored processes with growth stage startups creating solutions in urban technology.

We accelerate pilot projects, sales and high-level corporate engagements during a three month program. We connect startups and corporate companies, so a
Pioneer climate and nature action

Innovate sustainable products

- Innovate digital products for sustainable living
- Reduce our product carbon footprint
- Green our packaging

Secure a responsible business
Reduction of Product Carbon Footprint

Raw materials

Transport

Production

50%

2030
Green our packaging

Ensure single material packaging.
Zero plastic.
100% recyclable.
Pioneer climate 
and nature action

Innovate sustainable products

Secure a responsible business
Becoming Lifetime Carbon Neutral by 2041

Capture our **historical** carbon footprint through forest conservation

**VELUX today**

Reduce our **future** carbon footprint of our company and value chain

SWISS CLEAN TECH OPPORTUNITIES OF INNOVATION
It’s our nature

https://www.velux.com/what-we-do/sustainability/sustainability-strategy
THANK YOU FOR THE ATTENTION