

Manifesto

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Technical Foundations

Wasabi is an innovation management and consulting company developing projects in subjects of dire socio-environmental demand. Examples being sustainable energy materials and technologies, quality of air and water resources, health, and security.

WI projects are interdisciplinary, intersectoral, and international. They are designed to empower existing and emerging infrastructures. We consolidate our core ideas with support from academic partners and we collaborate with industry for development from prototype to scalable pilots. Through radically innovative projects, Wasabi Innovations creates collaborative forms of intervention addressing our global and local social issues. We develop core scientific concepts and manage R&I projects which contribute to social peace through engineering innovations that are extensions of natural ecosystems. The philosophy behind Wasabi Innovations is one of curiosity and humility. It recognizes that nature is a powerful teacher, and that by working in partnership with the natural world, we can create a more sustainable and harmonious future. The company's name "Wasabi Innovations" is derived as an acronym from Water and Surface-Active Biomimetic Innovations.

Each link in our value chain is forged by the *WI Principle*- Simple. Symbiotic. Sustainable.

Materials: We noted a foundational weakness in incumbent structural and functional materials. They do not or rarely constitute living matter. So, we decided to work with materials that are either constituents of living matter or are bio-mimetic. The primary materials we work with are thus water, and natural or nature identical molecules and nanomaterials. The secondary set of materials are bio-mimetic macromolecules and nanoparticles. While water forms the base for our designs, other materials are surface active - they either assemble at water-gas interface or they assemble as micelles or colloids in the liquid phase.

Building Blocks: We work with soap films and composite droplets. Both are simple and profound in their character as forms for building engineering and technological applications. We use a soap film as a stretched semipermeable nano-composite membrane, made of a proton conducting aqueous phase sandwiched by self-assembled monolayer of surfactant molecules. Droplets that we use are generally micron and submicron size composites incorporating both structure and function within a single spherical form.

Architectures: Our primary architectural principle is self-assembly. We work with soap bubbles, soap foams, and aerosols as structural architecture hosting functional materials and gases.

Assembled Devices: Our engineering devices prioritise gravity and natural convection as motive potentials. All devices and processes are subjected to LCA (life cycle assessment) and are optimised for minimizing losses and environmental footprint.

Business Model: We are a social enterprise for-profit organization focussed on deriving our enjoyment from our creative pursuit. Our foundational principles are protected by company bylaws. WI team is limited by a maximum 11 employees forming a close-knit family of co-workers. WI aims to become a holding company spinning off startups through its innovative projects and managing industry academic coordination for continuous R&D. The company innovation portfolio is envisioned to be driven by grants while revenue is expected through consultancy, IP licensing, and through investment in spinoffs.

Work-life balance and organizational culture

Wasabi's organizational culture views work-life balance as a social responsibility for contributing to a healthy and supportive work culture. We achieve this by having flexible work arrangements, such as telecommuting, flexible scheduling, and flexible work hours. These arrangements allow us to better manage our work and personal responsibilities which has a positive impact on mental health. Wasabi offers wellness resources like vouchers for Yoga and meditation classes and retreats, that help manage stress. By being present we can focus better and make better decisions. We want our colleagues to feel valued and supported.

Human beings and nature above profit maximization

We recognize that there are other values beyond economic growth that are essential for a sustainable and thriving society. Wasabi studies the interdependence between people, the environment, and the economy and seeks to foster long-term sustainability over short-term gains, contributing to the formation of a more equitable and just world.

We believe that the most effective way to approach the rapid complexity of challenges is through multiple-stakeholder platforms that promote interactive processes and real-time experimentation. In group work and group creativity we find and produce innovative solutions to the challenges our planet faces. Our R&I projects encourage the involvement of various actors such as private and public stakeholders, users, universities, and other knowledge institutions, as well as professionals from humanities, fine and performing arts backgrounds.

Gender balance in leadership and decision-making

Wasabi values diverse perspectives regardless of gender. We consider various viewpoints, experiences, and ideas as they lead to increased innovation. Gender balance ensures that everyone has an equal opportunity to participate in decision-making processes. Additionally, Wasabi believes in representing women in leadership positions as this can inspire breaking down gender stereotypes and encourage entry to traditionally male-dominated fields. A gender-balanced leadership team is more representative of the wider population, which can help ensure that the needs and concerns of both men and women are considered when making decisions.

Gender equality in recruitment and career progression.

Wasabi designs its R&I projects in ways which incorporates analysis of the impact of gender on the research question. This may involve discussing gender issues in the search for clean water in developing countries, mining activities, fossil fuel companies and many more. When recruiting new colleagues Wasabi includes gender diversity in case studies during the introductory period. This encourages new colleagues to understand the different experiences and challenges faced by people of different genders. By critically analysing gender norms and stereotypes we challenge and deconstruct gender biases that may be present in research and teaching content.

Measures against gender-based violence including sexual harassment

Gender-based violence is a serious issue that affects many people, particularly women, in the workplace. Wasabi Innovations encourages its employees, partners, and collaborators to feel safe to report incidents of gender-based violence and sexual harassment in workplace without fearing retaliation. Reporting is kept safe and confidential. In case of a report, after verification, prompt actions will be taken towards the perpetrator and support will be offered to the victim. Bystander intervention is also encouraged to prevent such incidents from occurring. Overall, we aim to create a culture of respect which means zero tolerance for gender-based violence and sexual harassment.