

Ecopulz ✱

Culture Deck

2024



Disclaimers

- ✱ The material in this culture deck is not “right” or “wrong.” Rather, it is a subjective interpretation of Ecopulz and our company culture in their current state of existence.
- ✱ Culture is dynamic and ever-changing. This material reflects the current state of things within Ecopulz, as well as our current visions for the future. However, these are likely to change at a later point in time.



Overview

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About culture

Defining culture

- ✱ Those everyday acts we take for granted as “normal” and often don’t pay special attention to.
- ✱ A group of people repeating behaviors.
- ✱ Shared beliefs, practices, norms, customs, traditions, symbols, language and/or values.

What is company culture?

- ✱ Company culture refers to the shared values, beliefs, behaviors, etc. that characterize a company and shape the way its employees interact, make decisions, and approach their work.
- ✱ Company culture influences everything from how people communicate and collaborate to how the company makes strategic decisions and treats its clients.

Why cultural analysis?

- ✱ Through cultural analysis, we can clearly define our company culture.
- ✱ The company culture exists independently from the cultural analysis. But by becoming aware of what the company culture is, we can get to know ourselves better as a company.
- ✱ Through this knowledge, it is easier to develop strategies for growth, as well as attract new clients, partners and employees.



Our company history

Company history: the origin of 1406

- ✱ Over the years, Olaf and Ramon met regularly while working for other companies, and their collaboration was always successful. Olaf increasingly thought about starting his own company, especially when his job at the time no longer felt like the right fit. Given their positive experiences, Olaf and Ramon decided to pursue this idea together.
- ✱ As a result, Ecopulz was **funded in 2019** by Olaf and Ramon under the name **1406**.
- ✱ In 2023, Niels became co-owner of 1406.

Company history: sports mentality

- ✱ The name 1406 originates from **triathlon**. Both Olaf and Ramon are passionate about sports and decided to name their company after the total distance of the longest triathlon: 140.6 miles.
- ✱ While most current Ecopulz employees have never participated in a triathlon, the company culture is originally **rooted in a sports mentality**.
- ✱ This sports mentality entails 1) **a passion for reaching goals**, 2) **discipline**, and 3) **the ability to turn setbacks into something positive**.

Company history: from 1406 to Ecopulz

- ✱ Since last year, we have not only adopted a **new brand name and identity**, but also developed an entirely **new vision of our role in the world**. This transformation represents a shift in our identity, values and goals.
- ✱ The transition from 1406 to Ecopulz marks an important turning point in our journey. Our new name reflects our renewed **commitment to sustainability** and our **desire to make a positive impact** as an organization. It is a name that not only honors our past, but also anchors our future in advancing sustainability.

Company history: new mission

- ✱ At Ecopulz, we have chosen to capture our mission in the powerful tagline: **“Enablers of sustainability.”** This tagline is more than just a slogan; it is a promise to ourselves and to the world. It expresses what we do, what we stand for, and why we work diligently every day.
- ✱ This new identity and mission are the pillars on which we are building our future at Ecopulz. They are the foundation for our **“Enabler’s Mindset,”** a philosophy that drives our employees and sets us apart as an organization.

Introduction to Ecopulz



The Enabler's mindset

- ✱ At Ecopulz, our Enabler's mindset drives us to not only optimize assets but also to create lasting positive impacts. This mindset **fosters collaboration, knowledge-sharing, and continuous development**, enabling professionals to thrive and contribute to a sustainable future. **Self-awareness, teamwork, and appreciation for others are core traits of an Enabler**, essential for personal and organizational growth.
- ✱ We apply this Enabler's mindset in asset management to enhance sustainability and resilience. By focusing on **practical sustainability and meaningful change**, we strengthen both organizational processes and the people behind them. In all our work—whether optimizing assets or driving energy transitions—our commitment to a sustainable future remains central.

Our hiring process

- ✱ As part of our hiring process, all potential employees are asked to take the following tests:
 - **The Enneagram Personality Test**
 - **The CliftonStrengths Assessment**
- ✱ At Ecopulz, there is **an interest in getting to know each other as people** – what we are good at, what we like, what is important to us, etc.
- ✱ By getting to know each other's skills, traits and qualities, we can design tasks and find assignments that are well suited for each individual. This also helps us create a more diverse team.

The three pillars in our work

- ✱ **Enabling people:** to become enabler's of sustainability.
- ✱ **Enabling assets:** to be efficient and consistent.
- ✱ **Enabling organizations:** to be resilient and competitive.

Mission and vision

- ✱ **Mission:** At Ecopulz, our mission is to create sustainable impact by empowering individuals, organizations, and assets that drive the energy transition. Through our Enabler's Mindset, we unlock the potential of people and systems, fostering innovation and collaboration. By enabling the minds and hearts of people, we build lasting, sustainable solutions that contribute to a resilient and more sustainable future.
- ✱ **Vision:** At Ecopulz, we envision a world where empowered individuals, sustainable organizations, and optimized assets work together to drive the energy transition. We are committed to being the catalyst for positive change, helping to shape a world where sustainability is at the heart of every decision.

Ecopulz developments in 2024

- ✱ **Changes in the Dutch energy sector:** a drastic decline in heating transition projects.
- ✱ **Change of focus within our organization:** no longer developing resident participation as-a-service.
- ✱ **Altima:** developing our own asset management software.
- ✱ **Growth beyond the Netherlands:** opening a new office in Egypt and developing vocational education and training (VET) programs there.

What is Ecopulz?

- ✱ Open-minded
- ✱ Open to new ideas
- ✱ Innovative
- ✱ Good at creating opportunities
- ✱ Ambitious
- ✱ Dynamic
- ✱ Flexible
- ✱ Growing (internationally)
- ✱ Dutch
- ✱ Multicultural
- ✱ Rooted in the Netherlands and the Dutch heating transition
- ✱ A company that provides services in the energy and utilities sector
- ✱ Experienced project managers
- ✱ Active in the Netherlands, Spain and Egypt
- ✱ Active in consultancy, asset management and developing vocational education programs
- ✱ Business casual
- ✱ A flat company structure
- ✱ A spread-out team but still connected through online encounters and samenwerkdagen
- ✱ Type 3 enneagram
- ✱ Entrepreneurship



**Enablers of
sustainability**

Enabler

Our core values

Our core values

- ✱ Sustainability
- ✱ Enabling
- ✱ Development
- ✱ Collaboration
- ✱ Ownership

Sustainability

- ✱ Sustainability at Ecopulz means maximizing and improving assets to drive the energy transition, promoting a positive impact on the environment and society, and building a thriving company culture where leadership fosters success, learning and continuous improvement.

Enabling

- ✱ Enabling at Ecopulz means empowering people, organizations and projects by unlocking their potential, encouraging growth and facilitating success – whether through coaching, training programs or leveraging unique talents to create meaningful change.

Development

- ✱ At Ecopulz, development means continually advancing innovative technologies and business practices as well as encouraging personal and professional growth through lifelong learning. This all with a view to driving the energy transition and achieving sustainable goals.

Collaboration

- ✱ Collaboration at Ecopulz means fostering open communication, trust and equality within a diverse team, while building strong partnerships locally and internationally and empowering everyone to contribute meaningfully and influence decisions for shared success.

Ownership

- ✱ At Ecopulz, ownership means fostering a corporate culture of initiative, responsibility and dedication, where individuals and our team take responsibility for their work, embrace autonomy and turn challenges into opportunities for long-term growth and success.



What we do

What we do

✱ **Asset management expertise**

- A team of asset managers with rich experience and skill.
- Altima: developing our own asset management software.

✱ **Dutch heating transition**

- Working closely with clients and local partners to enable the heating transition in the Netherlands.
- Contributing our knowledge and experience to the dynamic changes in Dutch society as we embark on these changes to our infrastructure.

✱ **International projects**

- In the last year, we've expanded internationally, with a focus on sustainable energy markets. Our project in Egypt involves developing vocational education and training (VET) programs, enabling local people to take part in the energy transition in Egypt.

A photograph of four people in a meeting, overlaid with a teal tint. On the left, a man in a dark jacket is seen from the back, talking to a man in a blue suit and white shirt. On the right, a man with glasses in a dark shirt and a woman in a brown jacket are looking towards the left. The background is a window with green foliage outside.

Our people and culture

Our people and culture

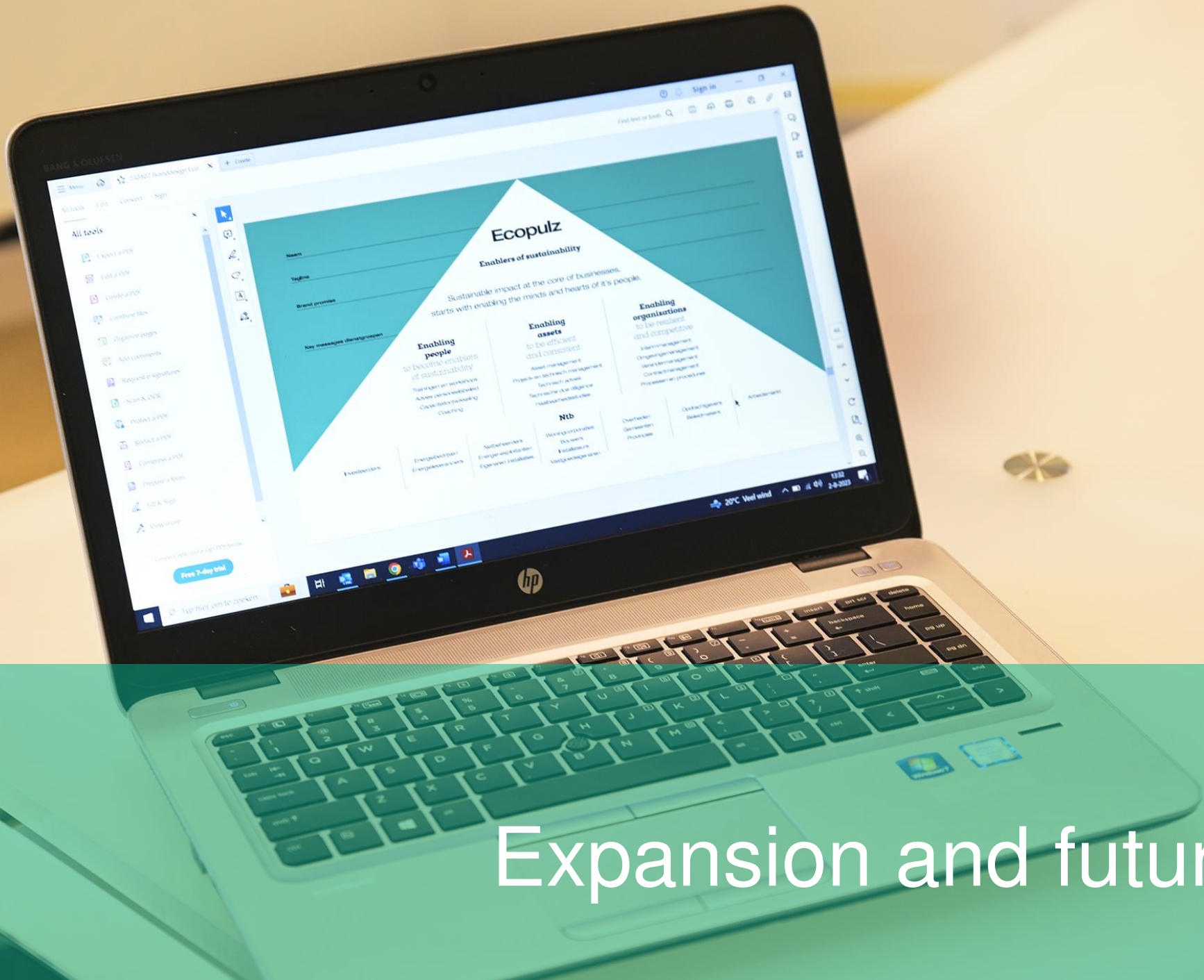
- ✱ Until this year, Ecopulz has consisted of **mostly Dutch employees with a technical/management background.**
- ✱ But as we are growing internationally, so is our team. Our team members now come from various professional and cultural backgrounds, which enriches our approach to solving energy challenges. With our diverse and multinational team, **we bring together a mix of local and global talent.**

Our people and culture

- ✱ **Flat organizational structure:** We promote open communication and collaboration at all levels. Every voice matters, and we encourage ideas that challenge the status quo.

Our people and culture

- ✱ **Continuous learning and development:** We prioritize ongoing education, whether through formal training programs or on-the-job learning. This aligns with our belief in the power of education, both internally for our employees and externally through our work in vocational training.



Expansion and future goals

Expansion and future goals

Growth strategy:

- ✱ Strengthening our position as a pioneer in asset management within the Dutch heating sector.
- ✱ Launching Altima as an MVP and signing contracts with first clients.
- ✱ Expanding international operations, with a focus on vocational education and training (VET) in green hydrogen and sustainable energy.

Ecopulz *

Enablers of
Sustainability