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Humly
Sustainability
- Insights and policy

INSIGHTS

Humly Sustainability Initiatives

How Humly contributes to a better world.

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The Humly Story

Humly was founded with the purpose to increase quality of life in a way that has a positive impact on the planet.

Based on this purpose we have put together a team that is passionate about making the world a better place. All of the Humly business is built around a sustainable use of all resources - financial, human and environmental.

We would love to talk more about our views on sustainable work/life balance as well as a sustainable use of investments - but in this report we will focus on environmental sustainability and how we are working to minimize the negative environmental impact of our business and how we try to maximize the positive impact by influencing others.

Designing and building products with a mentality focused on environmental sustainability is a major challenge that we are continuously trying to tackle in our daily operation and roadmap.

We realize that we cannot do this by ourselves so to achieve the greatest impact we want to share our story with customers and partners. We also recognize the key learnings acquired tackling our own sustainability challenges may be valuable to others who are on the same journey and quite possibly inspire others to take greater action.

The early days

There are a lot of moving parts in the technology business, so we started our sustainability journey by prioritizing the areas that we could control and have a short-term impact. At the same time we



developed a plan to continuously work on other areas that would require a longer period of time to effect change.

Benchmarking

We did research on the best behaviors and understood that we needed to create a measurable benchmark of what our carbon footprint is. Without data and measurable benchmarks we would not be able quantify our improvements or our impact so we spoke to our suppliers and were able to receive detailed understanding of our environmental footprint.

Getting this data was a greater challenge than expected, but the first area where we were able to get a clear picture was regarding packaging.



Packaging

Our suppliers data allowed us to calculate that the carbon footprint for the packaging of our single unit pack which was 0.98kg CO₂ kg/pcs and together we set up a workshop to understand how to reduce this even further without complicating the manufacturing process.

Putting our creative minds together we decided to not only re-design of the packaging but also introduced bulk packs that let us pack six Humly Room Displays in one box. The bulk packs reduced the packaging footprint by approximately 90% per unit and also made the transportation 40% more efficient reducing carbon footprint even further. As an added bonus the installation process significantly easier and made waste management and recycling much more convenient since almost all packaging is in the same material and stackable.



The only plastic is a bag protecting each display, but not only is it made of recycled plastic, it's a re-used bag that the LCD panel comes in before assembly.

We took it a step further and started using cardboard for the bulk pack certified by the Forest Stewardship Council (FSC) and opted to use recyclable paper pulp inside the box as opposed to plastic polymers to protect the product. We made this decision since the FSC is a non-profit organization that certifies the material is made from responsibly managed forests.

Calculating our product CO₂ footprint

As mentioned earlier it was a huge challenge to get all of our suppliers to give us a detailed breakdown of our total product carbon footprint. However, we did not want this to stop us from implementing a carbon offsetting plan, so we asked our supplier to provide us with a detailed Waste Electrical and Electronic Equipment (WEEE) compliance report. The report provided valuable information about our product's materials and weights together with recyclability and recovery rates. According to the WEEE report, our Humly Room Display, HRD, product is 98.7% recyclable and has a recovery rate of 99.7%.

While we did manage to get footprint data for packaging and LCD, we struggled to get it for other parts. Instead of giving up we decided to use the WEEE report in conjunction with research reports and were able to derive an assumed carbon footprint figure for the complete HRD product. We also conducted research on our administrative footprint to derive a carbon footprint estimate for our office and travel.

Carbon compensation

Summing the carbon footprint data of our packaging together with the estimated carbon footprint data for our product, office and travel allowed us to calculate an aggregate organizational Greenhouse Gas emissions (GhG) each year. We then offset all these emissions by applying an average carbon offset rate of 17€ per tonne based on the Southpole, which is a reputable carbon offsetting platform. Since founding Humly in 2019 we have offset all of our GhG emissions using this model.

Product Sustainability

Complex tradeoffs will present themselves when you are working with sustainability

Product sustainability is complex. Sometimes finding a solution that may increase recyclability or reusability may involve a complicating manufacturing process, which could result in an increase in carbon emissions. In other words, there isn't always a direct relationship between carbon footprint reduction and raising the rate of recyclability or reusability because more carbon-intensive production processes and transportation could enter the equation making them difficult to offset.

Becoming part of the anti- planned obsolescence movement

Certain technology companies have a tendency to build products and quickly replace them with newer models. When older models break down, consumers may find it difficult to find parts and as a result be more inclined to purchase a newer model. This phenomenon is known as planned obsolescence and is an extremely carbon intensive process that consistently requires resources from the earth to build new products.



On the contrary, Humly's products are built with an expectation to last up to ten years because we understood that prolonging product lifetime has a significant benefit on the environment. Even our business model is built to support this strategy since it revolves around delivering exceptional service and continuous software improvements - not upselling newer models. Using clever design and engineering our products are designed to be attractive not just at time of installation, but for many years to follow. The smart design also makes them easy to take apart to facilitate repairability, reusability and higher recoverability in the recycling process - when the eventually comes.

Sustainability must be tackled at the design stage

Another key learning is that sustainability must be addressed at the very beginning of the product design stage.

That may sound simple and intuitive but as mentioned earlier there are a variety of moving parts that are involved in building a product as well as complex tradeoffs to deal with.

Make sure you choose your suppliers carefully and that they share your environmental sustainability goals and are doing something about it themselves.



TIMELINE

Humly Sustainability Vision & Mission

Vision:

We believe that technological revolution and successful business is symbiotic with a future where our entire planet flourishes.

Mission:

We pioneer a shift in the mindset of the industry to produce high quality products that our customer can, and want to use for a very long time.

Strategy:

We don't measure our success only by revenue and profit. To us it is equally important that we measure our impact on the planet and keep an environmental balance sheet.

We share our stories to anyone who wants to listen and hope to inspire.



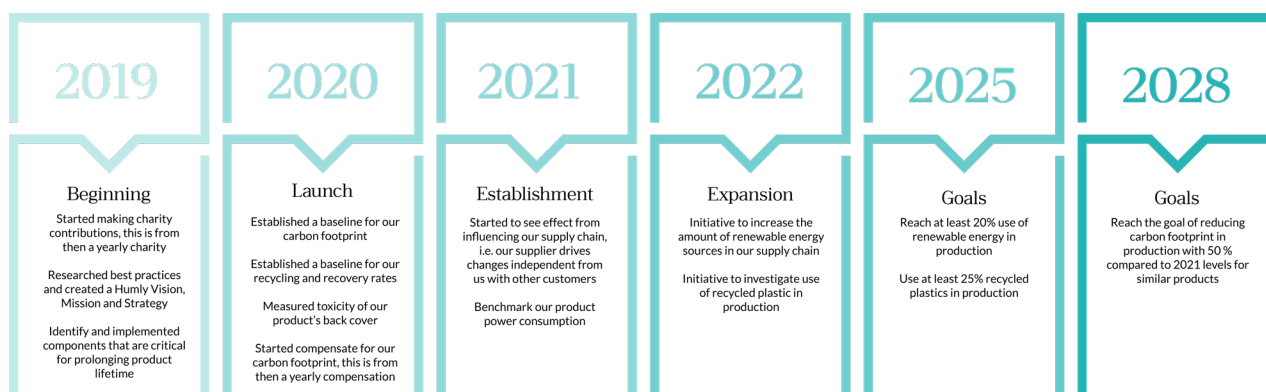
If all of us put praise in reuse and climate efficient production and packaging we will see a rapid change in both professional and consumer brands. At Humly we want to pioneer a shift in the industry to choose sustainable design, production and distribution.



Anders Karlsson, CEO Humly

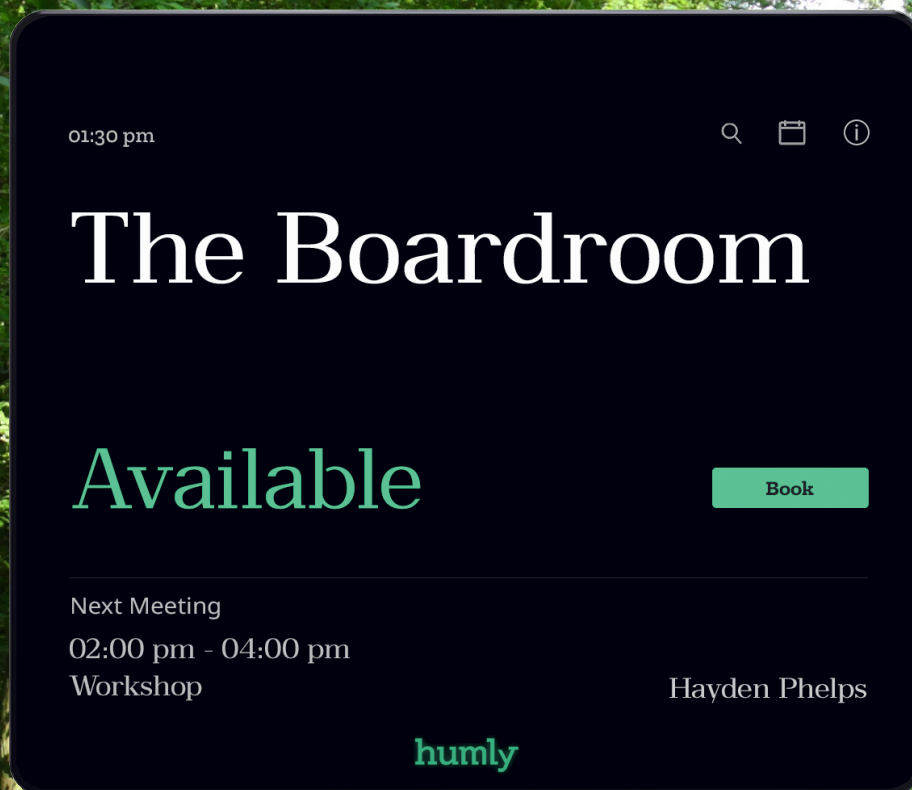


Humly Achievements and Goals:



Humly Room Display

- An award winning journey



“
Product lifetime and recyclable materials were high priorities in the project to meet environmental goals.” - Quote from IF Design Awards



POLICY

Humly Sustainability Policy

In Humly we strive for sustainability in regards to human, environmental and financial resources.

We want to increase the quality of life in a way that has a positive impact on our planet.

We believe that technological revolution and successful business go hand in hand with securing a future where our entire planet flourishes.

We focus on the workplace where people spend most of their productive hours and where even the smallest improvement can accumulate great value for people, environment and business.

We don't measure our success only by revenue and profit, to us it is equally important that we measure our impact on the planet and keep an environmental balance sheet.

We share our stories to inspire others to join us on our journey towards a better world.

Product sustainability philosophy

Our objective is to design products that are ecological, ethically made and that last for a long period of time. We incorporate our philosophy into our products.

Humly Philosophy	What we do!
Products should last for a long time	Design products for a minimum lifetime of 5 years. The longer the better.
When products break they should be repaired rather than replaced	Implement modular and repairable design when possible.
When products must be replaced, the parts must be as reusable as much possible	Aim for a high degree of reusability. When parts must be replaced, working parts should ideally be reusable elsewhere and broken parts replaced by reused materials.
If parts cannot be reused (or repaired) at the very least they are recyclable with a high level of recoverability.	Minimum acceptable product recycling rate of 95% and minimum acceptable product recovery rate of 99%. All suppliers that we work with must provide WEEE compliance reports that fulfill our criteria.

Humly product development checklist

- Always design with zero waste mindset
- Industrial and mechanical design have a significant impact on sustainability and must be addressed from the very start of the new product development phase
- Write firmware and application with effective product life and energy saving in mind
- Make sure packing materials come from renewable sources and make it easy for the end user to recycle by using a single material when possible
- Only ship accessories the users actually need
- Working with bulk packaging to reduce waste packaging material and CO2 emissions during transportation

Who we prefer to work with

Humly only works with suppliers and partners that are aligned with our sustainability principles. We believe that we can have the biggest impact by working with our partners and their suppliers and thereby contributing to a shift of mindset in our industry.

- We encourage our partners to use renewable energy, when available
- We select partners that offer their employees equal opportunities and fair pay
- We request that our partners only work with suppliers that treat their employees well and are free from unethical practices;
- We favor suppliers that do more than the minimum requirement

Everyone can do something

Travel

- Collaborate online to reduce the need for travel
- When we use transport, we should consider viable alternatives such as walking, biking, taking train, bus, carpooling
- Our global offices must be powered by renewable sources (hydro, solar, geothermal, wind, etc) whenever possible
- We encourage the use of low energy light bulbs and ensuring that computers are shut down after work

Recycling/waste

- Choosing more sustainable printing options such as FSC-certified, 100% recycled paper and vegetable-based ink if possible
- Recycle as much waste material as possible
- Minimize use of single-use items

Compensation to be carbon neutral

- We fully compensate for all production, all travels and all other operational activities by funding reforestation projects using platforms such as South Pole Group.



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