

AUTOMOTIVE

Porsche teams with sustainable startup on business development

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Porsche first partnered with Aware in 2020. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is expanding its startup ecosystem through a new partnership with Berlin-based sustainability platform Aware.

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Through its company builder Forward31, Porsche will work with the startup's two founders, Lena Schrum and Kim Fischer, to develop its business model and strategy. Aware, stylized as aware, aims to support both companies and consumers on their path to sustainability.

"Countering global climate change as it continues to advance is a task for society as a whole, and one that affects us all," said Christian Knrle, head of company building at Porsche Digital, in a statement.

"It remains the case that companies and customers are looking for guidance to enable them to adopt more sustainable behavior," he said. "With Aware, we provide help to find the right path.

"We look forward to tackling this mission together as a strategic partner alongside Aware's two experienced founders."

Startup support

Porsche first partnered with Aware in 2020, sponsoring a conference of the same name.

The company uses a membership model to share knowledge with businesses and individuals on becoming more sustainable through masterclasses, workshops and other "micro-events."

Aware also offers a magazine, daily newsletter, podcast and online store with environmentally friendly products.

The eco-startup started with a focus on German-speaking audiences but plans to expand into the United States in 2022.

In another show of support for innovation, the automaker invited developer teams from various companies to a digital competition this past spring.

At the Porsche Data Cup, contestants developed data-driven business-to-business-to-consumer technology for smart home, financial technology and insurance and electric mobility applications ([see story](#)).

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