

KERAMIDA / ClimateView Sole Proprietor Justification

This document is intended to formally document and demonstrate that the proposed partnership and software solution are only available from a single source, have unique features, and have no substitute on the market.

KERAMIDA & ClimateView

- KERAMIDA, the sole trained and certified ClimateView Expert Partner in the United States, brings over 35 years of unparalleled experience in providing customized climate solutions to cities. Their expertise in US Climate Action at a municipal level is unmatched. Partnering with ClimateView, a globally recognized entity that has assisted hundreds of cities in developing actionable climate plans, creates a synergy of two industry leaders. This collaboration leverages KERAMIDA's expertise with ClimateView's cutting-edge software solutions, making it a compelling choice for sole sourcing.

Unique Features

- ClimateView has unique features that distinguish it from other software solutions for cities. The platform operates on a science-based framework, incorporating transition elements. This framework is rooted in the Nobel Prize-winning research by Elinor Ostrom, which posits that people make rational decisions when provided with transparent access to information and are motivated to collaborate. Urban Metabolism, Backcasting, Driver Diagrams, and Causal Loop Diagrams are some of the urban change methods applied to this framework. The transition elements enable the simulation of the socio-economic impact of people's decisions, such as GHG reduction and the economic costs and benefits of increasing cycling mode share or the impact of a policy decision. The model also facilitates the simulation of interactions between the transition elements, for instance, more electric cars leading to increased electricity demand in the future, which can be 'balanced' with the energy model in the platform. This robust model sets ClimateView apart from other software solutions for cities.
- ClimateView distinguishes itself with its user-friendly interface, enabling the collaborative and real-time development of scenarios. This feature is particularly crucial when politicians and implementation partners need to be engaged early in the process or when the effects of a political proposal require live simulation in the municipal council. The highly technical task of scenario development thus transforms into a shared responsibility, underscoring ClimateView's unique position in the market.

Differentiation in the Market

- In the market, other software such as Enersis and Kausal can also map other CO2-impacting sectors such as mobility, electricity, and agriculture. This is due to the fact that both providers, as well as ClimateView, use the GPC method for balancing greenhouse gas emissions. Enersis, Kausal, and ClimateView are flexible and broadly comparable in terms of adding measures. However, the difference lies in the interactive visualization of the path to climate neutrality in a transparent and publicly accessible dashboard. ClimateView links all three strategic levels in an organized dashboard:
 - GHG balance (status quo: where do we stand?)
 - Potentials and scenarios using the transition elements (Goal: Where do we want to go?)
 - Climate protection concept measures (strategy: how do we achieve the targets?)

Better Decision Making through Cost-Benefit

- The agent-based model in ClimateView makes it possible to calculate the reduction effect of transition elements dynamically. Cost-benefit calculations can also be carried out using the transition elements. This sets ClimateView apart from other providers. Besides McKinsey and Material Economics (both consultancy firms), we are unaware of any software provider offering this feature to cities. KERAMIDA is the only consultancy in the US trained to complete these calculations on the platform. We are also currently testing whether the climate investment plans drawn up in ClimateView are sufficient for the local authority to obtain additional financing for climate protection on the financial markets at more favorable conditions (because they are "green" investments). More than 10 of the 100 climate-neutral cities in Europe already use ClimateView (including Heidelberg, Mannheim, Dortmund, and soon Frankfurt) also demonstrates the value. These cities are required to submit their climate investment plans to the EU Commission by the end of 2023. ClimateView is leading the way here with the best cities in Europe, which in turn will benefit all municipalities on ClimateView. Milwaukee can lead the charge for climate action in US cities.

Climate Action Monitoring

- With ClimateView, monitoring takes place at the action level. Each transition element comes with an activity-based lead indicator (e.g. number of registered electric cars; number of installed kWh PV systems) in order to show progress and gaps in a transparent and easily understandable way. According to our assessment, neither Enersis nor Kausal has comparable KPI monitoring. The KPIs also play a central role in monitoring the impact of green investments.

Conclusion

Due to the underlying model and personnel, Kausal and Enersis cannot keep up with ClimateView's flexible possibilities in scenario calculations, effective presentation of the net-zero pathway, and profitability calculations. ClimateView has almost 70 employees today and a rapidly growing network of cities. KREAMIDA has over 120 employees, with 30 specifically trained on sustainability solutions. This partnership is unique and unparalleled in the market.

