



ESG4SMEs
Sustainability in Action

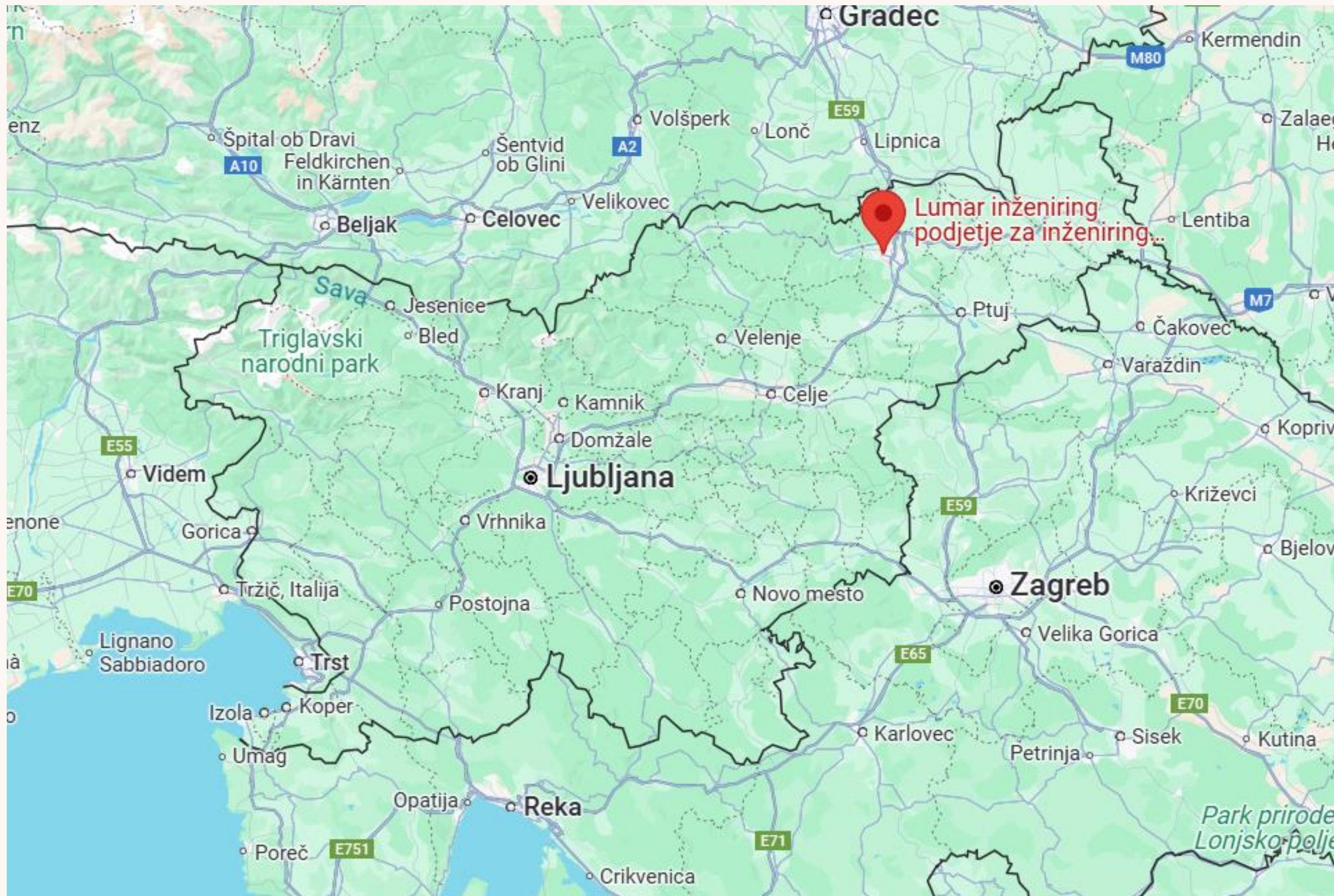


Co-funded by
the European Union

Lumar IG d.o.o

Case study





Context



Type and size of SME: approx. 92 employees (2024 data), family-owned company

Rural setting: Limbuš, near Maribor, Slovenia

Lumar has been operating since 1993 with a clear vision of constructing **sustainable buildings** that are energy-efficient, architecturally refined, and environmentally friendly. From the very beginning, it has focused on the development of nearly **zero-energy buildings** that provide users with high living comfort, minimal maintenance costs, and excellent energy performance throughout the entire life cycle. Its visionary and innovative approach is reflected in numerous **national and international awards, certificates, and recognitions** that confirm the quality of its technological and systemic solutions, all aimed at advancing the **future of green building**.



ESG Challenge / Opportunity



Green Commitment of Lumar

Lumar has placed sustainability goals at the core of its business operations. Its Green Commitments, developed with consideration for the environment and future generations, guide the company toward achieving carbon neutrality by 2025.

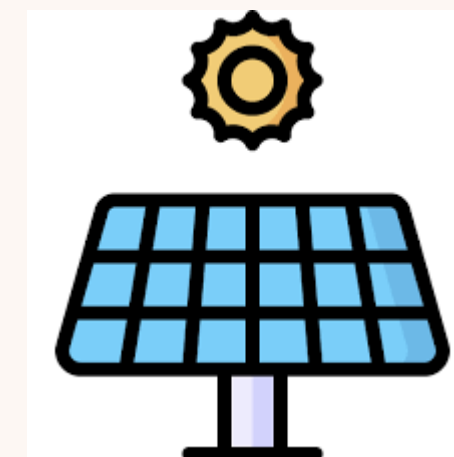
This ambitious commitment includes a range of concrete measures to **reduce Lumar's carbon footprint, protect nature, and support the community.** The company's efforts focus on **three key areas:** emission reduction, energy efficiency, and biodiversity preservation.

Own Solar Power Plant



One of the most important steps on Lumar's path to carbon neutrality is the establishment of its own solar power plant, which generates approximately **90% of the electricity needed for the company's operations.**

This results in an **annual saving of 70 tons of CO₂ emissions.** Over its operational lifetime, the total CO₂ savings are equivalent to the absorption capacity of 3,000 trees.



Green Roof



The green roof on Lumar's administrative building helps **retain rainwater**, thereby reducing the strain on the sewage system during heavy rainfall.

Additionally, it provides a substitute **natural habitat for insects**, actively contributes to the reduction of CO₂ emissions, improves air quality in the surrounding area, and mitigates the urban heat island effect.

Transport



Lumar also addresses carbon footprint reduction in the area of transport.

The company has **fully electrified its operational vehicle fleet, and the majority of its company cars are electric as well.**

With each step, Lumar aims to minimize its environmental impact while continuously improving efficiency through ongoing process upgrades and innovation.

Our green commitments are reflected in every aspect of our operations – from internal organization and the selection of technologies and materials to collaboration with partners and the community. These commitments confirm that our goal is not only business success, but also a pledge and responsibility to contribute to a greener future together with our customers, employees, and partners.



What did they do?



One of Lumar's key objectives is to **optimize work processes** while maintaining a **minimal carbon footprint**.

The company places strong emphasis on **responsible procurement**, considering both technical and environmental criteria when selecting materials and suppliers.

Priority is given to local suppliers to reduce transportation and emissions, while also choosing environmentally friendly and certified materials. **Wood, their primary construction material**, is sourced from **verified suppliers** who manage their forests sustainably.

A central part of Lumar's strategy is a **conscious commitment to "degrowth"**—focusing on high-quality operations in the local environment rather than expanding into distant markets. The company believes that sustainable value can only be created through a responsible approach to resources, people, and communities. For Lumar, sustainability is not just a goal, but a way of operating that benefits both clients and the environment.

What did they do?



Our Future is Green – Zero Emission Living

The Lumar Zero Emission Living® concept brings together innovative solutions that enable the construction of **nearly zero-energy homes with minimal environmental impact**. Guided by a vision of a sustainable future, a responsible attitude toward nature, and the use of renewable resources, Lumar creates homes that offer the highest level of comfort, energy efficiency, and minimal costs throughout their entire life cycle.



What changed?

- With the vision of achieving carbon neutrality by 2025, Lumar implemented key measures including the **installation of solar power plants** on both their production facility and administrative building. These generate **over 90% of the electricity needed** for operations, resulting in annual savings of **approximately 80 tons of CO₂** – equivalent to the absorption **capacity of 1,600 trees**. Further reductions in emissions were achieved through a comprehensive energy renovation of their headquarters and **full electrification of the company vehicle fleet**.
- In line with sustainability principles, Lumar has also consciously adopted a **"degrowth" approach**—limiting expansion into distant markets and **focusing on local construction**. This reduces the environmental impact of transport and ensures higher execution quality.
- They are committed to the strategic procurement of **sustainable materials** with environmental certifications, particularly **locally sourced wood**.
- Their commitment to sustainable practices is confirmed by numerous recognitions, including **two Green Star certificates, the Horus award for social responsibility, multiple ZRMK Quality in Construction labels, the ETA (European Technical Assessment), and the Austria Gütezeichen certificate**.
- Lumar is currently preparing a new sustainability and circular economy strategy, which will guide the continued development of low-emission construction solutions through the active involvement of all stakeholders.

REFLECT

- What challenges could similar SMEs face in replicating this?
- What could your SME or organization learn from this approach?
- What challenges might rural SMEs face when adopting similar approaches?
- Could a version of LUMAR work in your own SME or community?

ESG in Action: People, Skills, Tools

ESG Competences and Roles

Who did what?

ESG Optimizer: Lumar implemented its own solar power plant (covering 90% of company needs), a green roof, fully electrified its vehicle fleet, and established responsible procurement of certified local wood.

ESG Leader: The company drives a clear vision of carbon neutrality by 2025, which shapes all strategic decisions.

Relevant ESG Competences used

1.E.1 – Ethical & sustainable thinking

1.E.4 – Innovative thinking

1.E.5 – Certification knowledge

3.E.1 – Sustainability KPIs

3.E.3 – Understanding impact transferability

1.S.4 – Inclusion & diversity

Tools and methods

3.S.5 – Multi-stakeholder approach

3.S.6 – Engaging stakeholders

1.G.1 – Systems thinking

3.G.4 – Long-term planning

3.G.7 – Financial sustainability

How progress was tracked or measured:

- Share of own renewable energy (90%), CO₂ savings (~70 tons/year), level of fleet electrification, and use of certified local materials.
- Indicators or KPIs used: % of electricity from renewables, tons of CO₂ savings, % of electric vehicles.

Leading with Purpose, Rooted in Place

How One SME Made ESG Work

Inspiring change

What ESG Leadership looks like

Vision and ethics: Lumar's clear commitment to carbon neutrality by 2025 and "degrowth" focus on local quality show strong ethical and sustainable thinking.

Organisational capacity: As a family-owned SME with ~92 employees, they had control to align procurement, processes and investments with ESG goals.

Innovation culture: Nearly zero-energy buildings since 1993.

Overcoming barriers: Chose to limit expansion into distant markets, focusing on local projects to reduce transport emissions — a strategic decision that balanced growth with sustainability.

Making it work locally

Adapting ESG to Our Rural Reality

- Focus on local construction projects to reduce transport emissions.
- Preference for local suppliers and certified local wood to support the regional economy and cut environmental impact.
- Integration of local traditions, values and community needs into their sustainable building approach.

SOURCE

- Lumar IG d.o.o. (2025). *Lumar – Trajnostna gradnja prihodnosti*. <https://lumar.si/>

