



Renewable energy and careful use of natural resources are core elements of sustainable investments.



Tetratteam supports urban community projects.



Oliver Ginsberg and his team.

Bringing success and ethical business together with sustainable financial solutions

Its philosophy is hidden in tetratteam's name. The Berlin-based consultancy with a focus on sustainable investments has a tetrahedron as its brand logo incorporating not only traditional finance planning, but also sustainable aspects – ecological, social and economic factors.

TEXT: JESSICA HOLZHAUSEN | PHOTOS: TETRATEAM

Sustainability, success and ethical aspects are very important factors when it comes to investment recommendations tetratteam is making to its clients, focusing on their respective situation in life, their needs, wishes and goals. A team of qualified and very professional consultants with different expertise look systematically for the best solutions available, bringing together their clients' business success with ecological principles.

"What we do is not only consultation work, but we also engage in professional organisations for more transparency and high-quality standards in sustainable financial products," says Oliver Ginsberg, founder and CEO of tetratteam.

"Financial investments can give important impulses for a sustainable development, for

example considering impact investment, but they do not replace reasonable political frameworks or individual engagement," says Ginsberg and adds: "That is why we all take social responsibility seriously." The company even donates part of its profit to social and ecological projects, initiatives and charities.

"Especially in the insurance and finance sector, a lot of greenwashing is currently happening, this is why for us authenticity and credibility are very important," says head of the company Oliver Ginsberg. "Topics that today are summed up under the word sustainability have concerned me since my early youth. For me this is not a sales pitch, but a way of living." For over 35 years now, Ginsberg has worked on sustainable solutions. In 1979, together with friends from school he founded a collective

to sell eco-friendly and fair trade products. He was also involved in the foundation of the German green party. "But what I really liked was working on tangible initiatives and projects," says Ginsberg. He, for example, built up a city farm for children and worked as the manager in a vegetarian and organic restaurant. After studying landscape planning in the 1980s and additionally qualifying as social manager, for many years he worked at the border between ecological and social topics. Since 1998, he has worked in the financial sector. Today his lifelong experience gives him a wider perspective and great insight into different business sectors – always with sustainability, nature and people in mind.

www.tetratteam.de



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