

# Tiny house – tiny footprint

Industry: Industrial Goods



# Creative design and perfect workmanship

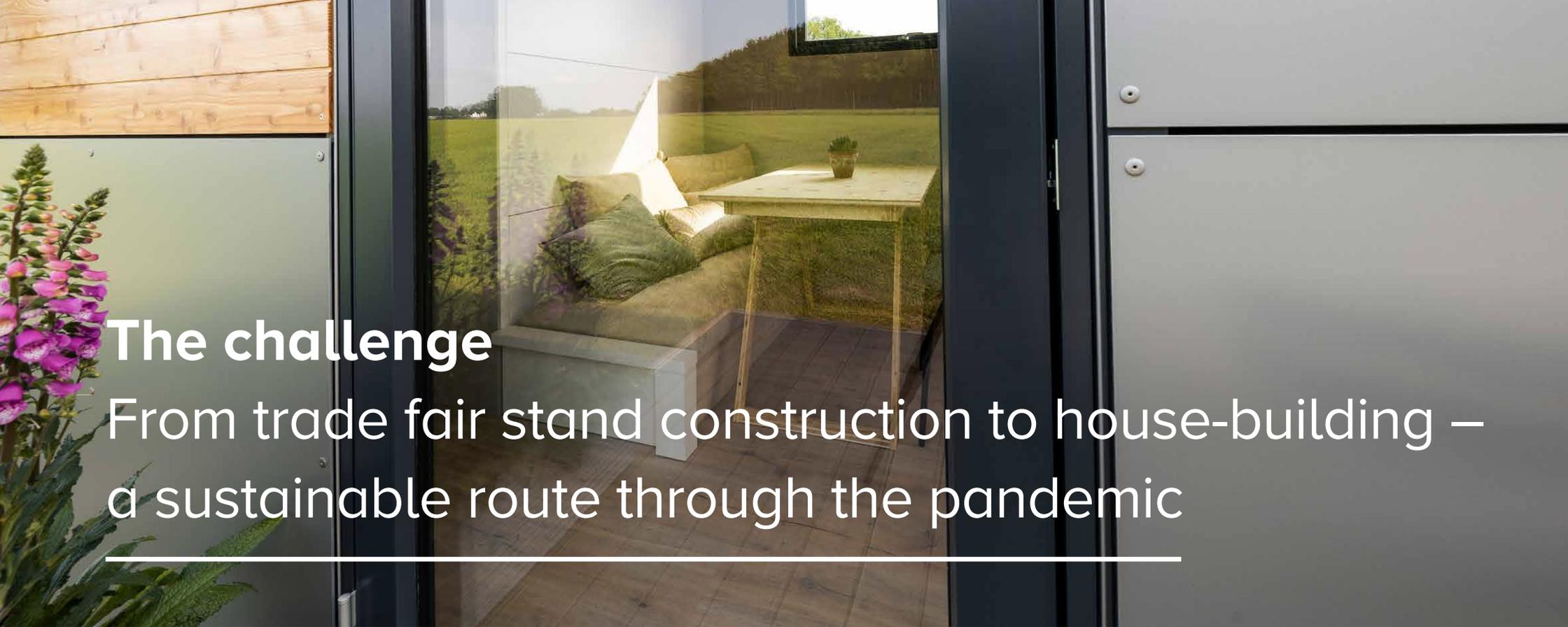
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**atelier  
seitz**

## About Tiny Life Atelier Seitz GmbH

Hans Seitz founded Atelier Seitz in 1962. What began with trade fair stand construction, sculptural film and stage design now brings four lines of business together under one roof: Three-dimensional brand communication, interior fittings, furniture manufacturing and timber construction. The company entered the timber construction sector in 2020 with its Tiny Life brand. The company has been designing and building custom modular buildings, tiny houses on wheels and even pool and garden houses ever since.



# The challenge

## From trade fair stand construction to house-building – a sustainable route through the pandemic

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**Over ten years ago, Atelier Seitz started turning environmental protection and sustainability into integral aspects of its corporate culture.**

When most trade fairs were cancelled in spring 2020 due to the coronavirus pandemic, the company faced a financial challenge which it overcame in creative fashion: Its employees organised a competition to brainstorm ideas for new products. One such idea was the development and production of a modular, long-lasting child's bed that can grow with the child and be repurposed for other uses. Components that

are no longer being used can be repurposed into a guest bed, an office shelf or a desk.

**At the same time, the idea of 'tiny houses' on wheels was born.** This mini home trend began in the United States and has finally reached Europe. One of the points of the trend is to scale back on home essentials for the sake of financial freedom and personal independence. Additionally, the use of smaller quantities of sustainable building materials contributes to the fight against global warming and the protection of the environment.

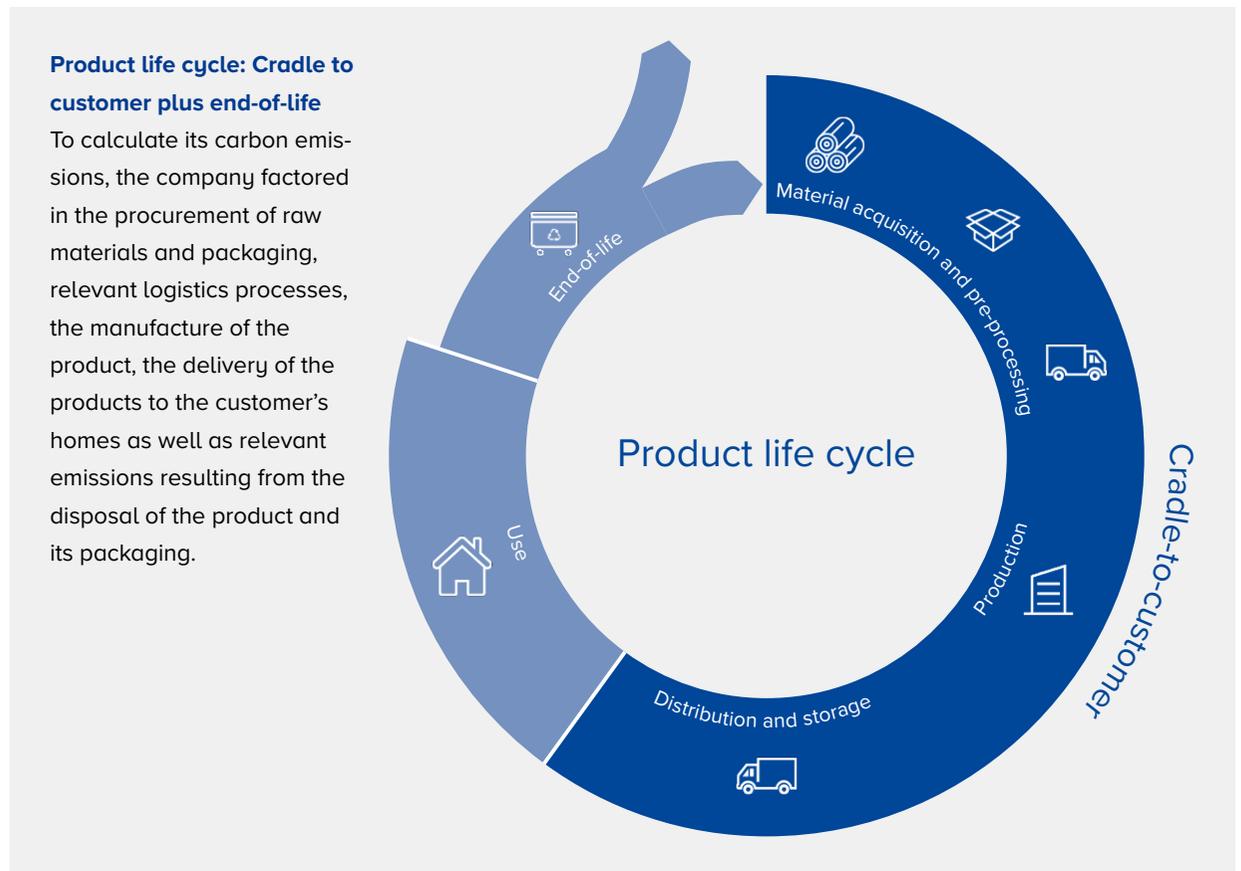
As with all new product ideas, the company's priority was sustainability from the outset, so every single component in a tiny house has been thought through. The wooden construction reduces emissions in the construction process and the efficient use of space in mini and modular houses is to be applauded in an era of rising demand for space and ground sealing. All previous efforts aside, the company is going one step further in its commitment to fight global warming.

# The solution

## Take climate action further by calculating, reducing and offsetting emissions

Atelier Seitz GmbH began working with ClimatePartner in 2015. In addition to a corporate carbon footprint, the company accounted for numerous trade fair stands and made them carbon neutral by supporting certified carbon offset projects.

After expanding its range of products in 2021, the company worked with ClimatePartner to calculate the product carbon footprints of its tiny and modular houses, as well as the child's bed and a slide. Atelier Seitz GmbH supports carbon offset projects to offset the carbon footprint of every product it sells.



# Climate action initiatives of Atelier Seitz GmbH

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## Since 2008

Meet all heat energy needs with waste heat from a neighbouring biogas plant

## 2011

Install a 166 kW photovoltaic system which generates more electricity each year than all the divisions in the company actually need

## 2015

Start working with ClimatePartner

- Carbon neutral company
- Carbon neutral trade fair stands

Use of sustainable materials and recycling of parts

## Since 2021

41,666 kg of CO<sub>2</sub> offset for carbon neutral modular houses and tiny houses, as well as the child's bed and a slide

## A closed loop

In terms of trade fair stand construction, the company plans to invest more in the design and realisation of brand identities in keeping with the cradle-to-cradle design principle, in order to go beyond environmentally friendly production and return sorted materials to the resource cycle.

**41,666**  
KG CO<sub>2</sub> OFFSET





## The result

# A carbon neutral tiny house – compact living

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With no more than 33 m<sup>2</sup> of floor area, tiny and modular houses have a smaller footprint than three parking spaces. The flexible design lends itself to a wide range of applications and shows that comfortable living and compact spaces are not mutually exclusive. The large window façades and asymmetrical saw-tooth roof lets an abundance of light into the interior. The lounge area can be repurposed from a living and dining area into a sleeping area in just a few steps.

The concept is aimed at the growing number of working single people who want to live a compact yet comfortable and sustainable life, as well as the 'best agers' who want to scale their lifestyle back to the essentials.



**33 m<sup>2</sup>**  
MAX. FLOOR AREA

**18,5 m<sup>2</sup>**  
USEFUL AREA

# How sustainable are tiny houses?

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Generally speaking, the less living space someone uses, the less carbon emissions are released when it is built, heated or maintained. Although an average person in Germany currently occupies around 47.4 m<sup>2</sup> of living space and this figure is increasing by around one square metre every five years, tiny houses are sparking a countertrend. They are compact by design, limited to the essentials and make efficient use of space.

## **The benefits at a glance:**

- Use of sustainable building materials
- Efficient use of space
- Energy-saving
- Feasibility of self-sufficiency concepts
- Embracing minimalism reduces consumption
- Water-saving with optional collection tanks, urine-diverting or dry toilets



“ We wanted to be able to offset unavoidable carbon emissions from production, assembly and disassembly and the transportation of people and materials. ClimatePartner made that possible!

**Michael Kapper, Managing Director** ”



# ClimatePartner

## All solutions at a glance

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Used by Tiny Life

### Corporate Carbon Footprint (CCF)

Calculating your corporate carbon footprint (CCF) provides you with an overview of your company's greenhouse gas emissions, where carbon hotspots lie within your business and what targets you can set to reduce your climate impact.



Used by Tiny Life

### Product Carbon Footprints (PCF)

The calculation of a Product Carbon Footprint (PCF) for a product or service considers the emissions from the raw materials to delivery and disposal (cradle-to-customer plus end-of-life). In addition, you can also include the use phase.



### Carbon emission reduction

A reduction strategy based on science based targets sets out the priorities for climate work. It provides an agreed framework for deploying resources, creating an impact and communicating results.



Used by Tiny Life

### Carbon offsetting

No matter how much you reduce your existing emissions, there will always be some you cannot avoid. Unavoidable emissions can be offset by supporting a recognised carbon offset project. Your products, services and company can then be classified as climate-neutral, given the overall effect on the climate has been offset.



Used by Tiny Life

### Communication

Climate action initiatives should be communicated. We help you celebrate the steps you're taking towards measuring and reducing your carbon emissions to your clients and stakeholders. We support the use of correct terminology, avoid greenwashing and help you transparently express your climate commitments.

# Carbon offset project Afforestation project in Nicaragua

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Atelier Seitz GmbH supports two projects that are linked directly with wood as a raw material and, in turn, timber construction and wooden furniture manufacturing. One is the **afforestation project in Nicaragua**. Bamboo is one of the most efficient plants in the fight against climate change. Unlike trees, the plant does not die when the bamboo is harvested. As soon as the bamboo is fully mature, individual stems are harvested from every plant annually while younger plants are allowed to continue growing. A plant can sequester carbon permanently this way and has a life span of around 80 years.

# Carbon offset project

## Forest conservation project in Brazil

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The company also supports a **forest conservation project in Brazil**. Waterways flow through the natural rainforest in the reserve around Marajó Island. As an arterial route, the Amazon favours agriculture and livestock breeding, which in turn results in ever-increasing deforestation. The project protects over 97,000 hectares of forest and prohibits commercial deforestation. For the families who live there, it creates alternative sources of income such as açai berry trading.

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ClimatePartner GmbH  
St.-Martin-Str. 59 · 81669 Munich  
Phone +49 89 1222875-0  
[germany@climatepartner.com](mailto:germany@climatepartner.com)



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Company

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