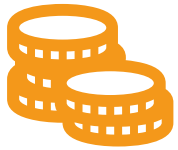


IMPACT REPORT 2020



2020 achievements

The year has no doubt been a challenging one, but MAINTENANT has still managed to deliver.



COMMERCIAL

Higher Education courses
~ 4000 games sold



CROWDFUNDING

£2800+



COLLABORATION

Word Forest
The Hunger Project
Featured in NGK



IMPACT

FB live sessions
Funbooks



AWARDS

IEMA shortlisted
Imagination gaming
Juno Award



Crowdfunder.co.uk



We reached ...

100

People through
crowdfunding



377

Students Higher
Education



372

General Public
through Sale of
games



41000

General Public via
online live sessions



- COVID time, our main focus was to reach the community online through the likes of Facebook live and our other social media channels, we worked hard on promoting and selling our educational games and we had the opportunity to carry on our work with Higher Education remotely so we could still teach sustainability and circular economy albeit in a different setting.

Activities and impact

- ▶ This is a general account of the company's activities in 2020, along with a description of how they have benefited the community.

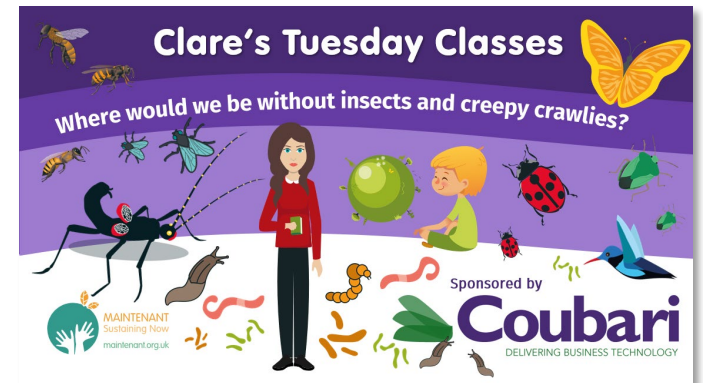
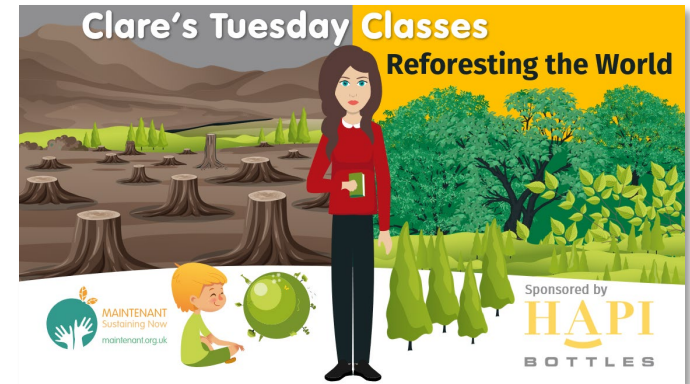
		Activity	Benefits to the community
Primary schools		3 ECO Clubs & Assemblies & CPD	We raised awareness on environmental challenges. We engaged, inspired and empowered children to be change makers.
General Public		140 Sustainability online factsheets 17 Sustainability card games 10 FB live sessions 2 Funbooks 1 Crowdfunding	Our content and educational materials provide children with a better understanding of the importance of looking after our environment for a healthy lifestyle and a green and happy future. Our innovative methodology Earth System Science Education™ enables children to explore topics such as the Earth's climate, biodiversity, global citizenship and healthy living. By understanding our planet, children can measure the impact of their choices on society and the environment. They are empowered to become change-makers.
Higher Education		26 Workshops 78 Hours of teaching 377 Students	We are preparing a new generation of workers to act in a more sustainable way. Thanks to our lectures and workshops, our students better understand the importance and urgency of implementing sustainability in all aspects of life.
Corporate		1 Green Merchandise 1 Architecture Conference 3 Springer Nature articles 7 Sponsors	Our offer of sustainable meaningful green merchandise is a new offer we are rolling out to companies that want to show their clientele and wider community that they too are about the planet

Partnerships with impact organisations

► We are proud to have partnered up with some amazing organisations.



Thank you to our Facebook Live Sponsors



Testimonials

Family

It's genuinely stunning.
We are making the terrarium in one of our empty jam jars!



Fiona Ross
Parent of a 9 year old

Secondary School

I absolutely love it!
Content is actually up to GCSE in some areas but presented in a very accessible way.



Shelley Drury
Science Teacher

Primary School

This is fantastic!
Funbooks encourage the understanding and use of higher-level language and are engaging and fun!



Hannah Daniel
Year 4 Teacher

Primary School

It's really great...
Really interesting to read and loads of great activities...



Sam Shallcross
KS2 Teacher



Crowdfunder.co.uk

Alexandre Wehrlin

We need to leave a future for our children and they do have a greater influence on their parents, more than previous generations, so this is a good leverage towards the adults to realise the urgency of actions.

Christine Crambes

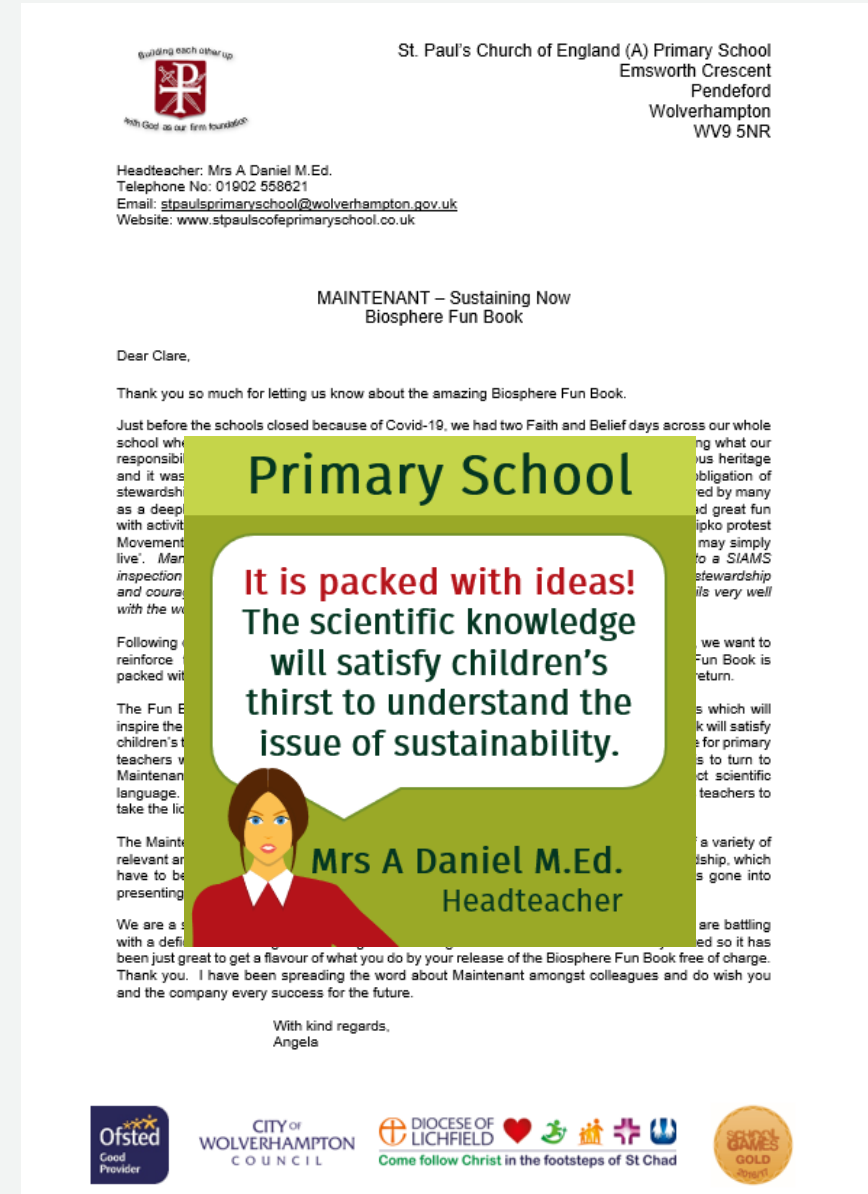
I'm a scientist and I love science. Promote sciences to kids with games (the way it is done by "MAINTENANT Sustaining Now"), is a fantastic way of opening their mind to how wonderful mother Nature is.

Kelly Christmas

Amazing resource for young children to learn about their planet and how to sustainably keep it going! Please please support!

Schools love our resources

- Our much-needed educational resources have been welcomed by teachers and schools, who were crying out for reliable, high-quality materials to enable them to effectively introduce this topic to their students.



ESG products



PLAY • LEARN • CHANGE THE WORLD

CARD GAMES FOR INQUISITIVE KIDS WHO CARE ABOUT OUR PLANET



Responsible production

Our games are sustainable and produced to last a long time

- ▶ Printed with ecological ink
- ▶ Recycled non-bleached FSC paper
- ▶ Presented in durable tins with lid and hinges
- ▶ Cards are wipeable and easy to keep clean
- ▶ Games are printed locally to reduce the carbon footprint and to support local businesses



Launch of 2 online e-learning platforms

- ▶ To carry on our impact work and reach our stakeholders in Covid time

SCHOOLS

THE ECO HUB

HIGHER EDUCATION



THE ECO HUB

COURSES AND RESOURCES FOR EDUCATORS

Lessons & Courses



The Positivity Corner



Community



Reaching, impacting and educating the future leaders to be more sustainable

TESTIMONIAL

- During the pandemic, Amell and her team quickly adapted and managed to deliver the course online instead.
- The learning objectives covered in this course are key to prepare our students to be responsible leaders in the future.
- The work that MAINTENANT does has really inspired me on a personal level to the extent that I have joined their team to help promote these much-needed courses to other schools and businesses.



Lamia Rouai

DEAN

European Business School



Empowering future leaders

Having participated in our course, will you change your behaviour



“
Yes, I think this course made me aware of a lot of things and made me realize that human activities are at the origin of many disasters, extinctions, ...
I will try to continue reducing my carbon footprint by promoting public transport, cycling and walking. Maybe start eating less meat and using less plastic or products that could damage the planet.

Carine P



“
I will be a little more on the lookout for environmental news and better understand the issues with the domino effects that this can have on our world, as we have seen with forest fires in Australia and Covid. Keep going to learn, understand, undertake, fail, progress in order to elevate myself..

Camilla L



“
I think that changing my behaviour is firstly changing my mind. This seminar allowed me to learn and make me aware of the links between how we are living; and how it affects us. So, I'll try to change my behaviour by promoting, raising awareness as this subject really matters. For myself, I will be thinking twice about my consumption, both at home and outside.

Gabriel H



“
Since your classes I have noticed that I do not waste any more water, moreover I try to adapt myself to consume products respectful of the environment although it is difficult economically speaking, I try to do my best for.

Maeva J



“
I was already doing some small gestures in aid of the environment, but I cannot claim that I was actually interested in understanding or learning more about the pressing issues. This course have made me think more about the urgency of the situation. And really helped me understand that the problems of covid 19, global warming or the bushfire is not "bad luck" it is in some way our fault. We have only one earth and we can't risk destroying it.

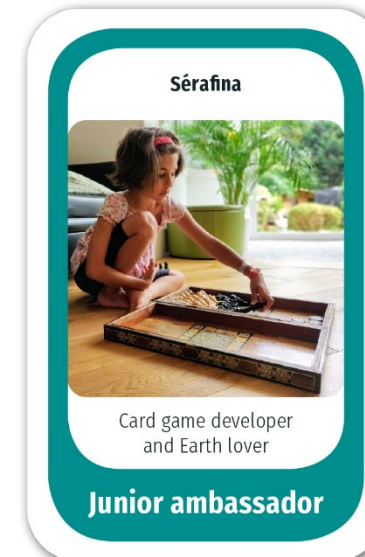
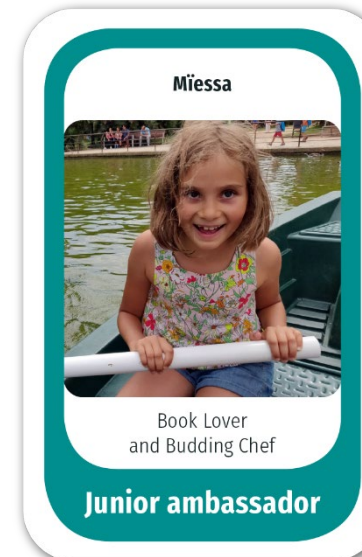
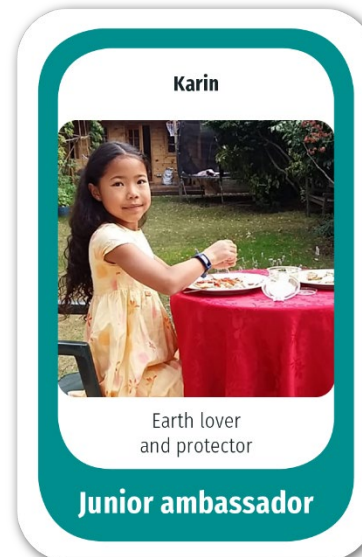
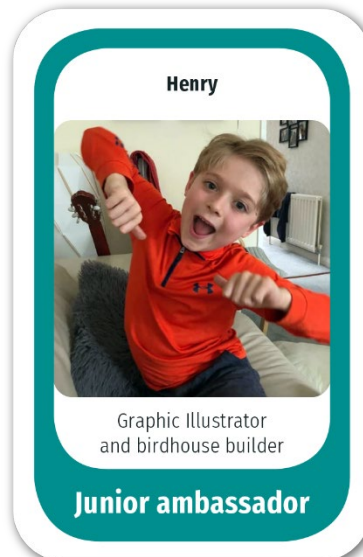
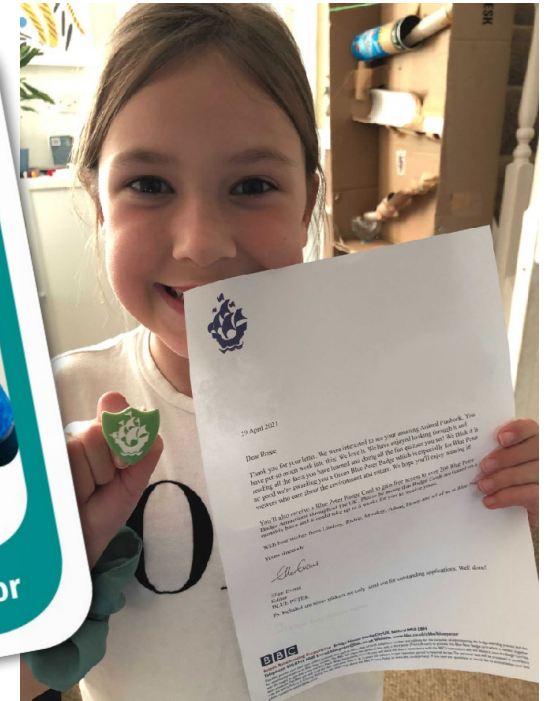
Thomas H



Junior ambassadors impact

Influencing the children around us.

- Leading Crowdfunder video
- letter from David Attenborough
- Charity sales



Awards



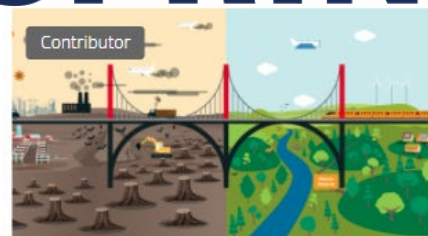
Press Coverage



This is a promotional graphic for a "Gift Guide 2020" for children. It features a green background with white stars and a "BUY SOCIAL" logo. The text reads "Gift Guide | 2020" and "Give #PresentswithPurpose this Christmas". Below this, it says "gifts for CHILDREN". A small image of a Diversity Deck is shown on the right. The text at the bottom states: "MAINTENANT Sustaining Now - DIVERSITY DECK® Earth's Spheres - Diversity Deck™ is a collection of 16 card decks, covering different scientific topics, from good bacteria to the telluric planets, from hydrosphere to polar animals. Each deck centres around sustainability and aims to sensitise individuals to its importance, whilst also providing valuable insights into what we can do both collectively and individually, to make a real difference, now and in the future. £9.99".

This block shows a screenshot of a French Morning London article. The headline is "La Française Amell Amatino fait sa place parmi les leaders du développement durable". The article is by Lella Lamnaouer, dated 30 juillet 2020. It features a photo of a woman in a red dress standing outdoors. The article text is partially visible, mentioning "accueil", "Portrait", and "La Française Amell Amatino fait sa place parmi les leaders du développement...".

SPRINGER NATURE



COVID-19
Biodiversity and sustainability's role in preventing pandemics



NEWS AND OPINION
Cities key drivers of ecological transition



NEWS AND OPINION
No procrastination, just action. MAINTENANT.

ESDGC 1/2

Education for Sustainable Development and Global Citizenship

- ▶ We are contributing to the United Nations Sustainable Development Global Goals, and we use this framework for all our teaching and educational materials.
- ▶ Here are some examples of how we spread the goals through our DIVERSITY DECK® Collection.

SUSTAINABLE DEVELOPMENT GOALS



ESDGC 2/2

Education for Sustainable Development and Global Citizenship

10 REDUCED INEQUALITIES



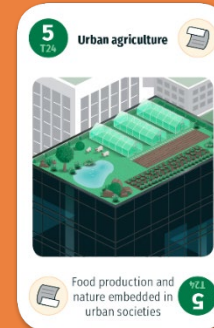
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



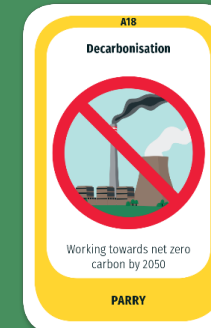
15 LIFE ON LAND



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



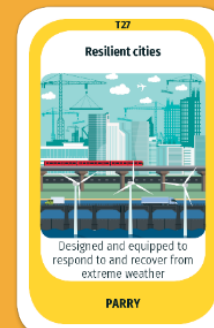
13 CLIMATE ACTION



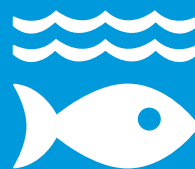
16 PEACE, JUSTICE AND STRONG INSTITUTIONS



11 SUSTAINABLE CITIES AND COMMUNITIES



14 LIFE BELOW WATER



17 PARTNERSHIPS FOR THE GOALS



Corporate Social Responsibility

- ▶ As a social enterprise, positive social change and environmental impact are:
 - deeply embedded into the DNA of our company
 - fully woven into the fabric of our corporation
 - genuinely incorporated at the core of our mission
 - profoundly determining our business models





- These added values are uneasy to monetise, but this does not diminish their enhancement to what we are achieving and to the overall brand.

ENVIRONMENT

- Medium and long-term impact of our mission through provided learning and training

Internally

- Remote working was operational before the pandemic
- Resource and emission reduction by encouraging working from home, taking public transport and cycling
- Carbon-responsible supply chain, e.g., our printer is carbon neutral

SOCIAL

- Immediate effect of our mission empowering individuals and organisations to get on the sustainability pathway

Internally

- Promote diversity and Inclusion
- Contribute positively to the workforce by providing seasonal local part-time jobs as well as flexible work that benefit parents and families.
- Provide regular training

GOVERNANCE

- Strong leadership, clear and shared vision and strategy
- Advisory board with strong and relevant expertise
- Agile project management
- Results monitoring through OKR framework
- Employee-led initiatives
- Transparency and Code of conduct
- Annual public impact reports
- Asset lock defined in our Articles of Association

Volunteer testimonial

- In 2020, as the pandemic struck the world, I met an incredibly charismatic women in the cafe of the RSA. Sipping our coffee, we spoke of the environment and how we could bring her in-depth knowledge of our planet to children and adults. Her message couldn't have been more timely as it became clear to me, and to many, that the pandemic was the unfortunate fruit of man's environmental impact.
- I had met Amell Amatino and we decided to work together by sharing our respective knowledge. Thanks to their beautifully designed educational material, MAINTENANT helped me understand the underlying issues that our world is facing. Their information is broad in scope. The courses are clear, logical and informative. In future, I plan to carry on collaborating with MAINTENANT as their work contributes greatly to foster much needed healthier behaviours.



Internal testimonial



- ▶ My journey with MAINTENANT started in my first year of university, back then the startup had just recently been established and the team was still quite small. Fast forward 2 years, and I rejoined the team as a Business Development intern in my final year of university, right before graduation. This took place in May 2020, which meant that I was working from home since day due to the emergence of COVID and didn't get the chance to meet the team in person for a long time.
- ▶ However, this hasn't a problem as they made my joining process super smooth and easy, and they provided me with guidance at every step of the way. I remember, that the introductory Zoom call we had, was not about them telling me my pre-set tasks, but rather them asking me about my passions, what I found exciting, where I see myself excelling, what I want to learn more about/the skills I want to build... etc. The internship was initially supposed to be a Marketing internship and then shifted to a Business Development internship after our first call.
- ▶ During the duration of my internship, I was trusted with multiple tasks even though I was only a part-time student, and this honestly really boosted my confidence and helped eliminate any form of imposter syndrome, as I was working with a group of highly talented female leaders who were much more experienced than me.
- ▶ Along with that trust came plenty of guidance, mentoring and on-the-job training. What was even more empowering is the fact that the team would invite me to their business / decision-making meetings. During those meetings, they would also ask for my opinion & would then delegate tasks to me accordingly, so I always felt entrusted in the implementation stages too. This enabled me to deeply broaden my skillset, in the areas of LinkedIn management, crowdfunding, B2B communication... etc.
- ▶ What I also respect about MSN is the culture, as there was a continuous exchange of knowledge and skills between team members. We even had official skill-sharing classes every Thursday where we would teach each other something new every week. After my internship was over, I was offered the opportunity to continue working with team, which I accepted without hesitation due to how pleasant my internship experience was.
- ▶ At that point, I started working with the team on growing the corporate division and establishing the sustainability institute/consultancy service. This did not only permit me to further improve my BD skills & e-learning knowledge, but I was also trusted with project management activities which was a very motivating form of job enlargement.
- ▶ Working with MSN also helped me expand my knowledge about the circular economy, which was super beneficial for me as I was setting up a food waste management start-up at the time. On top of this, the founder, Amell, was always linking me to new contacts to help me take my start-up to the next level, which is something I am very appreciative of until this very day. Given that I was a recent graduate, the level of delegation and trust always provided me with the opportunity to work on something new, expand my knowledge in a new area or build a new skill, which if anything, was an incentivizing challenge and it is what really helped me grow during my time at MAINTENANT.
- ▶ When I initially met the MAINTENANT team during my first year of university, they had just released their 7 SPHERES® card decks. Seeing them come so far to where they are now, puts a smile on my face as I am so honoured to have worked alongside such an empowering, hard-working & talented team. Even though I've settled down in Egypt, the MSN team and I are still in touch on a regular basis. I've honestly built relationships that would last a lifetime, which from my perspective, is the most rewarding outcome.