



UPSTRÖM

# IMPACT REPORT

2024

# Table of contents

Click to navigate

Highlights 2024 .....	3
A Message from Our Founders .....	4
About Upström .....	5
Certified B Corp .....	6
How we operate .....	7
Inclusion and diversity .....	10
Designing for low impact .....	12
Product certifications .....	15
ESSENTIALS by Upström .....	17
Product Environmental Footprint Reports .....	19
Net Zero Emissions .....	22
Greenhouse gas protocol .....	25
Our work with the Sustainable Development Goals .....	29
Gender Equality .....	30
Responsible Consumption and Production .....	31
Climate Action .....	32

# Highlights 2024



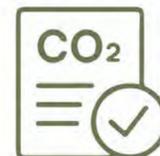
Developed cable wires with **50% recycled copper**



Developed **100% recycled tin** for PCB soldering



Launched **ESSENTIALS By Upström**



CO<sub>2</sub> targets verified by the SBTi



Waste removed:  
4.8 tonnes → 5.3 tonnes



Product Environmental Footprint reports now available for all **Essentials** products



Total spend on products with recycled content increased from **70% to 78%**

# A Message from Our Founders

”

As we reflect on 2024, one word stands out: **Transformation.**

This past year has been a pivotal one for Upström. We took bold steps to strengthen our foundation, not only to navigate the complexities of today but to grow stronger for tomorrow.

Internally, we've restructured our operations to build a more resilient and focused company, one that can scale our impact without compromising our values.

Externally, one of us even moved to Asia to be closer to our trusted suppliers, because real partnerships are built face to face.

Among the highlights we're most proud of is getting our CO2 targets officially validated by **the Science Based Targets initiative** (SBTi), a critical milestone in our climate journey.

We also completed **Product Environmental Footprint** (PEF) reports for our key products, giving us a much deeper understanding of where our emissions come from and how we can design smarter.

Our journey as a B Corp continues to shape everything we do. It's not just a badge, it's a compass. We've leaned into the B Corp framework to push ourselves harder, collaborate better, and stay true to our mission of harmonizing technology with responsible manufacturing. And through this, we've also unlocked new and exciting opportunities with like-minded partners across the globe.

We've listened closely to our community, and what we hear is clear: transparency matters. So does having better choices. We're proud to have expanded our product assortment while also improving how openly we communicate the impact of what we make.

Looking ahead, we remain grounded in the same conviction that started this company: that tech can be done differently and better. The world hasn't become a less messy place. If anything, the need to stick to goodness and treat people and planet with care has only grown louder. That's why we continue to build a business that balances people, planet, and profit, because we believe this is the only way to create meaningful, lasting impact.

Thank you for being part of this journey with us. Together, we're proving that good can be better, it's not just possible, it's already happening.

With gratitude,

**Jacob & Casper Sabir**  
Founders of Upström

# About Upström

Upström is a Scandinavian impact company, crafting consumer electronics for everyday life, responsibly made, beautifully designed and built to last.

We're a family company founded by brothers, Casper and Jacob Sabir, raised with a simple belief: **technology should improve life, not harm it**. Our father taught us the ins and outs of the tech industry. Our mother showed us the importance of caring for nature. Upström is where those values meet.

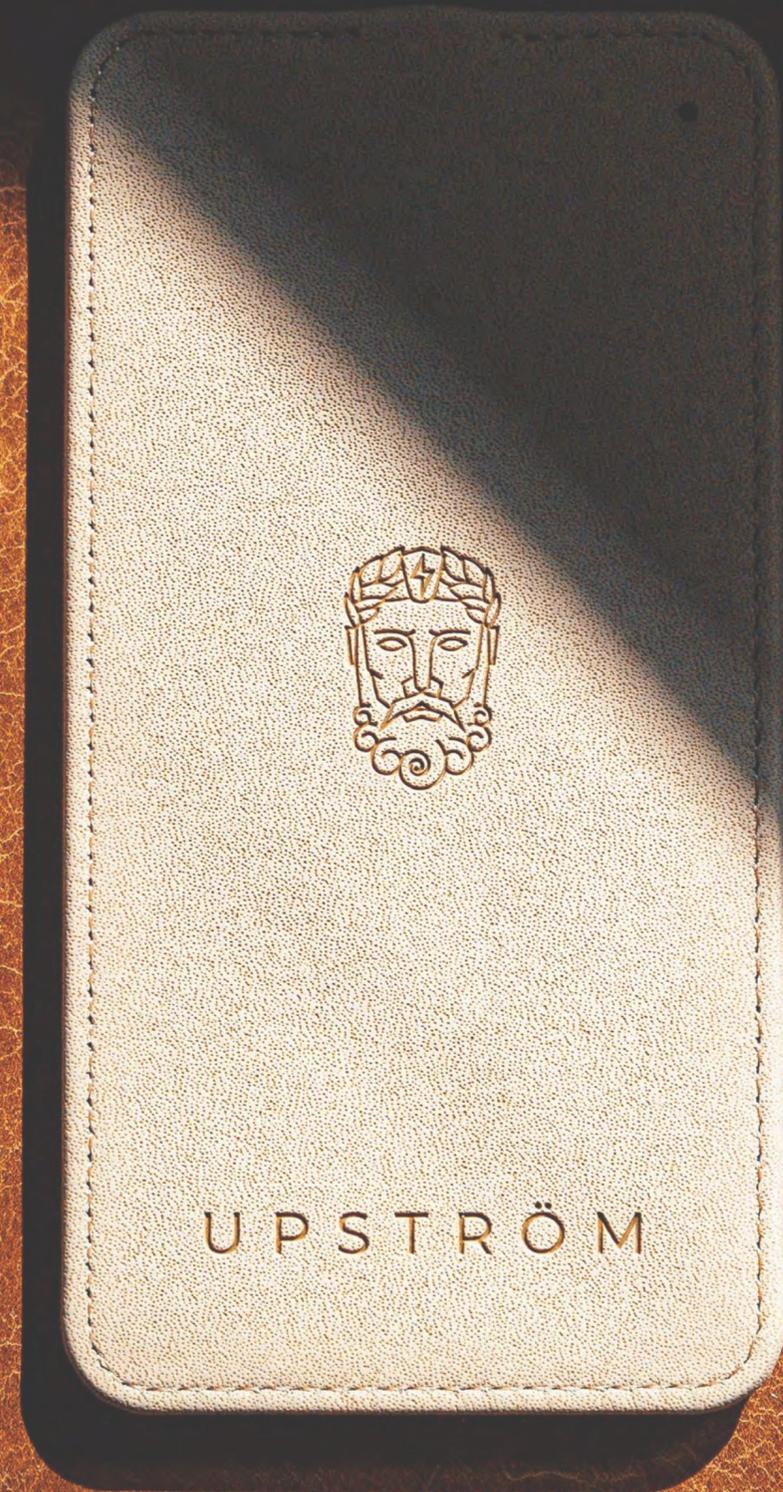
Since 2019, we've challenged how tech accessories are made, starting with design, where most of a product's environmental impact is determined. We build from better materials, cut unnecessary waste, and make products that simply make sense, for you and for the planet.

Our approach rests on four simple values:

**Sustainability, Functionality, Quality, and Design**

Not buzzwords. Just common sense for products that should work well, look good, and last longer.

Today, Upström serves over 250 customers in 15 countries. As we grow, so does our ambition to prove that technology can be both smart and made with care.



Certified



Corporation

# Certified B Corp

Evolving with the standard

B impact score

96.2

Our first B Impact Assessment scored 93.1 points, well above the minimum threshold and far beyond the global median.

In 2024, we've raised our score further to 96.2, reflecting real progress across our supply chain, transparency, and product design.

We became a Certified B Corp in 2023, the first consumer electronics brand in Northern Europe to do so. It was a proud moment, but more importantly, it's proof that business can be part of the solution.

But B Corp is not about chasing points. It's about accountability. It keeps us honest, pushes us to do better, and helps protect our mission as we grow.

In 2024, B Lab introduced a tougher, more ambitious global standard, raising the bar on climate action, human rights, and responsible governance. We're already working to meet it, knowing it will make us stronger and our products even better.

Being a B Corp is not just a badge. It's a commitment to ourselves, to our customers, and to the future we want to help build.

Learn more about the new B Corp standard [here](#)

# How we operate

Building responsible tech starts with building a responsible supply chain. Our operations are built on long-term partnerships with trusted suppliers who share our values:

**Care for craftsmanship, respect for people, and responsibility for the planet.**

We don't just select our partners based on capabilities; we choose based on mindset. Every new partner goes through a structured onboarding process designed to build long-term alignment on both quality and ethics.

And we stay close. Casper, our co-founder, has been based in China for eight months in 2024, working directly with our suppliers to strengthen relationships, solve issues on the ground, and make sure every product is made responsibly, from first sketch to final shipment.

**Selection goes beyond capability.**

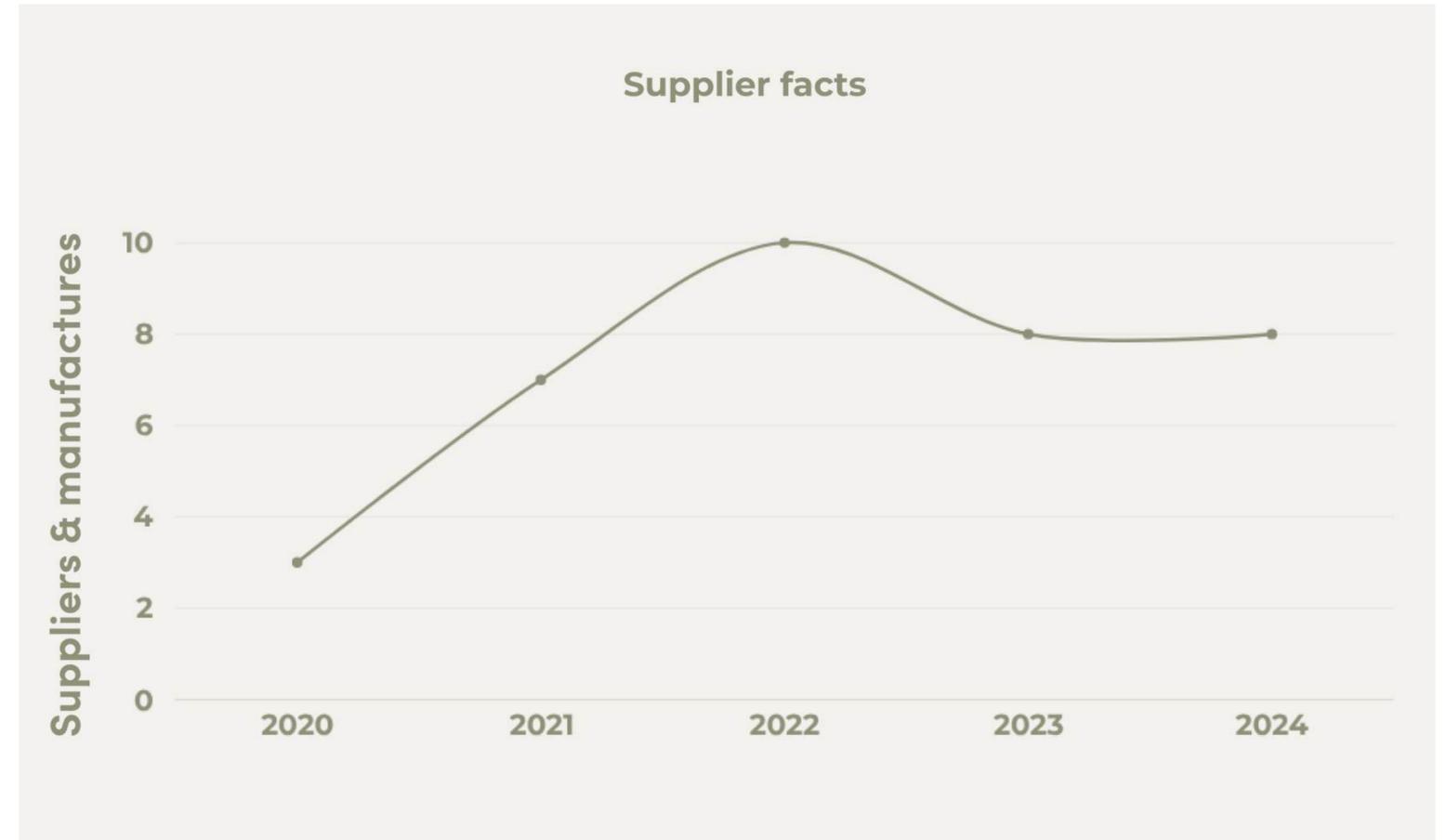
Every supplier is onboarded through a structured process to ensure alignment on quality, ethics, and sustainability.

**We build technology with people, not just machines.**

Our suppliers aren't just vendors, they're long-term partners who share our values.

**We stay close.**

In 2024, our co-founder, Casper, spent 8 months in China to work hands-on with key suppliers building trust, solving issues, and improving impact on-site.



We've maintained our number of suppliers this year, focusing on stronger collaboration over expansion.

## Screening

We start by verifying the essentials: certifications (ISO14001, ISO9001, BSCI), ownership structure, and track record on responsible practices.

## Due Diligence

We go deeper, reviewing compliance, financial health, and social and environmental performance over time.

## Code of Conduct

Every supplier signs our Code of Conduct, setting clear expectations for labour rights, fair treatment, safe conditions, and environmental responsibility.

## On-Site Audits

We visit factories in person to see how things are really done, not just what's written on paper. Each year, every supplier also undergoes an internal Upström audit, reviewing everything from product quality and production practices to pollution control and workers' rights.

## Third-Party Social Audits

Accredited third parties assess factory conditions and social compliance. This adds external verification and accountability across our supply chain.

## Quality Control

Before products leave the factory, they go through a structured quality control process based on AQL standards (1.0 minor, 0.2 major). Final inspection is carried out by TÜV SÜD, who verifies product quality, safety, and performance before shipment making sure you receive a product that works as promised, and lasts as expected.

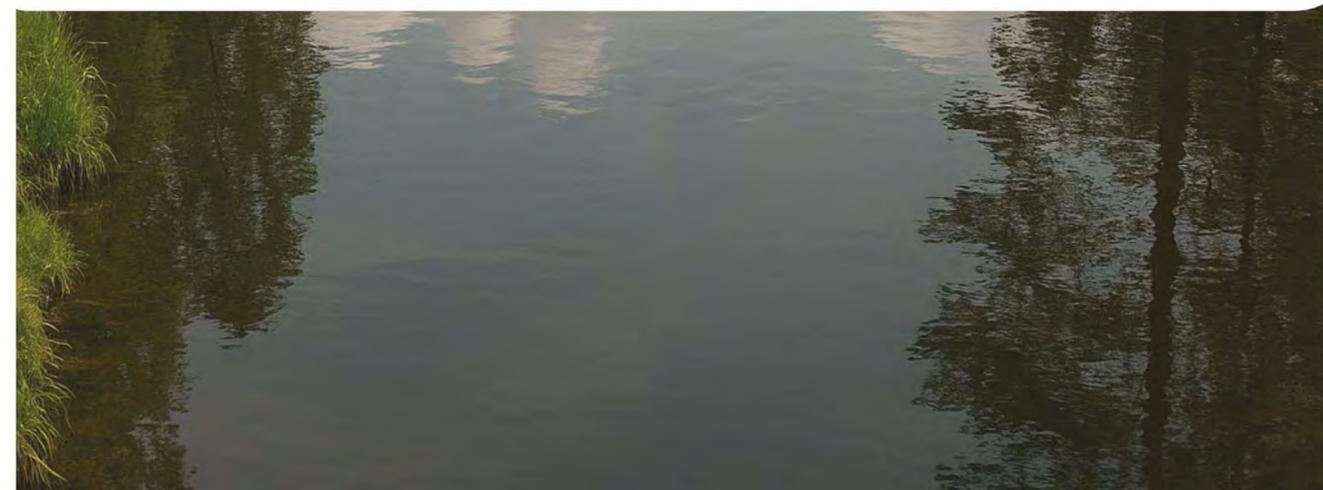


# Inclusion & Diversity

in our supply chain

In 2024 **2 of our 8 core suppliers were female-owned** and **28%** of our cost of goods sold, went to suppliers led by women.

While this is a **decrease from 34%** in 2023, it reflects a shift in product mix, not a shift in values. Some of our other products manufactured with non-minority-owned partners have scaled faster this year.



As founders with minority backgrounds, we understand firsthand how representation can shape access and opportunity. That's why we're intentional about **creating space** for underrepresented leadership throughout our supply chain.

**Our goal remains unchanged**

**Reach 50% spend**  
with minority or female-led suppliers that reflect our values.

**Inclusion is not an initiative. It's part of who we are**

At Upström, inclusion isn't something we do on the side, it's embedded in how we operate every day.

# Designing for low impact

At Upström, we believe sustainability starts with design. We don't wait until the end of a product's life to think about its impact, we start at the very beginning. Since 80% of a product's footprint is shaped at the design stage, every material and detail counts.

In 2024, we made big strides in material efficiency and product longevity. Over the years, we've refined our approach to create products that are not only functional and long-lasting, but also consciously made with better materials, lighter packaging, and a clearer path toward circularity.

## Material efficiency highlights

**-37%**

packaging weight across cables and wall chargers.

**100%**

recycled kraft paper and soy-based ink have been used for all packaging since 2021.

## Simpler design

easier recycling, lower emissions, reduced costs.



The most sustainable product is the one **built to last.**

That's why we design with **durability** in mind not planned obsolescence.

In 2024 we:

Doubled cable durability from **15.000** to **30.000** bends. Nearly 4x the industry average.

Continued using original electronic components for long-term safety and performance.

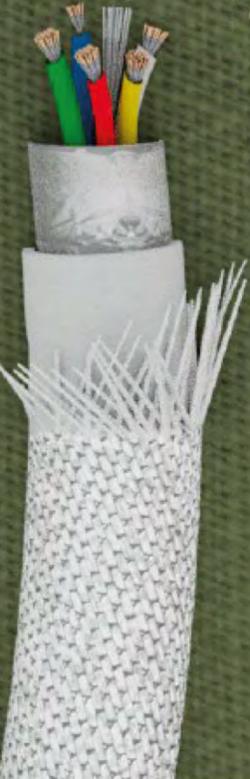
We continued running accelerated aging tests on wall chargers under high temperature and humidity conditions to ensure only products built to last reach our customers.

100% post-consumer recycled tpe

100% post-consumer recycled pet



Reinforced nylon braiding for added strength



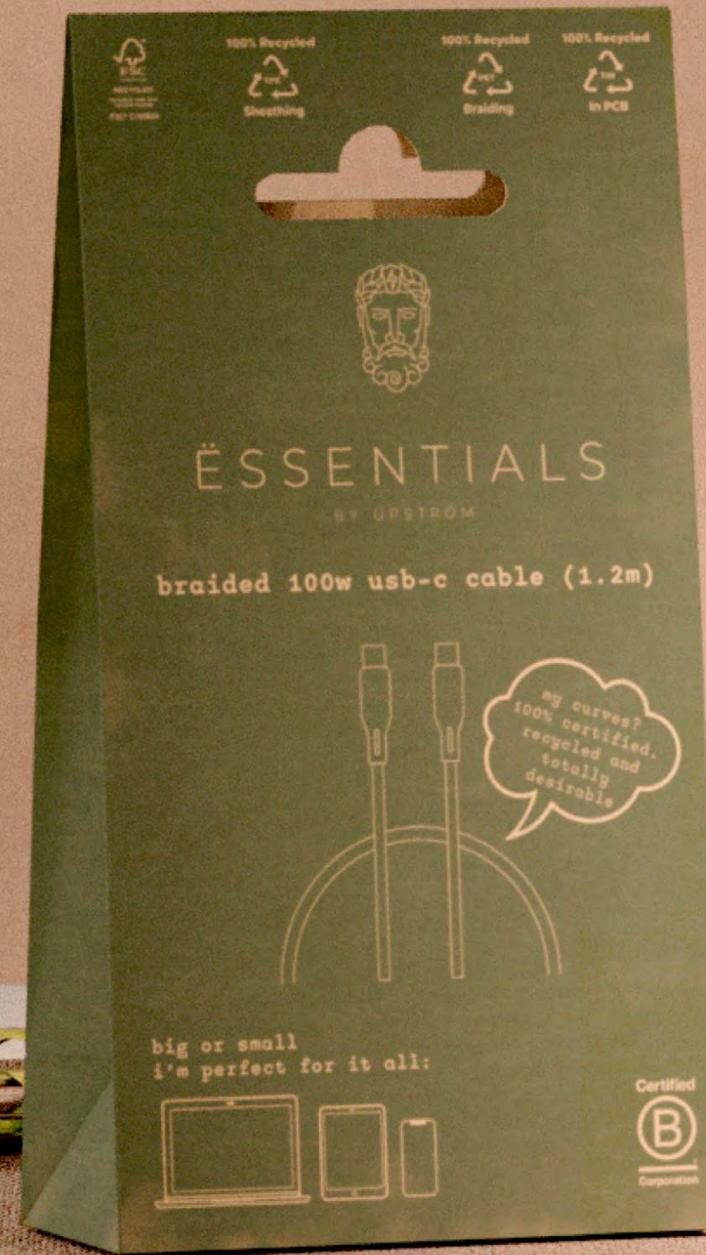
50% post-consumer recycled copper

**Design isn't just how something looks or works.**

It's how it holds up, and how much waste it prevents along the way.

# Product certifications

We rely on internationally recognized certifications to ensure our materials and supply chain meet high environmental and social standards.



Since 2021, all our packaging has been made with **FSC® Recycled paper**.



**RCS 2.0 certifies** recycled content in simple, single-material components, enabling us to increase recycled material use with reliable chain-of-custody tracking.



All recycled materials in our products are **GRS-certified**, ensuring verified recycled content, responsible production, and full traceability from raw material to final product.



## Recycled tin

---

Starting in 2024, we use 100% post-consumer recycled tin in the PCB soldering of our charging cables. The tin is recovered from discarded circuit boards, refined, and reused, minimizing the need for virgin metal extraction. By giving new life to recovered materials from e-waste, we reduce the environmental impact of our electronics while promoting circularity at the component level.

---



## Recycled copper

---

In 2024, we became one of the first in the industry to use post-consumer recycled copper in our charging cables. Copper is highly carbon-intensive, but also valuable to recover. By sourcing it from end-of-life electronics, we reduce emissions and reliance on virgin mining without compromising performance. It's a technical challenge and a climate opportunity we're proud to lead.

---

# ESSENTIALS

by Upström

A new series of charging accessories that is crafted with care,  
priced with fairness and packaged without excess.





## 37% less packaging waste

We redesigned our packaging from the ground up, removing what wasn't needed and reducing total material weight by 37% across the range.



## 34% lower retail prices

Through smarter production and leaner packaging, we made our products more affordable cutting prices by 34% without cutting quality or partner margins.



## More recycled materials

We kept pushing. Our cables now include even more certified recycled materials giving consumer waste a second life.



## 2 x longer lifespan

By improving the core design, we doubled cable durability from 15,000 to 30,000 bends. That means fewer replacements and more reliable products. Giving consumer waste a second life.

# Product Environmental Footprint Reports

At Upström, transparency has always guided our design decisions. In 2024, we introduced Product Environmental Footprint (PEF) reporting - a science-based method that replaces guesswork with clarity.

By partnering with Danish experts MÅLBAR, we now model product impact with greater precision. These insights feed directly into our design process, product roadmaps, and customer communication.

## Informed design

We now pinpoint hotspots in our supply chain and refine materials, packaging, or production methods with precision.

## Regulatory alignment

With new EU legislation around the corner, we're staying ahead not just to comply, but to lead with integrity.

## Backed by science, built for action

The Product Environmental Footprint method gives us a robust, data-driven way to measure impact. Our reports help customers validate and report lower CO<sub>2</sub> in their own disclosures.



# SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



At Upström, we know that climate action means nothing without accountability. That's why we've committed to cutting emissions in line with the world's most ambitious climate goal: limiting global warming to 1.5°C.

In 2024, our near term targets has been validated by the SBTi., the global gold standard for corporate climate action.

**1**

Scope

**Zero direct  
emissions**

Goal: Remain at  
0 through 2030

**3**

Scope

**Actively measuring,  
reporting & reducing**

Focus: Supply chain,  
materials, freight

**2**

Scope

**42% reduction  
by 2030**

Baseline: 2022



## Scope 2 emissions

### **56% reduction in just two years**

By the end of 2024, we had brought our Scope 2 emissions down to **0.340 Mt CO<sub>2</sub>**, a 56% drop since 2022, putting us ahead of schedule on our 2030 target.

While we are proud of this progress, we know that the real work lies in Scope 3.

**NET ZERO** | 2030

## Our road to **net zero emissions**

In 2024, we've continued our journey towards reaching **net zero emissions**.

Since our last publication, we've improved the quality of our data by integrating **Product Environmental Footprint** (PEF) methodology.

As a result, we've expanded our Scope 3 accounting to now include **end-of-life treatment** of products, a previously unaccounted stage in our value chain.

These enhancements give a fuller view of our emissions, supporting better decisions and greater transparency on our progress and challenges towards net zero.



Our long-term vision remains unchanged

**Reach net zero and lead by example in an industry that urgently needs change**

# How We Measure Emissions

## Greenhouse Gas Protocol

We calculate our greenhouse gas (GHG) footprint using the **GHG Protocol** following the Corporate Accounting and Reporting Standard and applying the operational control approach (i.e. activities we directly manage). Scope 2 calculation method are based on the location-based method.

Scope 3 categories	Method used
Transportation & Distribution	Average-data from DHL carbon calculator
Purchased Goods	Supplier specific data
Business Travel	Average-data + spend-based data
End-of-Life Treatment	Supplier specific data

# Greenhouse gas protocol

The GHG Protocol divides a company's total emissions into 3 different levels also called scopes.

## 01 Scope

Covers all direct emissions from company-controlled operations including stationary combustion, mobile combustion, and fugitive emissions.

## 02 Scope

Covers all indirect emissions from purchased energy used at company facilities e.g. electricity, heating, and cooling from the grid.

## 03 Scope

Covers all indirect emissions across the value chain including purchased goods and services, business travel, commuting, distribution, leased assets, and investments.



## Scope 1

# Overview of carbon emissions

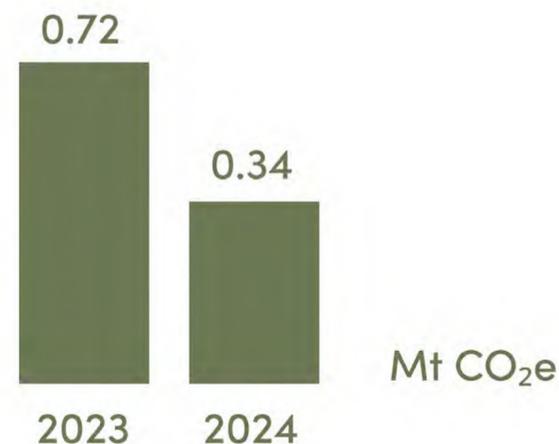
**0** emissions

In 2024, we've maintained our commitment to keeping our direct emissions at a solid 0 and we plan to keep it that way.

## Scope 2

**-53%** change in emissions

We've reduced our scope 2 emissions with 53%. This reduction is largely driven by improvements in our national energy mix and more sustainable practices from our district heating supplier.



## Scope 3

**48%** increase

Scaling production is never impact-free. In 2024, manufacturing spend rose by 422%, yet emissions only rose by 48% a result of better materials, tighter supply chain controls, and smarter product design. Now we're building on that momentum to drive emissions down even as we grow.

# Breakdown of emissions

## Scope 2

Category	2020	2021	2022	2023	2024
Electricity	0,11	0,38	0,39	0,1	0,1
Heat	0,56	0,64	0,39	0,62	0,243
<b>Scope 2 total</b>	<b>0,67</b>	<b>1,02</b>	<b>0,78</b>	<b>0,72</b>	<b>0,34</b>

## Scope 3

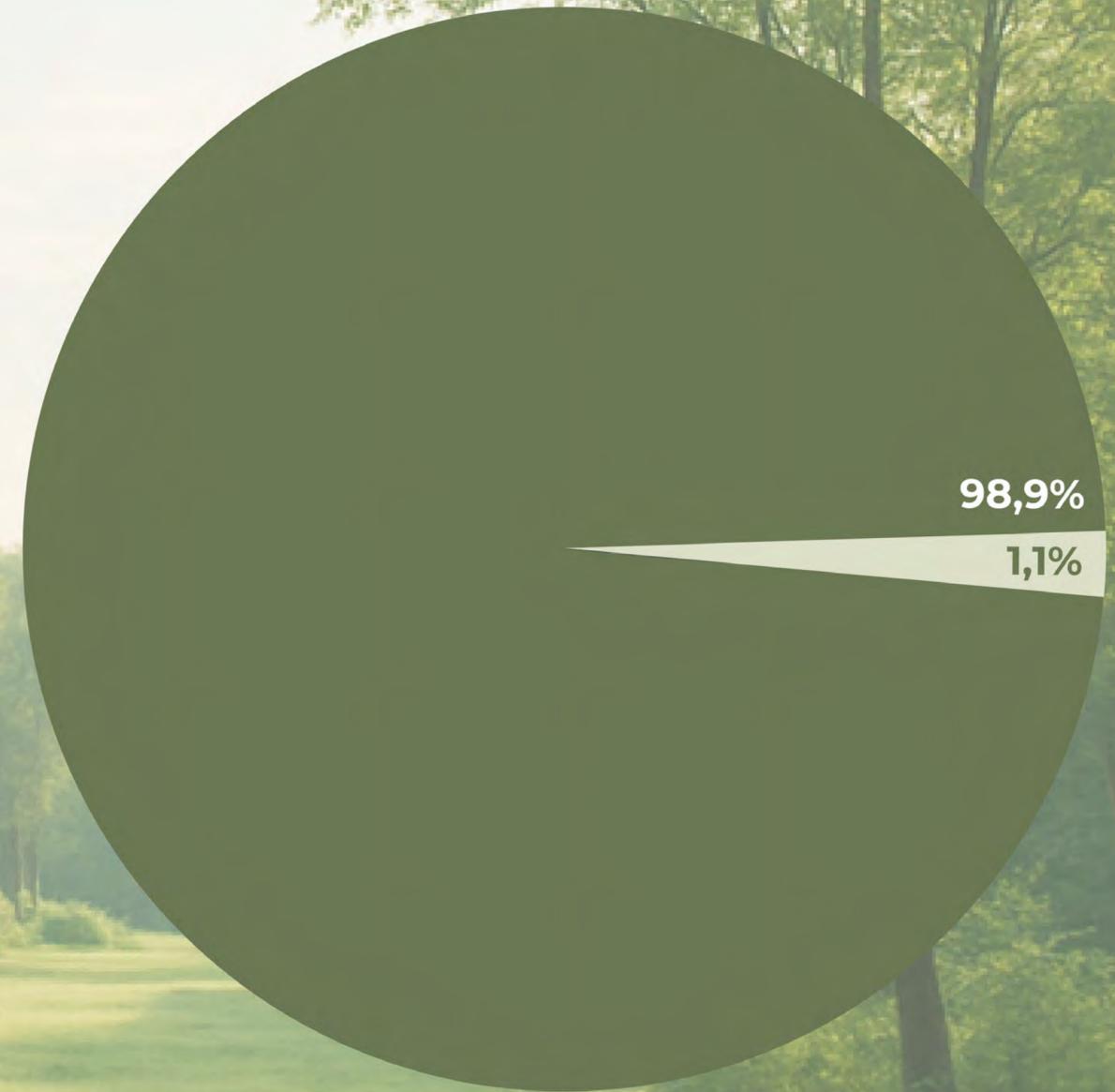
Category	2020	2021	2022	2023	2024
Purchased goods	40,9	22,5	66,3	12,3	19,45
Capital goods	0,18	0,05	0,007	0,0	0,0
Upstream transport	0,24	2,11	0,97	0,05	0,23
Business travel	0,0	0,48	2,65	8,41	9,61
Employee commuting	0,42	1,66	1,66	1,24	0,0
Downstream distribution	0,1	0,03	0,13	0,08	0,04
<b>Scope 3 total</b>	<b>41,84</b>	<b>26,84</b>	<b>71,72</b>	<b>22,08</b>	<b>32,75</b>

**Excluded Categories:**

- Upstream/downstream leased assets
- Processing or use of sold goods
- Franchises and investments

## Breakdown of emissions 2024

- Scope 2 emissions
- Scope 3 emissions



# Our work with

**SUSTAINABLE  
DEVELOPMENT GOALS**

\*The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States. Read more on their website [here](#)

# 5 Gender Equality

We continue to advocate for **fairness, inclusion,** and **diversity** across our business and supply chain.

At Upström, we stay aligned with the UN Sustainable Development Goals, focusing where our actions can make the greatest difference. In 2024, we continued our work on SDG 5 (Gender Equality), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action) through better products, stronger supplier partnerships, and deeper accountability on emissions. Our governance remains consistent, built on certified suppliers, clear Codes of Conduct, and internal policies promoting ethics and equality.

For a full overview, please see our [2023 Impact Report](#).

## 2024 highlights

**28%** of total spend allocated to female-owned suppliers

(2 of 8 core partners)

Maintained **anti-discrimination and inclusion policies** through our internal **Code of Ethics and Supplier Code of Conduct**.

Maintained **BSCI standards** across key partners and suppliers, reinforcing worker rights and gender equality standards.

# 12 Responsible Consumption & Production

At Upström, responsible production starts long before a product reaches the customer. It begins in design, where we focus on **durability, material choice**, and **smart packaging**.

With the launch of our new product line, Essentials by Upström, we've taken a major step in making responsible tech more accessible without compromising on quality or experience.

## 34 % lower prices

We made our products more accessible by cutting retail prices without cutting corners, helping more people choose better.



## Carbon footprint verified

aligned with CSRD requirements.

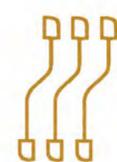
## 37% less packing waste

We redesigned our packaging from the ground up, cutting what wasn't needed while keeping it 100% recycled FSC® kraft paper.



## More certified recycled metals

including copper and tin.



## Cable durability doubled

15.000 → 30.000 bends.



## Certified from end to end

GRS, RCS, FSC®, ISO14001.





2024 marked a critical step forward in our carbon accountability efforts. We refined our scoping methodology using Product Environmental Footprint (PEF) data and expanded Scope 3 reporting to include end-of-life treatment of sold goods. We also made significant improvements to reduction actions.

## Acting on climate change through data, design, and accountability

### **Submitted Science-Based Targets**

(SBTi) for validation in line with 1.5°C commitment.

### **54% reduction**

in Scope 3 emissions from 2022 baseline year.

### **53% reduction in scope 2 emissions**

compared to 2022 baseline. Driven by cleaner national grid and improved district heating.

### **Scope 3 expanded**

end-of-life emissions now included for products using Product Environmental Footprint (PEF) reporting.

